Table of Contents

Demographic Questions	1
Table 1 - B1. Parent gender by BANNER	2
Table 2 - B2 - Parent Age (Average)	15
Table 3 - C1 - Child age and gender by BANNER	25
Table 4 - D1 - Region by BANNER	51
Table 5 - D2 - Which of the following best describes the area you live in? by BANNER	58
Table 6 - D3 - What is the occupation of the main income earner in your household? Think about the person who has the highest income. This could come from working, a pension, s	72
Table 7 - D3 - Social grade by BANNER	100
Table 8 - D4 - 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 an	114
Table 9 - D5 - What is your working status? by BANNER	130
Table 10 - D6 - Could you please tell us whether you or anyone in your household currently receives the following benefits? Please make sure to enter some text in specify box by	150
Table 11 - D7 - How well would you say your household is managing financially at the moment? Would you say you are by BANNER	178
Table 12 - D8 - What is the highest level of education you have completed? by BANNER	192
Table 13 - K2 and K3 combined: Child has identified need/ impacting condition by BANNER	212
Table 14 - K3b - Do any of the following apply to you/ your child? [MULTI] by BANNER	254
Table 15 - K5 - Which of these broad groups best describes your child's ethnic background? Which of these broad groups best describes your ethnic background? [SINGLE] by B	270
Table 16 - K5a - You describe your child's ethnic background as 'White'. Which of the following best describes your child? You describe your ethnic background as 'White'. Which o	292
Table 17 - K5b - You describe your child's ethnic background as 'Asian / Asian British'. Which of the following best describes your child? You describe your ethnic background as 'Asian Describes are the following best describes your child? You describe your ethnic background as 'Asian Describes are the following best describes your child? You describe your ethnic background as 'Asian Describes are the following best describes your child? You describe your ethnic background as 'Asian Describes are the following best describes your child? You describe your ethnic background as 'Asian Describes are the following best describes your child? You describe your ethnic background as 'Asian Describes are the following best describes your child? You describe your ethnic background as 'Asian Describes are the following best describes your child? You describe your ethnic background as 'Asian Describes are the following best describes your child? You describe your ethnic background as 'Asian Describes are the following best describes are the following be	304
Table 18 - K5c - You describe your child's ethnic background as 'Black / African / Caribbean / Black British'. Which of the following best describes your child? You describe your ethni	316
Table 19 - K5d - You describe your child's ethnic background as 'Mixed". Which of the following best describes your child? You describe your ethnic background as 'Mixed". Which	322
Table 20 - K5e - You describe your child's ethnic background as 'Other". Which of the following best describes your child? You describe your ethnic background as 'Other". Which	328
Parent Questions	333
Table 21 - P_1 - In the last month, has your child spent any money on a social media site or app, a website or app where you can watch videos, or whilst gaming? This could be us	334
Table 22 - P_1 - In the last month, has your child spent any money on a social media site or app, a website or app where you can watch videos, or whilst gaming? This could be us	354
Table 23 - P_2 - How did your child make that purchase(s)? [MULTI] by BANNER	374
Table 24 - P3 - Do you do anything to limit or monitor your child's spending online? (e.g. Do you have any supervision measures or restrictions in place with?) [MULTI] by BANNER	400
Table 25 - P4 - How concerned, if at all, are you about your child's spending online? [SINGLE] by BANNER	422
Table 26 - P5 - Please tell us whether any of the following have occurred with your child as a result of spending money online? [MULTI] by BANNER	454
Table 27 - P4 - How concerned, if at all, are you about your child's spending online? [SINGLE] by P5 - Please tell us whether any of the following have occurred with your child as a	486
Table 28 - P_1 - In the last month, has your child spent any money on a social media site or app, a website or app where you can watch videos, or whilst gaming? This could be usin	498

Table 29 - P_1 - In the last month, has your child spent any money on a social media site or app, a website or app where you can watch videos, or whilst gaming? This could be usin	500
Child Intro Questions	502
Table 30 - H2 - Please think about any reason you may have to go online – maybe watching videos on sites or apps like YouTube or TikTok, playing games online, for social media,	503
Table 31 - Q1 - How much time do you think you spend online on a normal day at the weekend? This can be across a smartphone, tablet, computer or games console. [SINGLE] b	531
Table 32 - Q2 - How much time do you think you spend online on a normal school day? This can be across a smartphone, tablet, computer or games console. [SINGLE] by BANNER	544
Table 33 - J1 - What are your three favourite things to do in your free time? [MULTI] by BANNER	554
Table 34 - Child Spent Money SUMMARY by BANNER	602
Gaming Questions	618
Table 35 - G1 - Now we have some questions about gaming. Do you play games at home or elsewhere in any of these ways? [MULTI] by BANNER	619
Table 36 - G2 - Which of the following types of games do you play? [MULTI] by BANNER	651
Table 37 - G3 - How often do you play games? [SINGLE] by BANNER	689
Table 38 - G3b - In the last month have you spent any money on something whilst gaming? This could have been using your own money or someone else's. Just a reminder that w	709
Table 39 - G3b (Rebased) - In the last month have you spent any money on something whilst gaming? This could have been using your own money or someone else's. Just a remi	741
Table 40 - G3b - In the last month have you spent any money on something whilst gaming? [MULTI] by G2 - Which of the following types of games do you play [MULTI]	773
Table 41 - G4 - In the last month, have you spent any money on any of the following below whilst gaming? This could have been using your own money or someone else's. Just a r	779
Table 42 - G4B - Please complete the following sentence about when you buy things whilst gaming. When I buy things online I usually buy them [SINGLE] by BANNER	827
Table 43 - G4C - Please complete the following sentence about when you buy things whilst gaming. When I buy things online, I usually buy them and spend [SINGLE] by BAN	839
Table 44 - G5 - Roughly how much do you think you have spent on gaming in the last month? [SINGLE] by BANNER	848
Table 45 - G5 - Roughly how much do you think you have spent on gaming in the last month? [SINGLE] by G6 - How did you last pay for your spending whilst gaming? [MULTI]	870
Table 46 - G5 - Roughly how much do you think you have spent on gaming in the last month? [SINGLE] by G2 - Which of the following types of games do you play? [MULTI]	873
Table 47 - G6 - How did you last pay for your spending whilst gaming? [MULTI] by BANNER	877
Table 48 - G6b - You said someone else bought the items for you. Did that person know about these purchases? [SINGLE] by BANNER	895
Table 49 - G6c - You said someone else bought the items for you, which of these best describes whether you need to pay them back or not? [SINGLE] by BANNER	902
Table 50 - G6b - You said someone else bought the items for you. Did that person know about these purchases? [SINGLE] by G6c - You said someone else bought the items for you	909
Table 51 - G7 - Which of these do you think has influenced your spending whilst gaming in the last month? [MULTI] by BANNER	911
Table 52 - G8 - Thinking about spending money whilst gaming, how much do you agree or disagree with the following statements? [SINGLE]	944
Table 53 - G8_1 - I often regret making purchases whilst gaming by BANNER	945
Table 54 - G8_2 - The purchases I make whilst gaming are good value by BANNER	965
Table 55 - G8_3 - I often spend more money than I should whilst gaming by BANNER	981
Table 56 - G8_4 - I like the feeling of making purchases whilst gaming by BANNER	1009

Table 57 - G8_5 - I think it's unfair that people who spend more, get further in games like these by BANNER	1025
Table 58 - G8_6 - It's not always clear what I'm going to get for my money in games by BANNER	1041
Social Media (SM) Questions	1059
Table 59 - SM1a - We're now interested in your use of sites / apps for 'social media' - so doing things like 'following' friends, people or organisations, reading, 'liking' or sharing thing	. 1060
Table 60 - SM2a - How often do you go on the social media sites/ apps that you said you use? [SINGLE]	1102
Table 61 - SM1b - We're also interested in sites and apps that you use to watch videos on. Which, if any, of these video sites/ apps do you use? [MULTI] by BANNER	1104
Table 62 - SM2b - How often do you go on the social media sites/ apps that you said you use? [SINGLE]	1146
Table 63 - SM3 - In the last month have you spent any money on something you saw on social media or video sites/ apps you use? [SINGLE] by BANNER	1148
Table 64 - SM3 (Rebased) - In the last month have you spent any money on something you saw on social media or video sites/ apps you use? [SINGLE] by BANNER	1180
Table 65 - SM4 - What did you buy in the last month on these social media and/ or video sites or apps? [MULTI] by BANNER	1218
Table 66 - SM4B - Please complete the following sentence about when you buy things from social media or video sites/ apps. When I buy things online, I usually buy them [SIN	. 1238
Table 67 - SM4C - Please complete the following sentence about when you buy things from social media or video sites/ apps. When I buy things online, I usually buy them and s	. 1250
Table 68 - SM4D - Roughly how much do you think you spent on these things in the last month? [SINGLE]	1256
Table 69 - SM4D_1: Roughly how much do you think you spent on these things in the last month? A product (e.g. clothes, make-up, toys, jewellery) by BANNER	1257
Table 70 - SM4D_2: Roughly how much do you think you spent on these things in the last month? An activity (e.g. cinema, restaurants, theme parks) by BANNER	1269
Table 71 - SM4D_3: Roughly how much do you think you spent on these things in the last month? A subscription or upgraded/ premium account (e.g. Snapchat+) by BANNER	. 1281
Table 72 - SM4D_4: Roughly how much do you think you spent on these things in the last month? I donated to/gifted another account real money by BANNER	1293
Table 73 -SM4D_5: Roughly how much do you think you spent on these things in the last month? I donated to/gifted another account items (e.g. in-app jewels or coins) by BANNER	. 1299
Table 74 - SM4D - Average spent on social media/ video sites by BANNER	1311
Table 75 - SM5 - How did you last buy these things? [MULTI]	1319
Table 76 - SM5b - You said someone else bought the items for you. Did that person know about these purchases? [SINGLE] by BANNER	1321
Table 77 - SM5c - You said that someone else bought the items for you, which of these best describes whether you need to pay them back or not? [SINGLE] by BANNER	1333
Table 78 - SM5b - You said someone else bought the items for you. Did that person know about these purchases? [SINGLE] by SM5c - Which of these best describes whether you n	. 1340
Table 79 - SM6 - Which of these do you think has influenced you to buy something from social media and/ or video in the last month? [MULTI] by BANNER	1341
Table 80 - SM7 - Thinking about spending money after seeing something on the social media and video sites/ apps you use, how much do you agree or disagree with the following	. 1362
Table 81 - SM7_1 - I often regret the things I buy online from social media/ video sites and apps [SINGLE] by BANNER	1363
Table 82 - SM7_2 - The things I buy online from social media/ video sites and apps are good value [SINGLE] by BANNER	1379
Table 83 - SM7_3 -I often spend more money than I should on the things I buy online from social media/ video sites and apps [SINGLE] by BANNER	1395
Table 84 - SM7_4 - I like the feeling of buying things online from social media/ video sites and apps [SINGLE] by BANNER	1409

Demographic Questions

		_		_		BANNER				
			Gender of child	respondent			Age of child re	espondent		
B1. Parent gender	_	Total	Male	Female	8-9	10-12	13-15	16-17	NET: 8-12	NET: 13-17
Weighted Base	% within column Column Comparisons	2232	1153	1079	449	698	684	401	1147	1085
Unweighted Base	% within column Column Comparisons	2205	1100	1105	439	662	659	445	1101	1104
Column Names	% within column Column Comparisons	a	a	b	a	b	С	d	е	f
Man	% within column Column Comparisons	35%	38% † b	31%↓	30%	32%	40% ↑ a b	34%	31%↓	38% † -
Woman	% within column Column Comparisons	65% -	62%↓	69% ↑ a	70% c	68% c	60%↓	66%	69% ↑ -	62% ↓ -
Non-binary	% within column Column Comparisons	0%	0%	0%	0%	0%	0%	0%	0%	0%
Prefer to use another term	% within column Column Comparisons	0%	0%	0%	0% -	0%	0%	0%	0%	0%
Prefer not to say	% within column Column Comparisons	0%	0%	0%	0%	0% -	0%	0%	0%	0%

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c... (p <= 0.05)

Part 1 of 13

BANNER

Age and gender of child respondent

					Age and g	ender of child re	spondent			
B1. Parent 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	NET: Male 8-12
Weighted Beer	% within column	226	224	361	337	342	341	224	201	587
Weighted Base	Column Comparisons									
Unweighted Dece	% within column	220	219	333	329	324	335	223	253	553
Unweighted Base	Column Comparisons									
Calumn Namas	% within column	а	b	С	d	e	f	g	h	i
Column Names	Column Comparisons									
Man	% within column	31%	30%	36%	28%↓	47% ↑	33%	36%	30%	34%
Man	Column Comparisons					a b c d f h				-
Woman	% within column	69%	70%	64%	72% ↑	53%↓	67%	64%	70%	66%
WOIIIaii	Column Comparisons	e	e	е	е		е		e	-
Non hinary	% within column	0%	0% ↑	0%	0%	0%	0%	0%	0%	0%
Non-binary	Column Comparisons									-
Profer to use another term	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%
Prefer to use another term C	Column Comparisons	-	-	-	-	-	-	-	-	-
Profes not to say	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%
Prefer not to say	Column Comparisons	-	-	-	-	-	-	-	-	-

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Parents of children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2010 (91%)

						BANNER				
		Age and g	ender of child r	espondent	Urban/	Rural		Working	status	
		NET: Female 8-	NET: Male 13-	NET: Female 13						NET: Not work-
B1. Parent gender		12	17	-17	NET: Urban	Rural	Full time	Part time	Student	ing/ retired
Weighted Base	% within column	561	567	536	1986	246	1332	430	112	310
Weignteu base	Column Comparisons									
Unweighted Race	% within column	548	547	580	1949	256	1376	388	113	286
Unweighted Base	Column Comparisons									
Caluman Namaa	% within column	j	k	1	а	b	a	b	С	d
Column Names	Column Comparisons									
N.A	% within column	29%↓	43%1	33%	36% ↑	27%↓	49% †	7%↓	26%	13%↓
Man	Column Comparisons	-	-	-	b		b c d		b d	b
NA/	% within column	71% †	57%	67%	64%↓	73% ↑	51%↓	93% ↑	73%	87% †
Woman	Column Comparisons	-	-	-		а		a c d	а	ас
N 12	% within column	0%	0%	0%	0%	0%	0%	0%	1% †	0%
Non-binary	Column Comparisons	-	-	-					а	
D ()	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%
Prefer to use another term	Column Comparisons	-	-	-	-	-	-	-	-	-
%	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%
Prefer not to say	Column Comparisons	-	-	-	-	-	-	-	-	-

-						BANNER				
				D3 - Social	grade			Fii	nancial wellbeing	5
B1. Parent gender	-	AB	C1	C2	DE	NET: ABC1	NET: C2DE	Doing well	Getting by	Struggling
Weighted Base	% within column Column Comparisons	625	580	491	536	1205	1027	401	1152	655
Unweighted Base	% within column Column Comparisons	885	483	357	480	1368	837	452	1121	611
Column Names	% within column Column Comparisons	a	b	С	d	е	f	а	b	С
Mari	% within column	45% ↑	33%	34%	25%↓	39% ↑	30%↓	48% †	35%	26%↓
Man	Column Comparisons	b c d	d	d		-	-	bс	С	
Managa	% within column	55%↓	67%	66%	75%↑	61%↓	70% ↑	52%↓	65%	74% ↑
Woman	Column Comparisons		а	а	a b c	-	-		а	a b
Non-binary	% within column Column Comparisons	0%	0%	0%	0%	0%	0%	0%	0%	0%
Prefer to use another term	% within column Column Comparisons	0%	0%	0%	0%	0%	0%	0%	0%	0%
Prefer not to say	% within column Column Comparisons	0%	0%	0%	0%	0%	0%	0%	0%	0%

Part 4 of 13

						BANNER				_
		Ethn	icity	Child	l identified need,	'impacting cond	lition	Disability/ Cor	Educational Health Care Plan (EHCP)	
			NET: All other			NET: Identified need/	NET: No identified need			
B1. Parent gender		White British	Ethnicities	Neurodiversity	Mental Health	condition	/ condition	NET: Yes	No	Has an EHCP
Weighted Base	% within column Column Comparisons	1742	453	194	109	474	1726	234	792	161
Unweighted Base	% within column Column Comparisons	1713	452	182	110	458	1713	238	806	157
Column Names	% within column Column Comparisons	а	b	а	b	С	d	а	b	а
Man	% within column Column Comparisons	35%	32%	17%↓	17%↓	28%↓	36% ↑ a b	30%↓	41% ↑ a	28%
Woman	% within column Column Comparisons	65%	68%	83% † d	83% ↑ d	72% ↑ -	64%↓	70% ↑ b	59%↓	72%
Non-binary	% within column Column Comparisons	0%	0%	0%	0%	0%	0%	0%	0%	0%
Prefer to use another term	% within column Column Comparisons	0%	0%	0%	0%	0%	0%	0%	0%	0%
Prefer not to say	% within column Column Comparisons	0%	0%	0%	0%	0%	0%	0%	0%	0%

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c... (p <= 0.05)

Part 5 of 13

						BANNER				
		Educational Health Care Plan (EHCP)	Benefits		Parental	Controls	Parental Concern			Time Spent Online (Week- day)
			NET: House-		NET: Has				NET: Modera-	
B1. Parent gender		Don't have an EHCP	hold receives Benefits	No Benefits	Parental Controls	No Controls	Not Concerned	A little Concerned	tely/ Very Concerned	0 - 2hrs
Weighted Base	% within column Column Comparisons	2071	925	1200	1865	339	1053	550	605	873
Unweighted Base	% within column Column Comparisons	2048	883	1222	1839	342	1016	555	614	855
Column Names	% within column Column Comparisons	b	a	b	a	b	a	b	С	а
Man	% within column Column Comparisons	35%	28%↓	40% †	35%	34%	27%↓	40% ↑ a	44% † a	34%
Woman	% within column Column Comparisons	65%	72% ↑ b	60%↓	65%	66%	73% ↑ b c	60%↓	56%↓	66%
Non-binary	% within column Column Comparisons	0%	0%	0%	0%	0%	0%	0%	0%	0%
Prefer to use another term	% within column Column Comparisons	0%	0%	0%	0%	0%	0%	0%	0%	0%
Prefer not to say	% within column Column Comparisons	0%	0%	0%	0%	0%	0%	0%	0%	0%

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c... (p <= 0.05)

Part 6 of 13

						BANNER				
			Time Spent Onli	ne (Weekday)			Time Spe	ent Online (Wee	ekend)	
B1. Parent gender	-	3 - 4hrs	5 - 6hrs	6+ hrs	NET: 5+ Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6 hrs	NET: 5+ Hours
Weighted Base	% within column Column Comparisons	938	278	102	380	291	785	622	492	1114
Unweighted Base	% within column Column Comparisons	924	282	106	388	281	777	619	489	1108
Column Names	% within column Column Comparisons	b	С	d	е	а	b	С	d	е
Man	% within column Column Comparisons	35%	34%	38%	35%	35%	39% ↑ d	34%	29%↓	32%
Woman	% within column Column Comparisons	65%	66%	61%	65%	65%	61%↓	66%	71% † b	68%1
Non-binary	% within column Column Comparisons	0%	0%	1% ↑ a b	0%	0%	0%	0%	0%	0%
Prefer to use another term	% within column Column Comparisons	0%	0%	0%	0%	0%	0%	0%	0%	0%
Prefer not to say	% within column Column Comparisons	0%	0%	0%	0%	0%	0%	0%	0%	0%

 $\label{eq:multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c... (p <= 0.05)$

Part 7 of 13

						BANNER				
				Spent Money				SM purchase	e category	
		Bought something on either Social Media, or while	Bought something on	Bought something	Bought something	Not bought			Subscription/	
B1. Parent gender		gaming	social media	while Gaming	from both	from either	Product	Activity	Upgrade	NET: Gift
Weighted Base	% within column Column Comparisons	1289	768	1125	604	943	429	153	216	158
Unweighted Base	% within column Column Comparisons	1296	800	1128	632	909	450	165	226	171
Column Names	% within column Column Comparisons	а	b	С	d	е	а	b	С	d
Man	% within column Column Comparisons	37% ↑ e	41% ↑ e	38% ↑ e	44% ↑ e	32%↓	39%	50% ↑ a	50% ↑ a	47%
Woman	% within column Column Comparisons	63%↓	59%↓	62%↓	55%↓	68% ↑ a b c d	61% b c	50%↓	50%↓	53%
Non-binary	% within column Column Comparisons	0%	0%	0%	0%	0%	0%	0%	0%	0%
Prefer to use another term	% within column Column Comparisons	0%	0%	0%	0%	0%	0%	0%	0%	0%
Prefer not to say	% within column Column Comparisons	0%	0%	0%	0%	0%	0%	0%	0%	0%

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c... (p <= 0.05)

Part 8 of 13

						BANNER				
			Feelings about	SM purchase				Gaming Method		
B1. Parent gender		Regret things I	What I buy is good value	I spend more than I should	I like the feeling	Games console or games player	Desktop computer, laptop or netbook	Mobile phone or smartphone	Tablet	NET: Any Gaming
Weighted Base	% within column Column Comparisons	314	556	378	565	1330	572	1316	782	2140
Unweighted Base	% within column Column Comparisons	329	585	402	596	1316	582	1317	774	2117
Column Names	% within column Column Comparisons	а	b	С	d	а	b	С	d	е
Man	% within column Column Comparisons	50% ↑	42%↑	48%1	44%↑	37% ↑ d	35%	35%	32%	35%
Woman	% within column Column Comparisons	50%↓	58%↓	52%	56%↓	63%↓	65%	65%	68% a	65% -
Non-binary	% within column Column Comparisons	0% ↑	0%	0%	0%	0%	0%	0%	0%	0%
Prefer to use another term	% within column Column Comparisons	0%	0%	0%	0%	0%	0%	0%	0%	0%
Prefer not to say	% within column Column Comparisons	0%	0%	0%	0%	0%	0%	0%	0%	0%

BANNER

Gaming Type

	-									
						Playing against				
		Puzzles or	Action/		one other	multiple people	Creative and	Playing in a	Simulation	Fitness and
B1. Parent gender	_	quizzes	adventure	Shooters	person	/ teams	building games	virtual worlds	experience	dance
Weighted Base	% within column	650	731	547	387	822	1151	557	248	278
Weighted base	Column Comparisons									
Unweighted Base	% within column	662	740	564	395	802	1111	570	266	283
Onweignted base	Column Comparisons									
Column Names	% within column	a	b	С	d	e	f	g	h	i
Column Names	Column Comparisons									
Man	% within column	32%	41% ↑	47% ↑	37%	33%	28%↓	32%	36%	33%
IVIdII	Column Comparisons	f	aefgl	adefghil	fΙ	f		f	f	
Woman	% within column	68%	59%↓	53%↓	63%	67%	72% ↑	67%	64%	67%
vvoillali	Column Comparisons	b c j k			сj	bсj	a b c d e g h j	b c j	сj	сj
Non hinany	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%
Non-binary	Column Comparisons									
Drafar ta usa anathar tarm	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%
Prefer to use another term	Column Comparisons	-	-	-	-	-	-	-	-	-
Drafar not to car	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%
Prefer not to say	Column Comparisons	-	-	-	-	-	-	-	-	-

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Parents of children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2010 (91%)

						BANNER				
			Gamin	g Туре		Gaming Fr	ning Purchase T	ype		
					NET: Playing			NET: Character,	NET C	Loot boxes/
B1. Parent gender		Sports	Interactive stories	Makeovers	against other people	NET: Daily	Weekly	skins, weapons, armour, tools	NET: Game expansion	packs/ chests/ bundles
_	% within column	728	207	249	1027	1602	460	535	237	151
Weighted Base	Column Comparisons									
Unweighted Base	% within column	736	218	257	1009	1567	480	549	250	158
Onweignted base	Column Comparisons									
Column Names	% within column	j	k	1	m	а	b	a	b	С
Column Names	Column Comparisons									
Man	% within column	44% ↑	39%	28%↓	33%	34%	39%	39%	51% †	52% ↑
iviaii	Column Comparisons	adefghikl	al		-			d	d f	a d f
Woman	% within column	56%↓	61%	72% ↑	66%	66%	61%	61%	49%↓	48%↓
vvoillali	Column Comparisons		j	b c d j k	-			С		
Non-binary	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%
NOII-DITIALY	Column Comparisons				-	-	-			
Prefer to use another term	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%
Freier to use another term	Column Comparisons	-	-	-	-	-	-	-	-	-
Profor not to say	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%
Prefer not to say	Column Comparisons	-	-	-	-	-	-	-	-	-

						BANNER				
			Gai	ming Purchase Ty	/pe			Feelings about G	aming Purchase	
			A standard version of the		Early access to		Regret things I	What I buy is	I spend more	
B1. Parent gender		In-game money	game	A subscription	a game	Battle Pass	buy online	good value	•	I like the feeling
Weighted Deep	% within column	447	147	302	122	205	346	772	445	720
Weighted Base	Column Comparisons									
Harrishtad Daga	% within column	428	154	320	133	211	356	777	454	734
Unweighted Base	Column Comparisons									
Column Names	% within column	d	е	f	g	h	а	b	С	d
Column Names	Column Comparisons									
Man	% within column	32%↓	48% ↑	39%	51% ↑	46% ↑	49% ↑	39% ↑	49% †	40% ↑
Man	Column Comparisons		d	d	d f	d	е		b d e f	е
Woman	% within column	68% ↑	52%↓	61%	49%↓	54%↓	51%↓	61%↓	51%↓	60%↓
WOIIIaii	Column Comparisons	abcefgh		bсg				С		С
Non-binary	% within column	0%	0%	0%	1% ↑	0%	0%	0%	0%	0%
NOII-DIIIai y	Column Comparisons									
Prefer to use another term	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%
Prefer to use another term	Column Comparisons	-	-	-	-	-	-	-	-	-
%	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%
Prefer not to say	Column Comparisons	-	-	-	-	-	-	-	-	-

BANNER

Feelings about Gaming Purchase

It's unfair that It's not always

		people who spend more, get further in	clear what I'm going to get for my money in
B1. Parent gender		games	games
Maightad Daga	% within column	715	449
Weighted Base	Column Comparisons		
Harraiahtad Daga	% within column	710	459
Unweighted Base	Column Comparisons		
Calama Nama	% within column	е	f
Column Names	Column Comparisons		
N.A	% within column	36%	44% ↑
Man	Column Comparisons		e
14/	% within column	64%	56%↓
Woman	Column Comparisons	a c d f	С
Nine Istane	% within column	0%	0%
Non-binary	Column Comparisons		
Due feet to	% within column	0%	0%
Prefer to use another term	Column Comparisons	-	-
Desferonski	% within column	0%	0%
Prefer not to say	Column Comparisons	-	-

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Parents of children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2010 (91%)

							BANNER					
			Gender respoi			A	Age of child r	espondent			Age and gender of child respondent	
B2 - Please enter your age in the	box below:	Total	Male	Female	8-9	10-12	13-15	16-17	NET: 8-12	NET: 13-17	Male 8-9	Female 8-9
Weighted Dage	Mean	2232	1153	1079	449	698	684	401	1147	1085	226	224
Weighted Base	Column Comparisons											
Harrishtad Dana	Mean	2205	1100	1105	439	662	659	445	1101	1104	220	219
Unweighted Base	Column Comparisons											
Caluman Namas	Mean	a	a	b	a	b	С	d	е	f	а	b
Column Names	Column Comparisons											
Diagram antar your again the hay helevu	Mean	42.5	42.3	42.7	38.9↓	41.3↓	43.7 ↑	46.7 †	40.4 ↓	44.8↑	38.2↓	39.7↓
- Please enter your age in the box below:	Column Comparisons	-				а	a b	a b c	-	-		а

BANNER

Age and gender of child respondent

Urban/ Rural

												iturar
			Female 10-		Female 13-		Female 16-	NET: Male	NET: Fema-	NET: Male	NET: Fema-	
B2 - Please enter your age in the	box below:	Male 10-12	12	Male 13-15	15	Male 16-17	17	8-12	le 8-12	13-17	le 13-17	NET: Urban
Waighted Dasa	Mean	361	337	342	341	224	201	587	561	567	536	1986
Weighted Base	Column Comparisons											
Lipusiahtad Dasa	Mean	333	329	324	335	223	253	553	548	547	580	1949
Unweighted Base	Column Comparisons											
Column Names	Mean	С	d	е	f	g	h	i	j	k	1	а
Column Names	Column Comparisons											
Diago antor valve are in the hey heleve	Mean	41.5↓	41.1↓	43.2	44.2 1	46.6 1	46.2 1	40.2↓	40.6↓	44.5 ↑	44.9 ↑	42.3↓
- Please enter your age in the box below:	Column Comparisons	a b	a b	a b c d	a b c d	a b c d e f	a b c d e f	-	-	-	-	

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Parents of children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2012 (91%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 2 of 10

							BANNER					
		Urban/ Rural	Working status						D3 - Socia	al grade		
DO Discourse de la constituta	h. h.l.		NET: Not working/ Full time Part time Student retired									
B2 - Please enter your age in the	box below:	Rural	Full time	Part time	Student	retired	AB	C1	C2	DE	NET: ABC1	NET: C2DE
Weighted Dage	Mean	246	1332	430	112	310	625	580	491	536	1205	1027
Weighted Base	Column Comparisons											
Have inhead Daga	Mean	256	1376	388	113	286	885	483	357	480	1368	837
Unweighted Base	Column Comparisons											
Cal and Name	Mean	b	a	b	С	d	а	b	С	d	е	f
Column Names	Column Comparisons											
- Please enter your age in the box belo	Mean	44.0 †	42.2	42.4	43.0	43.4	42.2	42.7	42.3	42.8	42.5	42.6
- Flease effici your age in the box below.	Column Comparisons	а									-	-

							BANNER					
		Fin	ancial wellbe	eing	Ethr	nicity	Child ide	ntified need	/ impacting o	condition		
B2 - Please enter your age in the	box below:	Doing well	Getting by	Struggling	White B- ritish	NET: All other Ethnicities	Neurodiv- ersity	Mental Health	NET: Identified need/ condition	NET: No identified need/ condition	NET: Yes	No
	Mean	401	1152	655	1742	453	194	109	474	1726	234	792
Weighted Base	Column Comparisons											
Unweighted Base	Mean	452	1121	611	1713	452	182	110	458	1713	238	806
Offweighted base	Column Comparisons											
Column Names	Mean	a	b	С	а	b	а	b	С	d	a	b
Column Names	Column Comparisons											
Diagra antonyour again the hay heley	Mean	40.5↓	42.8	43.3 †	42.8 1	41.4↓	42.2	41.9	42.2	42.6	43.8	45.2 †
- Please enter your age in the box below:	Column Comparisons		a	а	b				-		No fied d/ tion NET: Yes 726 234 713 238 d a	a

		BANNER										
			Health Care EHCP)	Ben	efits	Parenta	l Controls	Pa	rental Conce	ern	Time Sper (Weel	
		Has an	Don't have	NET: Household receives		NET: Has Parental		Not	A little	NET: Moderately / Very		
B2 - Please enter your age in the	box below:	EHCP	an EHCP	Benefits	No Benefits		No Controls			Concerned	0 - 2hrs	3 - 4hrs
Weighted Base	Mean Column Comparisons	161	2071	925	1200	1865	339	1053	550	605	873	938
Unweighted Base	Mean Column Comparisons	157	2048	883	1222	1839	342	1016	555	614	855	924
Column Names	Mean Column Comparisons	а	b	а	b	a	b	а	b	С	a	b
- Please enter your age in the box below	Mean Column Comparisons	41.1↓	42.6 ↑ a	41.4↓	43.4 †	42.0	45.4 ↑ a	43.4 † b c	42.3 c	41.2↓	43.3 † b	42.1↓

							BANNER					
		Time Spe	nt Online (W	/eekday)		Time Spe	ent Online (V	Veekend)		9	Spent Money	/
				NET: 5+					NET: 5+	Bought something on either Social Med- ia, or while	_	Bought something while
B2 - Please enter your age in the box below:		5 - 6hrs	6+ hrs	Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6 hrs	Hours	gaming	media	Gaming
Weighted Base	Mean Column Comparisons	278	102	380	291	785	622	492	1114	1289	768	1125
Unweighted Base	Mean Column Comparisons	282	106	388	281	777	619	489	1108	1296	800	1128
Column Names	Mean Column Comparisons	С	d	е	а	b	С	d	е	a	b	С
- Please enter your age in the box below:	Mean Column Comparisons	42.0	41.5	41.9	43.9 ↑ b c d	42.4	42.4	41.9	42.2 -	41.5↓	40.7↓	41.3↓

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 6 of 10

							BANNER					
		Spent	Money		SM purcha	se category		Fe	eelings abou	t SM purchase	e	Gaming Method
2 - Please enter your age in the box below: from both			Not bought from either	Product	Activity	Subscri- ption/ Upgrade	NET: Gift	Regret things I buy online	What I buy is good value	I spend more than I should	I like the feeling	Games console or games player
Weighted Base	Mean Column Comparisons	604	943	429	153	216	158	314	556	378	565	1330
Unweighted Base	Mean Column Comparisons	632	909	450	165	226	171	329	585	402	596	1316
Column Names	Mean Column Comparisons	d	е	a	b	С	d	a	b	С	d	a
- Please enter your age in the box below:	Mean Column Comparisons	40.2↓	43.9 † a b c d	41.0	40.0	39.2↓	39.9	39.1↓	40.5↓	39.7↓	40.3↓	42.4

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 7 of 10

							BANNER					
			Gaming	Method					Gaming Type			
B2 - Please enter your age in the	box below:	Desktop computer, laptop or netbook	Mobile phone or smartp- hone	Tablet	NET: Any Gaming	Puzzles or quizzes	Action/ adventure	Shooters	Playing against one other person	Playing against multiple people/teams	Creative and building games	Playing in a virtual worlds
	Mean	572	1316	782	2140	650	731	547	387	822	1151	557
Weighted Base	Column Comparisons											
Harvetahand Bana	Mean	582	1317	774	2117	662	740	564	395	802	1111	570
Unweighted Base	Column Comparisons											
Caluman Namas	Mean	b	С	d	е	a	b	С	d	е	f	g
Column Names	Column Comparisons											
Diagram antonius in the barried	Mean	42.2	42.7	41.8↓	42.4↓	42.6	41.7↓	42.6	40.6↓	42.4	42.1	41.6↓
- Please enter your age in the box below:	Column Comparisons		d		-	d		d		d	d	

		BANNER										
			g Type			Gaming F	requency	Gam	Туре			
		Simulation			Interactive		NET: Playing against other			NET: Character, skins, weapons, armour,	NET: Game	•
B2 - Please enter your age in the	box below:	experience	dance	Sports	stories	Makeovers	people	NET: Daily	Weekly	tools	expansion	bundles
Weighted Base	Mean Column Comparisons	248	278	728	207	249	1027	1602	460	535	237	151
Unweighted Base	Mean Column Comparisons	266	283	736	218	257	1009	1567	480	549	250	158
Column Names	Mean Column Comparisons	h	i	j	k	ı	m	а	b	а	b	С
- Please enter your age in the box below:	Mean Column Comparisons	41.7	41.7	42.4 d	41.4	41.3↓	42.0 ↓ -	42.3	42.9	41.5 h	40.1	40.1

							BANNER						
		Gaming Purchase Type					Feelings about Gaming Purchase						
			A standard		Early		Regret	What I buy	l spend		It's unfair that people who spend more, get		
		In-game	version of	A subscri-	access to a		things I buy	•	more than I	I like the	further in	my money	
B2 - Please enter your age in the	box below:	money	the game	ption	game	Battle Pass	online	value	should	feeling	games	in games	
Weighted Base	Mean Column Comparisons	447	147	302	122	205	346	772	445	720	715	449	
Unweighted Base	Mean Column Comparisons	428	154	320	133	211	356	777	454	734	710	459	
Column Names	Mean Column Comparisons	d	е	f	g	h	а	b	С	d	е	f	
- Please enter your age in the box below:	Mean Column Comparisons	41.4	39.8↓	40.6	40.4	40.2	40.3↓	41.2	40.3↓	40.9↓	41.3↓	40.5↓	

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 10 of 10

						BANNER				
			Gender of child	respondent			Age of child re	spondent		
C1 - Child age a	nd gender	Total	Male	Female	8-9	10-12	13-15	16-17	NET: 8-12	NET: 13-17
	% within column	2232	1153	1079	449	698	684	401	1147	1085
Weighted Base	N Count									
	Column Comparisons									
	% within column	2205	1100	1105	439	662	659	445	1101	1104
Unweighted Base	N Count									
	Column Comparisons									
	% within column	a	a	b	a	b	С	d	e	f
Column Names	N Count									
	Column Comparisons									
	% within column	22%	28% ↑	15%↓	73%↑	13%↓	8%↓	4%↓	37% ↑	6%
Male Aged 8-9	N Count	492	325 ↑	167↓	330 †	94↓	52↓	16↓	424 †	68
	Column Comparisons	-	b		b c d	c d	d		-	-
	% within column	21%	14%↓	29% ↑	74%↑	12%↓	7%↓	3%↓	36% ↑	6%
Female Aged 8-9	N Count	479	167↓	312 ↑	330 ↑	86↓	50↓	12↓	417 †	62
	Column Comparisons	-		a	b c d	c d	d		-	-
	% within column	34%	43% †	24%↓	13%↓	74% ↑	19%↓	12%↓	50% ↑	16%
Male Aged 10-12	N Count	751	496 †	256↓	59↓	516 ↑	129↓	47↓	575 †	176
	Column Comparisons	-	b			a c d	a d		-	-
	% within column	31%	19%↓	43% ↑	12%↓	67% ↑	19%↓	10%↓	46% ↑	16%
Female Aged 10-12	N Count	692	224↓	468 ↑	53↓	470 †	129↓	40↓	523 †	169
	Column Comparisons	-		а		a c d	a d		-	-
	% within column	32%	41% †	22%↓	14%↓	15%↓	70% ↑	17%↓	15%↓	51%1
Male Aged 13-15	N Count	717	479 †	238↓	62↓	104↓	480 †	70↓	167↓	5501
	Column Comparisons	-	b				a b d		-	-
	% within column	30%	18%↓	43% ↑	12%↓	14%↓	68% ↑	15%↓	13%↓	49%1
Female Aged 13-15	N Count	678	212↓	465 ↑	53↓	98↓	467 †	60↓	151↓	5261
	Column Comparisons	-		a			a b d		-	-
	% within column	17%	24% ↑	9%↓	4%↓	5%↓	8%↓	68% ↑	4%↓	30%1
Male Aged 16-17	N Count	376	276 ↑	100↓	16↓	35↓	54↓	271 ↑	51↓	3251
-	Column Comparisons	-	b				a b	аbс	-	-
	% within column	15%	8%↓	23%↑	4%↓	5%↓	8%↓	59% ↑	4%↓	27%1
Female Aged 16-17	N Count	341	96↓	245 ↑	17↓	33↓	53↓	238 ↑	50↓	2911
-	Column Comparisons	-		а			a b	аbс	-	-

BANNER

Age and gender of child respondent

					Age and g	ender of child res	spondent			
C1 - Child age a	nd 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	NET: Male 8-12
	% within column	226	224	361	337	342	341	224	201	587
Weighted Base	N Count									
	Column Comparisons									
	% within column	220	219	333	329	324	335	223	253	553
Unweighted Base	N Count									
	Column Comparisons									
	% within column	а	b	С	d	е	f	g	h	i
Column Names	N Count									
	Column Comparisons									
	% within column	100% †	47% ↑	15%↓	12%↓	10%↓	5%↓	6%↓	4%↓	47%↑
Male Aged 8-9	N Count	226 †	105 ↑	53↓	41↓	34↓	17↓	12↓	7↓	278 ↑
	Column Comparisons	bcdefgh	cdefgh	fgh	fgh	f h				-
	% within column	47% ↑	100% †	8%↓	17%	7%↓	8%↓	3%↓	5%↓	23%
Female Aged 8-9	N Count	107 †	224 †	30↓	56	24↓	27↓	6↓	10↓	137
	Column Comparisons	cdefgh	acdefgh	g	cefgh	g	g			-
	% within column	15%↓	12%↓	100% 🕇	46% ↑	20%↓	18%↓	15%↓	10%↓	67% †
Male Aged 10-12	N Count	33↓	26↓	361 †	155 †	69↓	60↓	33↓	20↓	394 ↑
	Column Comparisons			abdefgh	abefgh	b h	h			-
	% within column	9%↓	15%↓	37% †	100% ↑	15%↓	23%↓	9%↓	14%↓	26%↓
Female Aged 10-12	N Count	20↓	33↓	133 ↑	337 †	52↓	77↓	19↓	28↓	153↓
	Column Comparisons			abefgh	abcefgh	g	aegh			-
	% within column	15%↓	13%↓	16%↓	13%↓	100%	40% ↑	19%↓	19%↓	16%↓
Male Aged 13-15	N Count	34↓	28↓	59↓	45↓	342 ↑	138 ↑	43↓	38↓	93↓
	Column Comparisons					a b c d f g h	abcdgh			-
	% within column	10%↓	14%↓	11%↓	17%↓	37% †	100% ↑	11%↓	26%	11%↓
Female Aged 13-15	N Count	22↓	31↓	40↓	59↓	125 †	341 †	25↓	52	62↓
	Column Comparisons				ас	abcdgh	abcdegh		a b c d g	-
	% within column	2%↓	5%↓	5%↓	5%↓	9%↓	7%↓	100% ↑	32% †	4%↓
Male Aged 16-17	N Count	5↓	12↓	17↓	17↓	29↓	25↓	224🕇	64 †	22↓
	Column Comparisons					а	а	a b c d e f h	a b c d e f	-
	% within column	2%↓	5%↓	3%↓	6%↓	5%↓	10%↓	27%↑	100%↑	3%↓
Female Aged 16-17	N Count	5↓	12↓	12↓	21↓	18↓	35↓	61 †	201 †	17↓
	Column Comparisons				а		асе	a b c d e f	abcdefg	<u>-</u>

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Parents of children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2053 (93%)

						BANNER					
		Age and	gender of child resp	ondent	Urban/ R	Rural	Working status				
		NET: Female 8-		IET: Female 13-	•					NET: Not	
C1 - Child age a	nd gender	12	NET: Male 13-17	17	NET: Urban	Rural	Full time	Part time	Student	working/ retired	
_	% within column	561	567	536	1986	246	1332	430	112	310	
Weighted Base	N Count										
	Column Comparisons										
	% within column	548	547	580	1949	256	1376	388	113	286	
Unweighted Base	N Count										
	Column Comparisons										
	% within column	j	k	1	a	b	a	b	С	d	
Column Names	N Count										
	Column Comparisons										
	% within column	26%1	8%↓	5%↓	23% ↑	15%↓	23%	23%	13%	22%	
Male Aged 8-9	N Count	1461	47↓	25↓	455 †	37↓	302	99	14	67	
J	Column Comparisons	-	-	-	b						
	% within column	50%1	5%↓	7%↓	22%	18%	22%	22%	13%	25%	
Female Aged 8-9	N Count	2801		36↓	435	44	287	94	14	77	
· ·	Column Comparisons	-	-	-							
	% within column	32%	18%↓	15%↓	34%	33%	35%	30%	23%	35%	
Male Aged 10-12	N Count	181	102↓	79↓	669	82	466	131	26	110	
J	Column Comparisons	-	-	-							
	% within column	66%1	13%↓	19%↓	31%	32%	31%	30%	24%	32%	
Female Aged 10-12	N Count	3701		104↓	613	79	418	130	26	99	
· ·	Column Comparisons	-	-	-							
	% within column	13%	68% ↑	33%	32%	34%	34% ↑	25%↓	44% 1	29%	
Male Aged 13-15	N Count	74		174	632	84	457 ↑	106↓	49 1		
J	Column Comparisons	-	-	-			b		b d		
	% within column	16%	27%	72% ↑	30%	36%	33%↑	24%↓	38%	27%	
Female Aged 13-15		904		387 †	589	89	437 ↑	104↓	43	84	
0	Column Comparisons	-	<u>-</u>	-		а	b		b		
	% within column	5%	45% ↑	16%	17%	16%	17%	15%	28%1	18%	
Male Aged 16-17	N Count	29		87	337	39	220	65	32 1		
. 0	Column Comparisons	-	-	-					a b d		

						BANNER				
				D3 - Social g	grade			Fi	nancial wellbeing	
C1 - Child age a	and gender	AB	C1	C2	DE	NET: ABC1	NET: C2DE	Doing well	Getting by	Struggling
Weighted Base	% within column N Count Column Comparisons	625	580	491	536	1205	1027	401	1152	655
Unweighted Base	% within column N Count Column Comparisons	885	483	357	480	1368	837	452	1121	611
Column Names	% within column N Count Column Comparisons	a	b	С	d	e	f	а	b	C
	% within column	28%↑	20%	17%↓	21%	24% ↑	19%↓	29% ↑	22%	18%
Male Aged 8-9	N Count	177 ↑	116	86↓	114	293 ↑	200↓	115 †	254	121
	Column Comparisons	b c d				-	-	b c		
	% within column	28% ↑	17%↓	18%	23%	22%	20%	30% ↑	19%	20%
emale Aged 8-9	N Count	173 †	97↓	86	123	270	209	121 †	224	131
	Column Comparisons	b c			b	-	-	b c		
	% within column	36%	32%	33%	33%	34%	33%	40% ↑	32%	329
Nale Aged 10-12	N Count	227	184	163	177	411	341	162↑	370	213
	Column Comparisons					-	-	b c		
	% within column	30%	27%	34%	33%	29%	33%	36%	31%	29%
emale Aged 10-12	N CountColumn Comparisons% within column	190 34%	159	168 29%	175 33%	349	343	143	352	193
Nale Aged 13-15	N Count		31% 183			33% 397	31% 320	34%	31%	329
Male Ageu 15-15	Column Comparisons	214		144	176	-	-	134	361	211
	% within column	34%	27%	33%	28%	30%	30%	31%	32%	27%
emale Aged 13-15	Column Comparisons	210	157	162	149	367 -	311	125	366	179
	% within column	16%	17%	14%	20%	16%	17%	15%	17%	18%
Male Aged 16-17	N Count Column Comparisons	102	97	71	107	199 -	178	58	195	118

						BANNER				
		Ethn	icity	Chil	d identified need	/ impacting condi	tion	Disability/ Con	Educational Health Care Plan (EHCP)	
			NET: All other			NET: Identified	NET: No identified need/			
C1 - Child age a	nd gender	White British	Ethnicities	Neurodiversity	Mental Health	need/ condition	condition	NET: Yes	No	Has an EHCP
	% within column	1742	453	194	109	474	1726	234	792	161
Weighted Base	N Count Column Comparisons									
Unweighted Base	% within column N Count Column Comparisons	1713	452	182	110	458	1713	238	806	157
Column Names	% within column N Count Column Comparisons	а	b	а	b	С	d	a	b	а
	% within column	20%↓	32% ↑	21%	14%	18%	23%	4%	6%	25%
Male Aged 8-9	N Count Column Comparisons	340↓	143 ↑ a	41	15	88	399	10	49	40
	% within column	20%↓	29% ↑	15%	15%	17%	23%	3%	6%	23%
Female Aged 8-9	N Count Column Comparisons	341↓	130 ↑ a	30	17	- 220/	390	7	49	37
	% within column	32%↓	40%↑	35%	20%↓		34%	14%	17%	39%
Male Aged 10-12	N Count Column Comparisons % within column	559 ↓ 30%	181 † a 36%	68 33%	22 ↓ 30%	157 - 32%	585 b 31%	32 13%	133 16%	63 39%
Female Aged 10-12		522	161	64	32	153	531	29	130	62
Temale Aged 10-12	Column Comparisons		a			-				b
	% within column	32%	34%	33%	33%	32%	32%	55%	49%	33%
Male Aged 13-15	N Count Column Comparisons	557	152	64	36	154 -	556	128	389	53
	% within column	31%	30%	25%	34%	29%	31%	48%	48%	29%
Female Aged 13-15	N Count Column Comparisons	533	138	49	37	138	533	112	383	48

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 5 of 26

						BANNER				
		Educational Health Care Plan (EHCP)	Bene	Benefits		Controls	F	Parental Concer	n	Time Spent Online (Week- day)
C1 - Child age a	nd gender	Don't have an	NET: Household receives Benefits	No Benefits	NET: Has Parental Controls	No Controls	Not Concerned	A little Concerned	NET: Moderately/ Very Concerned	0 - 2hrs
Weighted Base	% within column N Count Column Comparisons	2071	925	1200	1865	339	1053	550	605	873
Unweighted Base	% within column N Count Column Comparisons	2048	883	1222	1839	342	1016	555	614	855
Column Names	% within column N Count Column Comparisons	b	a	b	а	b	а	b	С	a
Male Aged 8-9	% within column N Count Column Comparisons	22% 452	24% 218	21% 254	24% ↑ 452 ↑ b	10%↓ 34↓		20% 112	28% ↑ 168 ↑ a b	
Female Aged 8-9	% within column N Count Column Comparisons	21% 442	23% 210	21% 248	23% ↑ 422 ↑ b	15% ↓ 52 ↓		19% 104	26% ↑ 155 ↑ a b	
Male Aged 10-12	% within column N Count Column Comparisons	33% 689	35% 321	32% 386	37% ↑ 685 ↑ b	16%↓ 55↓		36% 198 a	37% 224 a	35% 301
Female Aged 10-12	% within column N Count Column Comparisons	30% 630	34% 313 b	29% 347	34% ↑ 625 ↑ b	18% ↓		32% 174	32% 196	32% 276
Male Aged 13-15	% within column N Count Column Comparisons	32% 664	32% 297	31% 375	34% ↑ 627 ↑ b	24% ↓ 83 ↓		34% 186	35% 215 a	27%↓ 239↓
Female Aged 13-15	% within column N Count Column Comparisons	30% 630	30% 277	31% 369	30% 566	31% 104	29% 310	32% 178	30% 180	25%↓ 219↓

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 6 of 26

						BANNER				
			Time Spent Onlin	e (Weekday)			Time Spe	ent Online (Weel	kend)	
C1 - Child age a	ind gender	3 - 4hrs	5 - 6hrs	6+ hrs	NET: 5+ Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6 hrs	NET: 5+ Hours
	% within column	938	278	102	380	291	785	622	492	1114
Weighted Base	N Count									
	Column Comparisons									
	% within column	924	282	106	388	281	777	619	489	1108
Unweighted Base	N Count									
	Column Comparisons									
	% within column	b	С	d	е	a	b	С	d	е
Column Names	N Count									
	Column Comparisons									
	% within column	19%↓	17%	15%	17%↓	28% ↑	24%	21%	17%↓	19%↓
Male Aged 8-9	N Count	176↓	48	16	63↓	82 †	187	133	83↓	216↓
	Column Comparisons				-	d	d			-
	% within column	17%↓	13%↓	16%	14%↓	27% ↑	26% ↑	18%↓	15%↓	
Female Aged 8-9	N Count	160↓	35↓	16	52↓	80 †	207 †	109↓	75↓	184↓
	Column Comparisons				-	c d	c d			-
	% within column	35%	29%	26%	28%↓	32%	36%	34%	31%	33%
Male Aged 10-12	N Count	331	80	27	106↓	92	283	209	153	362
	Column Comparisons				-					-
	% within column	32%	28%	25%	27%	30%	34%	31%	27%	29%
Female Aged 10-12	N Count	299	77	26	102	88	265	193	133	326
	Column Comparisons				-					-
	% within column	33%	43% ↑	40%	42% ↑	29%	30%	34%	36%	35%
Male Aged 13-15	N Count	310	120 †	41	161 †	85	235	211	175	386
	Column Comparisons	a	a b	а	-					-
	% within column	33%	38% ↑	35%	37% ↑	26%	28%	34%	33%	34% 1
Female Aged 13-15	N Count	308	106 ↑	36	142↑	76	217	214	162	375 1
	Column Comparisons	а	а		-					-

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 7 of 26

						BANNER				
				Spent Money				SM purchas	se category	
C1 - Child age a	nd gender	Bought somet- hing on either Social Media, or while gaming	Bought something on social media	Bought something while Gaming	Bought something from both	Not bought from either	Product	Activity	Subscription/ Upgrade	NET: Gift
Weighted Base	% within column N Count Column Comparisons	1289	768	1125	604	943	429	153	216	158
Unweighted Base	% within column N Count Column Comparisons	1296	800	1128	632	909	450	165	226	171
Column Names	% within column N Count Column Comparisons	а	b	С	d	е	а	b	С	d
Male Aged 8-9	% within column N Count Column Comparisons	22% 286	22% 170	24% 267 b	25% 152	22% 206	20% 87	27% 41	31% ↑ 67 ↑ a	27% 43
Female Aged 8-9	% within column N Count Column Comparisons	19%↓ 246↓	22% 165	19% 219	23% 138	25%† 233† a c	20% 85	24% 37	27% 58	24% 38
Male Aged 10-12	% within column N Count Column Comparisons	36% 459 e	34% 264	37% ↑ 418 ↑ b e	37% 223 e	31% 292	32% 138	34% 52	33% 72	41% 64
Female Aged 10-12	% within column N Count Column Comparisons	31% 394	33% 255	31% 347	34% 207	32% 298	33% 142	29% 44	35% 75	34% 53
Male Aged 13-15	% within column N Count Column Comparisons	36% ↑ 466 ↑ e	34% 262 e	38% ↑ 429 ↑ b e	37% ↑ 225 ↑ e	27%↓ 251↓	33% 143	43% ↑ 65 ↑	40% 87	36% 57
Female Aged 13-15	% within column	32% 408	36%1 2751 c e	30%	35% ↑ 209 ↑ e	29% 270	38% 162	38% 58	36% 77	40% 63

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 8 of 26

						BANNER				
			Feelings abou	t SM purchase				Gaming Method		
							Desktop compu-			
C1 Childeen		Regret things I	What I buy is	I spend more		Games console	ter, laptop or	Mobile phone	+ 11.	NET: Any
C1 - Child age a	_	buy online	good value	than I should		or games player	netbook	or smartphone	Tablet	Gaming
	% within column	314	556	378	565	1330	572	1316	782	2140
Weighted Base	N Count									
	Column Comparisons									
	% within column	329	585	402	596	1316	582	1317	774	2117
Unweighted Base	N Count									
	Column Comparisons									
	% within column	а	b	С	d	а	b	С	d	е
Column Names	N Count									
	Column Comparisons									
	% within column	25%	24%	25%	24%	22%	21%	19%↓	31% ↑	22%
Male Aged 8-9	N Count	79	135	95	137	291	119	254↓	241 ↑	475
	Column Comparisons					С			a b c	-
	% within column	22%	22%	24%	23%	18%↓	21%	18%↓	33% ↑	21%
Female Aged 8-9	N Count	70	124	89	128	241↓	118	242↓	260 ↑	458
	Column Comparisons						a c		a b c	-
	% within column	34%	35%	33%	32%	37% ↑	38%↑		37% ↑	34% ↑
Male Aged 10-12	N Count	106	193	126	181	488 †	219 ↑	454	291 †	731 ↑
	Column Comparisons									-
	% within column	32%	34%	32%	35%	29%	33%	33% ↑	35% ↑	31%
Female Aged 10-12	N Count	100	189	120	195	386	188	441 ↑	272 ↑	669
	Column Comparisons							a	а	-
	% within column	37%	34%	36%	34%	36% ↑	36%	34%	26%↓	33%
Male Aged 13-15	N Count	117	188	137	192	473 ↑	208	447	202↓	698
	Column Comparisons					d	d	d		-
	% within column	35%	35% †	35%	35%1		31%	34% ↑	27%↓	30%
Female Aged 13-15	N Count	109	197 †	134	2001	381	176	453↑	208↓	647
	Column Comparisons							a d		-

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 9 of 26

						BANNER				_
						Gaming Type				
C1 - Child age a	nd gender	Puzzles or quizzes	Action/ adventure	Shooters	Playing against one other person	Playing against multiple people / teams	Creative and building games	Playing in a virtual worlds	Simulation experience	Fitness and dance
	% within column	650	731	547	387	822	1151	557	248	278
Weighted Base	N Count Column Comparisons									
Unweighted Base	% within column N Count	662	740	564	395	802	1111	570	266	283
onweighted base	Column Comparisons									
Column Names	% within column N Count Column Comparisons	а	b	С	d	е	f	g	h	i
	% within column	23%	27% ↑	20%	26%	24%	24%	24%	26%	25%
Male Aged 8-9	N Count Column Comparisons	149	199 ↑ c	109	99	196	279↑	136	65	71
	% within column	25% ↑	23%	15%↓	26%	19%	24%↑	28% ↑	22%	30%↑
Female Aged 8-9	N Count	162 †	171	82↓	100	155	274 ↑	157 †	55	83 †
	Column Comparisons	сеj	сеj		сеj		сеj	c e h j	С	сеj
	% within column	33%	38%↑	41% ↑	39%	36%	36%	32%	40%	38%
Male Aged 10-12	N Count Column Comparisons	213	276 ↑	222 ↑ a g	151	298	416	177	99	105
	% within column	35%	31%	27%	37%1	29%	32%	37% ↑	30%	43% ↑
Female Aged 10-12	N Count	226	224	148	1421	242	372	204 †	75	120 †
	Column Comparisons	c e h j			сеj		С	b c e j		bcefhj
	% within column	31%	33%	45% ↑	39%1	39%↑	32%	30%	38%	28%
Male Aged 13-15	N Count	202	239	246 ↑	1521	319 †	366	170	94	77
	Column Comparisons			abfghikl	abfgil	abfgil			il	
	% within column	39% ↑	27%	30%	36%1	29%	29%	34%	34%	36%
Female Aged 13-15	N Count	250 ↑	200	164	1411	240	332	188	85	100
	Column Comparisons	b c e f j			bfj			b j		

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 10 of 26

						BANNER				
			Gamin	g Туре		Gaming Fre	equency	Gan	ning Purchase Ty	pe
C1 - Child age a	and gender	Sports	Interactive stories	Makeovers	NET: Playing against other people	NET: Daily	Weekly	NET: Character, skins, weapons, armour, tools	NET: Game expansion	Loot boxes/ packs/ chests/ bundles
J	% within column	728	207	249	1027	1602	460	535	237	151
Weighted Base	N Count									
	Column Comparisons									
	% within column	736	218	257	1009	1567	480	549	250	158
Unweighted Base	N Count									
	Column Comparisons									
	% within column	j	k	1	m	a	b	a	b	С
Column Names	N Count									
	Column Comparisons									
	% within column	25%	25%	24%	24%	22%	22%	24%	29%	25%
Male Aged 8-9	N Count	182	53	59	245	353	103	127	69	38
	Column Comparisons				-					
	% within column	17%↓	25%	35% ↑	20%	21%	23%	20%	25% ↑	20%
Female Aged 8-9	N Count	127↓	51	87 †	207	333	104	105	60 ↑	30
	Column Comparisons		С	b c d e h j k	-					
	% within column	42% ↑	39%	31%	37%↑	36% ↑	27%↓		41%	39%
Male Aged 10-12	N Count	303 ↑	81	77	379 ↑	584 ↑	125↓	188	96	58
	Column Comparisons	agl			-	b				
	% within column	28%↓	41% ↑	46% ↑	31%	32%	28%	29%	31%	31%
Female Aged 10-12		202↓	86 †	115 ↑	319	518	130	152	74	47
	Column Comparisons		b c e h j	abcdefghj	-					
	% within column	43% 🕇	36%	28%	38%↑	35%↑	24%↓		39%	42%
Male Aged 13-15	N Count	310 †	74	70	395 †	568 ↑	109↓	212	92	63
	Column Comparisons	abfgikl			-	b				
	% within column	27%	35%	42%↑	30%	30%	30%	33%	30%	34%
Female Aged 13-15		197	73	105 ↑	310	481	137	176	72	51
	Column Comparisons			b c e f j	-					

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 11 of 26

						BANNER				
			Ga	ıming Purchase T	ype			Feelings about G	aming Purchase	
			A standard version of the		Early access to a		Regret things I	What I buy is	I spend more	
C1 - Child age a	nd gender	In-game money	game	A subscription	game	Battle Pass	buy online	good value	than I should	I like the feeling
0_ 0a age a	% within column	447	147	302	122	205	346	772	445	720
Weighted Base	N Count		,	332			0.0			, =0
	Column Comparisons									
	% within column	428	154	320	133	211	356	777	454	734
Unweighted Base	N Count									
	Column Comparisons									
	% within column	d	е	f	g	h	а	b	С	d
Column Names	N Count				J					
	Column Comparisons									
	% within column	26%	30%	22%	31%	26%	25%	26% ↑	26%1	26% ↑
Male Aged 8-9	N Count	117	44	66	39	53	88	200 ↑	118 1	186 ↑
_	Column Comparisons									
	% within column	20%	22%	19%	28% ↑	20%	22%	22%	22%	21%
Female Aged 8-9	N Count	89	33	57	34 †	41	77	168	96	153
	Column Comparisons							е		
	% within column	37%	37%	39%	29%	43%	34%	39% ↑	33%	37%
Male Aged 10-12	N Count	165	54	117	36	87	118	301 ↑	146	264
	Column Comparisons							С		
	% within column	31%	32%	30%	28%	32%	30%	31%	28%	31%
Female Aged 10-12	N Count	139	47	92	34	65	104	242	123	226
	Column Comparisons									
	% within column	38%	49% 1	44%	41%	50% 1	42%↑	38%↑	40%1	39%↑
Male Aged 13-15	N Count	168	71 1	132	50	102 1	144 ↑	290 ↑	176 1	278 ↑
	Column Comparisons									
	% within column	31%	36%	30%	27%	37%	35%	30%	30%	31%
Female Aged 13-15	N Count	137	53	91	34	75	120	232	134	224
	Column Comparisons									

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 12 of 26

		BAN	NER
		Feelings about G	Gaming Purchase
C1 - Child age ar	ad gondor	It's unfair that people who spend more, get further in games	It's not always clear what I'm going to get for my money in
CI - Cilliu age al	% within column	715	games 449
Weighted Base	N Count Column Comparisons	713	443
Unweighted Base	% within column N Count Column Comparisons	710	459
Column Names	% within column N Count	е	f
Male Aged 8-9	Column Comparisons % within column N Count Column Comparisons	23% 167	27% † 122 †
Female Aged 8-9	% within column N Count Column Comparisons	19% 134	22% 101
Male Aged 10-12	% within column N Count Column Comparisons	38%↑ 270↑ c	35% 156
Female Aged 10-12	Column Comparisons	30% 217	32% 143
Male Aged 13-15	% within column N Count Column Comparisons	39% ↑ 279 ↑	38% † 170 †
Female Aged 13-15	% within column N Count Column Comparisons	30% 214	32% 143

						BANNER				
			Gender of child	respondent			Age of child re	spondent		
C1 - Child age and gender		Total	Male	Female	8-9	10-12	13-15	16-17	NET: 8-12	NET: 13-17
	% within column	17%	24% ↑	9%↓	4%↓	5%↓	8%↓	68% †	4%↓	30%↑
Male Aged 16-17	N Count	376	276 †	100↓	16↓	35↓	54↓	271 †	51↓	325 †
	Column Comparisons	-	b				a b	a b c	-	-
	% within column	15%	8%↓	23%↑	4%↓	5%↓	8%↓	59% †	4%↓	27% ↑
Female Aged 16-17	7 N Count	341	96↓	245 ↑	17↓	33↓	53↓	238 †	50↓	291 ↑
	Column Comparisons	-		а			a b	a b c	-	-

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 14 of 26

BANNER Age and gender of child respondent C1 - Child 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 NET: Male 8-12 % within column 2%↓ 5%↓ 5%↓ 5%↓ 9%↓ 100%**†** 32%**†** 4%↓ 7%↓ Male Aged 16-17 N Count 5↓ 12↓ 17↓ 17↓ 29↓ 25↓ 224**†** 64**†** 22↓ **Column Comparisons** abcdefh a b c d e f а а % within column 2%↓ 5%↓ 3%↓ 6%↓ 5%↓ 10%↓ **27%↑** 100%**†** 3%↓

21↓

a

18↓

35↓

асе

61**†**

abcdef

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Parents of children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2053 (93%)

12↓

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

12↓

5↓

Female Aged 16-17 N Count

Column Comparisons

Part 15 of 26

17↓

201**†**

abcdefg

						BANNER				
		Age an	d gender of child	l respondent	Urban,	/ Rural		Working	status	
		NET: Female 8	 -	NET: Female 13	_					NET: Not
C1 - Child age a	ınd gender	12	NET: Male 13	-17 17	NET: Urban	Rural	Full time	Part time	Student	working/ retired
	% within column	5%	45	%↑ 16%	17%	16%	17%	15%	28%1	18%
Male Aged 16-17	N Count	29)↓ 2!	5 4↑ 87	337	39	220	65	321	55
	Column Comparisons	-	-	-					a b d	
	% within column	6%	14	% 43%	15%	15%	14%	11%↓	34% 1	20%↑
Female Aged 16-17	7 N Count	33	1	⁷ 9 229	303	38	190	47↓	39 1	61
	Column Comparisons	-	-	-					a b d	a b

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 16 of 26

						BANNER				
				D3 - Social	grade			F	inancial wellbeing	
C1 - Child age a	and gender	AB	C1	C2	DE	NET: ABC1	NET: C2DE	Doing well	Getting by	Struggling
	% within column	16%	17%	14%	20%	16%	17%	15%	17%	18%
Male Aged 16-17	N Count	102	97	71	107	199	178	58	195	118
	Column Comparisons					-	-			
	% within column	15%	13%	16%	17%	14%	17%	12%	16%	15%
Female Aged 16-17	7 N Count	93	76	80	92	168	173	49	186	101
	Column Comparisons					-	-			

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 17 of 26

						BANNER				
		Ethn	icity	Chil	d identified need	/ impacting cond	ition	Disability/ Cond	dition in HH	Educational Health Care Plan (EHCP)
			NICT: All other			NICT. Ideatified	NET: No			
C1 - Child age and gender		White British	NET: All other Ethnicities	Neurodiversity	Montal Hoalth	need/ condition	identified need/ condition	NET: Yes	No	Has an EHCP
CI - Cilia age a	_					· · · · · · · · · · · · · · · · · · ·				
	% within column	18%	15%	17%	27% †	18%	17%	32%	30%	17%
Male Aged 16-17	N Count	306	66	33	29 1	84	290	74	240	28
	Column Comparisons				d	-				
	% within column	16%	13%	14%	25% †	15%	15%	27%	27%	16%
Female Aged 16-17	N Count	277	60	28	28 1	71	267	62	215	26
	Column Comparisons				a d	-				

						BANNER				
		Educational Health Care Plan (EHCP)	Bene	fits	Parental (Controls	Р	arental Concer	า	Time Spent Online (Week- day)
C1 - Child age a	ınd gender	Don't have an EHCP	NET: Household receives Benefits	No Benefits	NET: Has Parental Controls	No Controls	Not Concerned	A little Concerned	NET: Moderately/ Very Concerned	0 - 2hrs
•	% within column	17%	18%	15%	14%↓	30%↑	18%	17%	15%	13%↓
Male Aged 16-17	N Count	348	170	182	268↓	102 †	192	92	90	113↓
	Column Comparisons					а				
	% within column	15%	17%	14%	12%↓	31% †	18% ↑	13%	13%	11%↓
Female Aged 16-17	7 N Count	315	156	166	230↓	106 †	185 ↑	73	79	97↓
	Column Comparisons					а	bс			

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 19 of 26

						BANNER				
			Time Spent Onlin	e (Weekday)			Time Sp	ent Online (Wee	kend)	
C1 - Child age a	and gender	3 - 4hrs	5 - 6hrs	6+ hrs	NET: 5+ Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6 hrs	NET: 5+ Hours
	% within column	17%	27%↑	30% ↑	27% ↑	14%	15%	18%	21% ↑	19%↑
Male Aged 16-17	N Count	156	74 ↑	30 †	104 ↑	40	119	112	103 †	215 ↑
	Column Comparisons	а	a b	a b	-					-
	% within column	15%	25% ↑	22%	25% ↑	10%↓	14%	17%	19% ↑	18% ↑
Female Aged 16-17	7 N Count	145	71 †	23	94 ↑	29↓	106	107	96 ↑	202 ↑
	Column Comparisons	a	a b	а	-			а	a b	-

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 20 of 26

						BANNER				
				Spent Money				SM purchase	e category	
		Bought somet- hing on either Social Media, or	Bought something on	Bought something while s	Bought comething from	Not bought			Subscription/	
C1 - Child age and gender		while gaming	social media	Gaming	both	from either	Product	Activity	Upgrade	NET: Gift
	% within column	18%	17%	19%	18%	15%	18%	16%	17%	20%
Male Aged 16-17	N Count	235	134	210	108	141	76	25	38	32
	Column Comparisons									
	% within column	16%	17%	13%↓	14%	15%	19%	14%	14%	18%
Female Aged 16-17	7 N Count	200	133	150↓	83	141	82	21	31	29
	Column Comparisons		С							

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 21 of 26

						BANNER				
			Feelings abou	t SM purchase				Gaming Method		
							Desktop compu-			
		Regret things I	What I buy is	I spend more		Games console	ter, laptop or	Mobile phone		NET: Any
C1 - Child age a	ınd gender	buy online	good value	than I should	I like the feeling	or games player	netbook	or smartphone	Tablet	Gaming
	% within column	19%	18%	19%	17%	19% ↑	18%	17%	10%↓	17%
Male Aged 16-17	N Count	58	100	71	96	253 ↑	105	220	77↓	368
	Column Comparisons					c d	d	d		-
	% within column	16%	17%	17%	18%	14%↓	15%	17% ↑	10%↓	15%↓
Female Aged 16-17	7 N Count	50	96	63	99	182↓	87	224 †	81↓	320↓
	Column Comparisons					d	d	a d		-

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 22 of 26

						BANNER				
						Gaming Type				
		Puzzles or	Action/		Playing against one other	Playing against multiple people	Creative and	Playing in a	Simulation	Fitness and
C1 - Child age a	nd gender	quizzes	adventure	Shooters	person	/ teams	building games	virtual worlds	experience	dance
	% within column	14%↓	16%	23% ↑	19%	20% 🕇	12%↓	15%	19%	12%↓
Male Aged 16-17	N Count	92↓	118	127 †	74	168 †	139↓	82	47	32↓
	Column Comparisons		fl	abfgikl	afikl	abfgikl		f	fikl	
	% within column	20% ↑	13%	13%	15%	14%	12%↓	17%	14%	18%
Female Aged 16-17	N Count	129 †	92	74	59	118	140↓	93	34	50
	Column Comparisons	bcefjk						bfj		b k

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 23 of 26

						BANNER				
			Gamin	д Туре		Gaming Fro	equency	Gan	ning Purchase T	ype
			Interactive		NET: Playing against other			NET: Character, skins, weapons,	NET: Game	Loot boxes/ packs/ chests/
C1 - Child age a	nd gender	Sports	stories	Makeovers	people	NET: Daily	Weekly	armour, tools	expansion	bundles
	% within column	21%↑	12%	12%↓	20% ↑	17%	19%	17%	20%	17%
Male Aged 16-17	N Count	152 ↑	24	29↓	204 †	271	85	90	46	25
	Column Comparisons	abfgikl			-					
	% within column	12%↓	12%	16%	14%	14%	18% ↑	14%	14%	12%
Female Aged 16-17	N Count	88↓	24	40	148	223	84 ↑	77	34	18
	Column Comparisons				-		а			

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 24 of 26

						BANNER				
			Ga	ming Purchase T	уре			Feelings about 6	Gaming Purchase	
			A standard version of the		Early access to a		Regret things I	What I buy is	I spend more	
C1 - Child age a	nd gender	In-game money	game	A subscription	game	Battle Pass	buy online	good value	than I should	I like the feeling
	% within column	17%	14%	22%	25%	19%	18%	18%	19%	19%
Male Aged 16-17	N Count	76	20	67	31	39	62	141	84	138
	Column Comparisons									
	% within column	12%	15%	12%	15%	13%	14%	13%	14%	14%
Female Aged 16-17	N Count	55	22	35	18	26	49	101	63	101
	Column Comparisons									

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 25 of 26

		BAN	NER
		Feelings about G	aming Purchase
			It's not always
		It's unfair that	clear what I'm
		people who	going to get for
		spend more, get	my money in
C1 - Child age a	nd gender	further in games	games
	% within column	20%↑	18%
Male Aged 16-17	N Count	144 ↑	82
	Column Comparisons		
	% within column	13%	14%
Female Aged 16-17	N Count	96	63
	Column Comparisons		

										BAN	INER								
				r of child ondent		Age	e of child	respond	lent				Age	and gend	er of chi	ild respon	dent		
									NFT· 8-	NFT· 13	Male 8-	Female	Male	Female	Male	Female	Male	Female	NET: Male 8-
D1 - Region		Total	Male	Female	8-9	10-12	13-15	16-17	12	-17	9	8-9	10-12	10-12	13-15	13-15	16-17	16-17	12
Ü	% within column	2232	1153	1079	449	698	684	401	1147	1085	226	224	361	337	342	341	224	201	587
Weighted Base	N Count																		
	Column Comparisons																		
	% within column	2205	1100	1105	439	662	659	445	1101	1104	220	219	333	329	324	335	223	253	553
Unweighted Base	N Count																		
	Column Comparisons																		
	% within column	а	а	b	а	b	С	d	е	f	а	b	С	d	е	f	g	h	i
Column Names	N Count																		
	Column Comparisons																		
	% within column	8%	8%	8%	9%	6%	8%	10%	7%	9%	10%	8%	7%	5%	8%	8%	8%	12%	8%
Scotland	N Count	179	95	83	41	44	54	40	85	94	23	17	26	18	27	27	19	23	49
	Column Comparisons	-							-	-									-
	% within column	5%	5%	5%	4%	5%	5%	6%	5%	5%	4%	4%	4%	6%	4%	6%	7%	5%	4%
Wales	N Count	112	53	59	19	35	35	23	54	58	9	9	14	21	14	20	15	10	24
	Column Comparisons	-							-	-									-
	% within column	84%	85%	83%	84%	87%	84%	80%	86%	82%	84%	83%	87%	87%	85%	82%	80%	79%	86%
NET: England	N Count	1,875	976	898	376	607	572	320	982	892	190	186	315	292	291	281	180	159	505
	Column Comparisons	-				d			-	-									-
	% within column	3%	2%	4%	3%	2%	3%	4%	2%	4%	1%	5%	2%	2%	3%	4%	5%	4%	2%
Northern Ireland	N Count	67	28	39	14	12	22	18	27	40	3	11	6	6	9	14	10	8	9
	Column Comparisons	-						b	-	-									-

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 1 of 7

-										BANI	NER								
		•	d gender esponde	of child	Urban/	' Rural		Workir	ng status				D3 - Soci	al grade			Finar	ncial well	being
		NET: Female	NET: Male	NET: Female	NET:		Full	Part		NET: Not working /					NET:	NET:	Doing	Getting	Strugg-
D1 - Region		8-12	13-17	13-17	Urban	Rural	time	time	Student	retired	AB	C1	C2	DE	ABC1	C2DE	well	by	ling
Weighted Base	% within column N Count	561	567	536	1986	246	1332	430	112	310	625	580	491	536	1205	1027	401	1152	655
Unweighted Base	Column Comparisons % within column N Count	548	547	580	1949	256	1376	388	113	286	885	483	357	480	1368	837	452	1121	611
	Column Comparisons																		
Column Names	% within column N Count	j	k	I	а	b	a	b	С	d	а	b	С	d	е	f	a	b	С
	Column Comparisons % within column	C0/	00/	00/	00/	F0/	00/	C0/	00/	70/	00/	00/	00/	70/	00/	00/	90/	00/	70/
Scotland	N Count Column Comparisons	6% 36 -	8% 46 -	9% 50 -	8% 165	5% 13	9% 117	6% 25	9% 10	7% 21	8% 47	9% 52	9% 43	7% 36	8% 99 -	8% 79 -	8% 31	9% 98	7% 45
	% within column	5%	5%	6%	4%↓	9% ↑	5%	4%	5%	7%	4%	4%	6%	7%	4%	6%	4%	5%	5%
Wales	N Count	30	29	30	89↓	23 †	65	17	5	23	22	25	29	36	47	64	16	61	35
	Column Comparisons	-	-	-		a								а	-	-			
	% within column	85%	83%	81%	84%	81%	83%	88%	83%	82%	87%	84%	83%	83%	85%	83%	86%	83%	85%
NET: England	N Count Column Comparisons	478 -	472 -	434 -	1,677	198	1,110	377	93	256	541	486	405	442	1,028 -	847 -	344	954	557
	% within column	3%	3%	4%	3%	5%	3%	3%	4%	3%	2%	3%	3%	4%	3%	3%	3%	3%	3%
Northern Ireland	N Count	18	19	22	55	12	40	11	4	10	14	17	14	22	31	36	10	38	19
	Column Comparisons	_	_	-											_	_			

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 2 of 7

										BAN	INER								
		Ethr	nicity	Child ic	dentified cond	need/ im dition	npacting		bility/ on in HH	Health (ational Care Plan HCP)	Ben	efits		ental itrols	Pare	ental Cor	icern	Time Spent Online (Week- day)
			NET: All			NET: Identi- fied ne-	NET: No identi- fied ne-					NET: House- hold recei-		NET: Has Paren-				NET: Moder- ately/	
			other			ed/	ed/				Don't	ves	No	tal	No	Not	A little	Very	
D4 Davis		White -	Ethnic-		Mental		condi-	NET:			have an		Benef-	Contr-	Contr-	Conce-	Conce-	Conce-	
D1 - Region	0/ 111	British	ities	Neur		tion	tion	Yes	No	EHCP	EHCP	its	its	ols	ols	rned	rned		0 - 2hrs
Weighted Base	% within column N Count Column Comparisons	1742	453	194	109	474	1726	234	792	161	2071	925	1200	1865	339	1053	550	605	873
	% within column	1713	452	182	110	458	1713	238	806	157	2048	883	1222	1839	342	1016	555	614	855
Unweighted Base	N Count Column Comparisons																		
Column Names	% within column N Count Column Comparisons	а	b	а	b	С	d	а	b	a	b	а	b	а	b	а	b	С	а
	% within column	8%	7%	10%	8%	7%	8%	9%	9%	11%	8%	8%	8%	8%	9%	8%	8%	8%	6%
Scotland	N Count Column Comparisons	145	30	19	8	34 -	142	22	70	18	161	74	99	146	31	86	44	46	49
	% within column	6% †	2%↓	7%	7%	6%	5%	6%	5%	5%	5%	6%	4%	5%	3%	5%	5%	4%	4%
Wales	N Count Column Comparisons	100 † b	11↓	14	7	29 -	81	14	39	8	104	57 b	49	97	12	57	28	26	32
	% within column	83%↓	90%↑	81%	82%	84%	84%	81%	83%	83%	84%	83%	85%	84%	83%	83%	83%	86%	87% †
NET: England	N Count Column Comparisons	1,437↓	408 † a	157	90	400 -	1,449	189	655	134	1,741	770	1,015	1,570	282	875	458	522	764 † b c
	% within column	3%↑	1%	2%	3%	2%	3%	4%	4%	1%	3%	3%	3%	3%	4%	3%	4%	2%	3%
Northern Ireland	N Count	60 1	4	3	3	11	54	9	28	2	65	24	37	52	15	36	20	10	28
	Column Comparisons	b				-					а					С	С		

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 3 of 7

										BAN	INER								
		Time S	pent On	line (We	ekday)	Tiı	ne Spen	t Online	(Weeker	nd)		Sp	ent Mon	ey		SN	Л purcha	se catego	ory
											Bought								
											somet-								
											hing on								
											either								
											Social	_	Bought	_				.	
											Media,		somet-		Not			Subscri-	
					NICT: C.				0	NET. F.		hing on	_	hing	bought			ption/	NET
D1 Bogion		2 41	Г Chua		NET: 5+		2 41	г сь			le gami-		while	from	from	Dun dun et	A -4::4	Upgr-	NET:
D1 - Region	% within column	3 - 4hrs		•		0 - 2hrs			hrs	Hours	ng	media	Gaming		either	Product		ade	Gift
M . I . I . I .		938	278	102	380	291	785	622	492	1114	1289	768	1125	604	943	429	153	216	158
Weighted Base	N Count																		
	Column Comparisons																		
	% within column	924	282	106	388	281	777	619	489	1108	1296	800	1128	632	909	450	165	226	171
Unweighted Base																			
	Column Comparisons																		
	% within column	b	С	d	е	a	b	С	d	е	а	b	С	d	е	а	b	С	d
Column Names	N Count																		
	Column Comparisons																		
	% within column	9%	12%	11%	12%	6%	7%	9%	10%	9%	9%	9%	8%	8%	7%	10%	10%	9%	10%
Scotland	N Count	81	34	11	44	17	57	54	47	100	112	70	90	48	67	45	16	20	16
	Column Comparisons		a		-					-									
	% within column	5%	7%	7%	7%	3%	4%	5%	7%	6%	5%	6%	5%	5%	5%	4%	6%	6%	5%
Wales	N Count	47	18	7	25	8	34	31	32	63	67	43	57	33	45	18	10	13	9
	Column Comparisons				-				а	-									
	% within column	83%	79%	80%	79%	89%	85%	84%	81%	82%	84%	83%	84%	84%	84%	83%	82%	82%	83%
NET: England	N Count	783	218	81	300	260	669	520	397	917	1,079	636	949	507	796	356	126	178	131
5	Column Comparisons				_	d				_	,								
	% within column	3%	3%	3%	3%	2%	3%	3%	3%	3%	2%	3%	3%	3%	4%	2%	1%	3%	1%
Northern Ireland	N Count	27	8	3	11	7	25	18	16	34	32	19	28	16	35	10	2	6	2
	Column Comparisons		-	-		•			_0	-							_	•	_

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 4 of 7

										BAN	INER								
		Feeli	ngs abou	t SM pur	chase		Gar	ning Met	hod					G	aming Ty	pe			
							Desk-												
							top								Playing				
							•	Mobile							against				
		_		I spend		console		•			- 1			_	multi-		Playing		
		things I	buy is	more	I like	or	top or	or		NET:		Action/	Cl t	one	ple	ive and	in a	tion	Fitness
D1 - Region		buy online	good value	than I should	the feeling	games player	netb- ook	smartp- hone	Tablet	Any Gaming	or	adven-	Shoot- ers	other	-	building games	worlds	experi-	and dance
DI - Kegion	% within column	314	556	378	565	1330	572	1316	782	2140	650	ture 731	547	person 387	teams 822	1151	557	ence 248	278
Weighted Base	N Count	314	550	3/6	303	1550	3/2	1310	702	2140	050	/31	547	367	022	1151	557	240	2/0
Weighted base	Column Comparisons																		
	% within column	329	585	402	596	1316	582	1317	774	2117	662	740	564	395	802	1111	570	266	283
Unweighted Base		329	363	402	390	1310	362	1317	774	2117	002	740	304	393	802	1111	370	200	203
Onweighted base	Column Comparisons																		
	% within column	а	h	C	d	а	b	C	Ь	е	а	b	С	Ь	е	f	g	h	i
Column Names	N Count	a	b	C	u	a	b	C	u	C	a	b	C	u	C	'	8		•
column Numes	Column Comparisons																		
	% within column	10%	9%	9%	9%	8%	8%	8%	8%	8%	7%	9%	7%	10%	9%	8%	9%	7%	7%
Scotland	N Count	33	51	33	53	111	45	101	64	172	46	64	39	37	74	90	49	17	19
Scotiana	Column Comparisons	33	31	33	33		73	101	04	-	40	0-1	33	3,	, ¬	30	73	Δ,	13
	% within column	6%	5%	5%	5%	5%	5%	5%	4%	5%	4%	6%	5%	4%	6%	5%	5%	4%	4%
Wales	N Count	20	30	18	30	72	27	68	32	106	24	44	26	16	49	52	25	10	12
	Column Comparisons									-			_0						
	% within column	81%	83%	84%	83%	83%	86%	84%	85%	84%	87%	83%	85%	84%	82%	85%	84%	88%	86%
NET: England	N Count	254	463	318	468	1,102	492	1,105	665	1,797	564	607	467	326	675	975	468	218	240
0	Column Comparisons					, -		,		-									
	% within column	2%	2%	2%	3%	3%	2%	3%	3%	3%	3%	2%	3%	2%	3%	3%	3%	2%	2%
Northern Ireland	N Count	7	12	9	15	46	9	42	21	66	16	16	16	8	26	33	14	4	6
	Column Comparisons			-	-	-	_			_	-	_			_				-

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 5 of 7

										BAN	NER								
			Gamir	ng Type			g Frequ- ncy			Ga	ming Pu	rchase T	ype			Feelings	about 0	Gaming P	urchase
			Intera- ctive	Makeo-	NET: Playing against other	NET:	•	NET: Character, skins, weapons,	NET: Game	Loot boxes/ packs/ chests/	In-	A stan- dard version of the	A subscri-	Early access to a	Battle	Regret things I buy	What I buy is good	I spend more than I	l like the
D1 - Region		Sports	stories	vers	people	Daily	Weekly	armour, tools	sion	bundles	game money	game	ption	game	Pass	online	value	should	feeling
Weighted Base	% within column N Count Column Comparisons	728	207	249	1027	1602	460	535	237	151	447	147	302	122	205	346	772	445	720
Unweighted Base	% within column N Count Column Comparisons	736	218	257	1009	1567	480	549	250	158	428	154	320	133	211	356	777	454	734
Column Names	% within column N Count Column Comparisons	j	k	I	m	а	b	a	b	С	d	е	f	g	h	a	b	С	d
Scotland	% within column N Count Column Comparisons	8% 56	8% 16	8% 19	9% 90 -	8% 134	7% 32	8% 44	10% 25	11% 16	8% 35	7% 10	6% 17	6% 8	10% 21	7% 26	8% 65	10% 44	9% 62
Wales	% within column N Count Column Comparisons	5% 33	5% 10	5% 13	6% 58 -	5% 78	6% 28	4% 23	7% 16	6% 10	5% 24	4% 7	7% 20	8% 9	6% 13	6% 19	4% 34	5% 24	5% 37
NET: England	% within column N Count Column Comparisons	85% 620	86% 177	85% 210	83% 848 -	84% 1,343	84% 386	86% 457	82% 194	82% 123	85% 381	87% 128	84% 254	85% 105	81% 167	84% 292	85% 656	83% 368	84% 607
Northern Ireland	% within column N Count Column Comparisons	3% 19	2% 3	2% 6	3% 31 -	3% 48	3% 16	2% 11	1% 2	2% 2	1% 6	1% 2	4% 11	1% 1	2% 5	3% 9	2% 16	2% 9	2% 14

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 6 of 7

		BAN	NER
		Feeling	
		Gaming	
		as	
			It's not
		It's unf-	always
		air that	clear
		people	what
		who	I'm goi-
		spend	ng to
		more,	get for
		get fur-	
D1 Bosion		ther in	ney in
D1 - Region	0/	games	games
Majahtad Dasa	% within column N Count	715	449
Weighted Base			
	Column Comparisons	740	450
Ularra talahar di Baras	% within column	710	459
Unweighted Base	N Count		
	Column Comparisons % within column		f
Caluman Namaa		е	Г
Column Names	N Count		
	Column Comparisons % within column	9%	9%
Scotland	N Count	9% 62	9% 39
Scotianu	Column Comparisons	02	39
	% within column	5%	5%
Wales	N Count	37	23
vvaics	Column Comparisons	3/	23
	% within column	84%	84%
NET: England	N Count	599	376
INL I. LIIGIAIIU	Column Comparisons	שכט	370
	% within column	2%	3%
Northern Ireland	N Count	2% 17	3% 12
ivoi tiletti itelalla	Column Comparisons	1/	12
	Columni Companisons		

									BAN	INER							
				of child		Ag	e of child	responde	ent			Age	e and geno	der of chi	d respond	dent	
D2 - Which of the fo	lowing best								NET: 8-	NET: 13-	Male 8-	Female	Male 10	Female	Male 13	Female	Male 16
describes the area ye	ou live in?	Total	Male	Female	8-9	10-12	13-15	16-17	12	17	9	8-9	-12	10-12	-15	13-15	-17
	% within column	2232	1153	1079	449	698	684	401	1147	1085	226	224	361	337	342	341	224
Weighted Base	N Count																
	Column Comparisons																
	% within column	2205	1100	1105	439	662	659	445	1101	1104	220	219	333	329	324	335	223
Unweighted Base	N Count																
	Column Comparisons																
	% within column	а	а	b	а	b	С	d	е	f	a	b	С	d	е	f	g
Column Names	N Count																
	Column Comparisons																
	% within column	29%	29%	28%	32%	30%	28%	23%↓	31%	26%	37% ↑	28%	27%	32%	32%	24%	20%↓
Large city	N Count	638	337	302	146	207	193	92↓	353	285	83 †	63	98	109	110	83	45↓
	Column Comparisons	-			d	d			-	-	fgh			g	g		
	% within column	21%	21%	21%	19%	22%	23%	21%	20%	22%	16%	21%	22%	22%	21%	24%	25%
Smaller city of large town	N Count	474	243	231	84	151	154	86	234	240	36	48	78	73	73	81	57
	Column Comparisons	-							-	-							
	% within column	21%	21%	20%	24%	17%↓	21%	24%	20%	22%	23%	24%	21%	14% ↓	19%	24%	24%
Medium town	N Count	468	247	221	107	121↓	146	95	228	240	53	54	75	46↓	65	81	54
	Column Comparisons	-							-	-	d	d				d	d
	% within column	18%	18%	18%	16%	19%	16%	22%	18%	18%	16%	16%	19%	20%	17%	16%	21%
Small town	N Count	406	209	197	73	134	112	87	207	199	36	37	68	66	58	54	47
	Column Comparisons	-							-	-							
	% within column	89%	90%	88%	91%	88%	89%	90%	89%	89%	92%	90%	88%	87%	89%	88%	91%
NET: Urban	N Count	1,986	1,036	951	409	613	605	359	1,022	964	208	201	318	294	306	299	203
	Column Comparisons	-							-	-							
	% within column	11%	10%	12%	9%	12%	11%	10%	11%	11%	8%	10%	12%	13%	11%	12%	9%
Rural area	N Count	246	117	128	40	85	78	42	125	120	17	23	43	43	36	42	21
	Column Comparisons	-							-	-							

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 1 of 14

									BAN	NER							
		Age	e and gen	der of chi	ld respond	dent	Urban/	Rural		Workin	g status			D3 -	Social gra	ide	
D2 - Which of the fo describes the area y	_	Female 16-17	12	NET: Female 8-12	NET: Male 13 -17	NET: Female 13-17	NET: Urban	Rural	Full time	Part time	Student	NET: Not working / retired	AB	C1	C2	DE	NET: ABC1
Weighted Base	% within column N Count Column Comparisons	201	587	561	567	536	1986	246	1332	430	112	310	625	580	491	536	1205
Unweighted Base	% within column N Count Column Comparisons	253	553	548	547	580	1949	256	1376	388	113	286	885	483	357	480	1368
Column Names	% within column N Count Column Comparisons	h	i	j	k	I	a	b	а	b	С	d	а	b	С	d	е
Large city	% within column N Count Column Comparisons	25% 51	31% 181 -	31% 172 -	27% 155 -	25% 133 -	32% † 638 † b	0 1 0%†		21%↓ 91↓	30% 33 d	19%↓ 58↓	44% † 272 † b c d	24%↓ 139↓	21%↓ 102↓	23%↓ 125↓	34% 411
Smaller city of large town	% within column N Count Column Comparisons	18% 36	19% 114 -	22% 121 -	23% 130 -	22% 116 -	24% ↑ 474 ↑ b	0 †		23% 99	23% 25	21% 65	18% 115	25% 144 a	22% 110	20% 106	21% 259 -
Medium town	% within column N Count Column Comparisons	23% 46 d	22% 128 -	18% 100 -	21% 119 -	24% 127 -	24% † 468 † b	0 † 0% †		25% 108	19% 22	21% 66	17%↓ 106↓	22% 126	22% 109	24% 127 a	19% 232 -
Small town	% within column N Count Column Comparisons	22% 44	18% 104 -	18% 103 -	19% 105 -	18% 96 -	20% † 406 † b	0%‡		20% 84	19% 21	21% 64	11%↓ 70↓	21% 123 a	21% 104 a	20% 109 a	16% 192 -
NET: Urban	% within column N Count Column Comparisons	88% 177	90% 527 -	88% 495 -	90% 509 -	88% 472 -	100% ↑ 1,986 ↑ b	0 † 0% †	1,210 † d	89% 382 d	90% 101	81%↓ 252↓	90% 562	92% 532	87% 425	87% 467	91% 1,094
Rural area	% within column N Count Column Comparisons	12% 24	10% 60 -	12% 65 -	10% 57 -	12% 63 -	0 ↑ 0% ↑	100% † 246 † a	9%↓ 122↓	11% 48	10% 11	19% ↑ 58 ↑ a b	10% 63	8% 48	13% 66	13% 69	9% 111 -

									BAN	INER							
		D3 - Social grade	Finan	ıcial wellk	peing	Ethn	icity	Child id		need/ imp lition	pacting	Disabi Conditio			itional Care Plan ICP)	Ben	efits
D2 - Which of the fol describes the area yo	•	NET: C2DE	Doing well	Getting by	Strugg- ling	White B-	NET: All other Ethnic- ities	Neuro	Mental Health	NET: Identi- fied ne- ed/ condi- tion	NET: No identified ne-ed/condition	NET: Yes	No	Has an EHCP	Don't have an EHCP	NET: House- hold receives Benefits	No Reposits
describes the area ye	% within column	1027	401	1152	655	1742	453	194	109	474	1726	234	792	161	2071	925	1200
Weighted Base	N Count Column Comparisons	1027	401	1132	033	1772	433	154	103	7/1	1720	254	,32	101	2071	323	1200
Unweighted Base	% within column N Count Column Comparisons	837	452	1121	611	1713	452	182	110	458	1713	238	806	157	2048	883	1222
Column Names	% within column N Count Column Comparisons	f	a	b	С	а	b	а	b	С	d	a	b	a	b	а	b
Large city	% within column N Count Column Comparisons	22%↓ 227↓ -	51%† 203† b c	25%↓ 285↓	22% ↓ 143 ↓		42% † 192 † a	17% ↓ 33 ↓	25% 28	23%↓ 111↓ -	30% 515 a	24% 55	27% 214	38% † 61 † b	28%↓ 577↓	29% 268	28% 336
Smaller city of large town	% within column N Count Column Comparisons	21% 216 -	16%↓ 63↓	24%† 273† a	20% 133	21% 359	24% 108	16% 32	18% 20	20% 95 -	22% 373	22% 51	23% 178	21% 33	21% 441	20% 189	22% 265
Medium town	% within column N Count Column Comparisons	23% 236 -	15%↓ 60↓	21% 246 a	24% 160 a	21% 365	20% 92	27% 52	21% 23	24% 114 -	20% 345	25% 58	22% 171	14% 23	21% 445 a	22% 204	20% 236
Small town	% within column N Count Column Comparisons	21% ↑ 214 ↑ -	11% ↓ 43 ↓	19% 223 a	20% 131 a	21% ↑ 358 ↑ b	10%↓ 44↓	22% 42	19% 21	19% 90 -	18% 312	19% 44	18% 142	12% 19	19% 387	17% 157	19% 229
NET: Urban	% within column N Count Column Comparisons	87%↓ 892↓ -	92% 370 c	89% 1,027	86% 567	87%↓ 1,514↓	96% ↑ 436 ↑ a	82%↓ 160↓	83% 91	87% 411 -	90% 1,545 a	89% 208	89% 705	85% 137	89% 1,849	88% 819	89% 1,066

									BAN	NER							
		Parental (Controls	Pare	ental Con	cern	-	Time Sper	nt Online (Weekda	y)	1	Γime Spen	t Online (Weekend	d)	Spent Money
		NET: Has		Not	A little	NET: Modera- tely/ Very											Bought somet- hing on either Social Media,
D2 - Which of the fol	lowing best	Parental	No	Conce-	Conce-	Conce-					NET: 5+				Over 6	NET: 5+	or while
describes the area yo	ou live in?	Controls	Controls	rned	rned	rned	0 - 2hrs	3 - 4hrs	5 - 6hrs	6+ hrs	Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	hrs	Hours	gaming
Weighted Base	% within column N Count Column Comparisons	1865	339	1053	550	605	873	938	278	102	380	291	785	622	492	1114	1289
Unweighted Base	% within column N Count Column Comparisons	1839	342	1016	555	614	855	924	282	106	388	281	777	619	489	1108	1296
Column Names	% within column N Count Column Comparisons	а	b	a	b	С	a	b	С	d	е	a	b	С	d	е	a
Large city	% within column N Count Column Comparisons	30% † 566 † b	19%↓ 65↓	20%↓ 213↓	31% 168 a	41% † 249 † a b	247	28% 262	31% 86	38% 39	33% 124 -	30% 87	30% 234	30% 186	25% 124	28% 311 -	33% ↑ 419 ↑ e
Smaller city of large town	% within column N Count Column Comparisons	21% 387	23% 80	21% 221	23% 128	20% 121	21% 187	21% 196	20% 54	24% 24	21% 79 -	21% 61	24% 185 c	17%↓ 105↓	23% 113 c	20% 218 -	21% 266
Medium town	% within column N Count Column Comparisons	20% 372	26% 89 a	22% 232	22% 120	18% 111	19% 170	22% 208	25% 69	16% 16	22% 85 -	20% 59	17%↓ 132↓	24% 149 b	24% 117 b	24% 1 266 1 -	
Small town	% within column N Count Column Comparisons	18% 341	18% 61	23%† 246† b c	15% 82	12% ↓ 76 ↓		18% 173	15% 41	9% 10	13%↓ 50↓ -	18% 53	19% 150	19% 116	16% 77	17% 193 -	17% 219
NET: Urban	% within column N Count Column Comparisons	89% 1,666	87% 295	87%↓ 912↓	90% 497 a	92% † 557 † a		89% 839	90% 250	87% 88	89% 339 -	89% 260	89% 701	90% 557	88% 432	89% 988 -	91% ↑ 1,171 ↑ e

D2 - Which of the follo	owing best	Bought somet-	Bought	Money		SI	M nurcha										
D2 Which of the follo	owing best	somet-	_				vi purciia	se categor	У	Feeli	ngs about	t SM purc	hase		Gaming	Method	
D2 Which of the falls	owing best	hing on	somet- hing wh-	Bought	Not bought			Subscri-		Regret things I	What I buy is	I spend more		Games console or	Desktop compu- ter, lapt-		
DZ - Willell Of the folia		social	ile Gam-	hing fro-	from			ption/	NET:	buy	good	than I	I like the	games	op or	smartp-	
describes the area you	u live in?	media	ing	m both	either	Product	Activity	Upgrade	Gift	online	value	should	feeling	player	netbook	hone	Tablet
Weighted Base	% within column N Count Column Comparisons	768	1125	604	943	429	153	216	158	314	556	378	565	1330	572	1316	782
Unweighted Base	% within column N Count Column Comparisons	800	1128	632	909	450	165	226	171	329	585	402	596	1316	582	1317	774
Column Names	% within column N Count Column Comparisons	b	С	d	е	а	b	С	d	a	b	С	d	a	b	С	d
	% within column	37%1		41%↑	23%↓	37%	51%↑		47%1	41%↑	40%1	43%↑	41%†	27%	31%	28%	28%
Lange sity	N Count Column Comparisons % within column	288 1 e	е	е	219↓		78 †	а	751	1301	2241	1611	2331	363	179	365	223
Smaller city of large town	% Within Column N Count Column Comparisons	20% 150	21% 237	20% 121	22% 208	19% 81	17% 26	19% 41	22% 34	23% 74	18% 101	20% 76	19% 108	21% 282	20% 114	21% 282	20% 159
Medium town	% within column N Count Column Comparisons	20% 156	20% 228	19% 117	21% 201	21% 88	15% 23	17% 37	16% 26	18% 56	20% 109	19% 72	20% 111	22% 293	21% 118	21% 277	20% 157
Small town	% within column N Count	14% ↓ 109 ↓	16% 184	12%↓ 74↓	20% 187	14% 59	12% 19	9% 19	9% 15	12% ↓ 38 ↓	13% ↓ 74 ↓	12%↓ 44↓	13%↓ 73↓	18% 246	17% 97	19% 244	18% 144
NET: Urban	Column Comparisons % within column N Count Column Comparisons	91% † 703 †		93% ↑ 561 ↑	b d 86%↓ 815↓	90% 387	95% 146	95% 205	95% 150	95% ↑ 298 ↑	91% 508	94% † 353 †	93% ↑ 525 ↑	89% 1,184	89% 507	89% 1,168	87% 682

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 5 of 14

-									BAN	INER							
		Gaming Method						Ga	aming Ty _l	pe							g Frequ- ncy
D2 - Which of the fol	llowing best	NET:	Puzzles or	Action/ adven-	Shoot-	Playing against one other	Playing against multiple people/	Creative and building	Playing in a virtual	Simula- tion experi-	Fitness and		Intera- ctive	Makeo-	NET: Playing against other	NET:	
describes the area ye	ou live in?	Gaming	quizzes	ture	ers	person	teams	games	worlds	ence	dance	Sports	stories	vers	people	Daily	Weekly
	% within column	2140	650	731	547	387	822	1151	557	248	278	728	207	249	1027	1602	460
Weighted Base	N Count																
	Column Comparisons																
Unweighted Race	% within column N Count	2117	662	740	564	395	802	1111	570	266	283	736	218	257	1009	1567	480
Unweighted Base	Column Comparisons																
	% within column	е	а	b	С	d	е	f	g	h	i	j	k	1	m	а	b
Column Names	N Count								_			-					
	Column Comparisons																
	% within column	29%	33% †	35% ↑	32%	39% †	25%↓	25%↓	32%	40% †	42% ↑	33% †	36%	36% ↑	29%	29%	29%
Large city	N Count	616	213 †	253 ↑	176	153 †	208↓	292↓	176	99 ↑	116 †	239 †	75	89 †	295	469	132
	Column Comparisons	-	e f	e f	e f	e f			e f	e f	efg	e f	e	e	-		
	% within column	21%	19%	21%	21%	20%	23%	22%	21%	19%	20%	21%	20%	19%	22%	21%	21%
Smaller city of large town	N Count	451	126	152	117	77	192	248	118	48	57	154	41	47	227	340	97
	Column Comparisons	-													-		
	% within column	21%	22%	20%	22%	19%	21%	23%	22%	18%	17%	21%	23%	16%	21%	20%	23%
Medium town	N Count	451	141	150	121	74	175	262	121	44	47	153	47	40	213	322	108
	Column Comparisons	-													-		
	% within column	18%	16%	16%	15%	14%	18%	18%	16%	14%	13%	16%	12%	18%	17%	19%	16%
Small town	N Count	389	106	119	82	53	145	210	88	36	37	115	25	46	176	300	73
	Column Comparisons	-													-		
	% within column	89%	90%	92% ↑	91%	92%	88%	88%	90%	91%	92%	91%	91%	89%	89%	89%	89%
NET: Urban	N Count	1,908	586	674 †	496	356	720	1,013	503	226	256	660	188	222	910	1,431	410
	Column Comparisons	-		e f											-		

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 6 of 14

								BAN	NER						
				G	aming Pui	rchase Ty	ре				Feeling	gs about (Saming Pu	ırchase	
		NET:												air that	It's not always
		Charac-												people	clear what I'm
		ter, skin-		Loot		A stand-									going to
		s, weap-	NET:	boxes/		ard vers-		Early		Regret	What I	I spend		re, get	get for
		ons,	Game	packs/		ion of	Α	access		things I	buy is	more		further	my mo-
D2 - Which of the fo	_	armour,	expan-	chests/	In-game	the ga-	subscri-	to a	Battle	buy	good	than I	I like the	in gam-	ney in
describes the area y		tools	sion	bundles	money	me	ption	game	Pass	online	value	should	feeling	es	games
	% within column	535	237	151	447	147	302	122	205	346	772	445	720	715	449
Weighted Base	N Count														
	Column Comparisons														
	% within column	549	250	158	428	154	320	133	211	356	777	454	734	710	459
Unweighted Base	N Count														
	Column Comparisons														
	% within column	a	b	С	d	е	f	g	h	a	b	С	d	е	f
Column Names	N Count														
	Column Comparisons	2001	****	100/	0=0/-	100/	2001	4-0/4	270/	000/4	0=0(4	400/4	0.004	2201	000/4
	% within column	36%	48%1	42%	27%↓	40%	38%	47% ↑	37%	39%↑	37%↑	40%1		32%	39%↑
Large city	N Count	193	114	64	122↓		116	58 ↑	76	134 †				226	174 †
	Column Comparisons % within column	d 22%	a d h	d 100/	100/	d 18%	d 17%	d 19%	d 22%	23%	e 20%	e 240/	e 21%	220/	e 220/
Consilient sites of laws at the same		22% 117	20% 46	18% 27	18% 82	18% 27	17% 51	19% 24	22% 45	23% 79		24% 109	21% 154	23% 162	22% 99
Smaller city of large towr	Column Comparisons	11/	46	21	82	21	21	24	45	79	154	109	154	102	99
	% within column	20%	17%	21%	22%	21%	22%	17%	19%	20%	20%	18%	19%	20%	20%
Medium town	N Count	107	39	31	100	31	67	21	40	70	152	79	135	146	90
Wediam town	Column Comparisons	107	39	31	100	31	07	21	40	70	132	73	133	140	90
	% within column	15%	13%	13%	22% ↑	15%	13%	12%	12%	12%↓	16%	12%↓	16%	17%	12%↓
Small town	N Count	78	30	20	97 †	21	40	15	24	43↓		54 ↓		125	54 ↓
Sman town	Column Comparisons	, 0	30	20	a b f h	21	70	13	24		122	34 V	114	123	34 v
	% within column	93%	97% †	94%	90%	94%	90%	96%	90%	94% ↑	92% ↑	94% 1	92% †	92%1	93% ↑
NET: Urban	N Count	495	2301	143	400	138	273	118	186	326 †	712 †	419 1		658 1	
2.22	Column Comparisons		d f h	0			•	3				0.			

									BAN	INER							
				r of child ondent		Ag	e of child	responde	ent			Age	and gend	ler of chil	d respond	lent	
D2 - Which of the	he following best								NET: 8-	NET: 13-	Male 8-	Female	Male 10	Female	Male 13	Female	Male 16
describes the a	rea you live in?	Total	Male	Female	8-9	10-12	13-15	16-17	12	17	9	8-9	-12	10-12	-15	13-15	-17
	% within column	11%	10%	12%	9%	12%	11%	10%	11%	11%	8%	10%	12%	13%	11%	12%	9%
Rural area	N Count	246	117	128	40	85	78	42	125	120	17	23	43	43	36	42	21
	Column Comparisons	-							-	-							

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 8 of 14

									BANI	NER							
		Age	e and gene	der of chi	d respond	dent	Urban/	Rural		Workir	ng status			D3 -	Social gra	ade	
												NET:					
D2 White - Cul	ha falla dan basi		NET:	NET:	NET:	NET:						Not					
D2 - Which of th	Female	Male 8-	Female	Male 13	Female	NET:			Part		working					NET:	
describes the a	rea you live in?	16-17	12	8-12	-17	13-17	Urban	Rural	Full time	time	Student	/ retired	AB	C1	C2	DE	ABC1
	% within column	12%	10%	12%	10%	12%	0%↓	100%↑	9%↓	11%	10%	19% †	10%	8%	13%	13%	9%↓
Rural area	N Count	24	60	65	57	63	01	246 †	122↓	48	11	58 †	63	48	66	69	111↓
	Column Comparisons	-		а				a b					-				

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 9 of 14

									BAN	INER							
		D3 - Social grade	Fina	ncial wellb	peing	Ethn	icity	Child ic		need/ im lition	pacting	Disabi Condition	• •	Health (ational Care Plan ICP)	Bene	efits
										NET:	NET: No						
										Identi-	identi-					NET:	
							NET: All			fied ne-	fied ne-					House-	
							other			ed/	ed/				Don't	hold	
D2 - Which of th	ne following best	NET:	Doing	Getting	Strugg-	White B-	Ethnic-		Mental	condi-	condi-			Has an	have an	receives	No
describes the ar	ea you live in?	C2DE	well	by	ling	ritish	ities	Neuro	Health	tion	tion	NET: Yes	No	EHCP	EHCP	Benefits	Benefits
	% within column	13%↑	8%	11%	14%	13%↑	4%↓	18%↑	17%	13%	10%	11%	11%	15%	11%	12%	11%
Rural area	N Count	135 ↑	31	125	88	227 †	16↓	34 ↑	19	64	180	26	88	24	221	106	134
	Column Comparisons	-			а	b		d		-							

-									BAN	NER							
		Parental C	ontrols	Pare	ental Con	cern	٦	Γime Sper	nt Online (Weekday	/)	٦	Γime Sper	nt Online (Weekend	d)	Spent Money
						NET:											Bought somet- hing on
		NET:				Modera- tely/											either Social
	ne following best	Has Parental	No	Not Conce-	A little Conce-	Very Conce-	0 2hrs	2 4h.c	□ Chuc	C. bra	NET: 5+		2 4h.ro	□ Chuc	Over 6		Media, or while
describes the ar	% within column	Controls C	ontrois 13%	rned 13% †	rned 10%	rned 8%↓		3 - 4hrs 11%	5 - 6nrs 10%	6+ hrs 13%	Hours 11%	0 - 2nrs 11%	3 - 4hrs 11%	5 - 6nrs 10%	hrs 12%	Hours 11%	gaming 9%↓
Rural area	N Count Column Comparisons	199	44	142 † b c	53	49 ↓	100	100	28	14	42	31	84	65	61	126 -	118↓

									BAN	INER							
			Spent	Money		12	M purcha	se categor	у	Feeli	ngs abou	t SM purc	hase		Gaming	Method	
		Bought	Bought											Games	Desktop	Mobile	
		somet-	somet-	Bought	Not					Regret	What I	I spend		console	compu-	phone	
	hing on hing wh- somet- boug							Subscri-		things I	buy is	more		or	ter, lapt-	or	
D2 - Which of the	e following best	social	ile Gam-	hing fro-	from			ption/	NET:	buy	good	than I	I like the	games	op or	smartp-	
describes the are	ea you live in?	media	ing	m both	either	Product	Activity	Upgrade	Gift	online	value	should	feeling	player	netbook	hone	Tablet
	% within column	9%↓	9%↓	7%↓	14% †	10%	5%	5%	5%	5%↓	9%	6%↓	7%↓	11%	11%	11%	13%
Rural area	N Count	65↓	96↓	43↓	128 †	41	7	11	8	16↓	48	24↓	40↓	146	64	148	101
	Column Comparisons				a b c d	С											

									BAN	INER							
		Gaming Method						G	aming Ty _l	oe							g Frequ- ncy
						Playing	Playing								NET:		
						against	against	Creative	Playing	Simula-					Playing		
DO 14/1: 1 C.1		NET:	Puzzles	Action/		one	multiple	and	in a	tion	Fitness		Intera-		against		
D2 - Which of the	following best	Any	or	adven-	Shoot-	other	people/	building	virtual	experi-	and		ctive	Makeo-	other	NET:	
describes the area	you live in?	Gaming	quizzes	ture	ers	person	teams	games	worlds	ence	dance	Sports	stories	vers	people	Daily	Weekly
	% within column	11%	10%	8%↓	9%	8%	12%	12%	10%	9%	8%	9%	9%	11%	11%	11%	11%
Rural area	N Count	233	64	57↓	51	31	102	138	54	22	21	68	19	26	117	171	50
	Column Comparisons	-					b	b							-		

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 13 of 14

_								BAN	NER						
				G	aming Pu	rchase Ty	pe				Feeling	s about (Saming Pu	ırchase	
														It's unf-	It's not
														air that	always
		NET:												people	clear
		Charac-	rac-											who sp-	what I'm
		ter, skin-		Loot		A stand-								end mo-	going to
		s, weap-	NET:	boxes/		ard vers-		Early		Regret	What I	I spend		re, get	get for
DO Which of	ha falla dan basi	ons,	Game	packs/		ion of	Α	access		things I	buy is	more		further	my mo-
	he following best	armour,	expan-	chests/	In-game	the ga-	subscri-	to a	Battle	buy	good	than I	I like the	in gam-	ney in
describes the a	rea you live in?	tools	sion	bundles	money	me	ption	game	Pass	online	value	should	feeling	es	games
	% within column	7%	3%↓	6%	10%	6%	10%	4%	10%	6%↓	8%↓	6%↓	8%↓	8%↓	7%↓
Rural area	N Count	40	7↓	9	46	9	29	5	20	20↓	60↓	25↓	55↓	57↓	32↓
	Column Comparisons				b		b		b						

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 14 of 14

D3 - What is the occupation of the main in	ncome earner in				BANN	ER			
your household? Think about the person	who has the		Gender of child	d respondent		Age o	of child responde	ent	
highest income. This could come from wo	rking, a pension.			<u> </u>					
state benefits, investments, or any other	• •								
income earner is retired, think	Jour Cent the main	Total	Male	Female	8-9	10-12	13-15	16-17	NET: 8-12
meome earner is retired, timik	% within column	2232	1153	1079	449	698	684	401	1147
Weighted Base	N Count	2232	1155	1075	443	038	004	401	1147
Weighted base	Column Comparisons								
	% within column	2205	1100	1105	439	662	659	445	1101
Unweighted Base	N Count	2203	1100	1103	.55	002	033		1101
5	Column Comparisons								
	% within column	а	а	b	a	b	С	d	е
Column Names	N Count								-
	Column Comparisons								
Semi or unskilled manual worker (for example	% within column	14%	14%	14%	13%	14%	14%	14%	14%
manual workers, all apprentices to be skilled trades,	N Count	312	167	146	59	100	97	57	159
caretaker, park keepe	Column Comparisons	-							-
Skilled manual worker (for example skilled bricklayer	, % within column	22%	20%	24%	19%	22%	24%	22%	21%
carpenter, plumber, painter, bus or ambulance drive		491	232	259	86	151	165	90	237
HGV driver,	Column Comparisons	-							-
Supervisory, clerical, junior managerial, professional	% within column	25%	27%	24%	24%	25%	26%	26%	25%
or administrative worker (for example office worker,		565	310	256	106	178	175	106	284
student doct	Column Comparisons	-							-
Intermediate managerial, professional or	% within column	18%	19%	17%	22% ↑	16%	16%	19%	18%
administrative worker (for example a doctor with les	s N Count	398	216	182	99 ↑	112	110	76	212
than 3 years' experienc	Column Comparisons	-			b c				-
Higher managerial, professional or administrative	% within column	10%	11%	10%	12%	11%	10%	7%↓	11%
worker (for example established doctor, solicitor,	N Count	227	124	103	53	76	70	28↓	129
board director in a	Column Comparisons	-			d	d			-
	% within column	89%	91%	88%	90%	88%	90%	89%	89%
Full time	N Count	1,994	1,048	946	404	616	616	357	1,020
	Column Comparisons	-	b						-
	% within column	1%	0%	1%	0%	1%	1%	1%	0%
Student	N Count	15	4	11	1	4	5	5	5
	Column Comparisons	-							

D3 - What is the occupation of the main in	come earner in				BAN	INER			
your household? Think about the person we		Age of child respondent			Age and g	gender of child re	espondent		
highest income. This could come from wo	• •	- respondent							
state benefits, investments, or any other	source.if the main								
income earner is retired, think		NET: 13-17	Male 8-9	Female 8-9	Male 10-12	Female 10-12	Male 13-15	Female 13-15	Male 16-17
	% within column	1085	226	224	361	337	342	341	224
Weighted Base	N Count								
	Column Comparisons								
	% within column	1104	220	219	333	329	324	335	223
Unweighted Base	N Count								
	Column Comparisons								
	% within column	t	a	b	С	d	е	Ť	g
Column Names	N Count								
	Column Comparisons								
Semi or unskilled manual worker (for example	% within column	14%	11%	15%	15%	14%	16%	12%	14%
manual workers, all apprentices to be skilled trades,	N Count	154	25	34	53	47	56	41	32
caretaker, park keepe	Column Comparisons	-							
Skilled manual worker (for example skilled bricklayer		23%	21%	18%	19%	24%	21%	27%	19%
carpenter, plumber, painter, bus or ambulance drive		254	46	40	69	81	72	92	44
HGV driver,	Column Comparisons	-							
Supervisory, clerical, junior managerial, professional	% within column	26%	25%	22%	27%	24%	27%	25%	28%
or administrative worker (for example office worker,		281	57	49	98	80	91	84	63
student doct	Column Comparisons	-							
Intermediate managerial, professional or	% within column	17%	23%	21%	18%	14%	15%	17%	20%
administrative worker (for example a doctor with les		186	52	47	66	46	51	59	46
than 3 years' experienc	Column Comparisons	-	d						
Higher managerial, professional or administrative	% within column	9%	12%	12%	12%	10%	11%	9%	8%
worker (for example established doctor, solicitor,	N Count	98	27	27	42	33	38	32	18
board director in a	Column Comparisons	-							
	% within column	90%	92%	88%	91%	85%	90%	90%	90%
Full time	N Count	973	208	196	329	288	309	307	203
	Column Comparisons	-							
	% within column	1%	0%	1%	0%	1%	1%	1%	1%
Student	N Count	10	0	1	0	4	3	3	1
	Column Comparisons	-							

D3 - What is the occupation of the main in	come earner in				BAN	INER			
your household? Think about the person v			Age and	gender of child r	espondent		Urban/	Rural	Working status
highest income. This could come from wo	rking, a pension,								
state benefits, investments, or any other s	• •		NFT: Male 8-	NET: Female 8-	. NFT: Mala 13.	NET: Female			
income earner is retired, think		Female 16-17	12	12	17	13-17	NET: Urban	Rural	Full time
,	% within column	201	587	561	567	536	1986	246	1332
Weighted Base	N Count								
-	Column Comparisons								
	% within column	253	553	548	547	580	1949	256	1376
Unweighted Base	N Count								
	Column Comparisons								
	% within column	h	i	j	k	1	а	b	а
Column Names	N Count								
	Column Comparisons								
Semi or unskilled manual worker (for example	% within column	13%	13%	14%	16%	12%	14%	13%	12%↓
manual workers, all apprentices to be skilled trades,	N Count	27	78	81	89	67	281	32	159↓
caretaker, park keepe	Column Comparisons		-	-	-	-			
Skilled manual worker (for example skilled bricklayer	, % within column	26%	20%	22%	20%	26%	21%	27%	21%
carpenter, plumber, painter, bus or ambulance drive	r, N Count	52	116	121	116	140	425	66	285
HGV driver,	Column Comparisons		-	-	-	-			
Supervisory, clerical, junior managerial, professional	% within column	25%	26%	23%	27%	25%	26%	20%	29% ↑
or administrative worker (for example office worker,	N Count	51	155	129	155	134	517	48	382 ↑
student doct	Column Comparisons		-	-	-	-	b		c d
Intermediate managerial, professional or	% within column	17%	20%	17%	17%	17%	18%	17%	23% ↑
administrative worker (for example a doctor with les	s N Count	34	119	93	97	92	356	42	307 †
than 3 years' experienc	Column Comparisons		-	-	-	-			b d
Higher managerial, professional or administrative	% within column	6%	12%	11%	10%	8%	10%	9%	14% †
worker (for example established doctor, solicitor,	N Count	13	69	60	56	44	206	21	190 ↑
board director in a	Column Comparisons		-	-	-	-			b c d
	% within column	88%	91%	86%	90%	89%	90%	85%	99% 🕇
Full time	N Count	176	536	484	512	477	1,785	208	1,324 †
	Column Comparisons		-	-	-	-	b		b c d
	% within column	2%	0%	1%	1%	1%	1%	0%	0%↓
Student	N Count	4	0	5	4	6	15	0	01
	Column Comparisons		-	-	-				

D3 - What is the occupation of the main i	ncome earner in				BANN	ER			
your household? Think about the person	who has the	V	Vorking status			D3	- Social grade		
highest income. This could come from wo state benefits, investments, or any other	• •			NET: Not					
income earner is retired, think		Part time	Student	retired	AB	C1	C2	DE	NET: ABC1
	% within column	430	112	310	625	580	491	536	1205
Weighted Base	N Count								
	Column Comparisons								
	% within column	388	113	286	885	483	357	480	1368
Unweighted Base	N Count								
	Column Comparisons								
	% within column	b	С	d	a	b	С	d	е
Column Names	N Count								
	Column Comparisons								
Semi or unskilled manual worker (for example	% within column	25% ↑	6%	9%	0%↓	0%↓	0%↓	58% ↑	0%
manual workers, all apprentices to be skilled trades	, N Count	108 ↑	6	29	01	01	01	312 ↑	01
caretaker, park keepe	Column Comparisons	a c d						a b c	_
Skilled manual worker (for example skilled bricklaye	r. % within column	27%	23%	19%	0%↓	0%↓	100% ↑	0%↓	0%
carpenter, plumber, painter, bus or ambulance drive		115	26	58	01	01	491 ↑	01	01
HGV driver,	Column Comparisons						a b d		_
Supervisory, clerical, junior managerial, professiona	% within column	30%	18%	10%↓	0%↓	97% ↑	0%↓	0%↓	47%1
or administrative worker (for example office worker	•	128	20	30↓	01	565 ↑	0‡	01	5651
student doct	Column Comparisons	c d	d			a c d			_
Intermediate managerial, professional or	% within column	12%↓	18%	6%↓	64% ↑	0%↓	0%↓	0%↓	33%1
administrative worker (for example a doctor with le		52↓	20	18↓	398 †	01	0‡	01	3981
than 3 years' experienc	Column Comparisons	d	d		bcd				-
Higher managerial, professional or administrative	% within column	4%↓	6%	3%↓	36% ↑	0%↓	0%↓	0%↓	19%1
worker (for example established doctor, solicitor,	N Count	18↓	7	10↓	227 †	01	0‡	01	2271
board director in a	Column Comparisons				b c d				_
	% within column	98% ↑	71%↓	47%↓	100%↑	97% ↑	100% ↑	58%↓	99%1
Full time	N Count	421 †	80↓	145↓	625 †	565 ↑	491 †	312↓	1,1901
	Column Comparisons	c d	d		b d	d	b d		-
	% within column	1%	9% ↑	0%	0%	3%↑	0%	0%	1%1
Student	N Count	4	11 †	0	0	15 †	0	0	151
	Column Comparisons	a	a b d	_	-	a c d	-	· ·	

D3 - What is the occupation of the main in	ncome earner in				BAN	NER			
your household? Think about the person highest income. This could come from wo	who has the	D3 - Social grade	Fir	nancial wellbein		Ethni	icity		ified need/ condition
state benefits, investments, or any other	source.If the main						NET: All other		
income earner is retired, think		NET: C2DE	Doing well	Getting by	Struggling	White British	Ethnicities	Neurodiversity	Mental Health
	% within column	1027	401	1152	655	1742	453	194	109
Weighted Base	N Count								
	Column Comparisons								
	% within column	837	452	1121	611	1713	452	182	110
Unweighted Base	N Count								
	Column Comparisons								
	% within column	f	a	b	С	a	b	a	b
Column Names	N Count								
	Column Comparisons								
Semi or unskilled manual worker (for example	% within column	30%↑	6%↓	14%	19% ↑	14%	14%	14%	13%
manual workers, all apprentices to be skilled trades,	N Count	312 ↑	23↓	157	127 ↑	238	64	27	14
caretaker, park keepe	Column Comparisons	-		a	a b				
Skilled manual worker (for example skilled bricklaye	r, % within column	48% ↑	17%	25%	21%	24% ↑	15%	25%	20%
carpenter, plumber, painter, bus or ambulance drive	er, N Count	491 †	66	282	138	420 †	69	48	22
HGV driver,	Column Comparisons	-		a		b			
Supervisory, clerical, junior managerial, professional	% within column	0%↓	17%↓	30% ↑	23%	25%	28%	21%	16%
or administrative worker (for example office worker	, N Count	01	68↓	341 ↑	150	431	125	42	17
student doct	Column Comparisons	-		ас	a				
Intermediate managerial, professional or	% within column	0%↓	23% ↑	19%	13%↓	17%	20%	16%	12%
administrative worker (for example a doctor with les	ss N Count	01	93 ↑	216	87↓	295	93	31	14
than 3 years' experienc	Column Comparisons	-	b c	С					
Higher managerial, professional or administrative	% within column	0%↓	34% ↑	6%↓	3%↓	9%↓	15%1	3%↓	8%
worker (for example established doctor, solicitor,	N Count	01	134 †	74↓	18↓	156↓	671	5↓	9
board director in a	Column Comparisons	-	b c	С			а		a
	% within column	78%↓	96% ↑	93% ↑	79%↓	88%	92%	79%↓	69%↓
Full time	N Count	804↓	384 †	1,070 †	520↓	1,541	417	152↓	76↓
	Column Comparisons	-	С	С			а		
	% within column	0%↓	0%	0%	1%	1%	1%	0%	1%
Student	N Count	01	1	5	7	12	3	0	1
	Column Comparisons	-							

D2 What is the assumption of the main in	como cornor in				BAN	INER			
D3 - What is the occupation of the main in your household? Think about the person v	vho has the		cified need/ g condition	Disability/ Con	dition in HH		ealth Care Plan ICP)	Bene	efits
highest income. This could come from wor state benefits, investments, or any other s income earner is retired, think		NET: Identified need/condition	NET: No identified nee-	NET: Yes	No	Has an EHCP	Don't have an EHCP	NET: House- hold receives Benefits	No Benefits
meditie eartier is retired, tilling	% within column	474	1726	234	792	161	2071	925	1200
Weighted Base	N Count	474	1720	254	732	101	2071	323	1200
Weighted base	Column Comparisons								
	% within column	458	1713	238	806	157	2048	883	1222
Unweighted Base	N Count	430	1/13	230	800	137	2040	003	1222
onweighted base	Column Comparisons								
	% within column	С	d	а	b	а	b	а	b
Column Names	N Count	C	u	a	5	ŭ	, and the second	ď	D
Column Numes	Column Comparisons								
Semi or unskilled manual worker (for example	% within column	15%	13%	14%	14%	12%	14%	18%	10%↓
manual workers, all apprentices to be skilled trades,	N Count	72	232	33	108	19	293	169 †	125↓
caretaker, park keepe	Column Comparisons	-	232	33	100	13	233	b	125 🗸
Skilled manual worker (for example skilled bricklayer,	•	23%	22%	23%	24%	18%	22%	20%	23%
carpenter, plumber, painter, bus or ambulance driver		111	377	53	193	30	462	188	275
HGV driver,	Column Comparisons	-							
Supervisory, clerical, junior managerial, professional	% within column	20%↓	27% ↑	21%	28%	17%	26%	19%↓	30% ↑
or administrative worker (for example office worker,	N Count	94↓		50	223	28	537	178↓	360↑
student doct	Column Comparisons	-	b				а		а
Intermediate managerial, professional or	% within column	15%	19%	15%	18%	13%	18%	11%↓	24%↑
administrative worker (for example a doctor with less		70	320	35	142	22	376	103↓	286↑
than 3 years' experienc	Column Comparisons	-							а
Higher managerial, professional or administrative	% within column	8%	11%	9%	9%	15%	10%	9%	11%
worker (for example established doctor, solicitor,	N Count	37	186	21	73	25	202	82	134
board director in a	Column Comparisons	-	а			b			а
	% within column	81%↓	92%	82%↓	93% †	77%↓	90%↑	78%↓	98%1
Full time	N Count	384↓	1,580 †	192↓	739 †	123↓	, 1,870 †	721↓	1,181 †
	Column Comparisons	-	a b		а		a		a
	% within column	0%	1%	0%	1%	1%	1%	1%	0%
Student	N Count	1	14	0	6	1	14	9	5
	Column Comparisons	-							

D3 - What is the occupation of the main in	come earner in				BAN	NER			
your household? Think about the person v	vho has the	Parental	Controls	Р	arental Concer	n	Time Spe	ent Online (We	ekday)
highest income. This could come from wor state benefits, investments, or any other s income earner is retired, think	• •	NET: Has Parental Controls	No Controls	Not Concerned	A little Concerned	NET: Modera- tely/ Very Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs
	% within column	1865	339	1053	550	605	873	938	278
Weighted Base	N Count Column Comparisons								
Unweighted Base	% within column N Count	1839	342	1016	555	614	855	924	282
Column Names	Column Comparisons % within column N Count	a	b	a	b	С	а	b	С
Column Numes	Column Comparisons								
Semi or unskilled manual worker (for example	% within column	14%	17%	15%	13%	12%	12%	15%	14%
manual workers, all apprentices to be skilled trades, caretaker, park keepe	N Count Column Comparisons	252	56	158	72	75	104	139	38
Skilled manual worker (for example skilled bricklayer,	% within column	22%	22%	23%	20%	22%	21%	24%	23%
carpenter, plumber, painter, bus or ambulance driver HGV driver,	, N Count Column Comparisons	410	73	245	108	132	182	226 d	65
· ·	% within column	26%	26%	27%	26%	22%	d 30% ↑	~	d 210/
Supervisory, clerical, junior managerial, professional or administrative worker (for example office worker,		476	26% 87	27%	143	132	259 †	24% 224	21% 58
student doct	Column Comparisons	470	07	207	143	132	b c	224	30
Intermediate managerial, professional or	% within column	18%	17%	16%	21%	19%	19%	18%	14%
administrative worker (for example a doctor with less	N Count	341	56	167	114	116	169	172	40
than 3 years' experienc	Column Comparisons				а				
Higher managerial, professional or administrative	% within column	11% ↑	5%	€6%	11%	17% ↑	10%	9%	15%1
worker (for example established doctor, solicitor,	N Count	210 †	17-	61 ↓	60	105 ↑	84	85	421
board director in a	Column Comparisons	b			а	a b			a b
	% within column	91% ↑	85%	87%↓	91%	93% ↑	91%	90%	87%
Full time	N Count	1,688 †	290	918↓	499	560 †	798	846	242
	Column Comparisons	b				a	d	d	
	% within column	0%	2%	1%	1%	1%	1%	0%	0%
Student	N Count	9	6	7	3	5	6	4	1
	Column Comparisons		а						

					BAN	NER			
D3 - What is the occupation of the main i	ncome earner in	Time Spent O	nline (Weekday)		Time Sp	ent Online (We	ekend)		Spent Money
your household? Think about the person highest income. This could come from wo	who has the								Bought something on either Social
state benefits, investments, or any other	source.If the main								Media, or
income earner is retired, think		6+ hrs	NET: 5+ Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6 hrs	NET: 5+ Hours	while gaming
	% within column	102	380	291	785	622	492	1114	1289
Weighted Base	N Count								
	Column Comparisons								
	% within column	106	388	281	777	619	489	1108	1296
Unweighted Base	N Count								
	Column Comparisons								
	% within column	d	e	a	b	С	d	е	a
Column Names	N Count								
	Column Comparisons								
Semi or unskilled manual worker (for example	% within column	18%	15%	14%	12%	14%	15%	15%	13%
manual workers, all apprentices to be skilled trades,	, N Count	18	57	41	98	88	75	164	169
caretaker, park keepe	Column Comparisons		-					-	
Skilled manual worker (for example skilled bricklaye		10%	20%	21%	22%	24%	22%	23%	21%
carpenter, plumber, painter, bus or ambulance drive		11	75	62	169	147	106	253	273
HGV driver,	Column Comparisons		-					-	
Supervisory, clerical, junior managerial, professiona		21%	21%	27%	27%	24%	24%	24%	24%
or administrative worker (for example office worker		21	79	78	214	150	116	265	303
student doct	Column Comparisons		-					-	
Intermediate managerial, professional or	% within column	16%	15%	17%	19%	19%	16%	17%	19%
administrative worker (for example a doctor with le		16	56	49	153	118	76	194	246
than 3 years' experienc	Column Comparisons		-					-	
Higher managerial, professional or administrative	% within column	13%	15% ↑	12%	10%	10%	9%	10%	13% ↑
worker (for example established doctor, solicitor,	N Count	14	56 †	35	82	63	46	109	168 †
board director in a	Column Comparisons		-					-	е
	% within column	79%		91%	91%	91%	85%		90%
Full time	N Count	80-	↓ 323 ↓	264	716	566	419	985	1,159
	Column Comparisons		-		d	d		-	

D3 - What is the occupation of the main in	come earner in				BANI	NER			
your household? Think about the person w	ho has the		Spent I	Money			SM purchas	e category	
highest income. This could come from wor state benefits, investments, or any other s income earner is retired, think	• •	Bought something on social media	Bought something while Gaming	Bought something from both	Not bought from either	Product	Activity	Subscription/ Upgrade	NET: Gift
ŕ	% within column	768	1125	604	943	429	153	216	158
Weighted Base	N Count Column Comparisons								
Unweighted Base	% within column N Count	800	1128	632	909	450	165	226	171
Column Names	Column Comparisons % within column N Count	b	С	d	e	a	b	С	d
Column Names	Column Comparisons								
Semi or unskilled manual worker (for example manual workers, all apprentices to be skilled trades,	% within column N Count	12% 89	13% 152	12% 72	15% 143	11% 49	10% 16	7% 15	12% 19
caretaker, park keepe	Column Comparisons								
Skilled manual worker (for example skilled bricklayer, carpenter, plumber, painter, bus or ambulance driver	, N Count	23% 175	20% 224	21% 126	23% 218	25% 106	21% 32	25% 54	17% 28
HGV driver,	Column Comparisons	C 220/	240/	220/	200/	220/	450/	240/	4.00/
Supervisory, clerical, junior managerial, professional or administrative worker (for example office worker, student doct	% within column N Count Column Comparisons	22% 169	24% 267	22% 133	28% 262 b d	22% 93	15% 24	21% 45	18% 29
Intermediate managerial, professional or	% within column	21% †	19%	21% ↑		22%	20%	20%	19%
administrative worker (for example a doctor with less than 3 years' experienc		161 †		129 †		94	30	42	31
Higher managerial, professional or administrative	% within column	16% †	14%	19% ↑	6%↓	16%	27% ↑	22%	26% ↑
worker (for example established doctor, solicitor,	N Count	125 †		113↑		68	42 ↑	48 1	41 ↑
board director in a	Column Comparisons	е	е	e			a		а
	% within column	94% †	90%	95% ↑	88%	96%	94%	94%	93%
Full time	N Count	719 †	1,012	572 ↑	834	411	144	204	147
	Column Comparisons	е		е					

D3 - What is the occupation of the main in	come earner in				BAN	INER			
•			Feelings abou	t SM purchase			Gaming	Method	
your household? Think about the person v				•		•	Desktop		
highest income. This could come from wor state benefits, investments, or any other s	• •	Regret things I	What I buy is	•	I like the	Games console or games	computer, laptop or	Mobile phone	
income earner is retired, think		buy online	good value	than I should	feeling	player	netbook	or smartphone	Tablet
	% within column	314	556	378	565	1330	572	1316	782
Weighted Base	N Count								
	Column Comparisons								
	% within column	329	585	402	596	1316	582	1317	774
Unweighted Base	N Count								
	Column Comparisons								
	% within column	a	b	С	d	a	b	С	d
Column Names	N Count								
	Column Comparisons								
Semi or unskilled manual worker (for example	% within column	12%	11%	10%	12%	15%	10%		14%
manual workers, all apprentices to be skilled trades,	N Count	38	62	39	68	199	58	175	107
caretaker, park keepe	Column Comparisons					b			
Skilled manual worker (for example skilled bricklayer,	, % within column	23%	24%	21%	23%	21%	19%	23%	21%
carpenter, plumber, painter, bus or ambulance driver	r, N Count	71	133	78	130	281	108	301	168
HGV driver,	Column Comparisons								
Supervisory, clerical, junior managerial, professional	% within column	19%	19%↓	20%	20%	26%	25%	25%	23%
or administrative worker (for example office worker,	N Count	60	108↓	76	111	343	143	331	180
student doct	Column Comparisons								
Intermediate managerial, professional or	% within column	22%	21%	23% ↑	21%	18%	20%	18%	19%
administrative worker (for example a doctor with less	s N Count	69	117	87 †	119	243	112	238	145
than 3 years' experienc	Column Comparisons								
Higher managerial, professional or administrative	% within column	17% ↑	19% †	20% ↑	18%1	10%	16%1	11%	13% ↑
worker (for example established doctor, solicitor,	N Count	53 ↑	103 †	75 ↑	1041	138	911	140	100 ↑
board director in a	Column Comparisons						ас		
	% within column	93%	94% †	94%↑	94%1	91%	90%	90%	89%
Full time	N Count	292	525 †	354 ↑	5331	1,204	512	1,184	700

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Column Comparisons

D3 - What is the occupation of the main ir	ncome earner in				BANI	NER			
your household? Think about the person v		Gaming Method				Gaming Type			
highest income. This could come from wo					F	Playing against	Playing against		
state benefits, investments, or any other	source.If the main	NET: Any	Puzzles or	Action/		one other	multiple	Creative and	Playing in a
income earner is retired, think		Gaming	quizzes	adventure	Shooters	person	people/ teams		
	% within column	2140	650	731	547	387	822	1151	557
Weighted Base	N Count								
	Column Comparisons								
	% within column	2117	662	740	564	395	802	1111	570
Unweighted Base	N Count								
	Column Comparisons								
	% within column	е	а	b	С	d	е	f	g
Column Names	N Count								
	Column Comparisons								
Semi or unskilled manual worker (for example	% within column	14%	12%	13%	14%	13%	13%	14%	12%
manual workers, all apprentices to be skilled trades,	N Count	301	81	94	77	50	109	162	69
caretaker, park keepe	Column Comparisons	_							
Skilled manual worker (for example skilled bricklayer	· % within column	22%	21%	20%	18%	19%	24%	22%	22%
carpenter, plumber, painter, bus or ambulance drive		464	134	150	96	73	197	255	121
HGV driver,	Column Comparisons	-							
Supervisory, clerical, junior managerial, professional	% within column	25%	27%	23%	23%	24%	26%	27%	21%
or administrative worker (for example office worker,	N Count	545	173	170	124	91	213	315	118
student doct	Column Comparisons	_							
Intermediate managerial, professional or	% within column	18%	19%	21% ↑	22%↑	18%	17%	17%	21%
administrative worker (for example a doctor with les	s N Count	383	122	152 †	119 †	71	141	192	117
than 3 years' experienc	Column Comparisons	-		fi	e f i				
Higher managerial, professional or administrative	% within column	10%	13% ↑	14%	15% †	17% 1	10%	9%	13%
worker (for example established doctor, solicitor,	N Count	224	841	991	82 †	67 1		104	72
board director in a	Column Comparisons	-	e f	e f	e f	a e f	,,,	204	e f
	% within column	90%	91%	91%	91%	91%	90%	89%	89%
Full time	N Count	1,916	594	666	499	352	740	1,028	497
i dii diilic	Column Comparisons	-	534	000	433	332	740	1,028	437

D3 - What is the occupation of the main in	ncome earner in				BAN	NER			
your household? Think about the person	who has the			Gaming	Туре			Gaming Fr	requency
highest income. This could come from wo state benefits, investments, or any other income earner is retired, think	• •	Simulation experience	Fitness and dance	Sports	Interactive stories	Makeovers	NET: Playing against other people	NET: Daily	Weekly
moonie carner is retirea, tilling	% within column	248	278	728	207	249	1027	1602	460
Weighted Base	N Count Column Comparisons								
Unweighted Base	% within column N Count Column Comparisons	266	283	736	218	257	1009	1567	480
Column Names	% within column N Count Column Comparisons	h	i	j	k	I	m	a	b
Semi or unskilled manual worker (for example	% within column	11%	14%	13%	13%	11%	13%	14%	13%
manual workers, all apprentices to be skilled trades, caretaker, park keepe	N Count Column Comparisons	29	39	97	27	27	138	230	58
Skilled manual worker (for example skilled bricklayer	r, % within column	18%	18%	18%	20%	22%	23%	22%	20%
carpenter, plumber, painter, bus or ambulance drive HGV driver,	er, N Count Column Comparisons	45	50	133	41	55	235	354	90
Supervisory, clerical, junior managerial, professional	% within column	19%	27%	27%	18%	24%	26%	25%	29%
or administrative worker (for example office worker, student doct	, N Count Column Comparisons	48	76	194	38	60	262	396	132
Intermediate managerial, professional or	% within column	21%	16%	21% ↑	22%	17%	17%	17%	21%
administrative worker (for example a doctor with les	ss N Count	52	45	156 ↑	45	43	176	276	99
than 3 years' experienc	Column Comparisons			e f i	f		-		a
Higher managerial, professional or administrative	% within column	24%↑	15% ↑	14% ↑	19% ↑	17% †		10%	12%
worker (for example established doctor, solicitor,	N Count	59 ↑	41 †	100 ↑	39 ↑	41 †	113	168	54
board director in a	Column Comparisons	abcefgijl	f	e f	a e f	e f	-		
	% within column	93%	90%	93% ↑	92%	91%	90%	89%	94%
Full time	N Count	232	251	680 †	191	226	925	1,424	432 1
	Column Comparisons						-		а

er in			DAI	VIVEIN			
			Gaming Pu	rchase Type			
sion, e main NET: Character, skins, weapons,	NET: Game	Loot boxes/ packs/ chests/ bundles	In-game monev			•	Battle Pass
	237	151	447	147	302	122	205
arisons							
mn 549	250	158	428	154	320	133	211
mn a	b	С	d	е	f	g	h
	440/	440/	4.40/	70/	4.00/	420/	4.00/
							10%
	25	17	63	11	49	14	21
	1./10/	20%	22%	10%	16%	10%	26%
,-							53
_	33	30		2,	40	23	b f
	25%	19%	-	24%	19%	18%	15%↓
119	59	29	116	34	58	22	30↓
arisons							
mn 21%	23%	25%	16%	20%	20%	23%	17%
115	54	37	72	29	60	28	35
	ter, skins, weapons, armour, tools mn 535 Parisons mn 549 Parisons mn 12% Parisons mn 12% Parisons mn 19% Parisons mn 22% Parisons mn 22%	NET: Character, skins, weapons, armour, tools NET: Game expansion	NET: Character, skins, weapons, armour, tools NET: Game expansion bundles	NET: Character, skins, weapons, armour, tools NET: Game expansion Dundles Dund	NET: Character, skins, weapons, armour, tools NET: Game expansion Department Department	NET: Character, skins, weapons, armour, tools NET: Game expansion NET: Game expans	NET: Character, skins, weapons, armour, tools NET: Game bundles NET: Game armour, tools NET: Game armour, tools

BANNER

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Parents of children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2010 (91%)

15%

90%

483

83

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Column Comparisons % within column

Column Comparisons

Column Comparisons

% within column

N Count

N Count

than 3 years' experienc

board director in a

Full time

Higher managerial, professional or administrative

worker (for example established doctor, solicitor,

d

21%

89%

182

43**†**

19%**†**

91%

217

46**†**

16%

24

90%

136

10%↓

47↓

90%

401

24%**†**

35**†**

93%

137

d

20%

91%

274

60**†**

23%1

95%

116

d

28**†**

BANNER Feelings about Gaming Purchase

your household? Think about the p	
highest income. This could come fr	O, 1 ,
state benefits, investments, or any	other source.If the main
income earner is retired, think	
	% within column
Weighted Base	N Count

D3 - What is the occupation of the main income earner in

state benefits, investments, or any other s	ource.If the main	Regret things I	What I buy is	I spend more	I like the	get further in	for my money
income earner is retired, think		buy online	good value	than I should	feeling	games	in games
	% within column	346	772	445	720	715	449
Weighted Base	N Count						
	Column Comparisons						
	% within column	356	777	454	734	710	459
Unweighted Base	N Count						
	Column Comparisons						
	% within column	а	b	С	d	e	f
Column Names	N Count						
	Column Comparisons						
Semi or unskilled manual worker (for example	% within column	13%	14%	13%	13%	14%	12%
manual workers, all apprentices to be skilled trades,	N Count	44	106	60	91	98	53
caretaker, park keepe	Column Comparisons						
Skilled manual worker (for example skilled bricklayer,	, % within column	24%	20%	21%	20%	22%	22%
carpenter, plumber, painter, bus or ambulance driver	r, N Count	83	154	94	141	158	97
HGV driver,	Column Comparisons						
Supervisory, clerical, junior managerial, professional	% within column	21%	22%	20%↓	23%	23%	20%
or administrative worker (for example office worker,	N Count	72	170	88↓	165	165	91
student doct	Column Comparisons						
Intermediate managerial, professional or	% within column	20%	19%	20%	21%	19%	20%
administrative worker (for example a doctor with less	S N Count	69	146	88	152 †	136	90
than 3 years' experienc	Column Comparisons						
Higher managerial, professional or administrative	% within column	17% ↑	16% †	17%↑	15% †	13% †	16% ↑
worker (for example established doctor, solicitor,	N Count	60 ↑	124 †	74 ↑	112 †	92 1	72 ↑
board director in a	Column Comparisons		e				
	% within column	94% ↑	91%	91%	92%	91%	90%
Full time	N Count	327 ↑	699	404	661	649	403
	Column Comparisons	c f					

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Parents of children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2010 (91%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 14 of 28

It's unfair that It's not always people who clear what I'm spend more, going to get

D3 - What is the occupation of the main	income earner in				BANN	NER			
your household? Think about the persor			Gender of chile	d respondent		Age o	of child responde	ent	
highest income. This could come from w	orking, a pension,						•		
state benefits, investments, or any othe	- -								
income earner is retired, think		Total	Male	Female	8-9	10-12	13-15	16-17	NET: 8-12
,	% within column	1%	0%	1%	0%	1%	1%	1%	0%
Student	N Count	15	4	11	1	4	5	5	5
	Column Comparisons	-							-
	% within column	1%	1%	1%	1%	0%	1%	0%	0%
Casual worker - not in permanent employment	N Count	13	7	6	4	2	5	2	6
	Column Comparisons	-							-
	% within column	2%	2%	3%	3%	3%	2%	3%	3%
Housewife or homemaker	N Count	55	24	31	12	18	13	12	31
	Column Comparisons	-							-
	% within column	0%	0%	0%	0%	0%	0%	1%	0%
Retired and living on State Pension	N Count	6	1	5	0	1	2	2	1
	Column Comparisons	-							-
The angular and an unabrar white a date to love to one	% within column	4%	4%	4%	3%	6%	4%	4%	5%
Unemployed or not working due to long-term sickness	N Count	95	48	47	13	41	24	17	54
SICKITESS	Column Comparisons	-							-
	% within column	2%	2%	3%	3%	2%	3%	1%	3%
Full-time carer of other household member	N Count	54	21	33	15	16	17	6	31
	Column Comparisons	-							-
	% within column	0%	0%	0%	0%	0%	0%	0%	0%
Other	N Count	0	0	0	0	0	0	0	0
	Column Comparisons	-	-	-	-	-	-	-	-
	% within column	0%	0%	0%	0%	0%	0%	0%	0%
Do not know	N Count	0	0	0	0	0	0	0	0

 $Multiple\ comparison\ correction:\ False\ Discovery\ Rate\ (FDR);\ Column\ comparison\ symbols:\ a,\ b,\ c,\ d,\ e,\ f,\ g,\ h,\ i,\ j,\ k,\ l,\ m,\ n,\ o,\ p,\ q,\ r,\ s,\ t,\ u,\ v,\ w,\ x,\ y,\ z\ (p <= 0.05)$

Column Comparisons

Part 15 of 28

D3 - What is the occupation of the main	income earner in				BAN	NNER			
your household? Think about the person highest income. This could come from w		Age of child respondent			Age and ϵ	gender of child re	spondent		
state benefits, investments, or any othe	=								
income earner is retired, think		NET: 13-17	Male 8-9	Female 8-9	Male 10-12	Female 10-12	Male 13-15	Female 13-15	Male 16-17
ŕ	% within column	1%	0%	1%	0%	1%	1%	1%	1%
Student	N Count	10	0	1	0	4	3	3	1
	Column Comparisons	-							
	% within column	1%	1%	1%	0%	1%	1%	0%	1%
Casual worker - not in permanent employment	N Count	7	1	3	0	2	4	1	2
	Column Comparisons	-							
	% within column	2%	3%	3%	2%	3%	1%	2%	2%
Housewife or homemaker	N Count	25	6	6	8	11	5	8	5
	Column Comparisons	-							
	% within column	0%	0%	0%	0%	0%	0%	1%	0%
Retired and living on State Pension	N Count	5	0	0	1	0	0	2	0
	Column Comparisons	-							
	% within column	4%	4%	2%	5%	7% ↑	4%	3%	5%
Unemployed or not working due to long-term sickness	N Count	41	8	5	17	24 ↑	13	12	11
SICKIESS	Column Comparisons	-							
	% within column	2%	1%	6% ↑	2%	3%	3%	2%	1%
Full-time carer of other household member	N Count	23	3	13 ↑	7	9	9	8	2
	Column Comparisons	-							
	% within column	0%	0%	0%	0%	0%	0%	0%	0%
Other	N Count	0	0	0	0	0	0	0	0
	Column Comparisons	-	-	-	-	-	-	-	-
	% within column	0%	0%	0%	0%	0%	0%	0%	0%
Do not know	N Count	0	0	0	0	0	0	0	0

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Column Comparisons

Part 16 of 28

D3 - What is the occupation of the main	income earner in				BAN	INER			
your household? Think about the person	n who has the		Age and	gender of child r	espondent		Urban/	Rural	Working status
highest income. This could come from w	orking, a pension,			_	-				
state benefits, investments, or any othe	r source.If the main		NFT: Male 8-	NFT: Female 8	- NET: Male 13-	NET: Female			
income earner is retired, think		Female 16-17	12	12	17	13-17	NET: Urban	Rural	Full time
	% within column	2%	0%	1%	1%	1%	1%	0%	0%↓
Student	N Count	4	0	5	4	6	15	0	01
	Column Comparisons		-	-	-	-			
	% within column	0%	0%	1%	1%	0%	1%	1%	0%↓
Casual worker - not in permanent employment	N Count	0	1	4	6	1	11	1	2↓
	Column Comparisons		-	-	-	-			
	% within column	3%	2%	3%	2%	3%	2%	5%	0%↓
Housewife or homemaker	N Count	6	14	17	10	14	43	12	1↓
	Column Comparisons		-	-	-	-		а	
	% within column	1% ↑	0%	0%	0%	1%↑	0%	0%	0%↓
Retired and living on State Pension	N Count	21	1	0	0	5 ↑	6	0	01
	Column Comparisons		-	-	-	-			
	% within column	4%	4%	5%	4%	4%	4%	5%	0%↓
Unemployed or not working due to long-term sickness	N Count	8	25	29	23	20	82	13	01
SICKITESS	Column Comparisons		-	-	-	-			
	% within column	2%	2%	4%	2%	2%	2%	4%	0%↓
Full-time carer of other household member	N Count	5	9	22	12	12	44	11	5↓
	Column Comparisons		-	-	-	-		а	
	% within column	0%	0%	0%	0%	0%	0%	0%	0%
Other	N Count	0	0	0	0	0	0	0	0
	Column Comparisons	-	-	-	-	-	-	-	-
	% within column	0%	0%	0%	0%	0%	0%	0%	0%
Do not know	N Count	0	0	0	0	0	0	0	0

 $Multiple\ comparison\ correction:\ False\ Discovery\ Rate\ (FDR);\ Column\ comparison\ symbols:\ a,\ b,\ c,\ d,\ e,\ f,\ g,\ h,\ i,\ j,\ k,\ l,\ m,\ n,\ o,\ p,\ q,\ r,\ s,\ t,\ u,\ v,\ w,\ x,\ y,\ z\ (p <= 0.05)$

Column Comparisons

Part 17 of 28

D3 - What is the occupation of the main	income earner in				BANNE	R			
your household? Think about the person		\	Working status			D3	- Social grade		
highest income. This could come from w state benefits, investments, or any other	• •			NET: Not working/					
income earner is retired, think		Part time	Student	retired	AB	C1	C2	DE	NET: ABC1
·	% within column	1%	9% ↑	0%	0%	3%✝	0%	0%	1%↑
Student	N Count	4	11 †	0	0	15 †	0	0	15 †
	Column Comparisons	a	a b d			a c d			-
	% within column	1%	2%	2%	0%	0%	0%	2%↑	0%↓
Casual worker - not in permanent employment	N Count	3	2	5	0	0	0	13 †	01
	Column Comparisons		a	а				a b c	-
	% within column	0%↓	3%	16% †	0%↓	0%↓	0%↓	10% †	0%↓
Housewife or homemaker	N Count	01	3	49 †	01	01	01	55 ↑	01
	Column Comparisons		a b	a b c				a b c	-
	% within column	0%	2%↑	1%	0%	0%	0%	1% ↑	0%
Retired and living on State Pension	N Count	0	21	3	0	0	0	6 †	0
	Column Comparisons		a b	а				a b c	-
	% within column	0%↓	5%	23%🕇	0%↓	0%↓	0%↓	18% ↑	0%↓
Unemployed or not working due to long-term	N Count	1↓	5	71 †	01	01	01	95 †	01
sickness	Column Comparisons		a b	a b c				a b c	-
	% within column	0%↓	8% †	12% †	0%↓	0%↓	0%↓	10% ↑	0%↓
Full-time carer of other household member	N Count	1↓	9 ↑	38 †	01	01	01	54 ↑	01
	Column Comparisons		a b	a b				a b c	-
	% within column	0%	0%	0%	0%	0%	0%	0%	0%
Other	N Count	0	0	0	0	0	0	0	0
	Column Comparisons	-	-	-	-	-	-	-	-
	% within column	0%	0%	0%	0%	0%	0%	0%	0%
Do not know	N Count	0	0	0	0	0	0	0	0
	Column Comparisons	-	-	-	-	_	-	_	_

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 18 of 28

D3 - What is the occupation of the main	income earner in				BAN	INER			
your household? Think about the persor highest income. This could come from w	n who has the	D3 - Social grade	Fir	nancial wellbein	g	Ethr	iicity		cified need/
state benefits, investments, or any other	r source.If the main						NET: All other		
income earner is retired, think		NET: C2DE	Doing well	Getting by	Struggling	White British	Ethnicities	Neurodiversity	Mental Health
	% within column	0%↓	0%	0%	1%	1%	1%	0%	1%
Student	N Count	01	1	5	7	12	3	0	1
	Column Comparisons	-							
	% within column	1% ↑	1%	0%	1%	1%	1%	0%	1%
Casual worker - not in permanent employment	N Count	13 ↑	2	4	6	9	4	1	1
	Column Comparisons	-							
	% within column	5% ↑	1%	2%	5% ↑	3%	2%	5%	6%
Housewife or homemaker	N Count	55 †	3	19	33 ↑	47	8	9	7
	Column Comparisons	-			a b			d	d
	% within column	1%	0%	0%	0%	0%	0%	1%	0%
Retired and living on State Pension	N Count	6	0	4	1	5	1	1	0
	Column Comparisons	-							
	% within column	9% ↑	0%↓	3%↓	9% ↑	5%	2%	8%	12% ↑
Unemployed or not working due to long-term	N Count	95 ↑	01	35↓	59 ↑	84	9	15	13 †
sickness	Column Comparisons	-		а	a b	b		d	d
	% within column	5% ↑	3%	1%↓	4% ↑	2%	2%	8% 1	10% ↑
Full-time carer of other household member	N Count	54 †	10	15↓	28 ↑	43	11	15 1	11†
	Column Comparisons	-			b			d	d
	% within column	0%	0%	0%	0%	0%	0%	0%	0%
Other	N Count	0	0	0	0	0	0	0	0
	Column Comparisons	-	-	-	-	-	-	-	-
	% within column	0%	0%	0%	0%	0%	0%	0%	0%
Do not know	N Count	0	0	0	0	0	0	0	0
	Column Comparisons	-	-	-	-	-	-	-	-

D3 - What is the occupation of the main	incomo carnor in				BAN	INER			
your household? Think about the person	n who has the	Child ident impacting	•	Disability/ Cond	lition in HH	Educational He		Ben	efits
highest income. This could come from wastate benefits, investments, or any other	• •	NET: Identified need/	NET: No identified nee-				Don't have an	NET: House- hold receives	
income earner is retired, think		condition	d/ condition	NET: Yes	No	Has an EHCP	EHCP	Benefits	No Benefits
	% within column	0%	1%	0%	1%	1%	1%	1%	0%
Student	N Count	1	14	0	6	1	14	9	5
	Column Comparisons	-							
	% within column	1%	1%	1%	0%	0%	1%	1%	0%
Casual worker - not in permanent employment	N Count	3	9	3	2	0	13	8	4
	Column Comparisons	-							
	% within column	6% ↑	2%↓	4%	2%	9% ↑	2%↓	5% ↑	0%↓
Housewife or homemaker	N Count	29 ↑	27↓	9	14	14 ↑	42↓	51 ↑	2↓
	Column Comparisons	-				b		b	
	% within column	0%	0%	1%	0%	1%	0%	0%	0%
Retired and living on State Pension	N Count	2	4	1	4	1	4	2	3
	Column Comparisons	-							
Harmania and an make condition due to large towns	% within column	6%	4%	7% ↑	3%	4%	4%	9% ↑	0%↓
Unemployed or not working due to long-term sickness	N Count	27	67	17 ↑	21	. 7	88	87 †	1↓
SICKITESS	Column Comparisons	-		b				hold receives Benefits 1% 9 1% 8 5%↑ 51↑ b 0% 2	
	% within column	6% ↑	1%↓	5% ↑	1%	9% ↑	2%↓	5% ↑	0%↓
Full-time carer of other household member	N Count	28 ↑	26↓	12 †	7.	15↑	40↓	47 ↑	3↓
	Column Comparisons	-		b		b		b	
	% within column	0%	0%	0%	0%	0%	0%	0%	0%
Other	N Count	0	0	0	0	0	0	0	0
	Column Comparisons	-	-	-	-	-	-	-	-
	% within column	0%	0%	0%	0%	0%	0%	0%	0%
Do not know	N Count	0	0	0	0	0	0	0	0
	Column Comparisons	-	-	-	-	-	-	-	-

D3 - What is the occupation of the main	income earner in				BAN	INER			
your household? Think about the person	n who has the	Parental	Controls	P	arental Concer	n	Time Sp	ent Online (Wee	ekday)
highest income. This could come from we state benefits, investments, or any other	= -	NET: Has Parental			A little	NET: Modera- tely/ Very		,	
income earner is retired, think		Controls	No Controls	Not Concerned	Concerned	Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs
	% within column	0%	2%	1%	1%	1%	1%	0%	0%
Student	N Count	9	6	7	3	5	6	4	1
	Column Comparisons		а						
	% within column	1%	0%	1%	1%	0%	0%	0%	2%
Casual worker - not in permanent employment	N Count	11	1	6	5	1	4	4	4
	Column Comparisons								
	% within column	2%	4%	3%	2%	1%	2%	3%	3%
Housewife or homemaker	N Count	40	12	34	11	8	16	25	7
	Column Comparisons								
	% within column	0%	0%	0%	0%	0%	0%	0%	0%
Retired and living on State Pension	N Count	4	1	4	1	1	2	4	0
	Column Comparisons								
	% within column	4%↓	6%	5%	4%	3%	4%	4%	5%
Unemployed or not working due to long-term	N Count	69↓	19	56	20	17	31	36	15
sickness	Column Comparisons								
	% within column	2%	3%	3%	2%	2%	2%	2%	3%
Full-time carer of other household member	N Count	42	9	29	12	13	17	20	8
	Column Comparisons								
	% within column	0%	0%	0%	0%	0%	0%	0%	0%
Other	N Count	0	0	0	0	0	0	0	0
	Column Comparisons	-	-	-	-	-	-	-	-
	% within column	0%	0%	0%	0%	0%	0%	0%	0%
Do not know	N Count	0	0	0	0	0	0	0	0
	Column Comparisons	-	-	-	-	-	-	-	-

					BANI	NER			
D3 - What is the occupation of the main	income earner in	Time Spent On	line (Weekday)		Time Sp	ent Online (We	ekend)		Spent Money
your household? Think about the person									Bought
highest income. This could come from w									something on
state benefits, investments, or any othe	• •								either Social
•	r source.ii the main								Media, or
income earner is retired, think	a/	6+ hrs	NET: 5+ Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6 hrs	NET: 5+ Hours	
	% within column	3%↑		0%	1%	1%	1%	1%	1%
Student	N Count	41	5	1	4	4	5	9	9
	Column Comparisons	a b	-					-	
	% within column	0%	1%	0%	0%	1%	1%	1%	1%
Casual worker - not in permanent employment	N Count	0	4	1	0	7	3	11	7
	Column Comparisons		-			b		-	
	% within column	6%	4%	1%	2%	1%	4% 1		2%
Housewife or homemaker	N Count	6	13	4	18	9	211	31	31
	Column Comparisons	a	-				С	-	
	% within column	0%	0%	0%	0%	0%	0%	0%	0%
Retired and living on State Pension	N Count	0	0	0	3	2	1	3	2
	Column Comparisons		-					-	
Unemployed or not working due to long-term	% within column	7%	6%	4%	4%	3%	5%	4%	4%
sickness	N Count	7	22	13	31	21	26	48	51
SICKIESS	Column Comparisons		-					-	
	% within column	4%	3%	2%	2%	2%	3%	3%	2%
Full-time carer of other household member	N Count	4	12	7	14	13	15	28	29
	Column Comparisons		-					-	
	% within column	0%	0%	0%	0%	0%	0%	0%	0%
Other	N Count	0	0	0	0	0	0	0	0
	Column Comparisons	-	-	-	-	-	-	-	-
	% within column	0%	0%	0%	0%	0%	0%	0%	0%
Do not know	N Count	0	0	0	0	0	0	0	0
	Column Comparisons	-	-	-	-	-	-	-	-

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 22 of 28

D3 - What is the occupation of the main	income earner in				BAN	NER			
your household? Think about the person	n who has the		Spent I	Money			SM purchas	se category	
highest income. This could come from wastate benefits, investments, or any other	= · ·	Bought something on	Bought something	Bought something	Not bought			Subscription/	
income earner is retired, think		social media	while Gaming	from both	from either	Product	Activity	Upgrade	NET: Gift
	% within column	1%	1%	1%	1%	0%	1%	1%	0%
Student	N Count	5	7	3	6	2	1	2	0
	Column Comparisons								
	% within column	0%	1%	0%	1%	0%	1%	1%	1%
Casual worker - not in permanent employment	N Count	2	6	1	6	0	1	1	1
	Column Comparisons								
	% within column	2%	2%	1%	3%	1%	1%	1%	1%
Housewife or homemaker	N Count	12	26	7	24	5	2	2	2
	Column Comparisons								
	% within column	0%	0%	0%	0%	0%	0%	0%	0%
Retired and living on State Pension	N Count	1	2	1	3	1	0	0	0
	Column Comparisons								
	% within column	2%↓	4%	2%↓	5%	2%	2%	1%	0%
Unemployed or not working due to long-term sickness	N Count	14↓	48	10↓	44	7	3	2	1
SICKIESS	Column Comparisons		b		b d				
	% within column	2%	2%	1%	3%	1%↓	2%	2%	5%
Full-time carer of other household member	N Count	14	23	9	25	2↓	2	4	7
	Column Comparisons								a
	% within column	0%	0%	0%	0%	0%	0%	0%	0%
Other	N Count	0	0	0	0	0	0	0	0
	Column Comparisons	-	-	-	-	-	-	-	-
	% within column	0%	0%	0%	0%	0%	0%	0%	0%
Do not know	N Count	0	0	0	0	0	0	0	0
	Column Comparisons	-	-	-	-	-	-	-	-

 $Multiple\ comparison\ correction:\ False\ Discovery\ Rate\ (FDR);\ Column\ comparison\ symbols:\ a,\ b,\ c,\ d,\ e,\ f,\ g,\ h,\ i,\ j,\ k,\ l,\ m,\ n,\ o,\ p,\ q,\ r,\ s,\ t,\ u,\ v,\ w,\ x,\ y,\ z\ (p <= 0.05)$

Part 23 of 28

D3 - What is the occupation of the main	incomo oarnor in				BAN	NNER			
your household? Think about the person			Feelings abou	t SM purchase			Gamin	g Method	
highest income. This could come from w state benefits, investments, or any othe income earner is retired, think	orking, a pension,	Regret things I	What I buy is good value	I spend more than I should	I like the feeling	Games console or games player	Desktop computer, laptop or netbook	Mobile phone or smartphone	Tablet
	% within column	1%	1%	1%	1%	0%↓	1%	0%	1%
Student	N Count	2	4	4	5	3↓	5	7	4
	Column Comparisons						а		
	% within column	0%	0%	1%	0%	0%	1%	0%	0%
Casual worker - not in permanent employment	N Count	1	1	2	2	6	4	4	4
. , ,	Column Comparisons								
	% within column	1%	2%	1%	1%	2%	2%	2%	3%
Housewife or homemaker	N Count	4	9	5	6	28	10	31	25
	Column Comparisons								
	% within column	0%	0%	0%	0%	0%	0%	0%	0%
Retired and living on State Pension	N Count	0	1	0	1	2	1	4	2
	Column Comparisons								
Unamphased or not working due to long town	% within column	1%↓	1%↓	1%↓	1%	4%	4%	4%	4%
Unemployed or not working due to long-term sickness	N Count	4↓	6 †	6 ↓	81	56	22	55	32
SICKIESS	Column Comparisons								
	% within column	3%	2%	2%	2%	2%	3%	2%	2%
Full-time carer of other household member	N Count	11	11	6	10	32	18	32	15
	Column Comparisons	С							
	% within column	0%	0%	0%	0%	0%	0%	0%	0%
Other	N Count	0	0	0	0	0	0	0	0
	Column Comparisons	-	-	-	-	-	-	-	-
	% within column	0%	0%	0%	0%	0%	0%	0%	0%
Do not know	N Count	0	0	0	0	0	0	0	0
	Column Comparisons	-	-	-	-	-	-	-	-

D3 - What is the occupation of the main	income earner in				BAN	NER			
your household? Think about the person	n who has the	Gaming Method				Gaming Type			
highest income. This could come from w						Playing against	t Playing against		
state benefits, investments, or any othe	r source.If the main	NET: Any	Puzzles or	Action/		one other	multiple	Creative and	Playing in a
income earner is retired, think		Gaming	quizzes	adventure	Shooters	person	people/ teams	building games	virtual worlds
	% within column	1%	1%	1%	0%	0%	0%	0%	1%
Student	N Count	14	4	4	0	1	4	4	3
	Column Comparisons	-							
	% within column	1%	1%	0%	0%	0%	0%	0%	0%
Casual worker - not in permanent employment	N Count	12	4	2	2	1	1	4	1
	Column Comparisons	-							
	% within column	3%	2%	3%	2%	3%	3%	3%	3%
Housewife or homemaker	N Count	55	14	19	13	10	22	32	19
	Column Comparisons	-							
	% within column	0%	0%	0%	0%	0%	0%	0%	0%
Retired and living on State Pension	N Count	5	1	1	0	0	1	1	0
	Column Comparisons	-							
	% within column	4%	3%	4%	4%	3%	4%	5%	4%
Unemployed or not working due to long-term	N Count	91	17	27	24	13	35	52	22
sickness	Column Comparisons	-							
	% within column	2%	2%	2%	2%	3%	2%	2%	2%
Full-time carer of other household member	N Count	48	15	12	8	10	20	29	14
	Column Comparisons	-							
	% within column	0%	0%	0%	0%	0%	0%	0%	0%
Other	N Count	0	0	0	0	0	0	0	0
	Column Comparisons	-	-	-	_	-	_	-	-
	% within column	0%	0%	0%	0%	0%	0%	0%	0%
Do not know	N Count	0	0	0	0	0	0	0	0
	Column Comparisons	-	-	-	-	-	-	-	-

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 25 of 28

D3 - What is the occupation of the main	income earner in				BAN	NER			
your household? Think about the persor	n who has the			Gaming	у Туре			Gaming Fr	equency
highest income. This could come from w state benefits, investments, or any othe income earner is retired, think	• •	Simulation experience	Fitness and dance	Sports	Interactive stories	Makeovers	NET: Playing against other people	NET: Daily	Weekly
meome carrier is retired, timik	% within column	1%	1%	0%	0%	2%	0%	1%	0%
Student	N Count	3	2	1	0	4	4	11	1
	Column Comparisons	_			_		-		
	% within column	0%	0%	1%	0%	1%	0%	1%	1%
Casual worker - not in permanent employment	N Count	0	1	5	0	1	2	9	3
. ,	Column Comparisons						-		
	% within column	2%	2%	2%	2%	3%	2%	3%	1%
Housewife or homemaker	N Count	5	7	13	4	8	25	45	5
	Column Comparisons						-		
	% within column	0%	1% ↑	0%	1% ↑	0%	0%	0%	0%
Retired and living on State Pension	N Count	0	3 †	1	21	1	1	3	0
	Column Comparisons		abcefgj		bcefgj		-		
	% within column	1%	2%	2%↓	3%	2%	4%	4%	3%
Unemployed or not working due to long-term sickness	N Count	3	6	17↓	6	6	45	72	15
SICKIESS	Column Comparisons						-		
	% within column	2%	3%	1%	2%	1%	2%	2%	1%
Full-time carer of other household member	N Count	6	8	11	4	3	25	39	4
	Column Comparisons						-	b	
	% within column	0%	0%	0%	0%	0%	0%	0%	0%
Other	N Count	0	0	0	0	0	0	0	0
	Column Comparisons	-	-	-	-	-	-	-	-
	% within column	0%	0%	0%	0%	0%	0%	0%	0%
Do not know	N Count	0	0	0	0	0	0	0	0
	Column Comparisons	-	-	-	-	-	-	-	-

D3 - What is the occupation of the main income earner in your household? Think about the person who has the highest income. This could come from working, a pension,

BANNER

Gaming Purchase Type

highest income. This could come from w	orking, a pension,	ter, skins,		Loot boxes/		A standard			
state benefits, investments, or any othe	r source.If the main	weapons,	NET: Game	packs/ chests/	In-game	version of the	E	arly access to	
income earner is retired, think		armour, tools	expansion	bundles	money	game	A subscription	a game	Battle Pass
	% within column	1%	1%	1%	0%	1%	0%	0%	0%
Student	N Count	4	1	1	0	1	1	0	0
	Column Comparisons								
	% within column	0%	0%	0%	0%	2%	0%	1%	1%
Casual worker - not in permanent employment	N Count	2	0	0	1	2	0	1	1
	Column Comparisons								
	% within column	2%	1%	1%	3%	2%	2%	1%	0%
Housewife or homemaker	N Count	10	2	2	15	2	6	1	0
	Column Comparisons								
	% within column	0%	0%	1%	0%	0%	0%	0%	0%
Retired and living on State Pension	N Count	1	0	1	0	0	0	0	0
	Column Comparisons								
Unamentariad annaturation due to long town	% within column	4%	4%	3%	3%	2%	3%	1%	6%
Unemployed or not working due to long-term sickness	N Count	21	9	5	15	2	10	1	13
SICKHESS	Column Comparisons								
	% within column	3%	3%	4%	3%	1%	4%	3%	4%
Full-time carer of other household member	N Count	13	8	6	15	2	11	3	9
	Column Comparisons								
	% within column	0%	0%	0%	0%	0%	0%	0%	0%
Other	N Count	0	0	0	0	0	0	0	0
	Column Comparisons	-	-	-	-	-	-	-	-
	% within column	0%	0%	0%	0%	0%	0%	0%	0%
Do not know	N Count	0	0	0	0	0	0	0	0
	Column Comparisons	-	-	-	-	-	-	-	

NET: Charac-

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Parents of children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2010 (91%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 27 of 28

D3 - What is the occupation of the main income earner in your household? Think about the person who has the highest income. This could come from working, a pension state benefits, investments, or any other source. If the ma income earner is retired, think % within column N Count Student Column Comparison % within column

N Count

Column Comparisons

Casual worker - not in permanent employment

Unemployed or not working due to long-term

Full-time carer of other household member

Housewife or homemaker

sickness

Other

Do not know

Retired and living on State Pension

BANNER

come earner in			Feelings about G	aming Purchas	e	
who has the					It's unfair that	It's not always
rking, a pension,					people who	clear what I'm
• •					spend more,	going to get
source.If the main	Regret things I	What I buy is	I spend more	I like the	get further in	for my money
	buy online	good value	than I should	feeling	games	in games
% within column	1%	0%	1%	1%	1%	1%
N Count	2	4	2	4	4	3
Column Comparisons						
% within column	1%	0%	1%	1%	1%	1%
N Count	2	4	5	4	4	5
Column Comparisons						
% within column	2%	2%	2%	1%	2%	3%
N Count	7	16	9	11	14	12
Column Comparisons						
% within column	0%	0%	0%	0%	0%	0%
N Count	0	1	0	1	0	0
Column Comparisons						
% within column	1%↓	4%	3%	4%	4%	4%
N Count	3↓	31	12	25	31	16
Column Comparisons						
% within column	1%	2%	3%	2%	2%	2%
N Count	5	18	12	15	13	10
Column Comparisons						
% within column	0%	0%	0%	0%	0%	0%
N Count	0	0	0	0	0	0
Column Comparisons	-	-	-	-	-	-
% within column	0%	0%	0%	0%	0%	0%

0

0

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Parents of children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2010 (91%)

0

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 28 of 28

0

0

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										BANNEI	R							
				of child		Ag	e of child	respond	ent				Age and	gender o	f child res	pondent		
									NET: 8-	_			Male 10					
D3 - Social gr		Total	Male	Female	8-9	10-12	13-15	16-17	12	17	9	8-9	-12	10-12	-15	13-15	-17	16-17
	% within column	2232	1153	1079	449	698	684	401	1147	1085	226	224	361	337	342	341	224	201
Weighted Base	N Count																	
	Column Comparisons																	
	% within column	2205	1100	1105	439	662	659	445	1101	1104	220	219	333	329	324	335	223	253
Unweighted Bas																		
	Column Comparisons																	
	% within column	a	a	b	а	b	С	d	е	f	а	b	С	d	е	f	g	h
Column Names	N Count																	
	Column Comparisons																	
	% within column	28%	29%	26%	34% ↑	27%	26%	26%	30%	26%	35% †	33%	30%	24%	26%	27%	28%	23%
AB	N Count	625	340	285	152 ↑	188	180	105	341	284	79 †	73	109	79	89	91	63	47
	Column Comparisons	-			b c d				-	-	d h							
	% within column	26%	27%	25%	24%	26%	26%	28%	25%	27%	25%	23%	27%	25%	27%	25%	29%	27%
C1	N Count	580	313	267	108	182	180	111	289	291	57	51	98	84	94	86	65	54
	Column Comparisons	-							-	-								
	% within column	22%	20%	24%	19%	22%	24%	22%	21%	23%	21%	18%	19%	24%	21%	27%	19%	26%
C2	N Count	491	232	259	86	151	165	90	237	254	46	40	69	81	72	92	44	52
	Column Comparisons	-							-	-								
	% within column	24%	23%	25%	23%	25%	23%	24%	24%	23%	19%	27%	24%	28%	25%	21%	24%	24%
DE	N Count	536	268	268	103	178	159	96	281	255	43	60	85	93	87	72	53	48
	Column Comparisons	-							-	-								
	% within column	54%	57%1	51%↓	58%	53%	53%	54%	55%	53%	60%	55%	57%	48%	53%	52%	57%	50%
NET: ABC1	N Count	1,205	6531	552↓	260	370	360	216	630	576	136	124	207	163	183	177	128	101
	Column Comparisons	-	b						-	-								
	% within column	46%	43%	49% ↑	42%	47%	47%	46%	45%	47%	40%	45%	43%	52%	47%	48%	43%	50%
NET: C2DE	N Count	1,027	500	527↑	189	329	324	185	518	509	90	100	154	174	159	164	96	100
	Column Comparisons	, -		а					_	_								

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 1 of 14

										BANNE	R							
		Age and	gender o	f child res	pondent	Urban/	' Rural		Workin	g status				D3 - Socia	al grade			Financial wellb- eing
D2 Casial au		NET: Male 8-	NET: Female	NET: Male 13	NET: Female	NET:			Part 	6	NET: Not working	4.5	64	62	5.5	NET:	NET:	Doing
D3 - Social gr		12	8-12	-17	13-17	Urban	Rural	Full time	time		/ retired	AB	C1	C2	DE	ABC1	C2DE	well
Weighted Base	% within column N Count Column Comparisons	587	561	567	536	1986	246	1332	430	112	310	625	580	491	536	1205	1027	401
Unweighted Bas	% within column e N Count Column Comparisons	553	548	547	580	1949	256	1376	388	113	286	885	483	357	480	1368	837	452
Column Names	% within column N Count Column Comparisons	i	j	k	I	a	b	а	b	С	d	a	b	С	d	е	f	a
	% within column	32% †	27%	27%	25%	28%	26%	37% ↑	16%↓	24%	9%↓	100%↑	0%↓	0%↓	0%↓	52% †	0%↓	57% ↑
AB	N Count	188 †	153	152	136	562	63	497 †	70↓	27	28↓	625 †	01	01	01	625 †	01	227 †
	Column Comparisons	-	-	-	-			bcd	d	b d		bcd				-	-	bс
	% within column	26%	24%	28%	26%	27%	20%	29% ↑	31%	28%	10%↓	0%↓	100%	0%↓	0%↓	48% ↑	0%↓	17%↓
C1	N Count	155	134	159	140	532	48	382 †	131	31	30↓	01	580 †	01	01	580 †	01	69↓
	Column Comparisons	-	-	-	-	b		d	d	d			a c d			-	-	
	% within column	20%	22%	20%	26%	21%	27%	21%	27%	23%	19%	0%↓	0%↓	100%	0%↓	0%↓	48% ↑	17%↓
C2	N Count	116	121	116	140	425	66	285	115	26	58	01	01	491 ↑	01	01	491 †	66↓
	Column Comparisons	-	-	-	-									a b d		-	-	
	% within column	22%	27%	25%	22%	24%	28%	13%↓	26%	25%	63% †	0%↓	0%↓	0%↓	100%	0%↓	52% †	10%↓
DE	N Count	128	153	140	119	467	69	167↓	114	28	194 †	01	01	01	536 †	01	536 †	38↓
	Column Comparisons	-	-	-	-				а	а	a b c				a b c	-	-	
	% within column	58%	51%	55%	52%	55% †	45% ↓	66%	47%↓	52%	19%↓	100% ↑	100%	0%↓	0%↓	100%	0%↓	74% ↑
NET: ABC1	N Count	343	287	311	276	1,094 †	111↓	8801	201↓	58	58↓	625 †	580 †	01	01	1,205 †	01	296 †
	Column Comparisons	-	-	-	-	b		bcd	d	d		c d	c d			-	-	bс
	% within column	42%	49%	45%	48%	45%↓	55% 1	34%↓	53% †	48%	81% †	0%↓	0%↓	100%	100%	0%↓	100% †	26%↓
NET: C2DE	N Count	244	274	256	260	892↓	135 1	452↓	229 †	54	252 †	01	01	491 ↑	536 †	01	1,027 †	104↓
	Column Comparisons	-	-	-	-		а		а	а	a b c			a b	a b	-	-	

										BANNER								
			al wellb- ng	Ethn	icity	Child id		need/ im lition	pacting	Disabi Conditio	• • •	Health (ational Care Plan HCP)	Ben	efits	Parental	Controls	Parental Concern
		Getting		White B-	NET: All other Ethnic-		Mental	NET: Identi- fied ne- ed/ condi-	NET: No identi- fied ne- ed/ condi-			Has an	Don't have an		No	NET: Has Parental	No	Not Conce-
D3 - Social gr		by	ling	ritish	ities	Neuro	Health	tion	tion	NET: Yes	No	EHCP	EHCP	Benefits		Controls		
Weighted Base	% within column N Count Column Comparisons	1152	655	1742	453	194	109	474	1726	234	792	161	2071	925	1200	1865	339	1053
Unweighted Bas	% within column N Count Column Comparisons	1121	611	1713	452	182	110	458	1713	238	806	157	2048	883	1222	1839	342	1016
Column Names	% within column N Count Column Comparisons	b	С	а	b	а	b	С	d	а	b	a	b	a	b	a	b	a
	% within column	25%↓	16%↓	26%↓	35% ↑	19%↓	21%	23%↓	29% †	24%	27%	29%	28%	20%↓	35% †	30%↑	22%↓	22%↓
AB	N Count Column Comparisons	290 ↓ c	104↓		159 † a	36↓	22	107 ↓ -	a b		216	46	579	186↓	421 1 a	b	73↓	
	% within column	30%↑		25%	28%	21%	17%	20%↓	28%		29%	18%	27%	20%↓	30%1		27%	28%
C1	N Count Column Comparisons % within column	346 † a c 25% †	157 a 21%	444 24% ↑	127 15% ↓	42 25%	18 20%	95 ↓ - 23%	479 1 22%	23%	230 a 24%	29 18%	551 a 22%	187 ↓ 20%	365 1 a 23%	486 22%	93 22%	294
C2	N Count Column Comparisons	282 †	138	420 †	69 ↓	48	22	111	377	53	193	30	462	188	275	410	73	245
	% within column	20%↓	39% †	24%	21%	35% ↑	42% †	34% †	21%↓	32% ↑	20%↓	35% 1	23%	39% ↑	12% ↓	22%↓	29% †	27% ↑
DE	N Count	234↓			97	68 †	46 †	161 †			155↓				139↓		100 †	
	Column Comparisons	а	a b			d	d	-		b		b		b			а	bс
	% within column	55%	40%↓	51%↓	63% †	40%↓	37%↓	43%↓	57% †	45%↓	56% 1	47%	55%	40%↓	65% 1	56% ↑	49%	50%↓
NET: ABC1	N Count	636	262↓	895↓	287 †	78↓	41↓	202↓	985 †	106↓	445 †	76	1,130	372↓	786 1	1,036 †	166	522↓
	Column Comparisons	С			а			-	a b		а				а	b		

										BANNEF	₹							
		Parental	Concern	7	ime Sper	nt Online (Weekday	')	٦	Γime Spen	it Online (Weekend	d)		Sp	ent Mon	ey	
D3 - Social gra	ade	A little Conce- rned	NET: Modera- tely/ Very Conce- rned	0 - 2hrs	3 - 4hrs	5 - 6hrs	6+ hrs	NET: 5+ Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6 hrs	NET: 5+ Hours	Bought somet- hing on either Social Media, or while gaming	somet-	Bought somet- hing wh- ile Gam- ing	Bought somet- hing fro- m both	Not bought from either
J	% within column	550	605	873	938	278	102	380	291	785	622	492	1114	1289	768	1125	604	943
Weighted Base	N Count Column Comparisons																	
Unweighted Base	% within column N Count Column Comparisons	555	614	855	924	282	106	388	281	777	619	489	1108	1296	800	1128	632	909
Column Names	% within column N Count Column Comparisons	b	С	а	b	С	d	е	a	b	С	d	е	а	b	С	d	е
AB	% within column N Count	32% 175	37% ↑ 221 ↑	29% 253	27% 257	29% 82	29% 30	29% 112	29% 84	30% 234	29% 181	25% 122	27% 303	32% ↑ 414 ↑	37% † 286 †	33% † 370 †	40% ↑ 242 ↑	
, no	Column Comparisons % within column	a 27%	a 23%	30%↑	24%	21%	24%	- 22%	27%	28%	25%	25%	- 25%	e 24%	e 23%	e 24%	e 23%	28%
C1	N Count Column Comparisons	147	137	264 † b c	229	59	25	84	80	218	153	121	275 -	312	175	274	137	268 b d
C2	% within column N Count	20% 108	22% 132	21% 182	24% 226	23% 65	10%↓ 11↓	20% 75	21% 62	22% 169	24% 147	22% 106	23% 253	21% 273	23% 175	20% 224	21% 126	23% 218
	Column Comparisons			d	d	d		-					-		С			
	% within column	22%	19%↓	20%↓	24%	26%	36%↑	29%	23%	21%	23%	29%1		23%	17%↓	23%	17%↓	
DE	N Count Column Comparisons	120	115↓	174↓	227	73	36 † a b	109 -	66	163	141	143 † b	-	290	132↓	257 b	100↓	b d
	% within column	58%	59% ↑	59% ↑	52%	51%	54%	51%	56%	58%	54%	49%	52%	56% ↑	60% ↑	57% †	63% ↑	
NET: ABC1	N Count Column Comparisons	321 a	358 ↑ a	518 † b c	485	141	55	195 -	163	453 d	334	243	578 -	726 ↑ e	461 † e	644 1 e	378 † e	479↓

										BANNE	R							
		S	M purcha	se categor	У	Feeli	ngs abou	t SM puro	chase		Gar	ning Metl	nod			Gamin	g Type	
D2 Cocial and	ada.	Dan dan d	A - A State of the control of the co	Subscription/	NET:	Regret things I buy	What I buy is good	I spend more than I	I like the	console or games	ter, lapt- op or	phone or smartp-	Tablas	NET: Any	Puzzles or	Action/ adven-	Shoot-	Playing against one other
D3 - Social gra		-	· · · · ·	Upgrade	Gift	online	value	should	feeling	player	netbook	hone	Tablet	Gaming		ture	ers	person
Weighted Base	% within column N Count Column Comparisons	429	153	216	158	314	556	378	565	1330	572	1316	782	2140	650	731	547	387
Unweighted Base	% within column N Count Column Comparisons	450	165	226	171	329	585	402	596	1316	582	1317	774	2117	662	740	564	395
Column Names	% within column N Count Column Comparisons	а	b	С	d	а	b	С	d	a	b	С	d	е	а	b	С	d
	% within column	38%	47% †	42%	45% ↑	39% ↑	40% ↑	43% 1	40% ↑	29%	36% †	29%	31% †	28%	32% †	34% ↑	37% ↑	36% ↑
AB	N Count Column Comparisons	163	72 1		72 †		2201	162 1		381	203 † c	378	246 ↑	606 -	206 ↑ e f	252 † e f	201 † e f i	139 ↑ e f
C1	% within column N Count	22% 95	16% 25	22%	18% 29	20% ↓ 62 ↓	20% ↓ 112 ↓	21% 80	21% ↓ 116 ↓	26% 345	26%	26% 337	24% 184	26%	27% 177	24% 174	23% 124	24% 92
C1	Column Comparisons % within column	25%	25	47 25%	17%	23%	24%	21%	23%	21%	148 19%	23%	21%	559 - 22%	21%	20%	18%	19%
C2	N Count Column Comparisons	106	32	54	28	71	133	78	130	281	108	301	168	464 -	134	150	96	73
	% within column	15%	16%	11%↓	19%	18%	16%↓	15% ↓	17%↓	24%	20%↓	23%	24%	24%	20%	21%	23%	22%
DE	N Count Column Comparisons	65	24	25↓	30	58	90↓	58↓	95↓	323	113↓	301	185	511 -	133	155	125	84
	% within column	60%	63%	64%	64%	59%	60% †	64% 1	60% †	55%	61% †	54%	55%	54%	59% †	58%	59% †	59%
NET: ABC1	N Count	258	97	137	101	185	333 †	242 1	340 †	726	351 ↑	715	429	1,165	383 †	426	325 †	230
	Column Comparisons										a c d			-				

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 5 of 14

_										BANNER	}							
		Gaming Type									Gaming Frequ- ency			Gaming Purchase Type				
		multiple	Creative and building	in a	Simula- tion experi-	Fitness and		Intera- ctive	Makeo-	NET: Playing against other	NET:		NET: Charac- ter, skin- s, weap- ons, armour,	NET: Game expan-	Loot boxes/ packs/ chests/	In-game	A stand- ard vers- ion of the ga-	A subscri-
D3 - Social grade		teams	games	worlds	ence	dance	Sports	stories	vers	people	Daily	Weekly	tools	sion	bundles	money	me	ption
	% within column	822	1151	557	248	278	728	207	249	1027	1602	460	535	237	151	447	147	302
Weighted Base	N Count																	
	Column Comparisons																	
	% within column	802	1111	570	266	283	736	218	257	1009	1567	480	549	250	158	428	154	320
Unweighted Base																		
	Column Comparisons % within column	•	f	~	h			le.		m	2	h	2	b	•	d	0	f
Column Names	N Count	е	'	g	h		J	k	'	m	a	b	а	D	С	u	е	'
	Column Comparisons																	
	% within column	27%	26%↓	34%↑	45% ↑	31%	35% ↑	41% ↑	34%	28%	28%	33% 1	37%↑	42%↑	41%	27%↓	44% ↑	40%↑
АВ	N Count	220	297↓	190 †	1111	86	256 ↑	84 1	85	289	444	152 1		1001	61	119↓	64 ↑	119 †
	Column Comparisons			e f	aefil		e f i	e f i		-		а	d	d	d		d	d
	% within column	26%	28%	22%↓	20%	28%	27%	18%	26%	26%	25%	29%	23%	25%	20%	26%	24%	20%
C1	N Count	217	319	122↓	50	78	196	38	64	266	407	133	123	60	30	116	35	59
	Column Comparisons									-								
	% within column	24%	22%	22%	18%	18%	18%	20%	22%	23%	22%	20%	19%	14%	20%	23%	19%	16%
C2	N Count	197	255	121	45	50	133	41	55	235	354	90	101	33	30	103	27	48
	Column Comparisons									-						b		
	% within column	23%	24%	22%	17%↓	23%	20%↓	21%	18%	23%	25%	18%↓		19%	20%	24%	13%↓	25%
DE	N Count	188	281	125	42↓	64	144↓	43	46	236	397	85↓	113	44	30	109	20↓	76
	Column Comparisons	50 0/	=00/	= 60/	G=0/A	=00/	500/ 4	50 0/	500/	-	b	500/ A	500/	500/ A	60 0/	 00/	500/ 🕭	= 0 0/
NET. ADC1	% within column	53%	53%	56%	65%1	59%	62% ↑	59%	60%	54%	53%	62%1		68% ↑	60%	53%	68% ↑	59%
NET: ABC1	N Count	437	615	312	161 †	164	452 †	122	148	555	851	2851		160 †	91	235	100 ↑	178
	Column Comparisons						e f			-		a	d	d h			d h	

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 6 of 14

					BAN	NER			
		Gaming F			Feeling	s about 0	Gaming Pu	ırchase	
								end mo-	It's not always clear what I'm going to
		Early		Regret	What I	I spend		re, get	get for
		access to a	Battle	things I buy	buy is	more	Lliko tho	further	my mo-
D3 - Social gra	ade	game	Pass	online	good value	than I should	I like the feeling	es	ney in games
Weighted Base	% within column N Count Column Comparisons	122	205	346	772	445	720	715	449
Unweighted Base	% within column N Count Column Comparisons	133	211	356	777	454	734	710	459
Column Names	% within column N Count Column Comparisons	g	h	a	b	С	d	е	f
АВ	% within column N Count Column Comparisons	46% ↑ 56 ↑ d	38% 78 d	37% ↑ 129 ↑	35% ↑ 270 ↑	36% † 162 †			
C1	% within column N Count Column Comparisons	18% 22	15%↓ 30↓	21% 74	23%↓ 174↓	20%↓ 90↓		24% 169	21%↓ 94↓
C2	% within column N Count Column Comparisons	19% 23	26% 53 b f	24% 83	20% 154	21% 94	20% 141	22% 158	22% 97
DE	% within column N Count Column Comparisons	17% 21	21% 44	17%↓ 61↓	23% 174	22% 98	20%↓ 147↓		21% 96
NET: ABC1	% within column N Count Column Comparisons	64% 78	53% 109	59% 203	57% 444	57% 252	60% ↑ 432 ↑		57% 257

										BANNEI	R							
				of child ndent		Ag	e of child	responde	ent				Age and	gender o	of child res	pondent		
									NET: 8-	NET: 13-	Male 8-	Female	Male 10	Female	Male 13	Female	Male 16	Female
D3 - Social g	grade	Total	Male	Female	8-9	10-12	13-15	16-17	12	17	9	8-9	-12	10-12	-15	13-15	-17	16-17
	% within column	46%	43%↓	49% †	42%	47%	47%	46%	45%	47%	40%	45%	43%	52%	47%	48%	43%	50%
NET: C2DE	N Count	1,027	500↓	527 †	189	329	324	185	518	509	90	100	154	174	159	164	96	100
	Column Comparisons	-		а					-	-								

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 8 of 14

									I	BANNE	R							
		Age and	Age and gender of child respondent Urban/ Rural Working status D3 - Social grade NET:														Financial wellb- eing	
											NET:							
		NET:	NET:	NET:	NET:						Not							
		Male 8-	Female	Male 13	Female	NET:			Part		working					NET:	NET:	Doing
D3 - Social g	rade	12	8-12	-17	13-17	Urban	Rural	Full time	time	Student	/ retired	AB	C1	C2	DE	ABC1	C2DE	well
	% within column	42%	49%	45%	48%	45%↓	55% 1	34%↓	53% †	48%	81% †	0%↓	0%↓	100% ↑	100% †	0%↓	100% †	26%↓
NET: C2DE	N Count	244	274	256	260	892↓	135 1	452↓	229 †	54	252↑	01	0 ↓	491 ↑	536 †	01	1,027 †	104↓
	Column Comparisons	-	-	-	-		а		а	a	a b c			a b	a b	-	-	

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 9 of 14

										BANNER								
		Financia ei	al wellb- ng	Ethr	nicity	Child id		need/ imp lition	pacting	Disabi Condition		Health (ational Care Plan HCP)	Ben	efits	Parental (Controls	Parental Concern
								NET:	NET: No									
								Identi-	identi-					NET:				
					NET: All			fied ne-	fied ne-					House-		NET:		
					other			ed/	ed/				Don't	hold		Has		Not
		Getting	Strugg-	White B-	Ethnic-		Mental	condi-	condi-			Has an	have an	receives	No	Parental	No	Conce-
D3 - Social g	grade	by	ling	ritish	ities	Neuro	Health	tion	tion	NET: Yes	No	EHCP	EHCP	Benefits	Benefits	Controls (Controls	rned
	% within column	45%	60% 1	49% ↑	37%↓	60% †	63% †	57%↑	43%↓	55% †	44%↓	53%	45%	60% †	35%↓	44%↓	51%	50% †
NET: C2DE	N Count	516	394 †	846 †	166↓	116 †	69 †	272 †	741↓	128 †	347↓	86	941	553 †	414↓	829↓	173	531 †
	Column Comparisons	а	a b	b		d	d	-		b				b			a	bс

										BANNE	₹							
		Parental	Concern	T	Γime Sper	nt Online (Weekda	y)	-	Γime Sper	nt Online (Weekend	d)		Sı	pent Mon	ey	
			NICT.											Bought somet-				
			NET: Modera- tely/											hing on either Social	Bought somet-	Bought somet-		Not
		A little Conce-	Very Conce-					NET: 5+				Over 6	NET: 5±		hing on	hing wh-	somet- hing fro-	bought
D3 - Social	grade	rned	rned	0 - 2hrs	3 - 4hrs	5 - 6hrs	6+ hrs	Hours		3 - 4hrs	5 - 6hrs	hrs	Hours	gaming		ing	m both	either
	% within column	42%	41%↓	41%↓	48%	49%	46%	49%	44%	42%	46%	51%	48%	44%↓	40%↓	43%↓	37%↓	49% ↑
NET: C2DE	N Count	229	247↓	356↓	453	137	47	185	128	333	288	249	536	563↓	307 ↓	481 ↓	225↓	464 †
	Column Comparisons				a	a		-				b	-					a b c d

									l	BANNE	R							_
		SI	M purcha	se categor	у	Feeli	ngs abou	t SM purc	hase		Gar	ning Meth	nod			Gamin	g Type	
						Regret	What I	I spend			Desktop compu-							Playing against
				Subscription/	NET:	things I buy	buy is good	more	I like the	or	ter, lapt-	•		NET: Any	Puzzles or	Action/ adven-	Shoot-	one other
D3 - Social g	grade	Product	Activity	Upgrade	Gift	online	value	should	feeling	player	netbook		Tablet	Gaming		ture	ers	person
	% within column	40%	37%	36%	36%	41%	40%↓	36%↓	40%↓	45%	39%↓	46%	45%	46%	41%↓	42%	41%↓	41%
NET: C2DE	N Count	171	56	79	58	129	223↓	136↓	225↓	604	221↓	601	353	975	267↓	305	222↓	157
	Column Comparisons									b		b	b	-				

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 12 of 14

										BANNER	R							
					Ga	aming Ty _l	oe				•	g Frequ- ncy		G	aming Pui	chase Ty	pe	
													NET: Charac-					
		Playing								NET:			ter, skin-		Loot		A stand-	
		_	Creative							Playing			s, weap-	NET:	boxes/		ard vers-	
		multiple		in a	tion	Fitness		Intera-		against			ons,	Game	packs/		ion of	Α .
		people/	building		experi-	and		ctive	Makeo-	other	NET:		armour,	expan-		In-game	the ga-	subscri-
D3 - Social	grade	teams	games	worlds	ence	dance	Sports	stories	vers	people	Daily	Weekly	tools	sion	bundles	money	me	ption
	% within column	47%	47%	44%	35%↓	41%	38%↓	41%	40%	46%	47%	38%↓	40%	32%↓	40%	47%	32%↓	41%
NET: C2DE	N Count	385	535	245	88↓	114	277↓	84	101	472	751	175↓	214	77↓	60	212	47↓	124
	Column Comparisons	j	j							-	b					a b e		

					BAN	INER			
		_	Purchase pe		Feeling	gs about (Gaming Pu	ırchase	
								It's unf-	It's not
								air that	always
								people	clear
								who sp-	what I'm
								end mo-	going to
		Early		Regret	What I	I spend		re, get	get for
		access		things I	buy is	more		further	my mo-
		to a	Battle	buy	good	than I	I like the	in gam-	ney in
D3 - Social g	rade	game	Pass	online	value	should	feeling	es	games
	% within column	36%	47%	41%	43%	43%	40%↓	44%	43%
NET: C2DE	N Count	44	97	143	328	192	288↓	318	193
	Column Comparisons		b e						

D4 - Which one of these bands de	scribes your total							BAN	INER						
household income before tax or a deductions are made? Please inc	•			of child		Ag	e of child	responde	ent		Age	e and gen	der of chil	d respon	dent
or credits that you or anyone else	<u>-</u>														
•	-														
household receives, including hou	using benefit, as									NET: 13-			Male 10		
well as any income fr		Total	Male	Female	8-9	10-12	13-15	16-17	12	17	9	8-9	-12	10-12	-15
	% within column	2232	1153	1079	449	698	684	401	1147	1085	226	224	361	337	342
Weighted Base	N Count														
	Column Comparisons														
	% within column	2205	1100	1105	439	662	659	445	1101	1104	220	219	333	329	324
Unweighted Base	N Count														
	Column Comparisons														
	% within column	a	а	b	а	b	С	d	е	f	a	b	С	d	е
Column Names	N Count														
	Column Comparisons														
Up to £199 per week / Up to £10,399 per	% within column	5%	4%	6%	3%	6%	5%	6%	5%	5%	2%	3%	4%	9%1	6%
vear	N Count	112	51	61	12	44	33	23	56	56	5	7	13	31 †	20
year	Column Comparisons	-							-	-				а	
From £200 to £299 per week / From	% within column	7%	7%	8%	6%	7%	6%	9%	7%	8%	5%	7%	7%	8%	6%
£10,400 to £15,599 per year	N Count	160	77	83	26	52	44	37	78	82	11	15	24	28	20
110,400 to 113,333 per year	Column Comparisons	-							-	-					
From £300 to £499 per week / From	% within column	16%	16%	17%	16%	16%	16%	17%	16%	17%	16%	17%	15%	16%	16%
£15,600 to £25,999 per year	N Count	360	180	181	73	108	112	67	181	179	35	38	54	54	54
113,000 to 123,999 per year	Column Comparisons	-							-	-					
From 6500 to 6600 non-week / From	% within column	18%	17%	18%	17%	18%	20%	15%	18%	18%	18%	17%	18%	18%	19%
From £500 to £699 per week / From £26,000 to £36,399 per year	N Count	398	201	197	79	125	134	60	204	194	41	38	66	59	64
£26,000 to £36,399 per year	Column Comparisons	-							-	-					
Faces 6700 to 6000 account / Faces	% within column	19%	20%	19%	23%	18%	17%	20%	20%	18%	24%	23%	21%	15%	16%
From £700 to £999 per week / From	N Count	432	232	200	106	128	118	81	233	199	55	51	76	52	55
£36,400 to £51,999 per year	Column Comparisons	-							-	-					
5 64 000 to 64 400 consumed 1/5	% within column	17%	17%	16%	17%	17%	17%	16%	17%	17%	18%	15%	15%	18%	18%
From £1,000 to £1,499 per week / From	N Count	373	198	176	75	115	119	64	190	183	41	34	56	60	62
£52,000 to £77,999 per year	Column Comparisons	_							_	_					

								BAN	NER						
D4 - Which one of these bands de household income before tax or a deductions are made? Please inc	iny other		Age	and gend	der of chil	d respond	dent		Urban,	/ Rural		Workin	g status		D3 - Social grade
or credits that you or anyone else household receives, including hou	in your	Famala	N4-l- 1C	Famala	NET:	NET:	NET:	NET:	NET.		-	Doub		NET: Not	
well as any income fr	ionig benefit, as	13-15	Male 16 -17	16-17	12	Female 8-12	Male 13 -17	Female 13-17	NET: Urban	Rural	Full time	Part time	Student	working / retired	AB
Weighted Base	% within column N Count	341	224	201	587	561	567	536	1986	246	1332	430	112	310	625
Unweighted Base	Column Comparisons % within column N Count Column Comparisons	335	223	253	553	548	547	580	1949	256	1376	388	113	286	885
Column Names	% within column N Count Column Comparisons	f	g	h	i	j	k	I	а	b	а	b	С	d	а
Up to £199 per week / Up to £10,399 per year	% within column N Count Column Comparisons	4% 13	6% 13	5% 10	3% 18	7% 38 -	6% 33 -	4% 23 -	5% 95	7% 17	2%↓ 22↓	9% ↑ 41 ↑ a		12% ↑ 37 ↑ a	1%↓ 6↓
From £200 to £299 per week / From £10,400 to £15,599 per year	% within column N Count Column Comparisons	7% 24	9% 21	9% 18	6% 36 -	8% 43 -	7% 41 -	8% 42 -	7% 147	5% 13	3%↓ 40↓	14% † 59 † a	9%	14% † 44 † a	2%↓ 11↓
From £300 to £499 per week / From £15,600 to £25,999 per year	% within column N Count Column Comparisons	17% 58	16% 36	18% 36	15% 89 -	16% 92 -	16% 90 -	17% 93 -	16% 325	14% 35	13%↓ 178↓	20% 87 a	16% 17	21% 65 a	5%↓ 28↓
From £500 to £699 per week / From £26,000 to £36,399 per year	% within column N Count Column Comparisons	20% 70	13% 30	18% 36	18% 107 -	17% 97 -	17% 94 -	19% 102 -	18% 354	18% 44	18% 242	17% 74	16% 18	19% 59	10%↓ 60↓
From £700 to £999 per week / From £36,400 to £51,999 per year	% within column N Count Column Comparisons	18% 63	21% 46	21% 41	22% 130 -	18% 103 -	18% 101 -	19% 103 -	19% 377	22% 55	21% 274	20% 86	15% 17	16% 50	17% 106 d
From £1,000 to £1,499 per week / From £52,000 to £77,999 per year	% within column N Count Column Comparisons	17% 58	18% 39	14% 28	17% 97 -	17% 93 -	18% 101 -	16% 85 -	17% 336	15% 38	22% † 294 † b d	11% ↓ 45 ↓ d		4%↓ 13↓	24% † 149 † c d

								BAN	NER						
D4 - Which one of these bands de	scribes your total		D3 -	Social gra	ade		Finar	ncial wellb	eing	Ethr	icity	Child i	dentified i cond		pacting
household income before tax or a deductions are made? Please incor credits that you or anyone else household receives, including how well as any income fr	clude any benefits in your	C1	C2	DE	NET: ABC1	NET: C2DE	Doing well	Getting by	Strugg- ling	White B-	NET: All other Ethnic- ities	Neuro	Mental Health	NET: Identi- fied ne- ed/ condi- tion	NET: No identified ne-ed/condition
•	% within column	580	491	536	1205	1027	401	1152	655	1742	453	194	109	474	1726
Weighted Base	N Count Column Comparisons														
Unweighted Base	% within column N Count Column Comparisons	483	357	480	1368	837	452	1121	611	1713	452	182	110	458	1713
Column Names	% within column N Count Column Comparisons	b	С	d	е	f	a	b	С	a	b	a	b	С	d
Up to £199 per week / Up to £10,399 per	% within column	3%↓	4%	14%	2%↓	9%↑	3%	3%↓	9%1		5%	5%	15%	8%	4%↓
year	N Count	15↓	18	72 †	21↓	91 ↑	10	39↓		84	24	10	17 ↑	36	74↓
	Column Comparisons % within column	a 6%	a 4% ↓	a b c 17% ↑	4%↓	- 11% ↑	1%↓	6%	a b 13% 1	7%	9%	8%	a d 9%	- 10% ↑	6%
From £200 to £299 per week / From	N Count	6% 36	4% ↓	1/% I 94 ↑	4% ↓	11% T	1% ↓	6% 67	13% l 85 f		9% 41	8% 15	9% 10	10% I 49 ↑	6% 110
£10,400 to £15,599 per year	Column Comparisons	a	a 19 ♦	a b c	40❖	1121	0*	a	a b	110	41	15	10	491	110
	% within column	a 16%	a 17%	30% †	10%↓	- 24% ↑	8%↓	a 14%	25%	16%	17%	21%	21%	20%	15%
From £300 to £499 per week / From	N Count	90	84	159 †	118↓	2421	34↓	161	164 †		77	40	23	96	260
£15,600 to £25,999 per year	Column Comparisons	a	a	a b c	-	-	344	a	a b	2//	,,	40	23	-	200
	% within column	21%	23%↑	19%	15%↓	21%	7%↓		19%	18%	18%	22%	15%	17%	18%
From £500 to £699 per week / From	N Count	122	113 †	103	182↓	216	26↓	249 †	121	308	81	43	16	79	311
£26,000 to £36,399 per year	Column Comparisons	a	а	а	-	-		a	a		-			-	
	% within column	25% ↑	29%↑	8%↓	21%	18%	14%↓	22%†	17%	20%	18%	16%	13%	16%	20%
From £700 to £999 per week / From	N Count	142 †	141 †	42↓	248	184	56↓	255 ↑	114	347	79	32	15	77	350
£36,400 to £51,999 per year	Column Comparisons	a d	a d		-	-		ас						-	
	% within column	23%	15%	4%↓	23% ↑	9%↓	24%	19% †	9%↓	17%	14%	16%	11%	15%	17%
From £1,000 to £1,499 per week / From	N Count	131 †	72	21↓	280 †	93↓	94 †	218 †	60 1	304	65	31	12	69	300
£52,000 to £77,999 per year	Column Comparisons	c d	d		-	-	bс	С						-	

								BAN	NER						
D4 - Which one of these bands de	scribes your total	Disabi Condition		Health (ational Care Plan ICP)	Ben	efits	Parental	Controls	Par	ental Con	cern		e Spent O Weekday	
household income before tax or a deductions are made? Please incor credits that you or anyone else household receives, including hou well as any income fr	lude any benefits in your	NET: Yes	No	Has an EHCP	Don't have an EHCP	NET: House- hold receives Benefits	No Rapafits	NET: Has Parental Controls	No Controls	Not Conce- rned	A little Conce- rned	NET: Modera- tely/ Very Conce- rned	0 - 2hrs	2 - 4hrs	5 - 6hrs
wen as any income n	% within column	234	792	161	2071	925	1200	1865	339	1053	550	605	873	938	278
Weighted Base	N Count Column Comparisons														
Unweighted Base	% within column N Count Column Comparisons	238	806	157	2048	883	1222	1839	342	1016	555	614	855	924	282
Column Names	% within column N Count Column Comparisons	a	b	a	b	a	b	a	b	a	b	С	a	b	С
Up to £199 per week / Up to £10,399 per year	% within column N Count Column Comparisons	8% 18 b	3%↓ 26↓	6% 10	5% 102	9% † 85 † b	1%↓ 16↓		7% 23	5% 56	4% 21	5% 32	4% 35	5% 45	5% 15
From £200 to £299 per week / From £10,400 to £15,599 per year	% within column N Count Column Comparisons	11% 26 b	7% 53	10% 16	7% 144	12%† 112† b	3% ↓ 34 ↓		9% 30	7% 72	7% 39	8% 48	5%↓ 41↓	7% 68	14% ↑ 38 ↑ a b
From £300 to £499 per week / From £15,600 to £25,999 per year	% within column N Count Column Comparisons	18% 41	16% 128	20% 33	16% 328	23% † 212 † b	11% ↓ 128 ↓		16% 54	17% 182	15% 81	16% 95	14% 123	17% 162	17% 47
From £500 to £699 per week / From £26,000 to £36,399 per year	% within column N Count Column Comparisons	16% 37	18% 146	13% 20	18% 378	19% 179	17% 206	19% 345	15% 50	17% 175	20% 110	18% 109	19% 169	17% 163	17% 47
From £700 to £999 per week / From £36,400 to £51,999 per year	% within column N Count Column Comparisons	15% 34	20% 160	17% 28	20% 404	14%↓ 134↓	24% † 285 † a		24% 80	20% 213	20% 111	17% 104	20% 177 d	21% 196 d	17% 46

								BAN	INER						
		Time S Online (W	•		īme Sper	nt Online (Weekend	d)		S	pent Mon	еу			rchase gory
D4 - Which one of these bands de household income before tax or a deductions are made? Please incor credits that you or anyone else	ny other lude any benefits								Bought somet- hing on either Social Media.	somet-	Bought somet- hing wh-	U	Not bought		
household receives, including hou	ising benefit, as		NET: 5+				Over 6	NET: 5+	,	social	ile Gam-		from		
well as any income fr		6+ hrs	Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	hrs	Hours	gaming	media	ing	m both	either	Product	Activity
Weighted Base	% within column N Count Column Comparisons	102	380	291	785	622	492	1114	1289	768	1125	604	943	429	153
Unweighted Base	% within column N Count Column Comparisons	106	388	281	777	619	489	1108	1296	800	1128	632	909	450	165
Column Names	% within column N Count Column Comparisons	d	е	a	b	С	d	е	а	b	С	d	е	a	b
Up to £199 per week / Up to £10,399 per year	% within column N Count Column Comparisons	8% 8	6% 24 -	5% 16	5% 38	3% 19	6% 28	4% 47 -	5% 60	5% 42	5% 51	6% 33	6% 53	5% 20	5% 8
From £200 to £299 per week / From £10,400 to £15,599 per year	% within column N Count Column Comparisons	11% 11 a	13% ↑ 49 ↑ -	4% 12	7% 52	8% 49	9% 45	8% 94 -	8% 102	8% 63	8% 88	8% 49	6% 58	7% 28	11% 16
From £300 to £499 per week / From £15,600 to £25,999 per year	% within column N Count Column Comparisons	21% 21	18% 69 -	13% 39	16% 126	15% 92	19% 96	17% 188 -	17% 220	15% 114	17% 190	14% 83	15% 140	16% 69	12% 19
From £500 to £699 per week / From £26,000 to £36,399 per year	% within column N Count Column Comparisons	16% 16	16% 62 -	20% 59	17% 137	19% 119	16% 80	18% 199 -	19% 240	17% 131	19% 219	18% 111	17% 158	16% 70	10% 16
From £700 to £999 per week / From £36,400 to £51,999 per year	% within column N Count Column Comparisons	9 ∜ ↓	14% 55 -	19% 55	22% 174	18% 115	18% 86	18% 201 -	17%↓ 222↓	17% 134	17%↓ 189↓	17% 100	22% † 210 † a b c d	18% 75	16% 25

								BAN	INER						
D4 - Which one of these bands de household income before tax or a	•	SM pur categ		Feel	ngs abou	t SM puro	chase		Gar	ning Met	hod		G	aming Ty	pe
deductions are made? Please incorredits that you or anyone else household receives, including howell as any income fr	clude any benefits in your	Subscription/	NET: Gift	Regret things I buy online	What I buy is good value	I spend more than I should	I like the feeling	Games console or games player	Desktop compu- ter, lapt- op or netbook	phone or smartp-	Tablet	NET: Any Gaming	or	Action/ adven- ture	Shoot- ers
Weighted Base	% within column N Count Column Comparisons	216	158	314	556	378	565	1330	572	1316	782	2140	650	731	547
Unweighted Base	% within column N Count Column Comparisons	226	171	329	585	402	596	1316	582	1317	774	2117	662	740	564
Column Names	% within column N Count Column Comparisons	С	d	a	b	С	d	а	b	С	d	е	а	b	С
Up to £199 per week / Up to £10,399 per year	% within column N Count Column Comparisons	6% 13	5% 8	6% 20	4% 24	5% 21	5% 26	4% 54	3% 19	5% 67	3% 25	5% 103 -	4% 26	3% 25	4% 21
From £200 to £299 per week / From £10,400 to £15,599 per year	% within column N Count Column Comparisons	6% 13	8% 12	9% 28	8% 42	7% 27	8% 47	7% 88	6% 35	7% 95	8% 62	7% 158 -	7% 48	6% 41	5% 27
From £300 to £499 per week / From £15,600 to £25,999 per year	% within column N Count Column Comparisons	11% 25	9% 15	15% 46	15% 82	16% 59	16% 88	14% 192	14% 77	16% 213	16% 122	16% 345 -	16% 103	15% 110	15% 83
From £500 to £699 per week / From £26,000 to £36,399 per year	% within column N Count Column Comparisons	16% 34	16% 25	18% 57	17% 97	16% 59	17% 93	18% 236	16% 90	18% 238	17% 135	18% 383 -	18% 119	17% 127	15% 84
From £700 to £999 per week / From £36,400 to £51,999 per year	% within column N Count Column Comparisons	18% 39	19% 30	17% 52	17% 93	18% 67	16% 91	21% 276	22% 125	19% 247	20% 159	19% 417 -	19% 122	20% 145	19% 105

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 6 of 16

								BAN	INER						
						Gamir	g Type						g Frequ- ncy	Gaming I	
D4 - Which one of these bands de household income before tax or a deductions are made? Please incor credits that you or anyone else household receives, including how well as any income fr	iny other clude any benefits in your using benefit, as	Playing against one other person	multiple people/ teams	building games	in a virtual worlds	Simula- tion experi- ence	Fitness and dance	Sports	Intera- ctive stories	Makeo- vers	NET: Playing against other people	NET: Daily	Weekly	NET: Charac- ter, skin- s, weap- ons, armour, tools	NET: Game expan- sion
Weighted Base	% within column N Count	387	822	1151	557	248	278	728	207	249	1027	1602	460	535	237
Unweighted Base	Column Comparisons % within column N Count Column Comparisons	395	802	1111	570	266	283	736	218	257	1009	1567	480	549	250
Column Names	% within column N Count Column Comparisons	d	е	f	g	h	i	j	k	I	m	a	b	a	b
Up to £199 per week / Up to £10,399 per year	% within column N Count Column Comparisons	5% 18	4% 33	4% 50	4% 20	4% 11	4% 11	4% 29	4% 8	8% 19	4% 42 -	5% 79	4% 18	4% 23	4% 10
From £200 to £299 per week / From £10,400 to £15,599 per year	% within column N Count Column Comparisons	7% 28	6% 53	7% 82	8% 44	7% 17	9% 26	7% 52	8% 17	8% 19	7% 72 -	8% 121	7% 31	7% 40	6% 15
From £300 to £499 per week / From £15,600 to £25,999 per year	% within column N Count Column Comparisons	14% 53	15% 126	16% 184	13% 72	14% 35	17% 47	14% 103	16% 33	17% 42	15% 155 -	17% 267	14% 65	17% 89	14% 33
From £500 to £699 per week / From £26,000 to £36,399 per year	% within column N Count Column Comparisons	19% 75	19% 158	19% 215	17% 96	14% 35	16% 44	15% 107	16% 33	16% 41	20% 203 -	18% 291	17% 77	18% 94	16% 37
From £700 to £999 per week / From £36,400 to £51,999 per year	% within column N Count Column Comparisons	17% 65	20% 168	21% 246	19% 103	18% 45	15% 42	21% 152	18% 38	14% 35	19% 198 -	18%↓ 292↓			17% 40

							BAN	INER					
			Ga	aming Pu	rchase Ty _l	oe			Feeling	gs about (Gaming Pເ	ırchase	
												It's unf- air that	It's not always
D4 - Which one of these bands de	•											people	clear
household income before tax or a	ny other												what I'm
deductions are made? Please inc	lude any benefits	Loot		A stand-		Eli-		Dt	14/b - 4 1				going to
or credits that you or anyone else	in your	boxes/ packs/		ard vers- ion of	А	Early access		Regret things I	What I buy is	I spend more		re, get further	get for my mo-
household receives, including hou	ising benefit, as	chests/	In-game		subscri-	to a	Battle	buy	good	than I	I like the		ney in
well as any income fr	,	bundles	_	me	ption	game	Pass	online	value	should	feeling	es	games
,	% within column	151	447	147	302	122	205	346	772	445	720	715	449
Weighted Base	N Count												
_	Column Comparisons												
	% within column	158	428	154	320	133	211	356	777	454	734	710	459
Unweighted Base	N Count												
	Column Comparisons												
	% within column	С	d	е	f	g	h	а	b	С	d	е	f
Column Names	N Count												
	Column Comparisons												
Up to £199 per week / Up to £10,399 per	% within column	3%	5%	5%	5%	7%	3%	6%	4%	5%	5%	4%	6%
year	N Count	5	20	8	15	8	7	20	31	24	37	27	26
yeur	Column Comparisons												
From £200 to £299 per week / From	% within column	6%	6%	9%	8%	7%	8%	7%	8%	8%	7%	7%	9%
£10,400 to £15,599 per year	N Count	10	26	13	23	8	17	25	58	35	48	49	41
==0, .55 to ==5,555 pc. ,ea.	Column Comparisons												
From £300 to £499 per week / From	% within column	18%	18%	17%	16%	14%	15%	17%	16%	19%	15%	17%	16%
£15,600 to £25,999 per year	N Count	26	82	25	48	18	31	60	126	85	108	119	71
, , , ,	Column Comparisons									d			
From £500 to £699 per week / From	% within column	18%	23%	15%	15%	11%	20%	16%	20%	19%	20%	21%†	
£26,000 to £36,399 per year	N Count	27	102	22	46	13	42	57	154	84	144	153 †	83
• •	Column Comparisons												
From £700 to £999 per week / From	% within column	12%	16%	9%	15%	15%	17%	19%	15%↓		16%	17%	16%
£36,400 to £51,999 per year	N Count	19	72	13	46	18	34	65	113↓	67	116	118	70
, , , ,	Column Comparisons												

D4 - Which one of these bands de	escribes your total							BAN	INER						
household income before tax or a deductions are made? Please inc	•			r of child ondent		Ag	ge of child	respond	ent		Age	and gen	der of chil	d respon	dent
or credits that you or anyone else	e in your														
household receives, including hou	using benefit, as								NET: 8-	NET: 13-	Male 8-	Female	Male 10	Female	Male 13
well as any income fr		Total	Male	Female	8-9	10-12	13-15	16-17	12	17	9	8-9	-12	10-12	-15
From \$1,000 to \$1,400 non-visals / From	% within column	17%	17%	16%	17%	17%	17%	16%	17%	17%	18%	15%	15%	18%	18%
From £1,000 to £1,499 per week / From £52.000 to £77.999 per vear	N Count	373	198	176	75	115	119	64	190	183	41	34	56	60	62
•	Column Comparisons	-							-	-					
C1 F00 and above non-week / C79 000 and	% within column	14%	15%	13%	14%	15%	13%	12%	15%	13%	14%	14%	16%	13%	15%
£1,500 and above per week / £78,000 and above per year	N Count	306	169	137	65	102	90	50	167	140	33	32	57	45	50
above per year	Column Comparisons	-							-	-					
	% within column	2%	2%	1%	1%	2%	2%	1%	2%	2%	1%	1%	2%	2%	2%
Don't know	N Count	34	18	16	5	12	13	4	17	17	2	3	7	5	7
	Column Comparisons	-							-	-					
	% within column	3%	2%	3%	2%	2%	3%	4%	2%	3%	1%	3%	2%	1%	3%
Prefer not to say	N Count	56	28	28	9	12	20	15	21	35	3	6	8	4	10
	Column Comparisons	-							-	-					

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 9 of 16

								BAN	INER						
D4 - Which one of these bands de household income before tax or a deductions are made? Please inc	ny other		Age	and gend	der of chil	d respon	dent		Urban,	/ Rural		Workin	g status		D3 - Social grade
or credits that you or anyone else household receives, including how well as any income fr	in your	Female 13-15	Male 16 -17	Female 16-17	NET: Male 8- 12	NET: Female 8-12	NET: Male 13 -17	NET: Female 13-17	NET: Urban	Rural	Full time	Part time	Student	NET: Not working / retired	AB
•	% within column	17%	18%	14%	17%	17%	18%	16%	17%	15%	22%1	11%↓		4%↓	24%1
From £1,000 to £1,499 per week / From	N Count	58	39	28	97	93	101	85	336	38	294 ↑	45↓	19	13↓	149 †
£52,000 to £77,999 per year	Column Comparisons				-	-	-	-			b d	d	d		c d
C1 F00 and above nor week / C79 000 and	% within column	12%	13%	11%	15%	14%	14%	11%	14%	13%	20% ↑	6%↓	9%	4%↓	40% ↑
£1,500 and above per week / £78,000 and above per year	N Count	40	30	22	90	77	80	61	274	33	260 †	25↓	10	11↓	247 †
above per year	Column Comparisons				-	-	-	-			b c d		d		b c d
	% within column	2%	1%	2%	2%	1%	2%	2%	2%	2%	1%↓	1%	9% ↑	3%	1%↓
Don't know	N Count	6	1	3	9	8	9	9	30	4	8 ↓	4	10 ↑	9	3↓
	Column Comparisons				-	-	-	-					a b d	a	
	% within column	3%	3%	4%	2%	2%	3%	3%	2%	3%	1%↓	2%	3%	7%↑	2%
Prefer not to say	N Count	11	8	7	11	10	18	18	48	8	14↓	9	3	22↑	14
	Column Comparisons				-	-	-	-						a b	

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 10 of 16

								BAN	NER						
D4 - Which one of these bands de	scribes your total		D3 -	Social gra	ade		Finar	ncial wellb	eing	Ethr	nicity	Child id		need/ im dition	pacting
household income before tax or a deductions are made? Please incor credits that you or anyone else household receives, including hou well as any income fr	lude any benefits in your	C1	C2	DE	NET: ABC1	NET: C2DE	Doing well	Getting by	Strugg- ling	White B-	NET: All other Ethnic- ities	Neuro	Mental Health	NET: Identi- fied ne- ed/ condi- tion	NET: No identi- fied ne- ed/ condi- tion
From £1,000 to £1,499 per week / From	% within column	23% ↑	15%	4%↓	23%↑	9%↓	24%↑	19%↑	9%↓	17%	14%	16%	11%	15%	17%
£52,000 to £77,999 per year	N Count	131 †	72	21↓	280 †	93↓	94 †	218 †	60 1	304	65	31	12	69	300
132,000 to 177,333 per year	Column Comparisons	c d	d		-	-	b c	С						-	
C1 F00 and above nor week / C79 000 and	% within column	5%↓	4%↓	2%↓	23%↑	3%↓	42% †	11%↓	3%↓	14%	14%	7%↓	6%	11%	15% ↑
£1,500 and above per week / £78,000 and above per year	N Count	30↓	20↓	9↓	277 †	29↓	167 †	123↓	17↓	239	65	14↓	7	50	254 ↑
above per year	Column Comparisons	d	d		-	-	b c	С						-	a b
	% within column	1%	2%	3%	1%↓	2%↑	1%	1%	2%	1%	2%	0%	4%	1%	2%
Don't know	N Count	6	11	13	9↓	25 ↑	4	13	15	23	11	0	4	7	27
	Column Comparisons		a	а	-	-							а	-	a
	% within column	1%	3%	4%	2%	3%	1%	2%	3%	2%	2%	4%	4%	2%	2%
Prefer not to say	N Count	7	13	22	21	35	3	27	19	42	9	8	4	12	41
	Column Comparisons			b	-	-								-	

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 11 of 16

								BAN	NER						
D4 - Which one of these bands de	scribes your total	Disabi Conditio	,,	Health (ational Care Plan ICP)	Bene	efits	Parental	Controls	Pare	ental Con	cern		e Spent O Weekday	
household income before tax or a deductions are made? Please incor credits that you or anyone else household receives, including hou well as any income fr	ny other lude any benefits in your	NET: Yes	No	Has an	Don't have an EHCP	NET: House- hold receives Benefits	No Benefits	NET: Has Parental Controls	No Controls	Not Conce- rned	A little Conce- rned	NET: Modera- tely/ Very Conce- rned	0 - 2hrs	3 - 4hrs	5 - 6hrs
·	% within column	16%	18%	13%	17%	9%↓	24%1		16%	18%	19%	13%↓	19%	16%	15%
From £1,000 to £1,499 per week / From £52,000 to £77,999 per year	N Count Column Comparisons	37	140	21	352	82↓	282 1 a	318	55	189 c	107 c	78↓	166	148	40
£1,500 and above per week / £78,000 and above per year	% within column N Count	13% 31	13% 104	16% 26	14% 280	9% ↓ 87 ↓	17% 1 210 1		9%↓ 32↓	11%↓ 114↓	12%	21% ↑ 127 ↑	14% 125	13% 123	13% 37
above per year	Column Comparisons						а	b				a b			
	% within column	2%	1%	2%	1%	2%	1%	1%↓	2%	2%	1%	1%	1%	2%	1%
Don't know	N Count Column Comparisons	4	12	3	31	15	13	20↓	8	17	6	6	10	15	4
	% within column	2%	3%	3%	3%	2%	2%	2%	2%	3%	2%	1%	3%	2%	1%
Prefer not to say	N Count Column Comparisons	6	24	4	52	17	26	42	7	36 c	10	8	27	19	3

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 12 of 16

								BAN	INER						
			Spent Veekday)	7	ime Sper	nt Online (Weekend	d)		S	oent Mon	ey		•	irchase egory
D4 - Which one of these bands de household income before tax or a deductions are made? Please incor credits that you or anyone else household receives, including hou well as any income fr	ny other lude any benefits in your	6+ hrs	NET: 5+ Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6 hrs	NET: 5+ Hours	Bought somet- hing on either Social Media, or while gaming	Bought somet- hing on social media	somet- hing wh-	Bought somet- hing fro- m both	Not bought from either	Product	Activity
	% within column	18%	15%	17%	17%	17%	16%	16%	16%	16%	16%	16%	18%	16%	20%
From £1,000 to £1,499 per week / From £52,000 to £77,999 per year	N Count Column Comparisons	18	58	50	135	105	78	183	203	124	175	96	170	70	31
£1,500 and above per week / £78,000 and	% within column	16% 16	14% 53	13% 39	13% 104	15% 95	13% 64	14%	16% ↑ 210 ↑	19% 1			10%↓ 96↓	21% 91	24% 36
above per year	Column Comparisons	10	-	39	104	95	04	159 -	e e	e e	e	e e	90+	91	30
	% within column	2%	2%	2%	1%	1%	2%	1%	1%	1%	1%	0%↓	2%	0%	1%
Don't know	N Count	2	6	7	6	6	10	16	17	4	13	1↓	17	2	1
	Column Comparisons		-					-					d		
	% within column	1%	1%	4%	2%	3%	1%	2%	1%↓	1%↓	1%↓	0%↓	4% 1	1%	0%
Prefer not to say	N Count	1	4	13	13	21	5	26	15↓	74	11↓	2↓	41 †	4	0
	Column Comparisons		-	b d		d		-					a b c d		

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 13 of 16

								BAN	INER						
D4 - Which one of these bands de household income before tax or a	•	SM pur categ		Feeli	ngs abou	t SM purc	chase		Gar	ning Meth	nod		G	aming Typ	oe
deductions are made? Please incor credits that you or anyone else household receives, including household.	clude any benefits in your	Subscri- ption/	NET:	Regret things I buy	What I buy is good	I spend more than I	I like the	Games console or games	compu- ter, lapt-	Mobile phone or smartp-		NET: Any	Puzzles or	Action/ adven-	Shoot-
well as any income fr		Upgrade	Gift	online	value	should	feeling	player	netbook	hone	Tablet	Gaming	quizzes	ture	ers
From C1 000 to C1 400 per week / From	% within column	15%	14%	18%	16%	15%	16%	18%	17%	16%	16%	17%	16%	16%	18%
From £1,000 to £1,499 per week / From £52,000 to £77,999 per year	N Count Column Comparisons	32	23	56	90	58	91	236	95	209	122	358 -	106	118	99
64 500 and above a superby / 670 000 and	% within column	27% ↑	29%†	17%	22% ↑	22% †	21%†	15%	20%	15%	17% †	14%	16%	19% †	20% †
£1,500 and above per week / £78,000 and above per year	N Count	58 †	46 †	53	120 †	82 †	121 †	201	112 ↑	197	129 †	297	103	142 †	112 ↑
above per year	Column Comparisons				а	а						-		aefil	aefil
	% within column	1%	0%	1%	1%	1%	1%	2%	1%	2%	2%	1%	1%	2%	1%
Don't know	N Count	1	0	2	4	2	4	20	6	20	13	30	9	11	6
	Column Comparisons											-			
	% within column	0%	0%	0%↓	1%↓	1%	1%↓	2%	2%	2%	2%	2%↓	2%	2%	2%
Prefer not to say	N Count	1	0	01	3↓	2	4↓	28	13	31	15	50↓	13	12	9
	Column Comparisons											-			

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 14 of 16

								BAN	NER						
						Gamin	g Туре						g Frequ- ncy	Gaming I Ty	
D4 - Which one of these bands de household income before tax or a deductions are made? Please incor credits that you or anyone else household receives, including how well as any income fr	ny other lude any benefits in your	Playing against one other person	Playing against multiple people/teams	Creative and building games	in a	Simula- tion experi- ence	Fitness and dance	Sports	Intera- ctive stories	Makeo- vers	NET: Playing against other people	NET: Daily	Weekly	NET: Character, skins, weapons, armour, tools	NET: Game expan- sion
	% within column	13%	17%	16%	17%	16%	19%	18%	15%	18%	16%	16%	19%	15%	16%
From £1,000 to £1,499 per week / From £52,000 to £77,999 per year	N Count Column Comparisons	50	140	180	95	41	53	129	31	46	165 -	259	85	81	38
C4 500 and above account / C70 000 and	% within column	23%	14%	13%	18% †	23% ↑	17%	19% †	20%	15%	16%	15%	12%	20%	26% ↑
£1,500 and above per week / £78,000 and	N Count	90 1	117	152	102 †	57 †	48	139 †	42 †	38	160	236	55	109 ↑	62 †
above per year	Column Comparisons	aefil			f	fΙ		e f l			-			d	d
	% within column	1%	1%	1%	2%	2%	1%	1%	1%	2%	1%	1%	2%	1%	1%
Don't know	N Count Column Comparisons	5	8	15	14	5	4	7	3	5	10 -	20	8	3	3
	% within column	1%	3%	2%	2%	1%	1%	1%	2%	1%	2%	2%	2%	1%	0%
Prefer not to say	N Count Column Comparisons	4	22	28	10	3	3	10	3	3	22 -	37	9	4	0

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 15 of 16

							BAN	INER					
			G	aming Pui	rchase Typ	oe			Feeling	s about	Gaming Pu	ırchase	
												It's unf-	It's not
56 11111												air that	always
D4 - Which one of these bands de	•											people	clear
household income before tax or a	ny other											•	what I'm
deductions are made? Please inc	lude any benefits	Loot		A stand-								end mo-	going to
or credits that you or anyone else	in vour	boxes/		ard vers-		Early		Regret	What I	I spend		re, get	get for
household receives, including hou	•	packs/		ion of	Α	access		things I	buy is	more		further	my mo-
,	ising benefit, as	chests/	In-game	_	subscri-	to a	Battle	buy	good	than I		in gam-	· -
well as any income fr		bundles		me	ption	game	Pass	online	value	should	feeling	es	games
From £1,000 to £1,499 per week / From	% within column	16%	16%	16%	14%	19%	12%	16%	16%	16%	16%	16%	17%
£52,000 to £77,999 per year	N Count	24	72	23	43	23	25	55	123	70	113	115	74
132,000 to 177,333 pc. year	Column Comparisons												
C1 F00 and above many selection (C70 000 and	% within column	24% 1	15%	27% †	25% †	27% ↑	23% ↑	17%	20%	17%	19% †	16%	18% †
£1,500 and above per week / £78,000 and	N Count	37 1	66	39 †	77 †	33↑	47 ↑	59	151 †	76	140 †	117	80 1
above per year	Column Comparisons			d	d	d	d		c e		c e		
	% within column	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Don't know	N Count	2	3	2	2	1	2	4	9	3	10	11	3
	Column Comparisons												
	% within column	1%	1%	1%	1%	0%	1%	0%↓	1%↓	0%	1%↓	1%	0%↓
Prefer not to say	N Count	2	4	1	2	0	1	1↓	7↓	1	↓ 5 ↓	61	. 1↓
	Column Comparisons												

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 16 of 16

							BANNER					
			Gender respoi				Age of child r	espondent				nder of child ondent
D5 - What is your wor	king status?	Total	Male	Female	8-9	10-12	13-15	16-17	NET: 8-12	NET: 13-17	Male 8-9	Female 8-9
	% within column	2232	1153	1079	449	698	684	401	1147	1085	226	224
Weighted Base	N Count											
	Column Comparisons											
	% within column	2205	1100	1105	439	662	659	445	1101	1104	220	219
Unweighted Base	N Count											
	Column Comparisons											
	% within column	а	а	b	а	b	С	d	е	f	a	b
Column Names	N Count											
	Column Comparisons											
	% within column	60%	62%	58%	59%	58%	63%	58%	58%	61%	61%	56%
In full time employment	N Count	1,332	711	621	263	404	430	234	668	664	138	125
	Column Comparisons	-							-	-		
	% within column	19%	19%	20%	23%	20%	17%	17%	21%	17%	23%	24%
In part time employment	N Count	430	219	211	104	140	118	68	244	186	51	53
	Column Comparisons	-							-	-		
	% within column	4%	3%	4%	3%	5%	4%	3%	4%	4%	2%	4%
Unemployed	N Count	86	40	46	13	34	26	12	48	38	5	9
	Column Comparisons	-							-	-		
	% within column	5%	5%	5%	2%↓	2%↓	7%	10%↑	2%↓	<i>-</i> 8% ↑	2%	2%
A student	N Count	112	53	59	9↓	14↓	47	42 ↑	23↓	. 89 ↑	5	4
	Column Comparisons	-					a b	a b	-	-		
= II II III . C	% within column	10%	9%	10%	12%	11%	7%↓	9%	11% †	7%↓	10%	14%
Full-time responsibility for	N Count	213	100	113	53	79	45↓	36	132 †	81↓	22	31
home/ family	Column Comparisons	-			С	С			-	-		e g
	% within column	1%	1%	0%	0%	1%	1%	1%	0%	1%	0%	0%
Retired	N Count	12	8	4	0	4	4	4	4	8	0	0
	Column Comparisons	-							-	-		
	% within column	1%	1%	1%	1%	2%	1%	1%	2%	1%	2%	1%
Other	N Count	31	17	14	6	14	8	3	20	11	4	3
	Column Comparisons	_							_	_		

							BANNER					
					Age	and gender o	f child respon	dent				Urban/ Rural
			emale 10-		Female 13-		Female 16-	NET: Male 8-	NET: Female	NET: Male	NET: Female	
D5 - What is your wor	king status?	Male 10-12	12	Male 13-15	15	Male 16-17	17	12	8-12	13-17	13-17	NET: Urban
	% within column	361	337	342	341	224	201	587	561	567	536	1986
Weighted Base	N Count											
	Column Comparisons											
	% within column	333	329	324	335	223	253	553	548	547	580	1949
Unweighted Base	N Count											
	Column Comparisons											
	% within column	С	d	е	f	g	h	i	j	k	1	а
Column Names	N Count											
	Column Comparisons											
	% within column	60%	56%	63%	63%	63%	50%↓	60%	56%	63%	59%	61% †
In full time employment	N Count	216	188	214	216	142	101↓	354	313	357	314	1,210 †
	Column Comparisons							-	-	-	-	b
	% within column	20%	20%	16%	19%	18%	16%	21%	22%	17%	18%	19%
In part time employment	N Count	72	68	54	64	41	32	123	121	95	94	382
	Column Comparisons							-	-	-	-	
	% within column	4%	6%	5%	3%	3%	4%	3%	5%	4%	3%	4%
Unemployed	N Count	13	21	16	10	6	8	18	30	22	18	76
	Column Comparisons							-	-	-	-	
	% within column	1%↓	3%	8%	6%	8%	13% ↑	1%↓	3%↓	8%1	8%1	5%
A student	N Count	4↓	11	27	20	18	25 †	81	15↓	451	45 1	101
	Column Comparisons			a b c d	С	a b c d	a b c d f	-	-	-	-	
E. II along a constant the first	% within column	12%	10%	6%	7%	6%	14%	11%	12%	6%	10%	9%↓
Full-time responsibility for	N Count	44	35	21	24	13	28	66	66	33	51	169↓
home/ family	Column Comparisons	е					e f g	-	-	-	-	
	% within column	1%	1%	1%	0%	1%	1%	0%	0%	1%	0%	0%↓
Retired	N Count	2	2	4	0	2	2	2	2	6	2	7↓
	Column Comparisons							-	-	-	-	
	% within column	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%
Other	N Count	9	5	4	4	1	3	12	8	5	7	26
	Column Comparisons							-	-	-	-	

							BANNER					_
		Urban/ Rural		Working	status				D3 - Socia	l grade		
						NET: Not working/						
D5 - What is your wor	•	Rural	Full time	Part time	Student	retired	AB	C1	C2	DE	NET: ABC1	NET: C2DE
	% within column	246	1332	430	112	310	625	580	491	536	1205	1027
Weighted Base	N Count											
	Column Comparisons											
	% within column	256	1376	388	113	286	885	483	357	480	1368	837
Unweighted Base	N Count											
	Column Comparisons											
	% within column	b	a	b	С	d	а	b	С	d	e	f
Column Names	N Count											
	Column Comparisons											
	% within column	50%↓	100% 🕇	0%↓	0%↓	0%↓	80%↑	66% ↑	58%	31%↓		
In full time employment	N Count	122↓	1,332 †	01	01	01	497 ↑	382 ↑	285	167↓	880 †	452↓
	Column Comparisons		bcd				b c d	c d	d		-	-
	% within column	20%	0%↓	100%↑	0%↓	0%↓	11%↓	23%	23%	21%	17%↓	22% ↑
In part time employment	N Count	48	01	430 †	01	01	70↓	131	115	114	201↓	229 ↑
	Column Comparisons			a c d				а	а	а	-	-
	% within column	4%	0%↓	0%↓	0%	28% ↑	1%↓	0%↓	1%↓	14% 🕇	1%↓	8% ↑
Unemployed	N Count	10	01	01	0	86 †	5↓	1↓	5↓	74 ↑	7↓	79 †
	Column Comparisons					аbс				a b c	-	-
	% within column	4%	0%↓	0%↓	100% †	0%↓	4%	5%	5%	5%	5%	5%
A student	N Count	11	01	01	112↑	01	27	31	26	28	58	54
	Column Comparisons				a b d						-	-
E 11 - 11 - 11 - 11 - 11 - 11 - 11 - 11	% within column	18% ↑	0%↓	0%↓	0%↓	68% †	3%↓	5%↓	10%	21% 🕇	4%↓	16% ↑
Full-time responsibility for	N Count	44 ↑	01	01	01	213 †	20↓	27↓	51	115 †	47↓	166 ↑
home/ family	Column Comparisons	а				аbс			a b	a b c	-	-
	% within column	2%↑	0%↓	0%	0%	4% ↑	0%	0%	0%	1%	0%	1%
Retired	N Count	4 ↑	01	0	0	12↑	2	2	2	5	4	8
	Column Comparisons	a				аbс					-	-
	% within column	2%	0%↓	0%	0%	0%	0%↓	1%	1%	4% ↑	0%↓	3%↑
Other	N Count	5	01	0	0	0	2↓	3	6	20 ↑	5↓	
	Column Comparisons		-	-	-	-				a b c	-	-

							BANNER					
		Fin	nancial wellbei	ng	Ethn	icity	Child ide	entified need/	impacting co	ndition	Disability/ Co	ndition in HH
D5 - What is your wor	king status?	Doing well	Getting by	Struggling	White British	NET: All other Ethnicities	Neurodiv- ersity	Mental Health	NET: Identified need/ condition	NET: No identified need/ condition	NET: Yes	No
	% within column	401	1152	655	1742	453	194	109	474	1726	234	792
Weighted Base	N Count Column Comparisons											
	% within column	452	1121	611	1713	452	182	110	458	1713	238	806
Unweighted Base	N Count											
	Column Comparisons % within column	а	b	С	а	b	a	b	С	d	а	b
Column Names	N Count	a	D	C	a	D	a	b	C	u	а	D
	Column Comparisons											
	% within column	78% ↑	62%	45%	58%	64%	45%↓	38%↓	52%↓	62%1	55%	64% †
In full time employment	N Count	313 ↑	719	296	1,016	289	87↓	42↓	246↓	1,0621	128	508 †
	Column Comparisons	b c	С			а			-	a b		a
	% within column	9%↓	20%	24%1	19%	20%	21%	18%	19%	20%	20%	16%
In part time employment	N Count	37↓	228	159 1	335	91	40	20	91	337	47	128
	Column Comparisons		а	a b					-			
	% within column	2%	3%↓	7%1	4%	4%	6%	11%↑	5%	4%	5%	3%
Unemployed	N Count	8	31↓	461	68	17	11	12 †	24	61	11	23
	Column Comparisons			a b				d	-			
	% within column	6%	4%	4%	5%	4%	5%	11%↑	5%	5%	7%	8%
A student	N Count	25	50	29	94	18	9	12 ↑	23	88	16	66
	Column Comparisons							a d	-			
Full time responsibility for	% within column	3%↓	9%	15% 1	10%	7%	20%↑	18% 🕇	15% ↑	8%	10%	7%
Full-time responsibility for home/ family	N Count	12↓	99	99 1	180	30	40 ↑	20 †	72 †	138	23	53
nome, raminy	Column Comparisons		а	a b	b		d	d	-			
	% within column	0%	1%	1%	1%	0%	1%	0%	1%	0%	1%	1%
Retired	N Count	1	7	4	10	2	2	0	4	8	2	6
	Column Comparisons								-			
	% within column	0%	1%	2%	2%	1%	2%	3%	2%	1%	2%	1%
Other	N Count	2	13	16	26	5	4	4	12	20	5	6
	Column Comparisons								-			

							BANNER					
		Educational Plan (I		Ben	efits	Parental	Controls	Pa	rental Conce	rn	Time Spe (Wee	
D5 - What is your wor	king status?	Has an EHCP	Don't have	NET: House- hold recei- ves Benefits	No Benefits	NET: Has Parental Controls	No Controls	Not Concerned	A little Concerned	NET: Moder- ately/ Very Concerned	0 - 2hrs	3 - 4hrs
,	% within column	161	2071	925	1200	1865	339	1053	550	605	873	938
Weighted Base	N Count Column Comparisons											
Unweighted Base	% within column N Count	157	2048	883	1222	1839	342	1016	555	614	855	924
Column Names	Column Comparisons % within column N Count	a	b	а	b	a	b	a	b	С	a	b
Column Names	Column Comparisons											
	% within column	53%	60%	46%↓		62% ↑		52%↓	63%	71% 🕇	60%	61%
n full time employment	N Count Column Comparisons	86	1,246	426↓	861 †	1,156 ↑ b	171↓	547↓	349 a	430 ↑ a b	524	569
	% within column	11%	20%	20%	18%	19%	19%	24%↑	17%	14%↓	19%	20%
In part time employment	N Count Column Comparisons	17	413 a	187	215	361	65	249 † b c	94	84↓	169	184
	% within column	5%	4%	8% †	1%↓	4%	4%	4%	3%	3%	3%	4%
Unemployed	N Count Column Comparisons	8	78	71 † b	9‡	65	14	46	16	18	28	34
	% within column	4%	5%	6%	4%↓	4%↓	10%↑	6%	5%	4%	5%	5%
A student	N Count Column Comparisons	7	105	52 b	45↓	76↓	35 ↑ a	60	28	23	40	44
Full-time responsibility for	% within column N Count	23% ↑ 37 ↑	8% 176			8%↓ 156↓		11% ↑ 120 ↑	9% 50	6%↓ 37↓	10% 85	9% 87
home/ family	Column Comparisons	b		b			a	С				
	% within column	0%	1%	1%	0%	0%	1%	1%	0%	1%	1%	0%
Retired	N Count Column Comparisons	0	12	6	5	8	4	7	2	3	8	2
	% within column	3%	1%	3% †	1%↓	1%	1%	2%	1%	1%	2%	1%
Other	N Count Column Comparisons	4	27	24 1 b	7↓	27	4	16	8	7	13	13

							BANNER					
		Time Spe	ent Online (W	eekday)		Time Sp	ent Online (W	eekend)			Spent Money	
DE Milatia a constituit de la constituit	1			NET: 5+					NET: 5+	Bought something on either Social Medi- a, or while	Bought something on social	Bought something while
D5 - What is your wor	_	5 - 6hrs	6+ hrs	Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6 hrs	Hours	gaming	media	Gaming
Weighted Base	% within column N Count Column Comparisons	278	102	380	291	785	622	492	1114	1289	768	1125
Unweighted Base	% within column N Count Column Comparisons	282	106	388	281	777	619	489	1108	1296	800	1128
Column Names	% within column N Count Column Comparisons	С	d	е	a	b	С	d	е	а	b	С
	% within column	62%	58%	61%	60%	62%	60%	58%	59%	66%↑	72% ↑	67% ↑
In full time employment	N Count Column Comparisons	171	59	230	176	486	373	284	657 -	849 ↑ e	554 ↑ e	757 † e
	% within column	18%	14%	17%	17%	20%	20%	18%	19%	17%↓	15%↓	16%↓
In part time employment	N Count Column Comparisons	49	14	63 -	51	159	122	90	211	213↓	113↓	180↓
	% within column	4%	7%	5%	5%	3%	3%	5%	4%	4%	3%	4%
Unemployed	N Count Column Comparisons	11	7	19 -	14	23	19	24	- 43	48	20	41
	% within column	7%	8%	7%	5%	4%	5%	6%	6%	5%	5%	4%
A student	N Count Column Comparisons	18	8	27 -	15	31	32	31	63 -	61	35	47
Full-time responsibility for	% within column	8%	11%	9%	8%	9%	10%	10%	10%	7%↓	5%↓	
home/ family	N Count Column Comparisons	21	12	- 33	24	69	62	50	111	91↓	40↓	
	% within column	1%	0%	1%	1%	0%	0%	1%	0%	0%	0%	0%
Retired	N Count Column Comparisons	2	0	- 2	4	3	2	3	- 5	3	1	3

							BANNER					
		Spent	Money		SM purcha	se category			Feelings about	SM purchase		Gaming Method
D5 - What is your wor	king status?	Bought something from both	Not bought from either	Product	Activity	Subscription / Upgrade	NET: Gift	Regret things I buy online	What I buy is good value	I spend more than I should	I like the feeling	Games console or games player
	% within column	604	943	429	153	216	158	314	556	378	565	1330
Weighted Base	N Count Column Comparisons											
Unweighted Base	% within column N Count Column Comparisons	632	909	450	165	226	171	329	585	402	596	1316
Column Names	% within column N Count Column Comparisons	d	е	а	b	С	d	а	b	С	d	a
	% within column	76%↑	51%↓	73%	80%	77%	83% 🕇	78% ↑	75% ↑	80%↑	74% ↑	61%
In full time employment	N Count Column Comparisons	461 ↑ e	483↓	312	122	167	131↑	245 †	416 ↑	301 ↑	421 ↑	812
	% within column	13%↓	23%↑	14%	12%	13%	9%	10%↓	12%↓	10%↓	13%↓	19%
In part time employment	N Count Column Comparisons	80↓	217 † a b c d	58	18	28	14	33↓		38↓	76↓	251
Unemployed	% within column N Count Column Comparisons	2% 14	4% 38	2% 7	1% 1	1% 2	3% 4	3% 9	2%↓ 10↓	2% 8	3% 15	3% 45
	% within column	4%	5%	6%	4%	4%	4%	5%	6%	4%	4%	5%
A student	N Count Column Comparisons	21	50	25	6	9	6	14	31	16	25	64
Full time responsibility for	% within column	4%↓	13%↑	6%	4%	5%	2%	4%↓	5%↓	3%↓	4%↓	9%
Full-time responsibility for home/family	N Count	22↓	122↑	24	6	10	3	13↓	30↓	12↓	25↓	123
nome, ranniy	Column Comparisons		a b c d									
	% within column	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	1%
Retired	N Count Column Comparisons	1	9	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	7

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 7 of 20

							BANNER					
			Gaming N	Лethod					Gaming Type			
D5 - What is your wor	king status?	Desktop computer, laptop or netbook	Mobile phone or smartphone	Tablet	NET: Any Gaming	Puzzles or quizzes	Action/ adventure	Shooters	Playing against one other person	Playing against multiple people/teams	Creative and building games	Playing in a virtual worlds
	% within column	572	1316	782	2140	650	731	547	387	822	1151	557
Weighted Base	N Count											
	Column Comparisons											
	% within column	582	1317	774	2117	662	740	564	395	802	1111	570
Unweighted Base	N Count											
	Column Comparisons											
	% within column	b	С	d	е	а	b	С	d	е	f	g
Column Names	N Count											
	Column Comparisons											
	% within column	62%	61%	60%	60%	62%	67%↑	69%1		59%	55%↓	62%
In full time employment	N Count	357	796	466	1,280	402	491 †	378 1		483	629↓	343
	Column Comparisons				-	f	aefgl	aefgl	efgl	f		f
	% within column	15%	18%	19%	19%	17%	15%↓	14%		20%	22% ↑	
In part time employment	N Count	87	238	151	411	110	108↓	75↓	53↓	165	257 ↑	105
	Column Comparisons				-					b c	a b c d g	
	% within column	3%	4%	4%	4%	3%	3%	4%	3%	4%	4%	3%
Unemployed	N Count	18	50	33	80	18	19	20	11	31	44	16
	Column Comparisons				-							
	% within column	7%	5%	4%	5%	6%	5%	5%	5%	6%	4%	6%
A student	N Count	40	71	28	110	36	34	30	19	47	49	32
	Column Comparisons	a d			-							
Full-time responsibility for	% within column	9%	10%	11%	9%	10%	9%	7%	7%	9%	12% ↑	9%
home/ family	N Count	49	125	88	203	67	64	36	28	72	133↑	51
nome, runny	Column Comparisons				-	j					c d e j	
	% within column	1%	1%	0%	1%	1%	0%	0%	0%	1%	1%	1%
Retired	N Count	4	8	1	12	3	3	2	1	4	7	3
	Column Comparisons				-							

							BANNER					
				Gaming	g Type			Gaming F	requency	Gam	ning Purchase ⁻	Туре
D5 - What is your wor	king status?	Simulation experience	Fitness and dance	Sports	Interactive stories	Makeovers	NET: Playing against other people	NET: Daily	Weekly	NET: Character, skins, weapons, armour, tools		Loot boxes/ packs/ chests/ bundles
	% within column	248	278	728	207	249	1027	1602	460	535	237	151
Weighted Base	N Count Column Comparisons											
Unweighted Base	% within column N Count Column Comparisons	266	283	736	218	257	1009	1567	480	549	250	158
Column Names	% within column N Count Column Comparisons	h	i	j	k	I	m	a	b	а	b	С
	% within column	69% ↑	66%	67%↑	69% ↑	60%	61%	60%	62%	68%	77% ↑	70%
In full time employment	N Count	171 ↑	184	490 ↑	142↑	150	627	958	286	365	182↑	106
	Column Comparisons	f	f	aefg			-				d	
	% within column	14%	17%	17%	17%	22%	19%	19%	20%	15%	10%	12%
In part time employment	N Count	36	47	127	34	55	198	304	91	81	24	18
	Column Comparisons					b c d	-					
	% within column	2%	1%	3%	1%	2%	4%	4%	3%	3%	2%	4%
Unemployed	N Count Column Comparisons	6	3	19	2	6	38	60	12	19	4	6
	% within column	6%	6%	5%	4%	6%	5%	5%	6%	4%	4%	4%
A student	N Count Column Comparisons	15	16	37	8	15	52 -	76	27	22	11	6
E. H. Maria and a state of the	% within column	8%	7%	6%↓	7%	8%	8%	10%	8%	6%	5%	8%
Full-time responsibility for home/family	N Count Column Comparisons	19	20	44↓	14	21	- 84	159	35	33	13	12
	% within column	0%	0%	0%	0%	0%	1%	1%	1%	1%	0%	0%
Retired	N Count Column Comparisons	0	1	3	0	0	- 6	9	3	3	0	0

							BANNER					
			Gan	ning Purchase	Туре			Fee	elings about G	aming Purcha	ase	
D5 - What is your wor	king status?	In-game money	A standard version of the game	A subscription	Early access to a game	Battle Pass	Regret things I buy online	What I buy is good value	I spend more than I should	I like the feeling	It's unfair that people who spend more, get further in games	It's not always clear what I'm going to get for my mon- ey in games
Weighted Base	% within column N Count Column Comparisons	447	147	302	122	205	346	772	445	720	715	449
Unweighted Base	% within column N Count Column Comparisons	428	154	320	133	211	356	777	454	734	710	459
Column Names	% within column N Count Column Comparisons	d	е	f	g	h	a	b	С	d	е	f
	% within column	62%↓	76%	72%	86% †		78% †		75%↑	72% ↑		
In full time employment	N Count	278↓	112	218	105 †	149	271 †	531 ↑	334 †	516 †	483 1	321 ↑
	Column Comparisons		d	d	acdfh				е	е		
	% within column	19%	16%	12%	5%↓	11%	14%	15%↓	13%↓	15%↓	16%	14%↓
In part time employment	N Count Column Comparisons	86	23	35	6 ↑		49	113↓	60↓	105↓		65↓
	% within column	4%	0%	3%	1%	3%	2%	4%	3%	3%	4%	3%
Unemployed	N Count Column Comparisons	17	0	8	1	7	7	31	15	23	29	13
	% within column	4%	1%	5%	4%	3%	2%↓		3%	4%	4%	4%
A student	N Count Column Comparisons	16	2	16	5	6	61		11	26	28	18
Full-time responsibility for	% within column	8%	2%	6%	3%	7%	3%↓		5%↓	5%↓		
ull-time responsibility for ome/ family	N Count Column Comparisons	38	3	18	4	14	10↓		21↓	37↓		
	% within column	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
Retired	N Count Column Comparisons	1	0	0	0	1	1	1	0	1	2	1

							BANNER					
			Gender respoi				Age of child i	espondent				nder of child ondent
D5 - What is your wor	king status?	Total	Male	Female	8-9	10-12	13-15	16-17	NET: 8-12	NET: 13-17	Male 8-9	Female 8-9
	% within column	1%	1%	1%	1%	2%	1%	1%	2%	1%	2%	1%
Other	N Count	31	17	14	6	14	8	3	20	11	4	3
	Column Comparisons	-							-	-		
	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	N Count	2	0	2	0	0	2	0	0	2	0	0
	Column Comparisons	-							-	-		
	% within column	1%	0%	1%	0%	1%	0%	1%	1%	0%	0%	0%
Prefer not to say	N Count	14	6	9	1	8	3	2	9	5	1	0
	Column Comparisons	-							-	-		
	% within column	14%	13%	15%	15%	17%	11%	13%	16% 1	12%↓	12%	17%
NET: Not working/ retired	N Count	310	147	163	66	118	75	52	184 1	127↓	27	39
	Column Comparisons	-				С			-	-		

							BANNER					
					Age	and gender o	f child respon	ndent				Urban/ Rural
			Female 10-		Female 13-		Female 16-	NET: Male 8-	NET: Female	NET: Male	NET: Female	
D5 - What is your wor	king status?	Male 10-12	12	Male 13-15	15	Male 16-17	17	12	8-12	13-17	13-17	NET: Urban
	% within column	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%
Other	N Count	9	5	4	4	1	3	12	8	5	7	26
	Column Comparisons							-	-	-	-	
	% within column	0%	0%	0%	1%↑	0%	0%	0%	0%	0%	0%	0%
Don't know	N Count	0	0	0	21	0	0	0	0	0	2	2
	Column Comparisons							-	-	-	-	
	% within column	0%	2%1	1%	0%	1%	0%	0%	1%	1%	0%	1%
Prefer not to say	N Count	1	71	2	1	1	1	2	7	4	2	13
	Column Comparisons							-	-	-	-	
	% within column	16%	17%	12%	10%	9%	19%	15%	17%	11%	13%	13%↓
NET: Not working/ retired	N Count	59	58	40	34	21	38	86	98	61	72	252↓
_	Column Comparisons							_	_	_	_	

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 12 of 20

							BANNER					
		Urban/ Rural		Working	g status				D3 - Socia	al grade		
						NET: Not working/						
D5 - What is your wor	king status?	Rural	Full time	Part time	Student	retired	AB	C1	C2	DE	NET: ABC1	NET: C2DE
	% within column	2%	0%↓	0%	0%	0%	0%↓	1%	1%	4% ↑	0%↓	3%↑
Other	N Count	5	01	0	0	0	2↓	3	6	20 ↑	5↓	26 †
	Column Comparisons		-	-	-	-				a b c	-	-
	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	N Count	0	0	0	0	0	0	0	0	2	0	2
	Column Comparisons		-	-	-	-					-	-
	% within column	0%	0%↓	0%	0%	0%	0%	0%	0%	2% ↑	0%	1%
Prefer not to say	N Count	1	01	0	0	0	1	2	1	10 †	3	11
	Column Comparisons		-	-	-	-				a	-	-
	% within column	24%↑	0%↓	0%↓	0%↓	100% †	4%↓	5%↓	12%	36% ↑	5%↓	25% ↑
NET: Not working/ retired	N Count	58 †	01	01	01	310 †	28↓	30↓	58	194 †	58↓	252↑
	Column Comparisons	а				аbс			a b	a b c	-	-

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 13 of 20

							BANNER					
		Fir	ancial wellbei	ng	Ethn	icity	Child ide	ntified need,	/ impacting co	ondition	Disability/ Con	dition in HH
						NET: All other	Neurodiv-	Mental	NET: Identified need/	NET: No identified need/		
D5 - What is your wor	king status?	Doing well	Getting by	Struggling	White British	Ethnicities	ersity	Health	condition	condition	NET: Yes	No
	% within column	0%	1%	2%	2%	1%	2%	3%	2%	1%	2%	1%
Other	N Count	2	13	16	26	5	4	4	12	20	5	6
	Column Comparisons								-			
	% within column	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%
Don't know	N Count	0	2	0	2	0	1	0	1	1	1	1
	Column Comparisons								-			
	% within column	1%	0%	1%	1%	0%	0%	0%	0%	1%	1%	0%
Prefer not to say	N Count	3	3	6	10	2	0	0	2	11	1	1
	Column Comparisons								-			
	% within column	5%↓	12%↓	23%1	15%	11%	27%↑	29% 🕇	21% 🕇	12%	15%	10%
NET: Not working/ retired	N Count	21↓	137↓	1491	258	49	52 †	32 †	99 ↑	208	36	83
	Column Comparisons		a	a b	b		d	d	-		b	

							BANNER					
		Educational Plan (I		Ben	efits	Parenta	l Controls	Pa	arental Conce	rn	Time Spe (Wee	
			Don't have	NET: House- hold recei-		NET: Has Parental		Not	A little	NET: Moder- ately/ Very		
D5 - What is your wor	king status?	Has an EHCP	an EHCP	ves Benefits	No Benefits	Controls	No Controls	Concerned	Concerned	Concerned	0 - 2hrs	3 - 4hrs
	% within column	3%	1%	3%↑	1%↓	1%	1%	2%	1%	1%	2%	1%
Other	N Count	4	27	24 ↑	7↓	27	4	16	8	7	13	13
	Column Comparisons			b								
	% within column	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	N Count	1	1	1	1	2	0	1	1	0	0	2
	Column Comparisons	b										
	% within column	1%	1%	1%	0%↓	1%	0%	1%	1%	0%	1%	0%
Prefer not to say	N Count	1	13	9	2↓	12	1	8	3	2	6	4
	Column Comparisons			b								
	% within column	28% ↑	13%↓	24%↑	6%↓	12%	18%	16%↑	12%	10%↓	14%	13%
NET: Not working/ retired	N Count	45 ↑	266↓	2261	69↓	230	63	173 †	67	59↓	120	122
	Column Comparisons	b		b			a	С				

							BANNER					
		Time Spe	ent Online (Wo	eekday)		Time Spe	ent Online (W	/eekend)		_	Spent Money	
				NET: 5+					NET: 5+	Bought something on either Social Medi- a, or while	Bought something on social	Bought something while
D5 - What is your wor	king status?	5 - 6hrs	6+ hrs	Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6 hrs	Hours	gaming	media	Gaming
	% within column	1%	1%	1%	1%	1%	1%	2%	2%	1%	0%↓	1%
Other	N Count	4	1	5	4	10	9	8	17	15	2↓	15
	Column Comparisons			-					-			
	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	N Count	0	0	0	0	0	2	0	2	1	0	1
	Column Comparisons			-					-			
	% within column	0%	0%	0%	1%	1%	0%	0%	0%	1%	0%	1%
Prefer not to say	N Count	1	0	1	4	5	1	2	4	8	2	8
•	Column Comparisons			-					-			
	% within column	12%	19%	14%	14%	12%	13%	16%	14%	11%↓	8%↓	10%↓
NET: Not working/ retired	N Count	35	19	54	41	95	83	77	160	141↓	62↓	116↓
-	Column Comparisons			-					-			

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 16 of 20

							BANNER					
		Spent	Money		SM purcha	ase category			Feelings about	SM purchase		Gaming Method
D5 - What is your wor	king status?	Bought something from both	Not bought from either	Product	Activity	Subscription / Upgrade	NET: Gift	Regret things I buy online	What I buy is good value	I spend more than I should	I like the feeling	Games console or games player
D5 What is your wor	% within column	0%	2%	0%	0%	7 Opgrade 0%	0%	0%	0%↓	0% ↓	0% ↓	2%
Other	N Count	2	16	1	0	0	0	0	1↓	14	1↓	21
	Column Comparisons		b d									
	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	N Count Column Comparisons	0	1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	1
	% within column	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%
Prefer not to say	N Count	2	6	2	0	0	0	0	0	2	2	5
	Column Comparisons											
	% within column	6%↓	18%↑	7%	5%	6%	5%	7%↓	7%↓	5%↓	7%↓	13%
NET: Not working/ retired	N Count	37↓	. 169 ↑	31	7	12	7	22↓	40↓	20↓	40↓	176
	Column Comparisons		a b c d									

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 17 of 20

							BANNER					
			Gaming N	∕lethod					Gaming Type			
		Desktop								Playing against		
		computer,	Mobile						Playing	multiple	Creative and	Playing in a
		laptop or	phone or		NET: Any	Puzzles or	Action/		against one	people/	building	virtual
D5 - What is your wor	king status?	netbook	smartphone	Tablet	Gaming	quizzes	adventure	Shooters	other person	teams	games	worlds
	% within column	2%	2%	1%	1%	2%	1%	1%	1%	2%	2%	1%
Other	N Count	12	20	6	29	10	10	5	3	16	22	7
	Column Comparisons				-							
	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	N Count	1	2	2	2	1	0	0	0	1	1	0
	Column Comparisons				-							
	% within column	1%	0%	1%	1%	0%	0%	0%	0%	0%	1%	0%
Prefer not to say	N Count	3	4	7	13	3	2	2	1	3	8	1
	Column Comparisons				-							
	% within column	12%	14%	16%	14%	14%	12%	11%	10%	13%	16% ↑	12%
NET: Not working/ retired	N Count	71	183	122	295	88	86	58	40	108	184 ↑	69
	Column Comparisons				-	j				j	bcdehij	

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 18 of 20

							BANNER					
				Gamin	g Type			Gaming F	requency	Gam	ing Purchase	Туре
										NET: Charac-		
										ter, skins,		Loot boxes/
							NET: Playing			weapons,		packs/
		Simulation	Fitness and		Interactive		against			armour,	NET: Game	chests/
D5 - What is your wor	king status?	experience	dance	Sports	stories	Makeovers	other people	NET: Daily	Weekly	tools	expansion	bundles
	% within column	0%	1%	1%	1%	0%	2%	2%	1%	2%	1%	1%
Other	N Count	1	3	8	2	1	17	25	4	9	3	1
	Column Comparisons						-					
	% within column	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%
Don't know	N Count	0	1	0	1	0	1	1	0	0	0	0
	Column Comparisons						-			-	-	-
	% within column	0%	1%	0%	1%	1%	0%	1%	1%	1%	0%	1%
Prefer not to say	N Count	1	2	1	2	2	4	11	3	3	0	1
	Column Comparisons						-					
	% within column	10%	9%	9%↓	8%	11%	12%	14%	11%	10%	7%	12%
NET: Not working/ retired	N Count	25	24	65↓	16	27	127	228	50	54	17	18
	Column Comparisons						-					е

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 19 of 20

							BANNER					
			Gan	ning Purchase	Туре			Fee	lings about G	aming Purcha	ase	
											It's unfair that people who spend	It's not always clear what I'm
			A standard				Regret		I spend		more, get	going to get
		In-game	version of	Α	Early access			What I buy is	more than I	I like the	further in	for my mon-
D5 - What is your wor	king status?	money	the game	subscription	to a game	Battle Pass	online	good value	should	feeling	games	ey in games
	% within column	1%	2%	2%	0%	1%	0%↓	1%	0%	1%	2%	1%
Other	N Count	5	2	5	0	3	1↓	7	1	7	12	4
	Column Comparisons											
	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	N Count	0	0	0	0	0	0	0	0	0	0	0
	Column Comparisons	-	-	-	-	-	-	-	-	-	-	-
	% within column	1%	3%1	1%	1%	1%	0%	1%	1%	1%	1%	1%
Prefer not to say	N Count	5	51	2	1	2	1	6	2	4	6	2
	Column Comparisons		а									
	% within column	13%	2%	9%	4%	11%	5%↓	10%↓	8%↓	9%↓	10%	9%↓
NET: Not working/ retired	N Count	57	31	26	5	23	19↓	81↓	36↓	62↓	73	40↓
	Column Comparisons	е		е		е		а				

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 20 of 20

D6 - Could you please tell us whether you	or anyone in your				BANN	ER			
household currently receives the following	g benefits? Please	(Sender of child	d respondent		Age of	f child respond	ent	
make sure to enter some text in specify bo	OX _		Male	Female	8-9	10-12	13-15	16-17	NET: 8-12
	% within column	2232	1153	1079	449	698	684	401	1147
Weighted Base	N Count								
	Column Comparisons								
	% within column	2205	1100	1105	439	662	659	445	1101
Jnweighted Base	N Count								
	Column Comparisons								
	% within column	a	а	b	a	b	С	d	6
Column Names	N Count								
	Column Comparisons								
	% within column	4%	4%	3%	5%	4%	3%	4%	4%
ncome Support	N Count	83	49	33	21	25	20	16	40
	Column Comparisons	-							-
	% within column	2%	2%	2%	2%	2%	2%	1%	2%
ncome-based Jobseeker's Allowance	N Count	39	18	22	10	14	11	4	24
	Column Comparisons	-							-
	% within column	3%	3%	2%	4%↑	2%	2%	2%	3%
ensions Credit (Guaranteed Credit)	N Count	58	38	20	19 ↑	16	15	8	35
	Column Comparisons	-	b						-
	% within column	1%	1%	1%	1%	1%	2%	1%	1%
ensions Credit (no Guaranteed Credit)	N Count	23	16	7	5	5	11	2	10
	Column Comparisons	-							-
	% within column	5%	6%	4%	4%	6%	5%	4%	5%
mployment and Support Allowance (ESA)	N Count	106	66	40	19	39	31	16	59
	Column Comparisons	-	b						-
	% within column	20%	18%	22%	17%	21%	20%	21%	20%
niversal Credit (and household has other earnings).	N Count	449	212	237	77	150	140	83	227
	Column Comparisons	-							-
Indiana Conditional beautiful beautiful	% within column	9%	8%	9%	10%	9%	7%	9%	10%
Universal Credit (and household has no other	N Count	190	93	96	47	62	46	35	109
earnings).	Column Comparisons	_							_

5 - Could you please tell us whether you or anyone in ousehold currently receives the following benefits? Pl					BAI	NNER			
	•	Age of child respondent			Age and g	ender of child r	espondent		
make sure to enter some text in specify bo	ОХ	NET: 13-17	Male 8-9	Female 8-9	Male 10-12	Female 10-12	Male 13-15	Female 13-15	Male 16-17
	% within column	1085	226	224	361	337	342	341	224
Weighted Base	N Count								
	Column Comparisons								
	% within column	1104	220	219	333	329	324	335	223
Unweighted Base	N Count								
	Column Comparisons								
	% within column	f	a	b	С	d	е	f	g
Column Names	N Count								
	Column Comparisons								
	% within column	3%	5%	5%	4%	3%	4%	2%	5%
Income Support	N Count	36	10	11	13	11	14	6	11
	Column Comparisons	-							
	% within column	1%	2%	2%	1%	3%	2%	2%	1%
Income-based Jobseeker's Allowance	N Count	15	5	5	5	9	5	6	2
	Column Comparisons	-							
	% within column	2%	4%	4%	3%	2%	3%	1%	3%
Pensions Credit (Guaranteed Credit)	N Count	23	9	10	11	5	11	4	7
	Column Comparisons	-	h	h					
	% within column	1%	1%	1%	1%	1%	2%1	1%	1%
Pensions Credit (no Guaranteed Credit)	N Count	13	2	2	3	2	81	3	2
	Column Comparisons	-							
	% within column	4%	6%	3%	7%	4%	5%	4%	5%
Employment and Support Allowance (ESA)	N Count	47	13	6	24	15	18	13	10
	Column Comparisons	-							
	% within column	21%	17%	18%	18%	25%	19%	21%	19%
Universal Credit (and household has other earnings).	N Count	223	38	39	67	83	67	73	42
	Column Comparisons	-							
Universal Credit (and household has no other	% within column	7%	11%	10%	7%	11%	8%	6%	8%
Universal Credit (and household has no other earnings).	N Count	81	24	23	24	38	27	19	19
carrings).	Column Comparisons	-							

					BAN	NER			
D6 - Could you please tell us whether you	or anyone in your		Age and g	ender of child	respondent		Urban/	Rural	Working status
household currently receives the followin	g benefits? Please	N	IET: Male 8-	NET: Female	NET: Male 13-	NET: Female			
make sure to enter some text in specify b	ОХ	Female 16-17	12	8-12	17	13-17	NET: Urban	Rural	Full time
	% within column	201	587	561	567	536	1986	246	1332
Weighted Base	N Count								
	Column Comparisons								
	% within column	253	553	548	547	580	1949	256	1376
Unweighted Base	N Count								
	Column Comparisons								
	% within column	h	i	j	k	1	а	b	а
Column Names	N Count								
	Column Comparisons								
	% within column	3%	4%	4%	4%	2%	4% ↑	0%↓	5% ↑
Income Support	N Count	5	24	22	25	11	82 †	1↓	67 1
	Column Comparisons		_	-	-	-	b		b d
	% within column	1%	2%	2%	1%	1%	2%	1%	2%
Income-based Jobseeker's Allowance	N Count	2	10	14	8	8	38	1	25
	Column Comparisons		_	-	-	-			
	% within column	1%↓	3%	3%	3%	1%↓	3% ↑	1%↓	4% ↑
Pensions Credit (Guaranteed Credit)	N Count	1↓	20	15	18	5↓	57 †	1↓	51 †
·	Column Comparisons		_	-	-	-	b		b d
	% within column	0%	1%	1%	2%	1%	1%	0%	2%↑
Pensions Credit (no Guaranteed Credit)	N Count	0	5	4	11	3	23	0	22🕇
·	Column Comparisons		_	-	-	-			b d
	% within column	3%	6%	4%	5%	4%	5%	3%	5%
Employment and Support Allowance (ESA)	N Count	7	37	21	28	20	98	8	71
	Column Comparisons		-	-	-	-			
	% within column	25%	18%	22%	19%	23%	20%	21%	14%↓
Universal Credit (and household has other earnings)	N Count	49	104	123	108	121	398	51	190↓
,	Column Comparisons		_	-	-	-			
	% within column	9%	8%	11%	8%	7%	8%	10%	3%↓
Universal Credit (and household has no other	N Count	18	48	62	46	37	166	24	44↓
earnings).	Column Comparisons	-	-	-	-	-			

					BANN	ER			
DC Co. Id. o. alasas Isli as Ibalbas a		V	Vorking status			D3 -	- Social grade		
D6 - Could you please tell us whether you household currently receives the following	= =			NET: Not working/					
make sure to enter some text in specify bo)X	Part time	Student	retired	AB	C1	C2	DE	NET: ABC1
	% within column	430	112	310	625	580	491	536	1205
Weighted Base	N Count								
	Column Comparisons								
	% within column	388	113	286	885	483	357	480	1368
Unweighted Base	N Count								
	Column Comparisons								
	% within column	b	С	d	а	b	С	d	е
Column Names	N Count								
	Column Comparisons								
	% within column	1%↓	4%	1%↓	7% ↑	1%↓	2%	3%	4%
Income Support	N Count	4↓	5	3↓	44 ↑	81	12	18	53
	Column Comparisons		b		bcd			DE 536 480 d 3% 18 2% 11 1% 7 0% 2 4% 20 35% 185 a b c 25% 134 1	-
	% within column	2%	3%	1%	3% ↑	1%	1%	2%	2%
Income-based Jobseeker's Allowance	N Count	7	3	4	19 ↑	6	4	11	24
	Column Comparisons								_
	% within column	0%↓	3%	0%↓	6% ↑	1%	2%	1%	4% 1
Pensions Credit (Guaranteed Credit)	N Count	2↓	4	01	36 ↑	7	9	7	43 1
	Column Comparisons		b d		bcd				-
	% within column	0%	0%	0%	3% ↑	0%	1%	0%	1%
Pensions Credit (no Guaranteed Credit)	N Count	1	0	0	16 ↑	1	4	2	17
	Column Comparisons				b d				_
	% within column	2%↓	6%	4%	8% †	3%	3%	4%	6%
Employment and Support Allowance (ESA)	N Count	10↓	7	11	52 ↑	18	16	20	70
	Column Comparisons				bcd				-
	% within column	29% ↑	20%	32% ↑	9%↓	18%	21%	35% ↑	13%↓
Universal Credit (and household has other earnings).	N Count	124 †	22	99 ↑	56↓	107	102	185 †	162↓
niversal Credit (and household has other earnings)	Column Comparisons	а		ас		а	а	a b c	-
	% within column	5%↓	10%	32% ↑	4%↓	3%↓	3%↓	25% ↑	4%↓
Universal Credit (and household has no other	N Count	19↓	12	100 ↑	23↓	20↓	13↓	134 ↑	43↓
earnings).	Column Comparisons		a b	аbс				аЬс	_

-					BAN	INER			_
D6 - Could you please tell us whether you	-	D3 - Social grade	Fir	nancial wellbeir	ng	Ethr	nicity	Child identif	
household currently receives the following	-						NET: All other	Neurodiv-	Mental
make sure to enter some text in specify bo	OX	NET: C2DE	Doing well	Getting by	Struggling	White British	Ethnicities	ersity	Health
	% within column	1027	401	1152	655	1742	453	194	109
Weighted Base	N Count								
	Column Comparisons								
	% within column	837	452	1121	611	1713	452	182	110
Unweighted Base	N Count								
	Column Comparisons								
	% within column	f	a	b	С	a	b	a	b
Column Names	N Count								
	Column Comparisons								
	% within column	3%	12% ↑	2%↓	2%	3%	6% ↑	2%	6%
Income Support	N Count	30	48 †	25↓	10	57	26 †	4	7
	Column Comparisons	-	b c				a		
	% within column	1%	4% ↑	1%	2%	2%	2%	2%	4%
Income-based Jobseeker's Allowance	N Count	15	16 †	14	10	28	11	4	5
	Column Comparisons	-	b c						d
	% within column	1%↓	9% ↑	2%↓	1%	3%	3%	1%	3%
Pensions Credit (Guaranteed Credit)	N Count	15↓	35 †	18↓	5.	44	14	3	3
	Column Comparisons	-	b c						
	% within column	1%	3% ↑	1%	0%	1%	1%	1%	3%
Pensions Credit (no Guaranteed Credit)	N Count	6	13 ↑	9	1	18	5	2	3
	Column Comparisons	-	b c	С					d
	% within column	3%	12% ↑	3%↓	4%	5%	4%	3%	7%
Employment and Support Allowance (ESA)	N Count	36	49 ↑	31↓	25	85	20	6	7
	Column Comparisons	-	b c						
	% within column	28% ↑	10%↓	18%↓	31%1	22%	15%↓	33% ↑	30%
Universal Credit (and household has other earnings).	N Count	287 ↑	41↓	204↓	2031	375 †	69↓	63 †	32
	Column Comparisons	-		a	a b	b		d	d
Universal Credit (and household has no other	% within column	14% ↑	6%	6%↓	15%1	9%↑	5%↓	15% ↑	28% ↑
earnings).	N Count	147 ↑	23	65↓	1011	164 †	24↓	29 ↑	31 ↑
	Column Comparisons	-			a b	b		d	a d

					BAN	INER			
			tified need/ g condition	Disability/ Con	dition in HH	Educational Plan (Health Care EHCP)	Ben	efits
D6 - Could you please tell us whether you household currently receives the following	= =	NET: Identi- fied need/	NET: No identified ne-				Don't have an	NET: House- hold receives	
make sure to enter some text in specify bo	ОХ	condition	ed/ condition	NET: Yes	No	Has an EHCP	EHCP	Benefits	No Benefits
	% within column	474	1726	234	792	161	2071	925	1200
Weighted Base	N Count								
	Column Comparisons								
	% within column	458	1713	238	806	157	2048	883	1222
Unweighted Base	N Count								
	Column Comparisons								
	% within column	С	d	a	b	а	b	a	b
Column Names	N Count								
	Column Comparisons								
	% within column	5%	3%	5%	3%↓	10%↑	3%↓	9% ↑	0%↓
Income Support	N Count	25	58	13	20↓	. 17 †	66↓	83 †	01
	Column Comparisons	-		b		b		b	
	% within column	4%1	1%↓	4% ↑	1%↓	7% ↑	1%↓	4% ↑	0%↓
Income-based Jobseeker's Allowance	N Count	181	21↓	9 ↑	6 1	10 †	29↓	39 ↑	01
	Column Comparisons	-		b		b		b	
	% within column	4%	2%	2%	2%	5%	2%	6% ↑	0%↓
Pensions Credit (Guaranteed Credit)	N Count	17	41	5	17	8	50	58 †	01
	Column Comparisons	-						b	
	% within column	3%1	1%↓	4% ↑	0%4	6% ↑	1%↓	3% ↑	0%↓
Pensions Credit (no Guaranteed Credit)	N Count	141	10↓	10 †	4.	10 †	14↓	23 ↑	01
	Column Comparisons	-		b		b		b	
	% within column	6%	5%	7%	4%	12% ↑	4%↓	11% ↑	0%↓
Employment and Support Allowance (ESA)	N Count	27	78	15	28	20 †	86↓	106 ↑	01
	Column Comparisons	-				b		b	
	% within column	29%1	18%↓	26%	19%	25%	20%	49% ↑	0%↓
Universal Credit (and household has other earnings).	N Count	1351	309↓	62	149	40	409	449 ↑	01
	Column Comparisons	-		b				b	
Universal Credit (and household has no other	% within column	17%1	6%↓	17% ↑	5%↓	20% ↑	8%↓	21% ↑	0%↓
Universal Credit (and household has no other earnings).	N Count	801	109↓	39 ↑	36 ↓	32 ↑	158↓	190 †	01
carrings).	Column Comparisons	-		b		b		b	

					BAN	INER			
DC Could you whose tell us whether you		Parental	Controls	Pa	arental Concer	n	Time Spe	ent Online (We	ekday)
D6 - Could you please tell us whether you household currently receives the following		NET: Has Parental		Not	A little	NET: Modera- tely/ Very			
make sure to enter some text in specify be	ОХ	Controls	No Controls	Concerned	Concerned	Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs
	% within column	1865	339	1053	550	605	873	938	278
Weighted Base	N Count								
	Column Comparisons								
	% within column	1839	342	1016	555	614	855	924	282
Unweighted Base	N Count								
	Column Comparisons								
	% within column	a	b	a	b	С	a	b	С
Column Names	N Count								
	Column Comparisons								
	% within column	4% ↑	1%↓	1%↓	4%	8% ↑	2%↓	4%	6%
Income Support	N Count	78 ↑	4↓	12↓	24	46 ↑	20↓	39	17
	Column Comparisons	b			а	a b			а
	% within column	2%	1%	1%↓	2%	3% ↑	1%↓	2%	5% ↑
Income-based Jobseeker's Allowance	N Count	37	3	81	9	21🕇	6 ↓	15	15 †
	Column Comparisons					а			a b
	% within column	3% ↑	0%↓	1%↓	3%	6% ↑	2%	2%	6% 1
Pensions Credit (Guaranteed Credit)	N Count	57 ↑	1↓	6↓	14	36 †	15	21	15 †
	Column Comparisons	b			а	a b			a b
	% within column	1%	0%	0%↓	2%	2%↑	0%	1%	4% ↑
Pensions Credit (no Guaranteed Credit)	N Count	22	1	1↓	10	12 ↑	4	6	12 †
	Column Comparisons				а	а			a b
	% within column	5%	3%	2%↓	5%	8% ↑	3%↓	6%	8% 1
Employment and Support Allowance (ESA)	N Count	94	11	26↓	28	50 †	26↓	52	21 †
	Column Comparisons				а	a b		а	а
	% within column	20%	22%	22%	20%	17%	14%↓	22%	30% †
Universal Credit (and household has other earnings).	N Count	369	73	230	110	105	125↓	211	85 1
	Column Comparisons							a	a b
Universal Credit land househald has an ather	% within column	8%	10%	10%	7%	8%	6%↓	8%	13% †
Universal Credit (and household has no other earnings).	N Count	149	34	103	36	46	56↓	73	37 †
carrilles).	Column Comparisons								a b

					BAN	NER			
		Time Spen (Week			Time Sp	ent Online (We	eekend)		Spent Money
D6 - Could you please tell us whether you household currently receives the followin make sure to enter some text in specify b	g benefits? Please	6+ hrs	NET: 5+ Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6 hrs	NET: 5+ Hours	Bought something on either Social Media, or while gaming
make sure to enter some text in speeny b	% within column	102	380	291	785	622	492	1114	1289
Weighted Base	N Count Column Comparisons	102	300	231	703	022	-132	1114	1203
Unweighted Base	% within column N Count Column Comparisons	106	388	281	777	619	489	1108	1296
Column Names	% within column N Count Column Comparisons	d	е	a	b	С	d	е	а
	% within column	6%	6% ↑	4%	3%	5%	3%	4%	6% †
Income Support	N Count	6	231	11	27	30	14	43	74 †
	Column Comparisons	а	-					-	е
	% within column	3%	5% ↑	2%	1%	3%	2%	2%	2%
Income-based Jobseeker's Allowance	N Count Column Comparisons	3	17 †	5	9	16	9	26 -	28
	% within column	4%	5% ↑	2%	3%	3%	2%	3%	4%↑
Pensions Credit (Guaranteed Credit)	N Count	4	19 †	6	22	19	9	28	49 1
	Column Comparisons		-					-	е
	% within column	2%	4% ↑	0%	1%	2% ↑	0%	1%	2%1
Pensions Credit (no Guaranteed Credit)	N Count	2	14 †	1	7	131	2	15	22 †
	Column Comparisons	a	-			a d		-	e
Franksis and Consent Allevano (FCA)	% within column	7%	8%↑	2%	5%	6%	5%	6%	7% †
Employment and Support Allowance (ESA)	N Count	7	29 ↑	7	36	40	24	63	901
	Column Comparisons	a 220/	200/	440/ 1	400/	a 2007	200/ 春	- 240/4	e 220/
Hairman Coodit (and harrete this eathers 1)	% within column	23%	29% ↑	11%↓	19%	20%	28%↑	24%1	
Universal Credit (and household has other earnings)	. N Count Column Comparisons	24	109 †	31↓	148	127	138 †	2651	282

					BANI	NER			
DC Cold or describe a feeting			Spent I	Money			SM purchas	e category	
D6 - Could you please tell us whether you household currently receives the following make sure to enter some text in specify bo	g benefits? Please	Bought something on social media	Bought something while Gaming	Bought something from both	Not bought from either	Product	Activity	Subscription/ Upgrade	NET: Gift
, , , , , , , , , , , , , , , , , , , ,	% within column	768	1125	604	943	429	153	216	158
Weighted Base	N Count								
	Column Comparisons								
	% within column	800	1128	632	909	450	165	226	171
Unweighted Base	N Count								
	Column Comparisons								
	% within column	b	С	d	е	а	b	С	d
Column Names	N Count								
	Column Comparisons								
	% within column	9% 1	6% ↑	11% ↑	1%↓	8%	16% ↑	14% †	19% †
Income Support	N Count	67 1	72↑	64 ↑	81	34	25 ↑	30 †	30 1
	Column Comparisons	е	е	e			а		a
	% within column	4% 1	2%	4% ↑	1%	3%	7% ↑	7% ↑	10% 1
Income-based Jobseeker's Allowance	N Count	27 1	26	24 †	11	13	11 ↑	15 ↑	16 1
	Column Comparisons	е		e				a	a
	% within column	6% 1	4% ↑	7% ↑	1%↓	5%	12% ↑	11% ↑	11% 1
Pensions Credit (Guaranteed Credit)	N Count	44 1	46 ↑	41 ↑	9↓	22	19 ↑	24 ↑	18 1
	Column Comparisons	е	е	e			a	a	a
	% within column	3% ↑	2%↑	4% ↑	0%↓	2%	7% ↑	5%	9%1
Pensions Credit (no Guaranteed Credit)	N Count	221	22 ↑	22 ↑	1↓	8	11 ↑	10	15 1
	Column Comparisons	е	е	e			a	a	ас
	% within column	9% ↑	7%↑	11% ↑	2%↓	9%	15% ↑	16% ↑	17% 1
Employment and Support Allowance (ESA)	N Count	72 1	84 †	66 †	16↓	37	23 ↑	34 †	27 1
	Column Comparisons	е	e	e				a	a
	% within column	22%	21%	21%	18%	22%	16%	21%	22%
Universal Credit (and household has other earnings).	N Count	171	238	127	167	94	25	46	34
	Column Comparisons								

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 9 of 28

		Regret things What buy is I spend more I buy online good value than should feeling sames player a b c d a b c c same should should							
			Feelings abou	t SM purchase			Gaming	Method	
D6 - Could you please tell us whether you household currently receives the following		Regret things	What I buy is	I spend more	I like the		computer,	•	
make sure to enter some text in specify bo	X	I buy online	good value	than I should	feeling	games player	netbook	smartphone	Tablet
	% within column	314	556	378	565	1330	572	1316	782
Weighted Base	N Count								
	Column Comparisons								
	% within column	329	585	402	596	1316	582	1317	774
Unweighted Base	N Count								
	Column Comparisons								
	% within column	a	b	С	d	a	b	С	d
Column Names	N Count								
	Column Comparisons								
	% within column	14% ↑	10% †	13% ↑					4%
Income Support	N Count	45 ↑	58 1	50 †	58 1	39	361	40	34
	Column Comparisons						ас		a c
	% within column	5% ↑					2%	1%	2%
Income-based Jobseeker's Allowance	N Count	17 †	23 †	211	24 1	24	14	19	14
	Column Comparisons								
	% within column								3%
Pensions Credit (Guaranteed Credit)	N Count	26 ↑	34 1	31 †	37 1	33	251	28	24
	Column Comparisons								
	% within column								1%
Pensions Credit (no Guaranteed Credit)	N Count	17 ↑	20 †	18 †	16 1	14	121	11	9
	Column Comparisons	d		d			С		
	% within column	11% ↑	11% †	12% ↑	10%1	5%	7%1		6%
Employment and Support Allowance (ESA)	N Count	34 ↑	63 1	46 1	56 1	65	391	64	45
	Column Comparisons								
	% within column	19%	21%	19%	22%	21%	18%	22% ↑	22%
Universal Credit (and household has other earnings).	N Count	59	118	72	126	279	102	293 †	173
	Column Comparisons				a				

-					BAN	NER			
		Gaming Method				Gaming Type			
D6 - Could you please tell us whether you household currently receives the following make sure to enter some text in specify bo	g benefits? Please	NET: Any Gaming	Puzzles or quizzes	Action/ adventure	Shooters	Playing against one other person	Playing against multiple peo- ple/ teams	Creative and building games	Playing in a virtual worlds
	% within column	2140	650	731	547	387	822	1151	557
Weighted Base	N Count								
	Column Comparisons								
	% within column	2117	662	740	564	395	802	1111	570
Unweighted Base	N Count								
	Column Comparisons								
	% within column	е	a	b	С	d	e	f	g
Column Names	N Count								
	Column Comparisons								
	% within column	4%	5%	5%	5%	6% †	3%	3%	5%
Income Support	N Count	82	34	37	25	25 †	23	35	27
	Column Comparisons	-	e f	e f	e	е			e f
	% within column	2%	2%	2%	2%	3%	2%	1%	3%
Income-based Jobseeker's Allowance	N Count	37	12	14	13	11	13	13	16
	Column Comparisons	-							f
	% within column	3%	4%	4% ↑	4% ↑	5% †	2%	2%↓	4% ↑
Pensions Credit (Guaranteed Credit)	N Count	54	23	30 †	21 ↑	18 †	16	20↓	25 †
	Column Comparisons	-	f	e f	e f	e f			e f
	% within column	1%	1%	2%	1%	2%↑	1%	0%↓	1%
Pensions Credit (no Guaranteed Credit)	N Count	23	8	12	8	10 †	6	5↓	6
	Column Comparisons	-	f	e f	f	e f			f
	% within column	5%	6%	7% ↑	8% ↑	10%↑	4%	4%	7% ↑
Employment and Support Allowance (ESA)	N Count	105	38	49 ↑	45 ↑	39 †	35	45	40 1
	Column Comparisons	-		e f	e f	a e f			e f
	% within column	20%	21%	18%	19%	22%	21%	21%	21%
Universal Credit (and household has other earnings).	N Count	438	136	129	103	85	177	238	116
	Column Comparisons	-							

					BAN	NER			
DC Co. Id. o. alasas Isll. o. hallas a				Gamin	g Type			Gaming Fr	equency
D6 - Could you please tell us whether you household currently receives the following make sure to enter some text in specify bo	g benefits? Please	Simulation experience	Fitness and dance	Sports	Interactive stories	Makeovers	NET: Playing against other people	NET: Daily	Weekly
. ,	% within column	248	278	728	207	249	1027	1602	460
Weighted Base	N Count								
	Column Comparisons	266	202	706	240	257	1000	4567	400
Harristan Dane	% within column	266	283	736	218	257	1009	1567	480
Unweighted Base	N Count Column Comparisons								
	% within column	h	i	i	k	1	m	а	b
Column Names	N Count		·	,		·		u	~
	Column Comparisons								
	% within column	8% ↑	8% ↑	4%	9% ↑	4%	4%	4%	3%
Income Support	N Count	20 ↑	22 ↑	27	19 ↑	10	37	66	14
	Column Comparisons	e f j	e f j l		e f j l		-		
	% within column	3%	3% ↑	1%	4% ↑	3%	2%	2%	2%
Income-based Jobseeker's Allowance	N Count	7	10 ↑	10	9 ↑	8	17	26	9
	Column Comparisons		f		e f	f	-		
	% within column	7% ↑	5% ↑	3%	10%↑	4%	2%	3%	2%
Pensions Credit (Guaranteed Credit)	N Count	17 ↑	15 †	23	20 †	10	26	44	8
	Column Comparisons	e f j	e f	f	abcdefjl		-		
	% within column	2%	3%✝	1%	3%↑	3%1	1%	1%	1%
Pensions Credit (no Guaranteed Credit)	N Count	6	7 †	8	7 †	71	10	17	7
	Column Comparisons	f	e f		e f g	e f g	-		
	% within column	7%	8% 1	6%	11% ↑	6%	6%	6% ↑	2%↓
Employment and Support Allowance (ESA)	N Count	19	23 †	44	24 ↑	14	58	89 †	11↓
	Column Comparisons	f	f		aefl		-	b	
	% within column	20%	21%	19%	18%	26%	22%	23%↑	14%↓
Universal Credit (and household has other earnings).	N Count	50	58	138	38	65	225	361 †	62↓
	Column Comparisons						-	b	

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 12 of 28

BANNER

Gaming Purchase Type

D6 - Could you please tell us whether you or anyone in your
household currently receives the following benefits? Please
make sure to enter some text in specify box

D6 - Could you please tell us whether you		ter, skins,		Loot boxes/		A standard			
household currently receives the following	benefits? Please	weapons,	NET: Game	packs/ chests	In-game	version of the	Α	Early access	
make sure to enter some text in specify bo	X	armour, tools	expansion	/ bundles	money	game	subscription	to a game	Battle Pass
	% within column	535	237	151	447	147	302	122	205
Weighted Base	N Count								
	Column Comparisons								
	% within column	549	250	158	428	154	320	133	211
Unweighted Base	N Count								
	Column Comparisons								
	% within column	a	b	С	d	е	f	g	h
Column Names	N Count								
	Column Comparisons								
	% within column	7%	13% †	9%	4%	12%↑	9%	18% ↑	9%
Income Support	N Count	37	31 †	14	17	18↑	28	23 ↑	19
	Column Comparisons	d	d	d		d	d	a c d h	d
	% within column	3%	6% 1	4%	1%	3%	2%	8% ↑	5% ↑
Income-based Jobseeker's Allowance	N Count	18	14 1	6	6	5	6	9 ↑	10 ↑
	Column Comparisons		d f					d f	d
	% within column	5%	10% †	7%	2%	10% ↑	6%	10% ↑	9% ↑
Pensions Credit (Guaranteed Credit)	N Count	27	231	10	11	14 ↑	17	13 ↑	18 ↑
	Column Comparisons		d	d		d	d	d	d
	% within column	3%	5% 1	2%	2%	3%	2%	7% ↑	3%
Pensions Credit (no Guaranteed Credit)	N Count	15	13 1	4	7	4	6	9 ↑	6
	Column Comparisons		d f					d f	
	% within column	8%	14% 1	12%	6%	14% ↑	10%	16% ↑	11%
Employment and Support Allowance (ESA)	N Count	45	33 1	18	26	21 ↑	30	19 ↑	22
	Column Comparisons		d	d		d	d	a d	d
	% within column	20%	25%	19%	24%	19%	22%	17%	17%
Universal Credit (and household has other earnings).	N Count	107	60	29	105	28	67	20	34
	Column Comparisons								

NET: Charactar ckins

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Parents of children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2038 (92%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 13 of 28

		Regret things What I buy is I spend more I like the I buy online good value than I should feeling ames in games 346 772 445 720 715 44 356 777 454 734 710 45 a b c d e 11%† 8%† 11%† 7%† 7%† 109 38† 58† 51† 52† 51† 4										
			F	eelings about G	aming Purchas	e						
						that people	always clear					
D6 - Could you please tell us whether you household currently receives the following make sure to enter some text in specify bo	g benefits? Please	•	•	•		more, get further in	going to get for my money					
, , , , , , , , , , , ,	% within column						449					
Weighted Base	N Count											
C	Column Comparisons											
	% within column	356	777	454	734	710	459					
Unweighted Base	N Count											
	Column Comparisons											
	% within column	a	b	С	d	e	f					
Column Names	N Count											
	Column Comparisons											
	% within column					7%1						
Income Support	N Count	38 †	58 1	51 †	52 †	51 1	46 †					
	Column Comparisons			d e								
	% within column	4% ↑		4% ↑	3% ↑	3%	4% ↑					
Income-based Jobseeker's Allowance	N Count	15 ↑	19	20 ↑	20 ↑	19	19 ↑					
	Column Comparisons											
	% within column	6% ↑			4% ↑	4%1						
Pensions Credit (Guaranteed Credit)	N Count	22 ↑	37 1	29 ↑	32 †	30 1	28 ↑					
	Column Comparisons											
	% within column	5% ↑			2% ↑	3%1						
Pensions Credit (no Guaranteed Credit)	N Count	16 ↑	17 1		15 ↑	221						
	Column Comparisons	d		b d		b d	d					
	% within column	10%↑			8%1	7%1						
Employment and Support Allowance (ESA)	N Count	36 ↑			60 †	521	36 ↑					
	Column Comparisons		d e f	e f								
	% within column	19%	21%	21%	20%	21%	21%					
Universal Credit (and household has other earnings).	N Count	65	164	94	144	149	93					
	Column Comparisons											

D6 - Could you please tell us whether you	or anyone in your				BANI	NER			
household currently receives the following	g benefits? Please	(Gender of chil	d respondent		Age o	f child respond	ent	
make sure to enter some text in specify bo	ox -	Total	Male	Female	8-9	10-12	13-15	16-17	NET: 8-12
	% within column	9%	8%	9%	10%	9%	7%	9%	10%
Universal Credit (and household has no other	N Count	190	93	96	47	62	46	35	109
earnings).	Column Comparisons	-							-
	% within column	10%	9%	11%	11%	10%	10%	11%	10%
Personal Independence Payment (PIP)	N Count	226	108	118	48	69	66	43	117
	Column Comparisons	-							-
	% within column	7%	6%	8%	7%	7%	7%	6%	7%
Carer's allowance	N Count	153	72	81	33	50	47	23	83
	Column Comparisons	-							-
	% within column	6%	5%	7%	7%	7%	7%	3%↓	7%
Disability Living Allowance (DLA)	N Count	137	57	80	30	48	48	12↓	78
	Column Comparisons	-		а	d	d	d		-
	% within column	1%	1%	1%	1%	1%	1%	1%	1%
Other	N Count	26	13	13	7	10	5	4	17
	Column Comparisons	-							-
	% within column	54%	55%	52%	56%	51%	55%	54%	53%
None of these - Do not receive any of these benefits	N Count	1,200	635	565	253	356	374	218	608
	Column Comparisons	-							-
	% within column	2%	2%	2%	1%	1%	4% ↑	3%	1%↓
Don't know	N Count	49	28	21	5	8	24 ↑	11	13↓
	Column Comparisons	-					b		-
	% within column	3%	3%	2%	3%	3%	2%	2%	3%
Prefer not to say	N Count	58	34	24	12	23	14	9	35
	Column Comparisons	-							-
	% within column	41%	40%	44%	40%	45%	40%	41%	43%
NET: Household receives Benefits	N Count	925	456	469	179	311	271	163	491
	Column Comparisons	-							-

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 15 of 28

					BAI	NNER			
D6 - Could you please tell us whether you household currently receives the following	•	Age of child respondent			Age and g	ender of child re	espondent		
make sure to enter some text in specify be	ОХ	NET: 13-17	Male 8-9	Female 8-9	Male 10-12	Female 10-12	Male 13-15	Female 13-15	Male 16-17
Hairward Cradit land harrahald has no other	% within column	7%	11%	10%	7%	11%	8%	6%	8%
Universal Credit (and household has no other earnings).	N Count	81	24	23	24	38	27	19	19
earrings).	Column Comparisons	-							
	% within column	10%	10%	11%	10%	10%	8%	11%	10%
Personal Independence Payment (PIP)	N Count	109	22	26	35	35	28	38	23
	Column Comparisons	-							
	% within column	6%	7%	8%	6%	8%	7%	7%	5%
Carer's allowance	N Count	70	15	18	22	29	25	22	10
	Column Comparisons	-							
	% within column	5%	5%	8%	5%	9% ↑	7%	7%	2%
Disability Living Allowance (DLA)	N Count	59	12	17	17	31 ↑	23	25	5
	Column Comparisons	-							
	% within column	1%	1%	2%	1%	2%	1%	1%	1%
Other	N Count	9	3	3	5	5	2	2	2
	Column Comparisons	-							
	% within column	55%	58%	55%	55%	47%↓	54%	56%	55%
None of these - Do not receive any of these benefits	N Count	592	130	122	198	158↓	183	191	123
·	Column Comparisons	-							
	% within column	3% ↑	1%	1%	1%	1%	4%1	3%	3%
Don't know	N Count	36 †	2	3	4	4	141	10	7
	Column Comparisons	_							
	% within column	2%	3%	3%	4%	2%	3%	2%	2%
Prefer not to say	N Count	23	6	6	15	8	9	6	5
,	Column Comparisons	-	-						
	% within column	40%	39%	41%	40%	50% ↑	40%	40%	40%
NET: Household receives Benefits	N Count	434	87	92	144	168 †	136	135	89
	Column Comparisons	-							

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 16 of 28

		BANNER							
D6 - Could you please tell us whether you	•		Age and go	ender of child re	espondent		Urban/	Rural	Working status
household currently receives the followin	g benefits? Please		NET: Male 8-	NET: Female 1	NET: Male 13-	NET: Female			
make sure to enter some text in specify b	ох	Female 16-17	12	8-12	17	13-17	NET: Urban	Rural	Full time
Heliconal Cood's food became held became albert	% within column	9%	8%	11%	8%	7%	8%	10%	3%↓
Universal Credit (and household has no other	N Count	18	48	62	46	37	166	24	44↓
earnings).	Column Comparisons		-	-	-	-			
	% within column	13%	10%	11%	9%	12%	10%	14%	7%↓
Personal Independence Payment (PIP)	N Count	25	57	60	51	62	192	34	87↓
	Column Comparisons		-	-	-	-			
	% within column	8%	6%	8%	6%	7%	6%↓	12% ↑	4%↓
Carer's allowance	N Count	15	37	46	35	38	125↓	29 †	59↓
	Column Comparisons		-	-	-	-		а	
	% within column	4%	5%	9% ↑	5%	6%	5%↓	12% †	4%↓
isability Living Allowance (DLA)	N Count	7	29	49 †	28	32	108↓	29 †	55↓
	Column Comparisons		-	-	-	-		а	
	% within column	1%	1%	2%	1%	1%	1%	2%	1%
Other	N Count	3	8	9	5	5	20	6	13
	Column Comparisons		-	-	-	-			
	% within column	51%	56%	50%	54%	54%	54%	55%	65% ↑
None of these - Do not receive any of these benefits	N Count	103	328	280	307	290	1,066	134	861 †
	Column Comparisons		-	-	-	-			b c d
	% within column	3%	1%	1%	4% ↑	3%	2%	2%	2%
Don't know	N Count	6	7	6	21🕇	16	45	4	23
	Column Comparisons		-	-	-	-			
	% within column	2%	3%	3%	2%	2%	3% ↑	0%↓	2%↓
Prefer not to say	N Count	5	20	14	14	10	57 †	1↓	22↓
	Column Comparisons		-	-	-	-	b		
	% within column	43%	39%	46% †	40%	41%	41%	43%	32%↓
NET: Household receives Benefits	N Count	87	231	260 †	225	220	819	106	426↓
	Column Comparisons		-	-	-	-			

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 17 of 28

					BANN	ER			
DC Cold or describe a hollow		٧	Vorking status			D3 -	- Social grade		
D6 - Could you please tell us whether you household currently receives the following	•			NET: Not working/					
make sure to enter some text in specify b	ох	Part time	Student	retired	AB	C1	C2	DE	NET: ABC1
Heiragaal Coodit (and barrach ald barraca ather	% within column	5%↓	10%	32% ↑	4%↓	3%↓	3%↓	25% ↑	4%↓
Universal Credit (and household has no other	N Count	19↓	12	100 ↑	23↓	20↓	13↓	134 ↑	43↓
earnings).	Column Comparisons		a b	a b c				a b c	-
	% within column	6%↓	12%	25% ↑	7%↓	7%↓	9%	19% †	7%↓
Personal Independence Payment (PIP)	N Count	25↓	14	77↑	43↓	40↓	42	101 †	83↓
	Column Comparisons		a b	a b c				a b c	-
	% within column	2%↓	6%	22% ↑	5%↓	4%↓	6%	14% ↑	4%↓
Carer's allowance	N Count	9↓	6	68 ↑	29↓	21↓	29	75 †	50↓
	Column Comparisons			a b c				a b c	-
	% within column	5%	8%	16% ↑	4%↓	4%↓	7%	11% †	4%↓
Disability Living Allowance (DLA)	N Count	23	9	50 ↑	27↓	21↓	32	57 †	48↓
. •	Column Comparisons			a b				a b	-
	% within column	3% ↑	0%	0%	1%	1%	1%	2%	1%
Other	N Count	11 ↑	0	1	5	4	7	9	9
	Column Comparisons	d							-
	% within column	50%	40%↓	22%↓	67% ↑	63% †	56%	26%↓	65% ↑
None of these - Do not receive any of these benefits	N Count	215	45↓	69↓	421 ↑	365 †	275	139↓	786 †
•	Column Comparisons	d	d		c d	d	d		-
	% within column	2%	13% ↑	1%	2%	2%	3%	2%	2%
Don't know	N Count	8	14 †	2	13	13	14	9	26
	Column Comparisons		a b d						-
	% within column	4%	1%	4%	1%↓	3%	3%	4% ↑	2%↓
Prefer not to say	N Count	19	1	13	5↓	16	14	231	21↓
,	Column Comparisons	a c		a		a	a	а	-
	% within column	44%	47%	73% ↑	30%↓	32%↓	38%	68% ↑	31%↓
NET: Household receives Benefits	N Count	187	52	226 †	186↓	187↓	188	365 †	372↓
	Column Comparisons	а	а	a b c			а	a b c	-

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 18 of 28

					BAN	NER			
D6 - Could you please tell us whether you		D3 - Social grade	Fir	nancial wellbeir	ng	Ethn	icity	Child identif impacting o	
household currently receives the followin	g benefits? Please						NET: All other	Neurodiv-	Mental
make sure to enter some text in specify be	ох	NET: C2DE	Doing well	Getting by	Struggling	White British	Ethnicities	ersity	Health
I Injury and Cradit land household has no other	% within column	14%	6%	6%↓	15% †	9% ↑	5%↓	15% ↑	28% ↑
Universal Credit (and household has no other earnings).	N Count	147 †	23	65↓	101 †	164 ↑	24↓	29 ↑	31 ↑
earnings).	Column Comparisons	-			a b	b		d	a d
	% within column	14% ↑	9%	7%↓	16% †	12% ↑	4%↓	21%🕇	26% ↑
Personal Independence Payment (PIP)	N Count	143 ↑	37	86↓	103 †	205 ↑	19↓	40 ↑	29 ↑
	Column Comparisons	-			a b	b		d	d
	% within column	10%	8%	6%	8%	7%	5%	22% †	18% †
Carer's allowance	N Count	103 ↑	31	68	53	130	23	42 †	20 ↑
	Column Comparisons	-						d	d
	% within column	9% ↑	4%	6%	8%	7% ↑	2%↓	31% †	24% ↑
Disability Living Allowance (DLA)	N Count	89 †	16	67	50	127 †	9↓	60 †	26 †
	Column Comparisons	-				b		b d	d
	% within column	2%	0%	1%	2%	1%	1%	2%	1%
Other	N Count	17	1	13	11	22	3	3	1
	Column Comparisons	-							
	% within column	40%↓	60%↑	61% ↑	37%↓	52%↓	60% ↑	28%↓	22%↓
None of these - Do not receive any of these benefits	N Count	414↓	239 ↑	707 †	245↓	904↓	273 ↑	54↓	24↓
·	Column Comparisons	-	С	С			а		
	% within column	2%	3%	2%	3%	2%	3%	0%	2%
Don't know	N Count	23	11	18	18	32	16	0	2
	Column Comparisons	-					а		
	% within column	4% ↑	2%	2%	3%	2%	4%	1%	3%
Prefer not to say	N Count	37 †	6	24	19	37	16	2	3
•	Column Comparisons	-							
	% within column	54% ↑	36%	35%↓	57% †	44% ↑	33%↓	71% ↑	73% †
NET: Household receives Benefits	N Count	553 †	145	403↓	373 †		147↓	138 †	80 †
	Column Comparisons	_			a b	b		d	d

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 19 of 28

					BAN	NER			
			tified need/ g condition	Disability/ Con	dition in HH	Educational I Plan (E		Ben	efits
D6 - Could you please tell us whether you household currently receives the following	g benefits? Please	NET: Identi- fied need/	NET: No identified ne-					NET: House- hold receives	
make sure to enter some text in specify b		condition	ed/ condition	NET: Yes	No	Has an EHCP	EHCP	Benefits	No Benefits
Universal Credit (and household has no other	% within column	17%1		17%↑	5%↓		8%↓	21%↑	0%↓
earnings).	N Count	801	109↓	39 ↑	36↓		158↓	190 ↑	01
3 .	Column Comparisons	-		b		b		b	
	% within column	18%1		19%↑	7%↓		9%↓	24%↑	0%↓
Personal Independence Payment (PIP)	N Count	871	137↓	44 ↑	59↓		190↓	226 ↑	01
	Column Comparisons	-		b		b		b	
	% within column	15%1		12% ↑	5%↓		5%↓	17% ↑	0%↓
Carer's allowance	N Count	691	83↓	29 ↑	37↓	41 †	112↓	153 ↑	01
	Column Comparisons	-		b		b		b	
	% within column	19%1		15% ↑	3%↓		4%↓	15% ↑	0%↓
Disability Living Allowance (DLA)	N Count	901	45↓	35 ↑	22↓	45 ↑	92↓	137 ↑	01
	Column Comparisons	-		b		b		b	
	% within column	1%	1%	1%	1%	0%	1%	3% ↑	0%↓
Other	N Count	4	21	1	7	0	26	26 ↑	01
	Column Comparisons	-						b	
	% within column	28%	61% ↑	30%↓	64% ↑	20%↓	56% ↑	0%↓	100% ↑
None of these - Do not receive any of these benefits	N Count	135	1,046 †	70↓	504 1	33↓	1,167 †	01	1,200 †
	Column Comparisons	-	a b		а		a		a
	% within column	2%	2%	3%	3%	2%	2%	0%↓	0%↓
Don't know	N Count	9	38	6	20	2	46	01	01
	Column Comparisons	-						-	-
	% within column	2%	3%	2%	1%↓	3%	3%	0%↓	0%↓
Prefer not to say	N Count	10	46	4	11↓	4	53	01	01
	Column Comparisons	-						-	-
	% within column	68%1	35%↓	65% †	33%↓	75% †	39%↓	100% ↑	0%↓
NET: Household receives Benefits	N Count	3211	596↓	153 †	258↓	122 †	804↓	925 †	01
	Column Comparisons	-		b		b		b	

					BAN	NER			
DC Co. Id. a. alasa tall as hallons a		Parenta	l Controls	F	Parental Concer	'n	Time Spe	ent Online (We	ekday)
D6 - Could you please tell us whether you		NET: Has				NET: Modera-			
household currently receives the followin	•	Parental		Not	A little	tely/ Very			
make sure to enter some text in specify be	OX .	Controls	No Controls	Concerned	Concerned	Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs
Universal Credit (and household has no other	% within column	8%	10%	10%	7%	8%	6%↓	8%	13% ↑
earnings).	N Count	149	34	103	36	46	56↓	73	37 1
Curini ₆ 3).	Column Comparisons								a b
	% within column	10%	10%	11%	12%	8%	7%↓	11%	14%
Personal Independence Payment (PIP)	N Count	189	34	113	63	48	59↓	108	40
	Column Comparisons							a	а
	% within column	6%	8%	7%	7%	6%	6%	6%	11% ↑
Carer's allowance	N Count	120	28	76	38	39	48	60	31 †
	Column Comparisons								a b
	% within column	6%	5%	7%	7%	3%↓	4%↓	6%	10% †
Disability Living Allowance (DLA)	N Count	115	18	76	39	20↓	38↓	58	28 1
	Column Comparisons			С	С				а
	% within column	1%	2%	1%	1%	1%	1%	2%	1%
Other	N Count	20	5	12	8	4	7	15	2
	Column Comparisons								
	% within column	54%	55%	56%	53%	52%	64% ↑	51%	39%↓
None of these - Do not receive any of these benefits	N Count	1,007	186	586	292	315	557 †	479	110↓
	Column Comparisons						b c d	С	
	% within column	2%	3%	1%	2%	3%	2%	3%	2%
Don't know	N Count	37	11	15	13	20	14	25	6
	Column Comparisons					а			
	% within column	3%	1%	2%	2%	3%	3%	2%	3%
Prefer not to say	N Count	49	4	25	13	16	26	20	7
•	Column Comparisons								
	% within column	41%	41%	41%	42%	42%	32%↓	44%	56% †
NET: Household receives Benefits	N Count	773	138	427	232	254	276↓	415	156 ↑
	Column Comparisons							а	a b

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 21 of 28

					BAN	NER			
		Time Spen (Week			Time Sp	ent Online (W	eekend)		Spent Money
D6 - Could you please tell us whether you household currently receives the following make sure to enter some text in specify be	g benefits? Please	6+ hrs	NET: 5+ Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6 hrs	NET: 5+ Hours	Bought something on either Social Media, or while gaming
• •	% within column	12%	13%†	7%	7%	9%	10%	9%	8%
Universal Credit (and household has no other	N Count	12	49 †	19	55	57	47	104	102
earnings).	Column Comparisons	12	-	13	33	3,	-77	-	102
	% within column	16%	15% ↑	5%↓	9%	10%	16% †	13% †	11%
Personal Independence Payment (PIP)	N Count	17	56 †	13↓	68	64	77 †	141	
	Column Comparisons	a	-		а	a	a b c	_	
	% within column	11%	11% ↑	3%↓	6%	7%	10%↑	9%↑	8%↑
Carer's allowance	N Count	12	42 †	9\$	45	46	50 †	96 †	
	Column Comparisons	a	-			а	a b	-	е
	% within column	7%	9% ↑	2%↓	5%	7%	10% †	8% †	
Disability Living Allowance (DLA)	N Count	7	35 ↑	6\$	35	42	48 †	90 †	
, ,	Column Comparisons		-			а	a b	-	
	% within column	1%	1%	1%	1%	1%	1%	1%	1%
Other	N Count	1	3	3	8	7	7	15	15
	Column Comparisons		-					-	
	% within column	43%	40%↓	67% ↑	57%	50%	47%↓	49%↓	50%↓
None of these - Do not receive any of these benefits	N Count	44	153↓	196 ↑	448	311	231↓	542↓	641↓
	Column Comparisons		-	bcd	c d			-	
	% within column	3%	2%	2%	2%	2%	2%	2%	3%
Don't know	N Count	3	9	7	19	12	10	21	32
	Column Comparisons		-					-	
	% within column	0%	2%	4%	2%	3%	1%	2%	2%
Prefer not to say	N Count	0	7	12	17	20	5	26	28
	Column Comparisons		-	d		d		-	
	% within column	54% ↑	55% ↑	26%↓	38%	45%	50% ↑	47% †	46% †
NET: Household receives Benefits	N Count	55 †	211 ↑	77↓	301	279	246 †	525 †	588 †
	Column Comparisons	а	-		а	a b	a b	-	е

		BANNER										
DC Co. Id. a. aleasa tall as hallons as			Spent I	Money			SM purchas	e category				
D6 - Could you please tell us whether you household currently receives the following make sure to enter some text in specify be	g benefits? Please	Bought something on	Bought something while Gaming	Bought something from both	Not bought from either	Product	Activity	Subscription/	NET: Gift			
make sure to enter some text in specify by	% within column	7%						Upgrade	9%			
Universal Credit (and household has no other	% Within Column N Count		8%	8%	9%	7%	9%	9%				
earnings).	Column Comparisons	55	92	45	88	32	13	19	14			
	% within column	10%	11%	11%	9%	11%	14%	11%	11%			
Personal Independence Payment (PIP)	N Count	77	126	64	86	46	21	24	17			
	Column Comparisons											
	% within column	8%	8%	8%	5%↓	9%	12%	11%	9%			
Carer's allowance	N Count	63	91	50	48↓	38	18	23	14			
	Column Comparisons	е	е	е								
	% within column	6%	6%	6%	5%	7%	5%	7%	6%			
Disability Living Allowance (DLA)	N Count	50	73	36	50	31	7	15	10			
Disability Living Allowance (DLA)	Column Comparisons											
	% within column	1%	1%	1%	1%	1%	0%	0%	0%			
Other	N Count	9	12	6	10	5	1	0	1			
	Column Comparisons											
	% within column	47%↓	50%↓	46%↓	59% ↑	48%	39%	43%	39%			
None of these - Do not receive any of these benefits	N Count	358↓	562↓	279↓	. 560 ↑	208	60	94	62			
	Column Comparisons				a b c d							
	% within column	3%	2%	2%	2%	2%	3%	3%	3%			
Don't know	N Count	21	25	14	17	11	4	6	4			
	Column Comparisons											
	% within column	2%	2%	2%	3%	1%	2%	1%	1%			
Prefer not to say	N Count	13	24	9	30	6	3	3	2			
	Column Comparisons											
	% within column	49% ↑	46% ↑	50% 1	36%↓	48%	56%	52%	57%			
NET: Household receives Benefits	N Count	376 †	513 ↑	301 †	337↓	205	85	113	90			
	Column Comparisons	е	е	е								

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 23 of 28

-					BAN	INER			
			Feelings abou	t SM purchase			Gamin	g Method	
D6 - Could you please tell us whether you household currently receives the following make sure to enter some text in specify be	g benefits? Please	Regret things I buy online		I spend more than I should	I like the feeling	Games console or games player	Desktop computer, laptop or netbook	Mobile phone or smartphone	Tablet
make saile to enter some text in specify 2	% within column	10%	7%	9%	8%	8%	7%	8%	8%
Universal Credit (and household has no other	N Count	32	40	33	44	107	42	105	63
earnings).	Column Comparisons	0-							
	% within column	9%	10%	10%	10%	11%	12%	11%	9%
Personal Independence Payment (PIP)	N Count	29	57	39	59	149	67	149	74
, , ,	Column Comparisons								
	% within column	8%	8%	9%	9%	8%1	9%	8%	7%
Carer's allowance	N Count	24	46	34	49	112 ↑	51	99	58
	Column Comparisons								
	% within column	7%	6%	7%	7%	7%	6%	6%	8%
Disability Living Allowance (DLA)	N Count	21	36	26	38	93	37	85	62
	Column Comparisons								
	% within column	1%	1%	2%	1%	1%	1%	1%	2%
Other	N Count	3	3	6	7	18	5	19	14
	Column Comparisons								
	% within column	42%↓	47%↓	45%↓	47%	54%	53%	53%	52%
None of these - Do not receive any of these benefits	N Count	133↓	260↓	170↓	263↓	719	305	695	406
	Column Comparisons								
	% within column	4% 1	3%	3%	3%	2%	2%	2%	2%
Don't know	N Count	13 †	14	12	15	26	14	32	13
	Column Comparisons								
	% within column	1%	1%	1%	2%	2%	3%	2%	2%
Prefer not to say	N Count	4	7	4	9	30	15	30	19
	Column Comparisons								
	% within column	52% †	49%1	51% ↑	49%1	42%	42%	43%	44%
NET: Household receives Benefits	N Count	163 †	274 1	192 ↑	278 1	555	238	560	345
	Column Comparisons								

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 24 of 28

					BAN	INER			
		Gaming Method				Gaming Type			
D6 - Could you please tell us whether you	or anvone in vour						Playing		
household currently receives the following			5 1	/		Playing 	against	Creative and	.
make sure to enter some text in specify bo	_	NET: Any	Puzzles or	Action/	Chaatars	•	multiple peo-	building	Playing in a
make sure to enter some text in specify bo	% within column	Gaming	quizzes	adventure	Shooters	other person	ple/ teams	games	virtual worlds
Universal Credit (and household has no other		8%	6%	7%	10%	8%	8%	9%	10%
earnings).	N Count	179	41	53	. 55	30	67	100	55
	Column Comparisons	- 400/	420/	420/	J	440/	420/	4.20/	420/
	% within column	10%	13%	12%	11%	11%	12%	12%	12%
Personal Independence Payment (PIP)	N Count	220	. 83	. 88	61	43	95	135	69
	Column Comparisons	-	J	J	00/	100/4	00/	J	00/
	% within column	7%	8%	9%↑	8%	10%†		8%	9%
Carer's allowance	N Count	148	51	67 †	46	40 ↑	68	93	48
	Column Comparisons	-							
	% within column	6%	7%	6%	6%	6%	7%	8%1	
Disability Living Allowance (DLA)	N Count	134	45	41	31	23	60	92 1	
	Column Comparisons	-	j				j	b j	bсj
	% within column	1%	1%	2%	1%	1%	1%	1%	1%
Other	N Count	25	8	12	6	5	10	17	7
	Column Comparisons	-							
	% within column	53%↓	53%	56%	52%	50%	53%	53%	53%
Ione of these - Do not receive any of these benefits	N Count	1,143↓	345	406	284	193	433	612	298
	Column Comparisons	-							
	% within column	2%	3%	2%	3%	3%	2%	2%	1%
Oon't know	N Count	49	17	17	14	11	19	20	4.
	Column Comparisons	-							
	% within column	3%	2%	3%	3%	2%	3%	3%	1%
refer not to say	N Count	55	16	20	14	7	21	31	6
	Column Comparisons	-							
	% within column	42%	42%	39%	43%	45%	43%	42%	45%
NET: Household receives Benefits	N Count	894	272	288	236	176	350	488	249
	Column Comparisons	_							

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 25 of 28

					BAN	INER			
DC Could you place tell us whether you				Gamin	д Туре			Gaming Fr	equency
D6 - Could you please tell us whether you household currently receives the followin make sure to enter some text in specify be	g benefits? Please	Simulation experience	Fitness and dance	Sports	Interactive stories	Makeovers	NET: Playing against other people	NET: Daily	Weekly
	% within column	7%	8%	6%↓	10%	9%	8%	9%↑	5%↓
Universal Credit (and household has no other	N Count	18	23	43↓	20	22	84	149 †	23↓
earnings).	Column Comparisons						-	b	
	% within column	8%	14%	8%	11%	12%	11%	11%	8%
Personal Independence Payment (PIP)	N Count	19	40	59	24	30	117	181	36
	Column Comparisons		j				-	b	
	% within column	10%	6%	6%	8%	7%	8%	8% ↑	4%↓
Carer's allowance	N Count	25	18	45	17	16	81	126 †	20↓
	Column Comparisons						-	b	
	% within column	6%	6%	4%↓	8%	7%	6%	7% ↑	3%↓
Disability Living Allowance (DLA)	N Count	14	17	28↓	16	18	64	117 †	13↓
	Column Comparisons				j		-	b	
	% within column	1%	1%	1%	2%	0%	1%	1%	1%
Other	N Count	1	3	11	4	1	14	17	7
	Column Comparisons						-		
	% within column	51%	53%	57%	48%	46%	52%	51%↓	62% †
None of these - Do not receive any of these benefits	N Count	128	146	416	100	115	532	818↓	287 †
	Column Comparisons						-		а
	% within column	2%	3%	2%	2%	2%	2%	2%	3%
Don't know	N Count	6	8	16	5	6	24	31	13
	Column Comparisons						-		
	% within column	2%	4%	3%	1%	1%	2%	2%	3%
Prefer not to say	N Count	4	11	20	3	3	24	38	13
	Column Comparisons						-		
	% within column	45%	41%	38%↓	48%	50% 1	44%	45%↑	32%↓
NET: Household receives Benefits	N Count	111	113	276↓	100	125 1	448	716 †	147↓
	Column Comparisons						-	b	

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 26 of 28

BANNER

Gaming Purchase Type

D6 - Could you please tell us whether you or anyone in your

D6 - Could you please tell us whether you	or anyone in your	tor skins		Loot boxes/		A standard			
household currently receives the following	g benefits? Please	ter, skins, weapons,	NET: Game	packs/ chests	In-game	version of the	Α	Early access	
make sure to enter some text in specify be	_	armour, tools	expansion	/ bundles	money	game	subscription	to a game	Battle Pass
make saile to enter some text in specify by	% within column	9%	9%	9%	8%	10%	9%	9%	10%
Universal Credit (and household has no other	N Count	47	22	14	37	15	26	11	20
earnings).	Column Comparisons	47	22	14	37	13	20	11	20
	% within column	13%	17% †	12%	11%	11%	13%	16%	13%
Personal Independence Payment (PIP)	N Count	69	39 1		49	16	40	19	27
Personal independence Payment (PIP)		09	391	19	49	10	40	19	27
	Column Comparisons % within column	100/4	110/	100/	100/	00/	100/	120/	100/
Cavada allawara		10%↑	11%	10%	10%	9%	10%	12%	10%
Carer's allowance	N Count	55 ↑	27	15	43	14	30	15	21
	Column Comparisons	00/	C0/	70/	1.00/	40/	00/	40/	00/
D: 1:11: 1: All (D1A)	% within column	8%	6%	7%	10%1		8%	4%	8%
Disability Living Allowance (DLA)	N Count	41	15	10	45 1	6	25	5	17
	Column Comparisons								
	% within column	1%	0%	2%	1%	0%	0%	1%	1%
Other	N Count	4	0	2	3	1	1	2	2
	Column Comparisons								
	% within column	51%	45%	45%	51%	45%	44%	43%	51%
None of these - Do not receive any of these benefits	N Count	272	107	68	229	66	134	52	105
	Column Comparisons								
	% within column	2%	3%	3%	1%	1%	3%	2%	1%
Don't know	N Count	10	6	4	6	2	8	2	3
	Column Comparisons								
	% within column	2%	0%	1%	2%	4%	3%	1%	1%
Prefer not to say	N Count	11	0	2	9	5	10	2	3
	Column Comparisons								
	% within column	45%	52%	51%	45%	50%	50%	54%	46%
NET: Household receives Benefits	N Count	242	124	78	202	73	150	66	95
	Column Comparisons								

NET: Charac-

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Parents of children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2038 (92%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 27 of 28

		BANNER					
		Feelings about Gaming Purchase					
						It's unfair that people who spend	It's not always clear what I'm
D6 - Could you please tell us whether you or anyone in your household currently receives the following benefits? Please make sure to enter some text in specify box		Regret things I buy online	What I buy is good value	I spend more than I should	I like the feeling	more, get further in games	going to get for my money in games
Universal Credit (and household has no other earnings).	% within column	8%	8%	9%	7%	10%	10%
	N Count	27	62	39	53	69	44
	Column Comparisons						
	% within column	11%	12%	11%	11%	13%1	12%
Personal Independence Payment (PIP)	N Count	37	90	48	78	921	55
	Column Comparisons						
	% within column	8%	8%	10% ↑	9%	7%	8%
Carer's allowance	N Count	28	63	44 ↑	64	52	37
	Column Comparisons						
	% within column	5%	6%	8%	7%	7%	6%
Disability Living Allowance (DLA)	N Count	18	47	35	50	48	29
	Column Comparisons						
Other	% within column	1%	1%	1%	1%	1%	1%
	N Count	4	6	2	8	6	3
	Column Comparisons						
None of these - Do not receive any of these benefits	% within column	48%	49%↓	43%↓	51%	49%	46%↓
	N Count	167	378↓	. 192↓	370	350	205↓
	Column Comparisons						
	% within column	2%	2%	3%	2%	3%	2%
Don't know	N Count	8	16	12	18	18	11
	Column Comparisons						
	% within column	2%	2%	3%	2%	2%	3%
Prefer not to say	N Count	9	17	12	14	14	14
	Column Comparisons						
NET: Household receives Benefits	% within column	47%	47% 1		44%	47%1	
	N Count	163	360 1	229 ↑	319	3331	219 ↑
	Column Comparisons						

										BAN	NER								
	l would you say			r of child ondent		Age	e of child	respond	ent				Age	and gend	er of chi	ild respor	ndent		
•	ld is managing the moment?								NET: 8-	NET: 13	Male 8-	Female	Male	Female	Male	Female	Male	Female	NET: Male 8
Would you sa	y you are	Total	Male	Female	8-9	10-12	13-15	16-17	12	-17	9	8-9	10-12	10-12	13-15	13-15	16-17	16-17	12
-	% within column	2232	1153	1079	449	698	684	401	1147	1085	226	224	361	337	342	341	224	201	587
Weighted Base	N Count																		
	Column Comparisons																		
	% within column	2205	1100	1105	439	662	659	445	1101	1104	220	219	333	329	324	335	223	253	553
Unweighted Base	N Count																		
	Column Comparisons																		
	% within column	а	a	b	а	b	С	d	е	f	a	b	С	d	е	f	g	h	i
Column Names	N Count																		
	Column Comparisons																		
	% within column	18%	18%	17%	22%	20%	17%	13%↓	20%↑	15%↓	18%	25% ↑	19%	20%	19%	14%	16%	9%↓	19%
Doing well	N Count	401	213	188	97	138	113	53↓	235↑	166↓	41	56 †	70	67	65	48	37	19↓	111
	Column Comparisons	-			d	d			-	-	h	f h	h	h	h				-
	% within column	52%	51%	52%	52%	50%	52%	51%	51%	52%	60%	45%	49%	52%	49%	56%	48%	55%	53%
Getting by	N Count	1,152	589	563	236	352	359	205	588	564	135	101	178	174	167	192	108	111	313
	Column Comparisons	-							-	-									-
	% within column	29%	29%	29%	25%	29%	30%	34%	27%	31%	21%↓	29%	30%	28%	31%	28%	34%	34%	27%
Struggling	N Count	655	340	315	113	202	203	138	314	341	48↓	65	109	93	107	96	76	69	157
	Column Comparisons	-						а	-	-									-
	% within column	1%	1%	0%	0%	0%	1%	1%	0%	1%	0%	0%	0%	0%	1%	1%	1%	1%	0%
Don't know	N Count	12	7	5	0	2	6	4	2	10	0	0	2	0	3	4	3	1	2
	Column Comparisons	-							-	-									-
	% within column	1%	0%	1%	1%	1%	0%	0%	1%	0%	1%	1%	1%	1%	0%	0%	0%	1%	1%
Prefer not to say	N Count	13	5	8	4	5	2	2	8	4	1	3	2	2	1	1	1	1	3
	Column Comparisons	_							_	_									_

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 1 of 14

										BAN	NER								
		-	d gender esponde	of child	Urban	/ Rural		Workin	g status			ı	O3 - Soci	al grade			Finan	cial wellb	peing
your househo	would you say ld is managing	NET:	NET:	NET:						NET: Not working									
financially at t		Female	Male	Female	NET:		Full	Part		/					NET:	NET:	Doing	Getting	Strugg-
Would you sa	y you are	8-12	13-17	13-17	Urban	Rural	time	time	Student	retired	AB	C1	C2	DE	ABC1	C2DE	well	by	ling
	% within column	561	567	536	1986	246	1332	430	112	310	625	580	491	536	1205	1027	401	1152	655
Weighted Base	N Count																		
	Column Comparisons																		
	% within column	548	547	580	1949	256	1376	388	113	286	885	483	357	480	1368	837	452	1121	611
Unweighted Base	N Count																		
	Column Comparisons																		
	% within column	j	k	I	а	b	а	b	С	d	а	b	С	d	е	f	а	b	С
Column Names	N Count																		
	Column Comparisons																		
	% within column	22%↑		12%↓	19%	13%	24%↑	9%↓	22%	7%↓	36%↑	12%↓	13%↓	7%↓	25% ↑	10%↓		0%↓	0%
Doing well	N Count	123 †	102	65↓	370	31	313 †	37↓	25	21↓	227 ↑	69↓	66↓	38↓	296 ↑	104↓	401 ↑	0↑	01
	Column Comparisons	-	-	-	b		b d		b d		b c d	d	d		-	-	b c		
	% within column	49%	49%	56%	52%	51%	54%	53%	45%	44%↓	46%↓	60% ↑	58%↑	44%↓	53%	50%	0%↓	100%↑	0%
Getting by	N Count	275	275	299	1,027	125	719	228	50	137↓	290↓	346 †	282 †	234↓	636	516	01	1,152 †	01
	Column Comparisons	-	-	-			d					a d	a d		-	-		ас	
	% within column	28%	32%	31%	29%	36%	22%↓	37%↑	26%	48% ↑	17%↓	27%	28%	48% †	22%↓	38% ↑	0%↓	0%↓	100%1
Struggling	N Count	157	183	164	567	88	296↓	159 †	29	149↑	104↓	157	138	255 ↑	262↓	394 ↑	01	0↑	6551
	Column Comparisons	-	-	-		а		ас		a b c		а	а	a b c	-	-			a b
	% within column	0%	1%	1%	1%	0%	0%	0%	7%↑	0%	0%	1%	1%	1%	0%	1%	0%	0%↓	0%
Don't know	N Count	0	5	5	12	0	3	1	8 †	0	0	4	3	5	4	8	0	0↑	0
	Column Comparisons	-	-	-					a b d						-	-	-	-	-
	% within column	1%	0%	0%	1%	0%	0%↓	1%	0%	1%	1%	1%	0%	1%	1%	1%	0%	0%↓	0%
Prefer not to say	N Count	5	2	3	12	1	1↓	4	1	3	3	4	1	4	7	5	0	0 ↓	0
	Column Comparisons	-	-	-				а		а					-	-	-	-	-

										BAN	INER								
		Ethr	nicity	Child id	entified i cond	-	pacting		oility/ on in HH	Health (ational Care Plan ICP)	Ben	efits		ental trols	Pare	ental Con	cern	Time Spent Online (Week- day)
							NET:					NET:							
	l would you say		NET: All			NET: Identi- fied ne-	No identi-					House- hold recei-		NET: Has Paren-				NET: Moder- ately/	
your househo	old is managing		other			ed/	ed/				Don't	ves	No	tal	No	Not	A little	Very	
•	the moment?	White -	Ethnic-		Mental	condi-	condi-	NET:		Has an	have an		Benef-	Contr-	Contr-	Conce-	Conce-	Conce-	
Would you sa	ay you are	British	ities	Neur	Health	tion	tion	Yes	No	EHCP	EHCP	its	its	ols	ols	rned	rned	rned	0 - 2hrs
	% within column	1742	453	194	109	474	1726	234	792	161	2071	925	1200	1865	339	1053	550	605	873
Weighted Base	N Count																		
	Column Comparisons																		
	% within column	1713	452	182	110	458	1713	238	806	157	2048	883	1222	1839	342	1016	555	614	855
Unweighted Base																			
	Column Comparisons			_				_			1-						l-		
Column Names	% within column N Count	а	b	а	b	С	d	а	b	a	b	а	b	а	b	а	b	С	а
Column Names	Column Comparisons																		
	% within column	16%↓	24%↑	9%↓	9%↓	14%	19%	11%	17%	20%	18%	16%	20% 🕇	19% †	12%↓	14%↓	18%	25% †	18%
Doing well	N Count	287↓		17↓		68	329	27	131	32	368	145	2391					151 †	
Domig Wen	Column Comparisons	20, 4	a	-, .	10 1	-	a b	_,	101	32	300	1.5	a	b		217	a	a b	101
	% within column	52%	51%	46%	45%	48%	53%	50%	54%	53%	51%	44%↓	59% †		53%	54%	57%↑	44%↓	54%
Getting by	N Count	907	229	89	50	229	908	117	426	86	1,066	403↓	707 †	959	180	568	315 ↑	264↓	473
	Column Comparisons					-							a			С	С		
	% within column	30%	25%	45%↑	45% ↑	37%↑	27%↓	38%	29%	26%	30%	40% ↑	20%↓	28%	35%	31%	24%↓	31%	26%↓
Struggling	N Count	530	114	86 †	49 †	173 †	471↓	88	230	42	613	373 ↑	245↓	529	117	325	132↓	189	227↓
	Column Comparisons	b		d	d	-		b				b			а	b		b	
	% within column	1%	0%	1%	1%	1%	0%	1%	0%	1%	0%	0%	0%	0%	1%	1%	0%	0%	1%
Don't know	N Count	12	0	1	1	4	8	3	4	1	10	3	5	9	2	8	1	1	7
	Column Comparisons					-													

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 3 of 14

										BAN	INER								
		Time S	pent On	line (We	ekday)	Tir	me Spent	Online	(Weekei	nd)		Sp	ent Mon	ey		SM	1 purcha	se catego	ry
D7 Hanning	Ua.dda.										Bought somet- hing on either Social	Bought	Bought	Rought					
	l would you say											somet-	_	somet-	Not			Subscri-	
-	old is managing										or whi-	hing on	hing	hing	bought			ption/	
•	the moment?				NET: 5+				Over 6	NET: 5+	le gami-	social	while	from	from			Upgr-	NET:
Would you sa	• •	3 - 4hrs		6+ hrs		0 - 2hrs			hrs	Hours	ng		Gaming	both		Product	· · · · · ·	ade	Gift
	% within column	938	278	102	380	291	785	622	492	1114	1289	768	1125	604	943	429	153	216	158
Weighted Base	N Count Column Comparisons																		
	% within column	924	282	106	388	281	777	619	489	1108	1296	800	1128	632	909	450	165	226	171
Unweighted Base	e N Count Column Comparisons																		
Column Names	% within column N Count Column Comparisons	b	С	d	е	a	b	С	d	е	а	b	С	d	е	а	b	С	d
	% within column	17%	19%	19%	19%	17%	21%†	17%	15%	16%	21% 🕇	27%↑	22%†	29% ↑	13%↓	27%	42% ↑	36%↑	38% ↑
Doing well	N Count Column Comparisons	161	53	20	73 -	50	163↑	105	75	180 -	277 † e	209 † e	245 ↑ e	178 † e			65↑ a	78 †	60 †
	% within column	51%	48%	52%	49%	54%	50%	53%	50%	52%	50%	46%↓	50%	45%↓	54%	46%	38%	38%↓	46%
Getting by	N Count Column Comparisons	477	133	53	186 -	156	395	332	247	579 -	640	353↓	558	272↓	513 b d	196	59	82↓	73
	% within column	31%	33%	27%	31%	27%	28%	29%	34%	31%	28%	26%	28%	25%↓	31%	27%	19%	26%	15%↓
Struggling	N Count Column Comparisons	295	91	27	118 -	78	219	180	167	347 -	366	201	316	151↓	289	116 d	30	56 d	24↓
	% within column	0%	0%	1%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%
Don't know	N Count Column Comparisons	2	1	1	- 3	3	4	3	2	5 -	5	3	4	1	7	1	0	0	1

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 4 of 14

										BAN	INER								
		Feelin	ngs abou	t SM pur	chase		Gar	ning Met	hod					G	aming Ty	γpe			
D7 How wol	ll would you say					Games	Desk- top compu-	Mobile						Plaving	Playing against				
	• •	Regret	What I	I spend			ter, lap-							against	•	Creat-	Playing	Simula-	
•	old is managing	things I	buy is	more	I like	or	top or	or		NET:	Puzzles	Action/		one	ple	ive and	in a	tion	Fitness
-	the moment?	buy	good	than I	the	games	netb-	smartp-		Any	or	adven-	Shoot-	other	people/	building	virtual	experi-	and
Would you sa	ny you are	online	value	should	feeling	player	ook	hone	Tablet	Gaming	quizzes	ture	ers	person	teams	games	worlds	ence	dance
Weighted Base	% within column N Count Column Comparisons	314	556	378	565	1330	572	1316	782	2140	650	731	547	387	822	1151	557	248	278
Unweighted Base	% within column N Count Column Comparisons	329	585	402	596	1316	582	1317	774	2117	662	740	564	395	802	1111	570	266	283
Column Names	% within column N Count Column Comparisons	а	b	С	d	а	b	С	d	е	а	b	С	d	е	f	g	h	i
Doing well	% within column N Count Column Comparisons % within column	33%† 103†	32% 1 178 1	128↑	31% ↑ 174 ↑	223	23% † 131 † a c	226	20% 155 a c	18% 383 -	21% 135 f	22%† 159† e f	22%† 121† e f	28%1 1081 e f g l	17% 141	15%↓ 175↓	19% 108 f	24% † 60 † f	75 ↑ e f
Getting by	N Count Column Comparisons	45% 142	44%↓ 244↓	43%↓ 162↓	44%↓ 250↓		51% 291	53% 701	52% 403	52% 1,108 -	51% 331	54% 395	49% 270	46% 178	52% 430	53% 604	53% 295	53% 132	46% 128
Struggling	% within column N Count Column Comparisons	21%↓ 66↓	24%↓ 132↓	23%↓ 86↓	25%↓ 139↓		26% 148	29% 377	28% 219	29% 628 -	28% 180	24%↓ 176↓	28% 152	26% 101	30% 246	32% 365 b	27% 151	23% 56	26% 73
Don't know	% within column N Count Column Comparisons	1% 3	0% 3	0% 1	0% 3	0% 6	0% 0	1% 8	0% 3	1% 12 -	0% 2	0% 1	1% 4	0% 0	0% 4	0%↓ 1↓	0% 2	0% 0	0% 1

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 5 of 14

										BAN	NER								
			Gamin	ig Type			g Frequ- ncy			Ga	ming Pu	rchase Ty	/pe			Feelings	about 0	Gaming P	urchase
	would you say ld is managing :he moment?		Intera-	Makeo-	NET: Playing against other	NET:		NET: Charac- ter, ski- ns, weapo- ns, armour,	NET: Game expan-	Loot boxes/ packs/ chests/	In- game	A stan- dard version of the	A subscri-	Early access to a	Battle	Regret things I buy	What I buy is good	I spend more than I	l like the
Would you sa	v vou are	Sports	stories	vers	people	Daily	Weekly		sion	bundles	•	game	ption	game	Pass	online	value	should	feeling
Weighted Base	% within column N Count Column Comparisons	728	207	249	1027	1602	460	535	237	151	447	147	302	122	205	346	772	445	720
Unweighted Base	% within column N Count Column Comparisons	736	218	257	1009	1567	480	549	250	158	428	154	320	133	211	356	777	454	734
Column Names	% within column N Count Column Comparisons	j	k	I	m	a	b	а	b	С	d	е	f	g	h	а	b	С	d
Doing well	% within column N Count Column Comparisons	22% † 160 † e f	25% † 52 † f	21% 51	19% 196 -	19% 297	17% 80	24% 131 d	31% 1 74 1 d		18% 81	32% † 47 † d	29% † 89 † d	39% ↑ 48 ↑ c d	27% 55 d	29% † 99 †	25% † 195 † e	27% † 120 † e	25%1 1791 e
Getting by	% within column N Count Column Comparisons	51% 371	44% 92	51% 127	51% 519 -	51% 820	55% 252	49% 261	46% 110	49% 74	53% 238 f	49% 72	42%↓ 126↓	41% 51	49% 100	47% 164	48% 373	46% 205	49% 355
Struggling	% within column N Count Column Comparisons	26% 192	31% 64	28% 69	30% 306 -	29% 471	27% 126	26% 140	23% 54	25% 38	29% 128	18%↓ 27↓	29% 87	20% 24	24% 50	23% 81	26% 201	26% 117	25% 183
Don't know	% within column N Count Column Comparisons	1% 4	0% 0	1% 1	0% 4 -	0% 8	0% 1	0% 2	0% 0	0% 0	0% 0	1% 1	0% 0	0% 0	0% 0	1% 2	0% 2	1% 2	0% 2

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 6 of 14

		BAN	NER
		Feeling Gaming as	Purch-
D7 - How well your househol financially at t		It's unfair that people who spend more, get further in	clear what I'm goi- ng to get for my mo-
Would you say		games	ney in games
, ,	% within column	715	449
Weighted Base	N Count Column Comparisons % within column	710	459
Unweighted Base	N Count Column Comparisons	710	433
Column Names	% within column N Count Column Comparisons	е	f
Doing well	% within column N Count Column Comparisons % within column	21% 148 49%	25% † 113 † e 48%
Getting by	N Count Column Comparisons % within column	351	214
Struggling	N Count Column Comparisons % within column	30% 214 b d 0%	27% 121 0%
Don't know	N Count Column Comparisons	2	1

										BAN	INER								_
	would you say			r of child ondent		Age	e of child	l respond	lent				Age	and gend	er of ch	ild respon	ident		
your househol financially at t									NET: 8-	NET: 13	Male 8-	Female	Male	Female	Male	Female	Male	Female	NET: Male 8-
Would you say	you are	Total	Male	Female	8-9	10-12	13-15	16-17	12	-17	9	8-9	10-12	10-12	13-15	13-15	16-17	16-17	12
	% within column	1%	0%	1%	1%	1%	0%	0%	1%	0%	1%	1%	1%	1%	0%	0%	0%	1%	1%
Prefer not to say	N Count	13	5	8	4	5	2	2	8	4	1	3	2	2	1	1	1	1	3
	Column Comparisons	-							-	-									-

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 8 of 14

										BAN	NER								
		Ū	d gender esponde	of child	Urban,	/ Rural		Workii	ng status				D3 - Soci	al grade			Finar	ncial wellb	eing
	would you say Id is managing	NET:	NET:	NET:						NET: Not working									
•		Female	Male	Female	NET:		Full	Part		/					NET:	NET:		Getting	
Would you sa	y you are	8-12	13-17	13-17	Urban	Rural	time	time	Student	retired	AB	C1	C2	DE	ABC1	C2DE	well	by	ling
	% within column	1%	0%	0%	1%	0%	0%↓	1%	0%	1%	1%	1%	0%	1%	1%	1%	0%	0%↓	0%
Prefer not to say	N Count	5	2	3	12	1	1↓	4	1	3	3	4	1	4	7	5	0	01	0
	Column Comparisons	-	-	-				a		a					-	-	-	-	-

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 9 of 14

										BAN	INER								
		Ethni	icity	Child id	lentified cond	need/ im lition	npacting		oility/ on in HH	Health (ational Care Plan HCP)	Ben	efits		ental trols	Pare	ental Con	cern	Time Spent Online (Week- day)
							NET:					NET:							
						NET:	No					House-		NET:				NET:	
D7 - How well would yo	ou say					Identi-	identi-					hold		Has				Moder-	
your household is man	aging		NET: All				fied ne-					recei-		Paren-				ately/	
financially at the mome	±7		other			ed/	ed/				Don't	ves	No	tal	No	Not	A little	Very	
•	7711	ite -	Ethnic-		Mental	condi-	condi-	NET:		Has an	have an	Benef-	Benef-	Contr-	Contr-	Conce-	Conce-	Conce-	
Would you say you are	<u>Bri</u>	tish	ities	Neur	Health	tion	tion	Yes	No	EHCP	EHCP	its	its	ols	ols	rned	rned	rned	0 - 2hrs
% within co	olumn	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	1%	0%	1%	1%	0%	1%
Prefer not to say N Count		5	1	0	0	0	10	0	2	0	13	1	4	10	0	6	4	0	6
Column Co	mparisons					-													

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 10 of 14

									BAN	INER								
	Time S	Spent On	line (We	ekday)	Tir	ne Spen	t Online	(Weeker	nd)		Sp	ent Mon	ey		SM	1 purcha	se catego	ory
										Bought								
										somet-								
										hing on								
										either								
D7 - How well would you say										Social	Bought	Bought	Bought					
your household is managing												somet-	somet-	Not			Subscri-	
,										or whi-	hing on	hing	hing	bought			ption/	
financially at the moment?				NET: 5+				Over 6	NET: 5+	le gami-	social	while	from	from			Upgr-	NET:
Would you say you are	3 - 4hrs	5 - 6hrs	6+ hrs	Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	hrs	Hours	ng	media	Gaming	both	either	Product	Activity	ade	Gift
% within column	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%↓	0%	0%	0%	1%↑	0%	0%	0%	0%
Prefer not to say N Count	4	0	0	0	4	5	3	0	3	1↓	1	1	1	11↑	0	0	0	0
Column Comparison	S			-					-					a b c	-	-	-	-

-										BAN	NER								
		Feelir	ngs abou	t SM pur	chase		Gai	ming Met	hod					G	aming Ty	pe			
							Desk-												
							top								Playing				
D7 - How well	l would you say					Games	compu-	Mobile						Playing	against				
	ld is managing	Regret	What I	I spend		console	ter, lap	- phone						against	multi-	Creat-	Playing	Simula-	
•		things I	buy is	more	I like	or	top or	or		NET:	Puzzles	Action/		one	ple	ive and	in a	tion	Fitness
financially at		buy	good	than I	the	games	netb-	smartp-		Any	or	adven-	Shoot-	other	people/	building	virtual	experi-	and
Would you sa	y you are	online	value	should	feeling	player	ook	hone	Tablet	Gaming	quizzes	ture	ers	person	teams	games	worlds	ence	dance
	% within column	0%	0%	0%	0%	0%↓	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%
Prefer not to say	N Count	0	0	0	0	2↓	2	4	2	10	1	0	0	0	2	6	0	0	0
	Column Comparisons	-	-	-	-					-									

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 12 of 14

									BAN	NER								
		Gamir	ng Type			g Frequ- ncy			Ga	ming Pu	rchase T	ype			Feelings	about G	aming P	urchase
							NET: Charac- ter, ski-											
D7 - How well would you say your household is managing financially at the moment? Would you say you are	Snorts	Intera- ctive stories	Makeo- vers	NET: Playing against other people	NET: Daily	Weekly	ns, weapo- ns, armour,	NET: Game	'. <i>'.</i>	In- game	A standard version of the game		Early access to a game	Battle Pass	Regret things I buy online	What I buy is good value	I spend more than I should	I like the
% within column Prefer not to say N Count	0%	0%	0%	0% 2	0% 6	0% 2	0%	0%	0% 0	0% 0	0% 0	0% 0	0% 0	0%	0%	0% 0	0% 0	0%
Column Comparisons	Ü	Ü	Ū	-	Ū	_	-	J	J	Ū	Ü	Ü	Ü	Ü	-	-	-	-

		BAN	NER
		Feeling Gaming as	•
		It's unfair that people who spend more, get further in games	clear
	% within column	0%	0%
Prefer not to say	N Count Column Comparisons	0 -	0 -

						i	BANNER					
D8 - What is the highest le	evel of education		Gender respoi			Δ	age of child r	espondent			Age and gen	
you have completed?		Total	Male	Female	8-9	10-12	13-15	16-17	NET: 8-12	NET: 13-17	Male 8-9	Female 8-9
	% within column	2232	1153	1079	449	698	684	401	1147	1085	226	224
Weighted Base	N Count											
	Column Comparisons											
	% within column	2205	1100	1105	439	662	659	445	1101	1104	220	219
Unweighted Base	N Count											
	Column Comparisons											
	% within column	а	a	b	a	b	С	d	е	f	a	b
Column Names	N Count											
	Column Comparisons											
	% within column	3%	3%	3%	4%	4%	3%	1%	4%	2%	3%	4%
Primary School	N Count	66	30	36	16	26	19	5	42	24	7	9
•	Column Comparisons	-							-	-		
	% within column	26%	25%	26%	13%↓	20%↓	33% ↑	38% †	17% ↓	35% ↑	13%↓	13% ↓
Secondary School	N Count	576	291	284	57↓	141↓	225 †	154 ↑	198↓	378 †	29↓	28↓
	Column Comparisons	-				a	a b	a b	-	-		
Higher or further education (A-	% within column	29%	29%	29%	29%	31%	27%	30%	30%	28%	26%	31%
levels, BTEC, T-level, or	N Count	649	333	316	129	216	184	120	346	304	59	70
equivalent)	Column Comparisons	-							-	-		
	% within column	23%	23%	22%	27%	24%	20%	19%	25% †	20%↓	29%	25%
Undergraduate Degree	N Count	505	268	237	121	170	137	76	292 †	213↓	65	56
	Column Comparisons	-			c d				-	-		
	% within column	17%	17%	16%	26% ↑	17%	14%	10%↓	21% †	13%↓	27% ↑	25% 1
Post-graduate degree	N Count	373	197	176	117 †	118	97	40↓	235 †	137↓	61 †	56 1
	Column Comparisons	-			b c d	d	d		-	-	cdefgh	defgh
	% within column	2%	2%	2%	1%	3%	2%	1%	2%	2%	1%	1%
Doctorate	N Count	46	26	20	4	19	17	5	24	22	3	2
	Column Comparisons	-							-	-		
	% within column	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%
Prefer not to say	N Count	18	8	10	4	8	4	2	12	6	1	2
	Column Comparisons	_							_	_		

BANNER

Age and gender of child respondent

Urban/ Rural

						60						Rural
D8 - What is the highest le	evel of education	F	emale 10-	.	Female 13-	,	Female 16-	NET: Male	NET: Fema-	NET: Male	NET: Fema-	
you have completed?		Male 10-12	12	Male 13-15	15	Male 16-17	17	8-12	le 8-12	13-17	le 13-17	NET: Urban
	% within column	361	337	342	341	224	201	587	561	567	536	1986
Weighted Base	N Count											
	Column Comparisons											
	% within column	333	329	324	335	223	253	553	548	547	580	1949
Unweighted Base	N Count											
	Column Comparisons											
	% within column	С	d	е	f	g	h	i	j	k	1	a
Column Names	N Count											
	Column Comparisons											
	% within column	2%	5%	3%	2%	1%	2%	3%	5%	2%	2%	3%
Primary School	N Count	9	17	11	8	3	3	16	26	14	11	61
	Column Comparisons							-	-	-	-	
	% within column	19%↓	22%	35% ↑	31%	34% ↑	43% ↑	16%↓	18%↓	34% ↑	35%1	25%
Secondary School	N Count	68↓	73	119 ↑	105	76 †	86 ↑	97↓	101↓	195 †	190 1	506
	Column Comparisons		a b	a b c d	a b c d	a b c d	a b c d f	-	-	-	-	
Higher or further education (A-	% within column	30%	32%	26%	28%	34%	24%	28%	32%	29%	26%	28%↓
levels, BTEC, T-level, or	N Count	107	109	90	94	77	49	166	179	167	140	557↓
equivalent)	Column Comparisons							-	-	-	-	
	% within column	28%	21%	19%	21%	18%	20%	28% ↑	23%	18%↓	21%	23%
Undergraduate Degree	N Count	100	71	64	73	40	40	164 ↑	127	104↓	113	455
	Column Comparisons							-	-	-	-	
	% within column	17%	16%	14%	14%	11%	9%↓	21%↑	20%	13%↓	12%	18% ↑
Post-graduate degree	N Count	63	55	48	49	25	18↓	124 †	111	73↓	67	349 †
	Column Comparisons	h	h					-	-	-	-	b
	% within column	4% ↑	2%	2%	3%	1%	2%	3%	1%	2%	3%	2%
Doctorate	N Count	13 †	6	7	10	3	4	16	8	10	14	42
	Column Comparisons							-	-	-	-	
	% within column	0%	2%	1%	0%	1%	0%	0%	2%	1%	0%	1%
Prefer not to say	N Count	1	6	3	1	2	0	3	9	5	1	15
	Column Comparisons							-	-	-	-	

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Parents of children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2008 (91%)

						ı	BANNER					
		Urban/ Rural		Working	status				D3 - Socia	l grade		
D8 - What is the highest le	evel of education					NET: Not working/						
you have completed?		Rural	Full time	Part time	Student	retired	AB	C1	C2	DE	NET: ABC1	NET: C2DE
	% within column	246	1332	430	112	310	625	580	491	536	1205	1027
Weighted Base	N Count											
	Column Comparisons											
	% within column	256	1376	388	113	286	885	483	357	480	1368	837
Unweighted Base	N Count											
	Column Comparisons											
	% within column	b	а	b	С	d	a	b	С	d	е	f
Column Names	N Count											
	Column Comparisons											
	% within column	2%	2%↓	1%	19% ↑	3%	2%	2%	3%	4%	2%	4%
Primary School	N Count	5	28↓	6	22 †	9	14	14	17	21	28	38
	Column Comparisons				a b d						-	-
	% within column	28%	18%↓	24%	56% ↑	47% †	9%↓	21%↓	29%	47%↑	15%↓	39% ↑
Secondary School	N Count	70	245↓	104	63 †	144 †	54↓	123↓	145	254 ↑	178↓	398 †
	Column Comparisons			а	a b	a b		a	a b	a b c	-	-
Higher or further education (A-	% within column	37% ↑	27%	39% ↑	13%↓	31%	16%↓	32%	41% ↑	30%	24%↓	35% ↑
levels, BTEC, T-level, or	N Count	92 †	363	166 ↑	15↓	95	100↓	187	201 ↑	161	288↓	361 ↑
equivalent)	Column Comparisons	a	С	a c		С		a	a b d	a	-	-
	% within column	20%	26% ↑	25%	8%↓	12%↓	31% ↑	29% ↑	17%↓	10%↓	30% ↑	14%↓
Undergraduate Degree	N Count	50	347 †	106	9↓	36↓	197 †	168 †	84↓	56↓	365 ↑	140↓
	Column Comparisons		c d	c d			c d	c d	d		-	-
	% within column	10%↓	23%↑	10%↓	1%↓	6%↓	36% †	13%	8%↓	6%↓		7%↓
Post-graduate degree	N Count	24↓	305 ↑	42↓	2↓	19↓	224 †	78	39↓	32↓	302 ↑	71↓
	Column Comparisons		b c d	С		С	b c d	c d			-	-
	% within column	1%	3% ↑	1%	0%	1%	5% ↑	1%	1%	1%	3% ↑	1%↓
Doctorate	N Count	3	40 †	2	0	2	33 †	6	3	3	39 ↑	6 ↓
	Column Comparisons		b d				b c d				-	-
	% within column	1%	0%↓	1%	1%	2%	0%	1%	1%	2%	0%	1%
Prefer not to say	N Count	2	3 ↓	3	1	6	2	4	3	9	6	12
	Column Comparisons					а					-	-

							BANNER					
		Fina	ancial wellbe	eing	Ethn	icity	Child ider	ntified need,	/ impacting o	condition	Disability/ Co HH	
D8 - What is the highest le	evel of education	Doing well	Getting by	Struggling	White B- ritish	NET: All other Ethnicities	Neurodiv- ersity	Mental Health	NET: Identified need/ condition	NET: No identified need/ condition	NET: Yes	No
,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	% within column	401	1152	655	1742	453	194	109	474	1726	234	792
Weighted Base	N Count											
J	Column Comparisons											
	% within column	452	1121	611	1713	452	182	110	458	1713	238	806
Unweighted Base	N Count											
-	Column Comparisons											
	% within column	а	b	С	a	b	a	b	С	d	а	b
Column Names	N Count											
	Column Comparisons											
	% within column	5% ↑	2%↓	3%	3%	3%	2%	8% ↑	5% ↑	2%	5% ↑	1%↓
Primary School	N Count	20 ↑	23↓	19	52	13	4	8 †	23 †	43	11 ↑	12↓
	Column Comparisons	b						a d	-		b	
	% within column	17%↓	25%	33%↑	29% ↑	12%↓	28%	34%	29%	25%	33%	35%
Secondary School	N Count	69↓	286	214 ↑	513 †	52↓	55	37	137	429	77	274
	Column Comparisons		а	a b	b				-			
Higher or further education (A-	% within column	15%↓	31%	34% ↑	32% ↑	18%↓	41% †	37%	34% ↑	28%	32%	27%
levels, BTEC, T-level, or	N Count	62↓	361	222 †	559 †	80↓	80 †	41	162 †	478	75	215
equivalent)	Column Comparisons		а	a	b		d		-			
	% within column	22%	26% †	18%↓	20%↓	31% ↑	15%↓	11%↓	16%↓	24%1	15%	22% †
Undergraduate Degree	N Count	89	297 †	118↓	356↓	142 †	29↓	12↓	77↓	4221	36	172 †
	Column Comparisons		С			а			-	a b		a
	% within column	34% ↑	14%↓	11%↓	13%↓	33% ↑	12%	8%↓	14%	17%	13%	13%
Post-graduate degree	N Count	136 †	164↓	71↓	221↓	147 †	24	9 ↓	67	301	30	101
	Column Comparisons	b c	С			а			-	b		
	% within column	6% ↑	1%	1%	2%	3%	1%	1%	1%	2%	1%	2%
Doctorate	N Count	23 †	16	7	32	14	3	1	6	40	3	17
	Column Comparisons	bс							-			

							BANNER					
			Health Care EHCP)	Ben	efits	Parenta	l Controls	Pa	rental Conc	ern	Time Sper (Week	
D8 - What is the highest le	evel of education	Has an EHCP	Don't have	NET: Household receives Benefits	No Benefits	NET: Has Parental Controls	No Controls	Not Concerned	A little Concerned	NET: Moderately / Very Concerned	0 - 2hrs	3 - 4hrs
-	% within column	161	2071	925	1200	1865	339	1053	550	605	873	938
Weighted Base	N Count Column Comparisons											
	% within column	157	2048	883	1222	1839	342	1016	555	614	855	924
Unweighted Base	N Count Column Comparisons	137	2040	003	1222	1033	342	1010	333	014	033	J24
	% within column	а	b	а	b	а	b	а	b	С	а	b
Column Names	N Count Column Comparisons							_			_	_
	% within column	6%	3%	5% 1	1%↓	3%	2%	3%	3%	3%	2%	3%
Primary School	N Count	9	57	42 1	14↓	56	7	29	16	18	21	29
•	Column Comparisons			b								
	% within column	30%	26%	33% 1	20%↓	23%↓	39% ↑	28% ↑	27%	19%↓	19%↓	28%
Secondary School	N Count	48	528	304 1	241↓	432↓	131	299 ↑	150	117↓	169↓	262
	Column Comparisons			b			a	С	С			a
Higher or further education (A-	% within column	26%	29%	30%	28%	29%	28%	34% ↑	29%	21%↓	30%	30%
levels, BTEC, T-level, or	N Count	41	608	280	335	546	94	360 †	158	126↓	262	280
equivalent)	Column Comparisons							b c	С			
	% within column	14%↓	23% ↑	16%↓	29%	23%	20%	22%	23%	24%	28%	20%
Undergraduate Degree	N Count	23↓	482 †	146↓	347 †	435	68	230	126	148	241 †	191
	Column Comparisons		а		а						b c d	
	% within column	21%	16%	14%↓	19% ↑	18% 1	11%↓	11%↓	16%	27%↑	18%	16%
Post-graduate degree	N Count	34	339	129↓	2311	336 1	36↓	119↓	87	165 †	156	152
Joe Bradate degree	Column Comparisons				а	b			а	a b		
	% within column	3%	2%	2%	2%	2%	0%	1%↓	2%	4% ↑	2%	2%
Doctorate	N Count	5	41	14	27	44	1	9↓	11	25 ↑	19	17
	Column Comparisons					b			а	a b		

							BANNER					
		Time Sper	nt Online (W	eekday)		Time Spei	nt Online (V	Veekend)		9	Spent Money	<u> </u>
D8 - What is the highest le	evel of education			NET: 5+					NET: 5+	Bought something on either Social Med- ia, or while	Bought something on social	Bought something while
you have completed?		5 - 6hrs	6+ hrs	Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6 hrs	Hours	gaming	media	Gaming
Weighted Base	% within column N Count Column Comparisons	278	102	380	291	785	622	492	1114	1289	768	1125
Unweighted Base	% within column N Count Column Comparisons	282	106	388	281	777	619	489	1108	1296	800	1128
Column Names	% within column N Count Column Comparisons	С	d	е	a	b	С	d	е	a	b	С
	% within column	3%	4%	4%	2%	3%	3%	2%	3%	3%	4%	3%
Primary School	N Count Column Comparisons % within column	10 34% ↑	4 34%	14 - 34% ↑	7 21%	23 22% ↓	19 26%	12 34% ↑	31 - 29% ↑	43 25%	30 22% ↓	35 24%
Secondary School	N Count	94 †	34%	128 †	60	170↓	26% 164	165 ↑	329 †		168↓	24% 270
Secondary School	Column Comparisons	a	a	-	00	1704	104	a b c	-	313	1004	270
Higher or further education (A-levels, BTEC, T-level, or	% within column N Count	23% 65	30% 31	25% 96	27% 78	30% 235	28% 176	31% 153	30% 329	28% 357	25%↓ 194↓	28% 312
equivalent)	Column Comparisons % within column	20%	16%	- 19%	24%	24%	24%	19%	- 22%	22%	23%	23%
Undergraduate Degree	N Count Column Comparisons	55	16	71 -	70	188	147	94	242 -	287	176	255
	% within column	17%	14%	16%	20%	19%	17%	11%↓	14%↓		22% ↑	19% ↑
Post-graduate degree	N Count	47	14	61	59	149	105	56↓	161↓	239 †	172 ↑	211 ↑
	Column Comparisons			-	d	d	d		-	е	е	е
	% within column	2%	3%	2%	4%↑	2%	2%	2%	2%	3%	3%↑	3%↑
Doctorate	N Count Column Comparisons	6	3	9 -	12 ↑ b c	13	9	9	19 -	33 e	26 ↑ e	32 ↑ e

							BANNER					Gaming
		Spent I	Money		SM purchas	e category		F	eelings abou	t SM purchas	e 	Method
D8 - What is the highest le	evel of education	Bought something from both	_	Product	Activity	Subscri- ption/ Upgrade	NET: Gift	Regret things I buy online	What I buy is good value	I spend more than I should	I like the feeling	Games console or games player
	% within column	604	943	429	153	216	158	314	556	378	565	1330
Weighted Base	N Count											
	Column Comparisons											
	% within column	632	909	450	165	226	171	329	585	402	596	1316
Unweighted Base	N Count											
	Column Comparisons											
	% within column	d	е	а	b	С	d	а	b	С	d	а
Column Names	N Count											
	Column Comparisons											
	% within column	4%	2%	3%	2%	5%	8% 1	5%	4%	5%	4%	2%↓
Primary School	N Count	22	23	14	3	10	13 †	16	22	18	21	26↓
	Column Comparisons						a b					
	% within column	20%↓	27%	21%	20%	19%	17%	22%	22%↓	21%	23%	28%1
Secondary School	N Count	118↓	257	88	31	40	27	68	120↓	81	130	371 †
	Column Comparisons		b d									b c d
Higher or further education (A-	% within column	25%↓	31%	26%	17%	22%	14%↓	22%↓	23%	20%↓	23%↓	30%
levels, BTEC, T-level, or	N Count	148↓	292	112	26	48	22↓	69↓	130↓	. 77↓	132↓	404
equivalent)	Column Comparisons		b d	d								
	% within column	24%	23%	25%	22%	23%	23%	21%	23%	22%	22%	22%
Undergraduate Degree	N Count	145	218	109	34	50	37	67	126	84	125	294
	Column Comparisons											
	% within column	24% ↑	14%↓	22%	31% ↑	27%	33% †	26% ↑	25% †	27%↑	25% ↑	15%
Post-graduate degree	N Count	143 †	133↓	93	48 †	58	52 †	83 †	138 †	103 ↑	139 ↑	205
	Column Comparisons	e			а		a					
	% within column	4% ↑	1%	2%	6%	4%	4%	3%	4% 1	4% ↑	3%	2%
Doctorate	N Count	25 ↑	13	11	9	9	6	11	211	141	18	25
	Column Comparisons	е			а							

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 7 of 20

							BANNER					
			Gaming	Method					Gaming Type			
D8 - What is the highest le	evel of education	Desktop computer, laptop or netbook	Mobile phone or smartp- hone	Tablet	NET: Any Gaming	Puzzles or quizzes	Action/ adventure	Shooters	Playing against one other person	Playing against multiple people/teams	Creative and building games	Playing in a virtual worlds
	% within column	572	1316	782	2140	650	731	547	387	822	1151	557
Weighted Base	N Count Column Comparisons											
Unweighted Base	% within column N Count Column Comparisons	582	1317	774	2117	662	740	564	395	802	1111	570
Column Names	% within column N Count Column Comparisons	b	С	d	е	a	b	С	d	е	f	g
	% within column	3%	3%	3%	3%	3%	3%	4%	2%	2%	2%	3%
Primary School	N Count Column Comparisons	17	38	23	63	22	23	19	8	20	28	17
	% within column	21%↓	25%	20%↓	26%	22%↓	20%↓	23%	20%↓	28%	26%	22%
Secondary School	N Count Column Comparisons	121↓	330 d	154↓	554 -	143↓	147↓	128	77↓	234 a b g k l	301 b	122
Higher or further education (A-	% within column	25%↓	30%	30%	29%	26%	27%	27%	27%	32%	30%	30%
levels, BTEC, T-level, or equivalent)	N Count Column Comparisons	141↓	399 b	235	624	172	201	146	105	264	347	165
	% within column	26%	22%	23%	22%	24%	24%	22%	24%	22%	23%	23%
Undergraduate Degree	N Count Column Comparisons % within column	146 22% ↑	292 17%	183 21% ↑	477 - 17%	158 21% †	178 22% ↑	122 20% 1	92 ^ 25% ↑	179 13% ↓	263 16%	127 19%
Post-graduate degree	N Count	124 †		164	363	134 †		1121		109↓	185	108
i ost-graduate degree	Column Comparisons	a c	220	a c	-	e f	e f	e	e f	103*	103	e 108
	% within column	3%	2%	2%	2%	3%	3%	3%	2%	2%	2%	2%
Doctorate	N Count Column Comparisons	18	26	16	44	18	18	17	8	13	18	13

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 8 of 20

							BANNER					
				Gamin	g Type			Gaming F	requency	Gam	ing Purchase	Туре
D8 - What is the highest le	evel of education	Simulation I	-itness and		Interactive		NET: Playing against other			NET: Chara- cter, skins, weapons, armour,		Loot boxes, packs/ chests/
you have completed?		experience	dance	Sports	stories	Makeovers	people	NET: Daily	Weekly	tools	expansion	bundles
•	% within column	248	278	728	207	249	1027	1602	460	535	237	151
Weighted Base	N Count											
	Column Comparisons											
	% within column	266	283	736	218	257	1009	1567	480	549	250	158
Unweighted Base	N Count											
-	Column Comparisons											
	% within column	h	i	j	k	[m	a	b	a	b	С
Column Names	N Count											
	Column Comparisons											
	% within column	4%	2%	3%	4%	5%	2%	3%	2%	3%	4%	4%
Primary School	N Count	9	7	20	8	12	21	51	11	14	9	6
	Column Comparisons						-					
	% within column	18%↓	24%	24%	17%↓	19%↓	27%	26%	25%	24%	17%↓	20%
Secondary School	N Count	44↓	68	177	34↓	46↓	277	411	115	129	41↓	30
	Column Comparisons						-					
Higher or further education (A-	% within column	26%	24%	28%	22%	28%	31%	30%	25%	27%	21%	25%
levels, BTEC, T-level, or	N Count	65	66	201	45	71	313	486	115	142	51	38
equivalent)	Column Comparisons						-	b				
	% within column	23%	21%	23%	25%	21%	22%	21%	27%	22%	22%	23%
Undergraduate Degree	N Count	56	59	170	53	51	225	343	122	115	53	35
	Column Comparisons						-		а			
	% within column	27% ↑	25% ↑	19%	28% ↑	26% ↑	17%	17%	18%	21%	30% ↑	25%
Post-graduate degree	N Count	67 1	70 †	140	58 †	65 †	170	267	84	110	71 †	37
	Column Comparisons	e f	e f	е	e f	e f g	-			d	d	d
	% within column	3%	2%	2%	3%	1%	2%	2%	2%	3%	5%	3%
Doctorate	N Count	9	7	17	7	3	16	32	11	18	12	4
	Column Comparisons						-			d		

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 9 of 20

							BANNER					
			Gami	ng Purchase	: Туре			Fee	lings about G	aming Purc	hase	
			A standard		Early		Regret	What I buy	I spend		It's unfair that people who spend more, get	It's not always clear what I'm going to get for
D8 - What is the highest le	evel of education	In-game	version of	A subscri-	access to a		things I buy	•	more than I	I like the	further in	my money
you have completed?		money	the game	ption	game	Battle Pass		value	should	feeling	games	in games
-	% within column	447	147	302	122	205	346	772	445	720	715	449
Weighted Base	N Count											
	Column Comparisons											
	% within column	428	154	320	133	211	356	777	454	734	710	459
Unweighted Base	N Count											
	Column Comparisons											
	% within column	d	е	f	g	h	a	b	С	d	е	f
Column Names	N Count											
	Column Comparisons											
	% within column	4%	2%	4%	3%	4%	4%	3%	3%	3%	4%	3%
Primary School	N Count	16	2	11	4	8	12	27	15	19	27	12
	Column Comparisons											
	% within column	25%	21%	25%	20%	23%	23%	24%	21%	24%	24%	23%
Secondary School	N Count	113	30	76	24	47	79	188	94	171	169	102
	Column Comparisons											
Higher or further education (A-	% within column	32%	18%↓	24%	21%	26%	23%	26%	23%↓	26%	29%	27%
levels, BTEC, T-level, or	N Count	142	26↓	73	26	53	81	202	104↓	185	205	121
equivalent)	Column Comparisons											
	% within column	22%	27%	21%	20%	17%	23%	21%	24%	23%	22%	21%
Undergraduate Degree	N Count	99	40	63	24	35	81	164	106	169	158	96
	Column Comparisons											
	% within column	15%		22%	31%1		24% ↑	21%1	25% ↑	21%1	18%	22% ↑
Post-graduate degree	N Count	66	39 ↑	66	38 1	50	85 †	160 1	1101	1481	132	99 ↑
	Column Comparisons		d	d	d	d			е			
	% within column	2%	6%	3%	3%	4%	2%	3%1		3%1		4% ↑
Doctorate	N Count	7	8	10	4	7	8	261	10	221	20	16 ↑
	C-1 C											

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Column Comparisons

		BANNER										
D8 - What is the highest	level of education		Gender respo				Age of child i	respondent				nder of child ondent
you have completed?		Total	Male	Female	8-9	10-12	13-15	16-17	NET: 8-12	NET: 13-17	Male 8-9	Female 8-9
	% within column	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%
Prefer not to say	N Count	18	8	10	4	8	4	2	12	6	1	2
	Column Comparisons	-							-	-		

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 11 of 20

BANNER

Age and gender of child respondent

Urban/ Rural

												- Italiai
D8 - What is the highes	st level of education	F	emale 10	-	Female 13	-	Female 16-	NET: Male	NET: Fema-	NET: Male	NET: Fema	-
you have completed?		Male 10-12	12	Male 13-15	15	Male 16-17	17	8-12	le 8-12	13-17	le 13-17	NET: Urban
	% within column	0%	2%	1%	0%	1%	0%	0%	2%	1%	0%	1%
Prefer not to say	N Count	1	6	3	1	2	0	3	9	5	1	15
	Column Comparisons							-	-	-	-	

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Parents of children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2008 (91%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 12 of 20

							BANNER					
		Urban/ Rural		Workin	g status				D3 - Socia	al grade		
D8 - What is the highest level of education						NET: Not working/						
you have completed?		Rural	Full time	Part time	Student	retired	AB	C1	C2	DE	NET: ABC1	NET: C2DE
	% within column	1%	0%↓	1%	1%	2%	0%	1%	1%	2%	0%	1%
Prefer not to say	N Count	2	3↓	3	1	6	2	4	3	9	6	12
	Column Comparisons					а					-	

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 13 of 20

							BANNER					
		Fin	ancial wellbe	eing	Ethi	nicity	Child ide	ntified need	/ impacting o	condition	Disability/ Co HH	
D8 - What is the highest level of education					White B-	NET: All other	Neurodiv-	Mental	NET: Identified need/	NET: No identified need/		
you have completed?		Doing well	Getting by	Struggling	ritish	Ethnicities	ersity	Health	condition	condition	NET: Yes	No
	% within column	1%	0%	1%	1%	1%	0%	2%	1%	1%	1%	0%
Prefer not to say	N Count	3	5	6	10	4	0	2	3	13	2	3
	Column Comparisons								-			

							BANNER					
			l Health Care (EHCP)	Ber	nefits	Parenta	l Controls	Pa	rental Conce	rn	Time Spe (Wee	
				NET:						NET:		
				Household		NET: Has				Moderately		
D8 - What is the high	est level of education	Has an	Don't have	receives		Parental		Not	A little	/ Very		
you have completed?		EHCP	an EHCP	Benefits	No Benefits	Controls	No Controls	Concerned	Concerned	Concerned	0 - 2hrs	3 - 4hrs
	% within column	1%	1%	1%	0%	1%	0%	1%	0%	1%	1%	1%
Prefer not to say	N Count	2	16	9	4	15	1	8	2	6	6	7
	Column Comparisons											

-							BANNER					
		Time Spe	nt Online (W	/eekday)		Time Spe	ent Online (\	Veekend)		9	Spent Money	У
D8 - What is the highest	t level of education	5 Chu	C. h	NET: 5+	0. 21	2 4	5. Char	O. a. Cha	NET: 5+	ia, or while	on social	Bought something while
you have completed?		5 - 6hrs	6+ hrs	Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6 hrs	Hours	gaming	media	Gaming
	% within column	1%	0%	1%	1%	1%	0%	1%	0%	1%	0%	1%
Prefer not to say	N Count Column Comparisons	2	0	2	4	6	1	3	4	10	2	10

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 16 of 20

	BANNER											
	Spent	Money		SM purcha	se category		Fe	eelings abou	t SM purchas	e	Gaming Method	
D8 - What is the highest level of education you have completed?		_	Product	Activity	Subscri- ption/ Upgrade	NET: Gift	Regret things I buy online	What I buy is good value	I spend more than I should	I like the feeling	Games console or games player	
% within column	0%	1%	1%	1%	1%	0%	0%	0%	0%	0%	0%	
N Count	2	8	2	1	1	0	0	0	1	1	5	
	% within column N Count	t level of education **Bought something from both **within column 0% N Count 2	t level of education something Not bought from both from either % within column 0% 1% N Count 2 8	Bought something Not bought from both from either Product 0% Within column 0% 1% 1% N Count 2 8 2	Bought something Not bought from both from either Product Activity % within column 0% 1% 1% 1% 1% N Count 2 8 2 1	Bought something Not bought from both from either Product Activity Upgrade % within column 0% 1% 1% 1% 1% 1% 1% N Count 2 8 2 1 1	Spent Money SM purchase category t level of education Bought something Not bought from either Product Activity Upgrade NET: Gift % within column 0% 1% 1% 1% 1% 1% 0% N Count 2 8 2 1 1 0	Spent Money SM purchase category Fee Bought something Not bought from both from either Product Activity Upgrade NET: Gift online W within column 0% 1% 1% 1% 1% 1% 0% 0% 0% N Count 2 8 2 1 1 1 0 0 0	Spent Money SM purchase category Feelings about t level of education Bought something Not bought from both from either Product Activity Upgrade NET: Gift online value Weight within column 0% 1% 1% 1% 1% 0% 0% 0% 0% 0% N Count 2 8 2 1 1 1 0 0 0 0 0	Spent Money SM purchase category Feelings about SM purchase t level of education Bought something Not bought from both from either Product Activity Upgrade NET: Gift online value should within column 0% 1% 1% 1% 1% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0%	Spent Money SM purchase category Feelings about SM purchase t level of education Bought something Not bought from both from either Product Activity Upgrade NET: Gift online value should feeling Within column 0% 1% 1% 1% 1% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0%	

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 17 of 20

							BANNER					
			Gaming I	Method					Gaming Type			
D8 - What is the highest level of education you have completed?		Desktop computer, laptop or netbook	Mobile phone or smartp- hone	Tablet	NET: Any Gaming	Puzzles or quizzes	Action/ adventure	Shooters	Playing against one other person	Playing against multiple people/ teams	Creative and building games	Playing in a virtual worlds
	% within column	1%	1%	1%	1%	0%	1%	1%	0%	0%	1%	1%
Prefer not to say	N Count	5	11	7	15	3	4	4	1	4	8	4
	Column Comparisons				-							

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 18 of 20

							BANNER					
				Gamin	g Type			Gaming Fr	requency	Gam	ing Purchase	Туре
							NET:			NET: Chara-		
							Playing			cter, skins,		Loot boxes/
50 M/h - 1 '- 1 h - h '- h -							against			weapons,		packs/
D8 - What is the highe	est level of education	Simulation I	itness and		Interactive		other			armour,	NET: Game	chests/
you have completed?		experience	dance	Sports	stories	Makeovers	people	NET: Daily	Weekly	tools	expansion	bundles
	% within column	0%	0%	0%	1%	0%	0%	1%	0%	1%	1%	1%
Prefer not to say	N Count	0	1	3	2	0	5	13	1	7	1	1
	Column Comparisons						-					

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 19 of 20

							BANNER					
			Gami	ing Purchase	е Туре			Fee	lings about G	aming Purc	hase	
D8 - What is the high you have completed	nest level of education ?	In-game money	A standard version of the game	A subscription	Early access to a game	Battle Pass	things I buy	What I buy is good value	I spend more than I should	I like the feeling	It's unfair that people who spend more, get further in games	
	% within column	1%	1%	1%	2%	2%	0%	1%	1%	1%	1%	1%
Prefer not to say	N Count Column Comparisons	3	1	4	2	5	1	6	4	6	4	4

					BANI	NER			
		C	Sender of child	d respondent		Age of	f child respond	lent	
Child has identified need/impacting cond	ition	Total	Male	Female	8-9	10-12	13-15	16-17	NET: 8-12
	% within column	2232	1153	1079	449	698	684	401	1147
Weighted Base	N Count								
	Column Comparisons								
	% within column	2205	1100	1105	439	662	659	445	1101
Jnweighted Base	N Count								
	Column Comparisons								
	% within column	a	а	b	a	b	С	d	е
Column Names	N Count								
	Column Comparisons								
Hearing: They use aids/ adaptations to be able to	% within column	2%	2%	2%	2%	2%	2%	1%	2%
near new use alus/ adaptations to be able to	N Count	40	24	16	7	15	15	3	22
icai	Column Comparisons	-							-
Everight: I have issues with my everight (ather than	% within column	4%	4%	4%	2%	5%	4%	4%	4%
esight: I have issues with my eyesight (other than eding glasses)	N Count	86	43	44	11	33	27	15	44
eeding glasses)	Column Comparisons	-							-
Mobility: I use a wheelchair, mobility scooter or	% within column	2%	2%	2%	2%	3%	2%	1%	3%
other equipment to be able to get about	N Count	48	25	22	10	20	13	4	31
other equipment to be able to get about	Column Comparisons	-							-
Dexterity: I regularly need help, or use something to	% within column	2%	2%	2%	2%	2%	1%	2%	2%
nelp me, for tasks using my hands.	N Count	44	23	21	8	16	10	10	24
ieip me, for tasks using my namus.	Column Comparisons	-							-
Proothing, I compating a house issues with broothing as	% within column	2%	2%	1%	1%	2%	1%	2%	2%
Breathing: I sometimes have issues with breathing or nave chest pains	N Count	37	21	16	5	15	10	7	20
lave chest pairis	Column Comparisons	-							-
earning difficulties: I regularly receive extra help	% within column	4%	4%	4%	4%	5%	4%	1%↓	5%
rom an adult in school because I have difficulty	N Count	87	47	40	18	37	27	6 ↓	54
earning, understanding, or remembering things.	Column Comparisons	-			d	d	d		-
annahi luga piatura garda paudanah ar	% within column	1%	1%	1%	1%	1%	0%	0%	1%
speech: I use picture cards, my hands, or computers o help me talk	N Count	20	12	8	5	10	3	1	16
o neip me taik	Column Comparisons	-							-
Diff: a. day dah and a an ay mah ana. I hay a a a a a a day	% within column	3%	3%	3%	2%	3%	4%	3%	2%
Difficulty with words or numbers: I have or may have	N Count	64	29	35	7	21	25	12	28
exia/ dyscalculia	Column Comparisons	-							-

					BAI	NNER			
		Age of child respondent			Age and g	ender of child r	espondent		
Child has identified need/impacting condi	tion	NET: 13-17	Male 8-9	Female 8-9	Male 10-12	Female 10-12	Male 13-15	Female 13-15	Male 16-17
	% within column	1085	226	224	361	337	342	341	224
Weighted Base	N Count								
	Column Comparisons								
	% within column	1104	220	219	333	329	324	335	223
Unweighted Base	N Count								
	Column Comparisons								
	% within column	f	а	b	С	d	е	f	g
Column Names	N Count								
	Column Comparisons								
Harrison Thomas aide / adamentia aa ka ha abla ka	% within column	2%	2%	1%	2%	2%	3%	1%	1%
earing: They use aids/ adaptations to be able to ar	N Count	18	4	3	8	8	11	4	2
cai	Column Comparisons	-							
vociant. I have issues with my evesight (ather than	% within column	4%	3%	1%	3%	6% ↑	5%	3%	3%
Eyesight: I have issues with my eyesight (other than needing glasses)	N Count	42	8	3	11	22 ↑	17	11	7
riceunig glasses/	Column Comparisons	-							
Mobility: I use a wheelchair, mobility scooter or	% within column	2%	1%	3%	4%	2%	2%	2%	1%
other equipment to be able to get about	N Count	17	3	7	13	8	7	7	3
other equipment to be able to get about	Column Comparisons	-							
Dexterity: I regularly need help, or use something to	% within column	2%	2%	1%	2%	3%	2%	1%	3%
help me, for tasks using my hands.	N Count	20	5	3	5	11	6	4	7
neip me, for tasks using my hands.	Column Comparisons	-							
Droothing, I comptime a bougiesus with broothing or	% within column	2%	1%	1%	2%	2%	2%	1%	2%
Breathing: I sometimes have issues with breathing or have chest pains	N Count	17	2	3	8	7	7	2	4
nave chest pants	Column Comparisons	-							
Learning difficulties: I regularly receive extra help	% within column	3%	4%	4%	5%	6%	5%	3%	2%
from an adult in school because I have difficulty	N Count	32	9	9	18	19	16	10	4
learning, understanding, or remembering things.	Column Comparisons	-							
Speech Luce picture carde my bands or computers	% within column	0%	2%	0%	1%	2%	1%	0%	1%
Speech: I use picture cards, my hands, or computers to help me talk	N Count	5	4	1	5	6	2	1	1
to help the talk	Column Comparisons	-							

					BAN	NER			
			Age and ge	ender of child i	respondent		Urban/	Rural	Working status
			IET: Male 8-	NET: Female	NET: Male 13	NET: Female			
Child has identified need/impacting cond	ition	Female 16-17	12	8-12	-17	13-17	NET: Urban	Rural	Full time
	% within column	201	587	561	567	536	1986	246	1332
Weighted Base	N Count								
	Column Comparisons								
	% within column	253	553	548	547	580	1949	256	1376
Unweighted Base	N Count								
	Column Comparisons								
	% within column	h	i	j	k	1	а	b	а
Column Names	N Count								
	Column Comparisons								
	% within column	1%	2%	2%	2%	1%	2%	0%	2%
Hearing: They use aids/ adaptations to be able to	N Count	2	11	11	12	5	40	0	24
hear	Column Comparisons		-	-	-	-	b		
	% within column	4%	3%	4%	4%	4%	4%	3%	4%
Eyesight: I have issues with my eyesight (other than	N Count	9	19	25	24	19	79	7	51
needing glasses)	Column Comparisons		_	-	-	-			
	% within column	1%	3%	3%	2%	1%	2%	1%	2%
Mobility: I use a wheelchair, mobility scooter or	N Count	1	16	15	10	8	44	4	31
other equipment to be able to get about	Column Comparisons		-	-	_	-			
	% within column	2%	2%	2%	2%	1%	2%	1%	2%
Dexterity: I regularly need help, or use something to	N Count	3	11	14	12	7	43	1	25
help me, for tasks using my hands.	Column Comparisons		-	-	_	-			
	% within column	2%	2%	2%	2%	1%	2%	0%	2%
Breathing: I sometimes have issues with breathing or	N Count	3	10	10	11	6	37	0	22
have chest pains	Column Comparisons		_	_	_	_	b		
Learning difficulties: I regularly receive extra help	% within column	1%	5%	5%	3%	2%	4%	6%	3%
from an adult in school because I have difficulty	N Count	3	27	28	20	13	71	15	35
learning, understanding, or remembering things.	Column Comparisons	-	-	-	-	-		_3	
	% within column	0%	2%	1%	1%	0%	1%	1%	1%
Speech: I use picture cards, my hands, or computers	N Count	0	9	7	4	1	19	1	13
to help me talk	Column Comparisons	•	-	-	-	-		_	

					BANN	IER			
		٧	Vorking status			D3 -	- Social grade		
				NET: Not working/					
Child has identified need/ impacting cond	lition	Part time	Student	retired	AB	C1	C2	DE	NET: ABC1
	% within column	430	112	310	625	580	491	536	1205
Weighted Base	N Count								
	Column Comparisons								
	% within column	388	113	286	885	483	357	480	1368
Unweighted Base	N Count								
	Column Comparisons								
	% within column	b	С	d	a	b	С	d	e
Column Names	N Count								
	Column Comparisons								
Unaminar. The survey side / adeptations to be able to	% within column	1%	2%	3%	2%	1%	1%	3% ↑	2%
Hearing: They use aids/ adaptations to be able to	N Count	3	2	10	16	4	3	18 †	19
hear	Column Comparisons				bс			bс	-
English to the control of the contro	% within column	3%	3%	6%	4%	4%	3%	5%	4%
Eyesight: I have issues with my eyesight (other than	N Count	12	4	18	22	20	16	27	43
needing glasses)	Column Comparisons								-
	% within column	2%	2%	3%	3%	0%↓	3%	3%	2%
Mobility: I use a wheelchair, mobility scooter or	N Count	7	2	8	20	1↓	13	14	21
other equipment to be able to get about	Column Comparisons				b		b	b	-
	% within column	1%	0%	3%	2%	1%	1%	3%	2%
Dexterity: I regularly need help, or use something to	N Count	6	0	10	14	6	7	17	21
nelp me, for tasks using my hands.	Column Comparisons								-
	% within column	1%	4%	2%	2%	1%	2%	2%	1%
Breathing: I sometimes have issues with breathing of	r N Count	5	4	5	10	6	8	13	16
have chest pains	Column Comparisons								-
Learning difficulties: I regularly receive extra help	% within column	2%	5%	9% ↑	3%	3%	2%	8% ↑	3%
from an adult in school because I have difficulty	N Count	9	6	29 ↑	19	16	11	41 ↑	35
learning, understanding, or remembering things.	Column Comparisons			a b				a b c	-
	% within column	0%	0%	1%	1%	0%	1%	1%	1%
Speech: I use picture cards, my hands, or computers	N Count	2	0	4	8	3	3	6	11
to help me talk	Column Comparisons								_

-					BAN	NNER			
		D3 - Social grade	Fir	nancial wellbei	ng	Ethn	icity	Child identif	•
	•••						NET: All other	Neurodiv-	Mental
Child has identified need/ impacting cond		NET: C2DE	Doing well	Getting by	Struggling	White British	Ethnicities	ersity	Health
	% within column	1027	401	1152	655	1742	453	194	109
Weighted Base	N Count								
	Column Comparisons								
	% within column	837	452	1121	611	1713	452	182	110
Unweighted Base	N Count								
	Column Comparisons								
	% within column	f	а	b	С	а	b	a	b
Column Names	N Count								
	Column Comparisons								
Hearing: They use aids/ adaptations to be able to	% within column	2%	3%	2%	1%	2%	2%	2%	11% ↑
hear	N Count	21	11	20	9	32	8	5	12 ↑
Tical	Column Comparisons	-						d	a d
Eyesight: I have issues with my eyesight (other than	% within column	4%	5%	4%	3%	4%	4%	6%	12% ↑
needing glasses)	N Count	43	21	42	23	69	17	11	13 ↑
needing glasses)	Column Comparisons	-						d	a d
Nach: literatura a colonia de la la colonia de la la colonia de la colon	% within column	3%	3%	2%	2%	2%	2%	5%	8% ↑
Mobility: I use a wheelchair, mobility scooter or	N Count	26	10	25	11	40	8	9	9 ↑
other equipment to be able to get about	Column Comparisons	-						d	d
	% within column	2%	3%	2%	2%	2%	1%	7% ↑	9% ↑
Dexterity: I regularly need help, or use something to	N Count	23	12	20	12	39	5	13 †	10 †
help me, for tasks using my hands.	Column Comparisons	-						d	d
	% within column	2%	2%	1%	2%	2%	1%	3%	8% ↑
Breathing: I sometimes have issues with breathing o	r N Count	21	7	14	15	30	7	6	9 ↑
have chest pains	Column Comparisons	-						d	a d
Learning difficulties: I regularly receive extra help	% within column	5%	3%	3%	5%	4%	2%	21% ↑	21% ↑
from an adult in school because I have difficulty	N Count	52	14	38	34	76	11	41 †	231
learning, understanding, or remembering things.	Column Comparisons	-						d	d
	% within column	1%	2%	1%	1%	1%	1%	3%↑	5% †
Speech: I use picture cards, my hands, or computers	N Count	9	8	8	5	15	6	6 †	51
to help me talk	Column Comparisons	-			_	_		d	d

					BAN	INER			_
			tified need/ g condition	Disability/ Cond	dition in HH		Health Care EHCP)	Ben	efits
		NET: Identi- fied need/	NET: No identified ne-				Don't have an	NET: House- hold receives	
Child has identified need/ impacting cond	ition	condition	ed/ condition	NET: Yes	No	Has an EHCP	EHCP	Benefits	No Benefits
	% within column	474	1726	234	792	161	2071	925	1200
Weighted Base	N Count								
	Column Comparisons								
	% within column	458	1713	238	806	157	2048	883	1222
Unweighted Base	N Count								
	Column Comparisons								
	% within column	С	d	а	b	a	b	а	b
Column Names	N Count								
	Column Comparisons								
	% within column	8%1	0%↓	8% ↑	0%↓	12% †	1%↓	4% ↑	0%↓
Hearing: They use aids/ adaptations to be able to	N Count	401	01	18 ↑	01	19 ↑	21↓	34 ↑	6 ↓
near	Column Comparisons	-		b		b		b	
	% within column	18%1	0%↓	18% ↑	0%↓	10% ↑	3%↓	6% ↑	2%↓
Eyesight: I have issues with my eyesight (other than	N Count	861	01	42 †	01	17 †	69↓	57 †	25↓
needing glasses)	Column Comparisons	_		b		b		b	
	% within column	10%1	0%↓	7% ↑	0%↓	11% ↑	1%↓	4% ↑	1%↓
Mobility: I use a wheelchair, mobility scooter or	N Count	481	01	16 ↑	01	17 †	31↓	36 ↑	9↓
other equipment to be able to get about	Column Comparisons	-		b		b		b	
	% within column	9%1	0%↓	8% ↑	0%↓	9% ↑	1%↓	4% ↑	0%↓
Dexterity: I regularly need help, or use something to	N Count	441	01	20 ↑	01	15 †	29↓	40 1	4↓
help me, for tasks using my hands.	Column Comparisons	-		b		b		b	
	% within column	8%1	0%↓	7% ↑	0%↓	6% 1	1%↓	3% ↑	1%↓
Breathing: I sometimes have issues with breathing or	N Count	371	01	17 ↑	01	10 †	27↓	27 †	9↓
have chest pains	Column Comparisons	-		b		b		b	
Learning difficulties: I regularly receive extra help	% within column	18%1	0%↓	14% ↑	0%↓	28% ↑	2%↓	7% ↑	1%↓
from an adult in school because I have difficulty	N Count	871	01	32 †	01	45 †	41↓	67 †	16↓
learning, understanding, or remembering things.	Column Comparisons	-		b		b		b	
	% within column	4%1	0%↓	2% ↑	0%↓	9% ↑	0%↓	2% ↑	0%↓
Speech: I use picture cards, my hands, or computers	N Count	201		5 †	01			14 †	4↓
to help me talk	Column Comparisons	-		b		b		b	

					BAN	INER			
		Parental	Controls	Pa	arental Conce	rn	Time Spe	ent Online (We	ekday)
		NET: Has Parental		Not	A little	NET: Moder- ately/ Very			
Child has identified need/ impacting condi		Controls	No Controls	Concerned	Concerned	Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs
Weighted Base	% within column N Count Column Comparisons	1865	339	1053	550	605	873	938	278
Unweighted Base	% within column N Count Column Comparisons	1839	342	1016	555	614	855	924	282
Column Names	% within column N Count Column Comparisons	a	b	а	b	С	a	b	С
Hearing: They use aids/ adaptations to be able to hear	% within column N Count Column Comparisons	2% 38	0% 1	1% 13	2% 11	3% 16	1%↓ 7↓	2% 17	4%′ 11′ a
Eyesight: I have issues with my eyesight (other than needing glasses)	% within column N Count Column Comparisons	4% 77	3% 9	3% 30	4% 24	5% 31	3% 25	4% 37	6% 16
Mobility: I use a wheelchair, mobility scooter or other equipment to be able to get about	% within column N Count Column Comparisons	3% † 48 † b	0% 1	1%↓ 8↓	2% 10	5% ↑ 29 ↑	1% 11	2% 20	5%′ 13′
Dexterity: I regularly need help, or use something to help me, for tasks using my hands.	% within column N Count	2% ↑ 44 ↑	0% ↓	1%↓ 9↓	a 3% 17	a b 3% 18	1%↓ 5↓	3% 25	a 3% 9
Breathing: I sometimes have issues with breathing or have chest pains	Column Comparisons % within column N Count Column Comparisons	b 2% 35	1% 2	1% 15	a 1% 4	a 3%↑ 18↑ b	1% 7	a 2% 15	a 4%′ 11′ a b
Learning difficulties: I regularly receive extra help from an adult in school because I have difficulty	% within column N Count	4% 79	1%↓ 5↓		4% 20	4% 23	3% 27	4% 35	6% 16
learning, understanding, or remembering things. Speech: I use picture cards, my hands, or computers to help me talk	Column Comparisons % within column N Count Column Comparisons	b 1% 19	0% 1	1% 7	1% 4	2% 10	1% 6	1% 6	2% 5

					BANI	VER			
		Time Sper (Week			Time Spe	ent Online (We	eekend)		Spent Money
Child has identified need/ impacting cond	ition	6+ hrs	NET: 5+ Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6 hrs	NET: 5+ Hours	Bought something on either Social Media, or while gaming
come mas racinated mesas, impacting come	% within column	102	380	291	785	622	492	1114	1289
Weighted Base	N Count								
	Column Comparisons								
	% within column	106	388	281	777	619	489	1108	1296
Unweighted Base	N Count								
G .	Column Comparisons								
	% within column	d	е	а	b	С	d	е	a
Column Names	N Count								
	Column Comparisons								
Harrison Thomas aids / adaptations to be able to	% within column	4%	4% ↑	3%	2%	3%	1%	2%	3%↑
Hearing: They use aids/ adaptations to be able to hear	N Count	4	16 †	8	12	17	3	20	35 ↑
Tieat	Column Comparisons	а	-	d		d		-	е
Funciable I have issues with my quesiable (athor than	% within column	7%	6%	3%	3%	5%	4%	5%	5% ↑
Eyesight: I have issues with my eyesight (other than needing glasses)	N Count	7	23	10	24	34	18	51	65 1
riceums glasses)	Column Comparisons		-					-	е
Mahilitus Luca a wha alabair mahilitu sagatar ar	% within column	4%	4% ↑	1%	3%	3%	1%	2%	3%1
Mobility: I use a wheelchair, mobility scooter or other equipment to be able to get about	N Count	4	17 ↑	4	22	16	5	21	43 ↑
other equipment to be able to get about	Column Comparisons		-					-	е
Dexterity: I regularly need help, or use something to	% within column	4%	3%	1%	1%	4% ↑	1%	3%	3%↑
help me, for tasks using my hands.	N Count	4	13	2	11	24 ↑	6	30	39 1
neip me, for tasks using my hands.	Column Comparisons	a	-			a b d		-	е
Droathing, I comptimes have issues with hypothing of	% within column	4%	4% ↑	1%	2%	2%	2%	2%	3% ↑
Breathing: I sometimes have issues with breathing or have chest pains	N Count	4	15 ↑	2	12	13	9	22	32 ↑
nave chest panis	Column Comparisons	а	-					-	е
Learning difficulties: I regularly receive extra help	% within column	6%	6%	3%	2%↓	5%	5%	5%1	4%
from an adult in school because I have difficulty	N Count	6	22	8	17↓	31	26	571	56
learning, understanding, or remembering things.	Column Comparisons		-			b	b	-	

					BANI	VER			
			Spent N	Money			SM purchas	e category	
_		Bought something on	_	Bought something	Not bought			Subscription/	
Child has identified need/ impacting cond			while Gaming	from both	from either	Product	Activity	Upgrade	NET: Gift
	% within column	768	1125	604	943	429	153	216	158
Weighted Base	N Count								
	Column Comparisons								
	% within column	800	1128	632	909	450	165	226	171
Unweighted Base	N Count								
	Column Comparisons								
	% within column	b	С	d	е	а	b	С	d
Column Names	N Count								
	Column Comparisons								
Hearing: They use aids/ adaptations to be able to	% within column	4% ↑		4% ↑		2%	6%	5%	10%↑
hear	N Count	29 †	32 ↑	26 ↑	5↓	11	9	10	16 †
···ca·	Column Comparisons	е	e	e					ас
Eyesight: I have issues with my eyesight (other than	% within column	7% ↑		8% ↑		5%↓	12% ↑	7%	13% ↑
needing glasses)	N Count	53 †	57 ↑	46 †	21↓	20↓	18 ↑	14	20 †
needing glasses)	Column Comparisons	е	e	е			a		ас
Mobility: I use a wheelchair, mobility scooter or	% within column	4% ↑		5% ↑		3%	10% ↑	7%	10% ↑
other equipment to be able to get about	N Count	33 †	42 ↑	32 †	4↓	14	15 ↑	15	16 †
other equipment to be used to get usout	Column Comparisons	е	e	е			a	а	a
Dexterity: I regularly need help, or use something to	% within column	4% 1	3%↑	4% ↑	1%↓	4%	7%	4%	10% ↑
help me, for tasks using my hands.	N Count	29 †	35 ↑	25 ↑	5↓	17	11	9	17 †
help me, for tasks asing my hands.	Column Comparisons	е	e	e					ас
Breathing: I sometimes have issues with breathing or	% within column	3% ↑	3% ↑	4% ↑	1%↓	4%	6% ↑	4%	5%
have chest pains	N Count	24 †	30 †	22 †	5↓	15	10 †	8	8
nave enest pants	Column Comparisons	е	e	е					
Learning difficulties: I regularly receive extra help	% within column	4%	5%	4%	3%	3%	5%	4%	3%
from an adult in school because I have difficulty	N Count	27	52	23	30	11	8	8	5
learning, understanding, or remembering things.	Column Comparisons								

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 9 of 42

					BAN	INER			
			Feelings abou	t SM purchase			Gaming	Method	
Child has identified need/ impacting condi	tion	Regret things	-	I spend more than I should	I like the feeling	Games console or games player	Desktop computer, laptop or netbook	Mobile phone or smartphone	Tablet
, , ,	% within column	314	556	378	565	1330	572	1316	782
Weighted Base	N Count Column Comparisons								
Unweighted Base	% within column N Count Column Comparisons	329	585	402	596	1316	582	1317	774
Column Names	% within column N Count Column Comparisons	а	b	С	d	а	b	С	d
Hearing: They use aids/ adaptations to be able to hear	% within column N Count	7% † 21 †			4% ↑ 20 ↑		3% 15	2% 22	2% 13
	Column Comparisons	d		d					
Eyesight: I have issues with my eyesight (other than needing glasses)	% within column N Count Column Comparisons	11% † 34 † b			7% ↑ 40 ↑		5% 28	4% 55	4% 34
Mobility: I use a wheelchair, mobility scooter or other equipment to be able to get about	% within column N Count Column Comparisons	8% † 24 †		6%↑	5% ↑ 27 ↑		3% 15	2% 24	2% 19
Dexterity: I regularly need help, or use something to help me, for tasks using my hands.	% within column N Count Column Comparisons	6% † 17 † d			3% ↑ 19 ↑		3% 19 c	1%↓ 15↓	2% 16
Breathing: I sometimes have issues with breathing or have chest pains	% within column N Count Column Comparisons	u 5% ↑ 15 ↑		4%↑	3% ↑ 17 ↑		2% 11	2% 22	2% 14
Learning difficulties: I regularly receive extra help from an adult in school because I have difficulty learning, understanding, or remembering things.	% within column N Count Column Comparisons	4% 12	3% 17	3% 13	3% 19	4% 56	4% 20	4% 50	5% 40

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 10 of 42

					BAN	INER			_
		Gaming Method				Gaming Type			
Child has identified need/ impacting condi	ition	NET: Any Gaming	Puzzles or quizzes	Action/ adventure	Shooters	Playing against one other person	Playing against multiple peo- ple/ teams	Creative and building games	Playing in a virtual worlds
cima nas identinea neca, impacting condi	% within column	2140	650	731	547	387	822	1151	557
Weighted Base	N Count	2140	030	731	347	307	022	1131	337
	Column Comparisons % within column	2117	662	740	564	395	802	1111	570
Unweighted Base	N Count Column Comparisons								
Column Names	% within column N Count Column Comparisons	е	a	b	С	d	е	f	g
	% within column	2%	2%	2%	2%	3%	2%	1%↓	3%
Hearing: They use aids/ adaptations to be able to hear	N Count	40	14	14	9	10	15	14↓	
	Column Comparisons % within column	- 4%	3%	3%	3%	5%	4%	4%	f 5%
Eyesight: I have issues with my eyesight (other than	N Count	86	20	23	18	19	34	470	26
needing glasses)	Column Comparisons	-	20	23	10	13	34	71	20
Mobility: I use a wheelchair, mobility scooter or	% within column	2%	2%	2%	3%	3%	2%	2%	3%
other equipment to be able to get about	N Count Column Comparisons	48	13	16	14	10	17	19	16
	% within column	2%	2%	2%	2%	3%	2%	2%	3%
Dexterity: I regularly need help, or use something to	N Count	44	10	11	9	11	13	23	16
help me, for tasks using my hands.	Column Comparisons	-	10		,		13	23	10
Droothing, I comptimed have issued with broothing or	% within column	2%	2%	2%	3%	3%	2%	2%	3% ↑
Breathing: I sometimes have issues with breathing or have chest pains	N Count	37	13	11	14	11	20	19	19 ↑
nave enest pants	Column Comparisons	-							
Learning difficulties: I regularly receive extra help	% within column	4%	4%	5%	3%	4%	5%	4%	4%
from an adult in school because I have difficulty	N Count	85	23	34	18	17	37	51	25
learning, understanding, or remembering things.	Column Comparisons	-							

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 11 of 42

					BAN	INER			
				Gamin	g Type			Gaming Fr	equency
		Simulation	Fitness and		Interactive		NET: Playing against other		
Child has identified need/ impacting cond		experience	dance	Sports	stories	Makeovers	people	NET: Daily	Weekly
	% within column	248	278	728	207	249	1027	1602	460
Weighted Base	N Count								
	Column Comparisons								
	% within column	266	283	736	218	257	1009	1567	480
Unweighted Base	N Count								
	Column Comparisons								
	% within column	h	i	j	k	1	m	a	b
Column Names	N Count								
	Column Comparisons								
Heaving, They use side / adentations to be able to	% within column	3%	4%	2%	3%	2%	2%	2%	1%
Hearing: They use aids/ adaptations to be able to hear	N Count	8	10	16	7	6	19	33	6
Heal	Column Comparisons	f	f				-		
	% within column	3%	5%	3%	7%	6%	4%	5% †	2%↓
Eyesight: I have issues with my eyesight (other than needing glasses)	N Count	8	13	25	14	16	44	75 †	81
needing glasses)	Column Comparisons				b	а	-	b	
Na hilita u Luca a cula a labaira ma abilita casatan ar	% within column	3%	5% ↑	2%	3%	3%	2%	2%	2%
Mobility: I use a wheelchair, mobility scooter or other equipment to be able to get about	N Count	7	13 ↑	13	7	8	21	34	7
other equipment to be able to get about	Column Comparisons						-		
Destroite described and belonger	% within column	3%	4% ↑	2%	4%	5% 1	2%	2%	1%↓
Dexterity: I regularly need help, or use something to help me, for tasks using my hands.	N Count	6	11 ↑	15	8	12 1	19	35	3↓
field tile, for tasks using my flatius.	Column Comparisons		a b		f	a b f	-	b	
Describing the second s	% within column	2%	4% ↑	1%	3%	3%	2%	2%	2%
Breathing: I sometimes have issues with breathing or	N Count	5	11 †	10	6	6	23	26	10
have chest pains	Column Comparisons						-		
Learning difficulties: I regularly receive extra help	% within column	3%	4%	3%	6%	7%	4%	4%	3%
from an adult in school because I have difficulty	N Count	8	11	23	13	16	45	69	12
learning, understanding, or remembering things.	Column Comparisons						-		

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 12 of 42

BANNER

Gaming Purchase Type

Child has identified need/ impacting cond	ition	NET: Character, skins, weapons, armour, tools	NET: Game expansion	Loot boxes/ packs/ chests / bundles	In-game money	A standard version of the game	A subscription	Early access to a game	Battle Pass
_	% within column	535	237	151	447	147	302	122	205
Weighted Base	N Count								
	Column Comparisons								
	% within column	549	250	158	428	154	320	133	211
Unweighted Base	N Count								
	Column Comparisons								
	% within column	а	b	С	d	е	f	g	h
Column Names	N Count								
	Column Comparisons								
Haaring, They was side / a doubbit and to be able to	% within column	4%	6% 1	4%	3%	5%	3%	5%	6% ↑
Hearing: They use aids/ adaptations to be able to hear	N Count	22	15 1	6	12	7	10	7	12 ↑
riedi	Column Comparisons								
Funciable I boun issues with my quarisht (athor than	% within column	6%	9% 1	5%	4%	6%	5%	5%	4%
Eyesight: I have issues with my eyesight (other than needing glasses)	N Count	32	221	7	20	9	16	6	9
needing glasses)	Column Comparisons								
Mahilitus Luca a subaalahair mahilitu caaatar ar	% within column	5%	10% 1	7%↑	3%	3%	3%	4%	5%
Mobility: I use a wheelchair, mobility scooter or other equipment to be able to get about	N Count	27	231	111	12	5	11	5	10
other equipment to be able to get about	Column Comparisons	d	d e f	d					
Doutority I regularly need help or use comething to	% within column	4%	6%	6%	3%	3%	3%	4%	5%
Dexterity: I regularly need help, or use something to help me, for tasks using my hands.	N Count	20	13	8	14	5	9	5	9
help me, for tasks using my hands.	Column Comparisons								
Droothing, I comptime hove issues with broothing or	% within column	4% ↑	6% 1	4%	2%	3%	2%	2%	2%
Breathing: I sometimes have issues with breathing or have chest pains	N Count	22 ↑	14 1	6	11	4	7	2	5
nave chest pairis	Column Comparisons								
Learning difficulties: I regularly receive extra help	% within column	6%	5%	3%	5%	4%	6%	2%	8%
from an adult in school because I have difficulty	N Count	33	11	5	21	6	19	3	16
learning, understanding, or remembering things.	Column Comparisons								

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Parents of children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2037 (92%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 13 of 42

				BAN	NER		
		Regret things					
Child has identified need/ impacting condi	tion	-	•	•		It's unfair that people who spend more, get further in	It's not always clear what I'm going to get for my mon- ey in games
Cima nao lacinamea neca, impacama	% within column					715	449
Weighted Base	N Count Column Comparisons		,,_		, =0		0
Unweighted Base	% within column N Count Column Comparisons	356	777	454	734	710	459
Column Names	% within column N Count Column Comparisons	а	b	С	d	е	f
Hearing: They use aids/ adaptations to be able to	% within column N Count					4% † 28 †	
hear	Column Comparisons	d		d			d
Eyesight: I have issues with my eyesight (other than needing glasses)	% within column N Count					5% 36	7%1 321
needing glasses)	Column Comparisons	d		d			d
Mobility: I use a wheelchair, mobility scooter or other equipment to be able to get about	% within column N Count Column Comparisons	25 ↑		29 ↑		4% † 30 †	
Dexterity: I regularly need help, or use something to	% within column N Count	6%↑		5% ↑		3% 21	u 5%1 221
help me, for tasks using my hands.	Column Comparisons	d e		d			е
Breathing: I sometimes have issues with breathing or have chest pains	% within column N Count Column Comparisons	5% ↑ 17 ↑			3% ↑ 22 ↑	3% ↑ 24 ↑	
Learning difficulties: I regularly receive extra help from an adult in school because I have difficulty learning, understanding, or remembering things.	% within column N Count Column Comparisons	4% 14	5% 36	5% 22	4% 32	4% 31	5% 24

					BANN	IER			
		(Gender of child	l respondent		Age o	f child respond	lent	
Child has identified need/impacting condi	tion	Total	Male	Female	8-9	10-12	13-15	16-17	NET: 8-12
Consider Lorenziatore condensate de la consequencia	% within column	1%	1%	1%	1%	1%	0%	0%	1%
Speech: I use picture cards, my hands, or computers	N Count	20	12	8	5	10	3	1	16
to help me talk	Column Comparisons	-							-
Difficulty with the second control of the se	% within column	3%	3%	3%	2%	3%	4%	3%	2%
Difficulty with words or numbers: I have or may have	N Count	64	29	35	7	21	25	12	28
dyslexia/ dyscalculia	Column Comparisons	-							-
Alexandria di Caratta de Caratta	% within column	9%	9%	8%	7%	10%	9%	8%	9%
Neurodiversity: I am neurodiverse (Autistic/ADHD)	N Count	194	107	87	33	70	59	31	103
and I have a diagnosis or am waiting for one	Column Comparisons	-							-
Mental Health: I have difficulties with my mental	% within column	5%	4%↓	6% ↑	3%	4%	5%	8%↑	3%
health which regularly impact my life, such as anxiety	, N Count	109	42↓	67 †	12	28	37	33 †	40-
depression, OCD, or something else	Column Comparisons	-		а				a b	-
	% within column	2%	2%	2%	0%↓	2%	2%	2%	1%
Another condition that impacts my daily activities	N Count	38	19	20	2↓	14	17	6	15
	Column Comparisons	-				а	а		-
	% within column	2%	2%	2%	2%	2%	2%	2%	2%
Prefer not to say	N Count	43	21	22	7	16	14	6	23
	Column Comparisons	-							-
	% within column	2%	2%	2%	2%	2%	3%	1%	2%
Don't know	N Count	43	21	21	7	14	18	4	21
	Column Comparisons	-							-
Night to a constant of the sale to a sale the to dette	% within column	73%	74%	73%	78%	71%	72%	75%	74%
Nothing – no condition that impact their daily	N Count	1,640	851	789	353	493	493	301	846
activities	Column Comparisons	-			b				-
	% within column	21%	21%	21%	17%	23%	22%	21%	21%
NET: Identified need/ condition	N Count	474	244	231	76	163	150	85	239
	Column Comparisons	-							-
	% within column	77%	77%	77%	82%	75%	77%	78%	78%
NET: No identified need/ condition	N Count	1,726	894	832	367	524	524	311	890
	Column Comparisons	_							-

					BAN	INER			
		Age of child respondent			Age and ge	ender of child r	espondent		
Child has identified need/impacting condi	tion	NET: 13-17	Male 8-9	Female 8-9	Male 10-12	Female 10-12	Male 13-15	Female 13-15	Male 16-17
Consider the second	% within column	0%	2%	0%	1%	2%	1%	0%	1%
Speech: I use picture cards, my hands, or computers to help me talk	N Count	5	4	1	5	6	2	1	1
to help the talk	Column Comparisons	-							
Difficulty of the control of the con	% within column	3%	3%	0%↓	2%	4%	3%	4%	2%
Difficulty with words or numbers: I have or may have dyslexia/ dyscalculia	N Count	36	6	1↓	8	13	10	15	5
uysiexia/ uyscaiculla	Column Comparisons	-				b		b	
N	% within column	8%	8%	7%	10%	10%	10%	7%	8%
Neurodiversity: I am neurodiverse (Autistic/ADHD)	N Count	90	18	15	38	32	34	25	17
and I have a diagnosis or am waiting for one	Column Comparisons	-							
Mental Health: I have difficulties with my mental	% within column	6% ↑	3%	3%	1%↓	7%	5%	6%	7%
health which regularly impact my life, such as anxiety	, N Count	69 †	6	6	5↓	23	16	21	15
depression, OCD, or something else	Column Comparisons	-				С		С	С
	% within column	2%	0%	1%	2%	2%	3%	2%	1%
Another condition that impacts my daily activities	N Count	23	0	2	6	8	11	6	2
	Column Comparisons	-							
	% within column	2%	2%	1%	1%	3%	2%	2%	2%
Prefer not to say	N Count	20	5	3	5	11	8	6	4
·	Column Comparisons	-							
	% within column	2%	1%	2%	2%	2%	2%	3%	1%
Don't know	N Count	21	3	4	9	5	8	9	1
	Column Comparisons	-							
	% within column	73%	78%	79%	73%	68%	71%	74%	76%
Nothing – no condition that impact their daily	N Count	794	176	176	263	231	241	251	171
activities	Column Comparisons	-							
	% within column	22%	17%	17%	21%	26%	24%	20%	21%
NET: Identified need/ condition	N Count	235	39	37	77	86	81	69	47
,	Column Comparisons	-							
	% within column	77%	82%	82%	76%	73%	75%	78%	78%
NET: No identified need/ condition	N Count	835	184	183	276	248	258	266	176
	Column Comparisons	_			•	•	_30		_, ,

					BAN	NER			
			Age and ge	ender of child i	respondent		Urban/	Rural	Working status
		NI	ET: Male 8-	NET: Female	NET: Male 13	NET: Female			
Child has identified need/ impacting condi	tion	Female 16-17	12	8-12	-17	13-17	NET: Urban	Rural	Full time
Speech: I use picture cards, my hands, or computers	% within column	0%	2%	1%	1%	0%	1%	1%	1%
to help me talk	N Count	0	9	7	4	1	19	1	13
to help the talk	Column Comparisons		-	-	-	-			
Difficulty with words or numbers: I have or may have	% within column	4%	2%	2%	3%	4%	3%	4%	2%
dyslexia/ dyscalculia	N Count	7	14	14	15	21	55	9	32
dysiekia/ dyscalculia	Column Comparisons	b	-	-	-	-			
Neurodiversity: I am neurodiverse (Autistic/ADHD)	% within column	8%	9%	9%	9%	7%	8%↓	14% ↑	7%↓
and I have a diagnosis or am waiting for one	N Count	15	56	48	51	39	160↓	34 ↑	87 ↓
and I have a diagnosis of ani waiting for one	Column Comparisons		-	-	-	-		а	
Mental Health: I have difficulties with my mental	% within column	10% ↑	2%↓	5%	6%	7% †	5%	8%	3%↓
health which regularly impact my life, such as anxiety	, N Count	19 ↑	11↓	29	31	39 †	91	19	42 ↓
depression, OCD, or something else	Column Comparisons	аbс	-	-	-	-		а	
	% within column	2%	1%	2%	2%	2%	2%	2%	1%
Another condition that impacts my daily activities	N Count	4	6	10	13	10	32	6	18
	Column Comparisons		-	-	-	-			
	% within column	1%	2%	2%	2%	2%	2%	0%	2%
Prefer not to say	N Count	2	9	14	12	8	43	0	21
	Column Comparisons		-	-	-	-	b		
	% within column	2%	2%	2%	2%	2%	2%	2%	1%
Don't know	N Count	4	12	9	9	13	37	6	19
	Column Comparisons		-	-	-	-			
And the second s	% within column	74%	75%	73%	73%	74%	74%	71%	77% 1
Nothing – no condition that impact their daily	N Count	149	439	407	412	396	1,466	174	1,022 1
activities	Column Comparisons		-	-	-	-			d
	% within column	21%	20%	22%	23%	20%	21%	26%	18%↓
NET: Identified need/ condition	N Count	42	116	124	128	109	411	64	246↓
	Column Comparisons		-	-	-	-			
	% within column	77%	78%	77%	77%	78%	78%	73%	80%1
NET: No identified need/ condition	N Count	155	460	430	433	417	1,545	180	1,062 1
·	Column Comparisons		-	_	-	-	•		d

					BANN	ER			
		\	Working status			D3	- Social grade		
				NET: Not working/					
Child has identified need/impacting condi	tion	Part time	Student	retired	AB	C1	C2	DE	NET: ABC1
Speech Luce picture cards my hands or computers	% within column	0%	0%	1%	1%	0%	1%	1%	1%
Speech: I use picture cards, my hands, or computers to help me talk	N Count	2	0	4	8	3	3	6	11
to help the talk	Column Comparisons								-
Difficulty with words or numbered boys or may boys	% within column	3%	3%	4%	2%	2%	3%	5% ↑	2%↓
Difficulty with words or numbers: I have or may have dyslexia/ dyscalculia	N Count	14	4	12	11	13	15	25 ↑	24↓
dysiexia/ dyscalculia	Column Comparisons							а	-
A)	% within column	9%	8%	17%↑	6%↓	7%	10%	13%↑	6%↓
Neurodiversity: I am neurodiverse (Autistic/ADHD)	N Count	40	9	52 ↑	36↓	42	48	68 †	78↓
and I have a diagnosis or am waiting for one	Column Comparisons			a b			а	a b	-
Mental Health: I have difficulties with my mental	% within column	5%	11% ↑	10% †	4%	3%	5%	9% ↑	3%↓
health which regularly impact my life, such as anxiety	, N Count	20	12 ↑	32 †	22	18	22	46 ↑	41↓
depression, OCD, or something else	Column Comparisons		a b	a b				аbс	-
	% within column	1%	4%	3%	2%	1%	2%	3%	1%
Another condition that impacts my daily activities	N Count	5	4	8	11	6	7	13	17
. , ,	Column Comparisons								-
	% within column	2%	3%	2%	2%	2%	2%	2%	2%
Prefer not to say	N Count	10	3	5	11	10	10	12	21
,	Column Comparisons								-
	% within column	2%	4%	3%	1%	2%	1%	3%	2%
Don't know	N Count	8	5	11	8	11	7	17	19
	Column Comparisons	_	_		_				-
	% within column	74%	72%	62%↓	78% ↑	79% ↑	73%	63%↓	78% †
Nothing – no condition that impact their daily	N Count	318	80	193↓	486 †	458 ↑	360	335↓	9451
activities	Column Comparisons	d			d	d	d		-
	% within column	21%	21%	32% ↑	17%↓	16%↓	23%	30% ↑	17%↓
NET: Identified need/ condition	N Count	91	23	99 ↑	107↓	95↓	111	161 †	202↓
	Column Comparisons			a b		33.	a b	a b c	
	% within column	78%	79%	67%↓	81% ↑	83% ↑	77%	68%↓	82%†
NET: No identified need/ condition	N Count	337	88	208↓	506 ↑	479 †	377	364↓	9851
	Column Comparisons	d	33	200 4	d d	d	d	22.1	_

					BAN	INER			
		D3 - Social grade	Fin	nancial wellbei	ng	Ethn	icity	Child identif impacting o	•
_							NET: All other	Neurodiv-	Mental
Child has identified need/ impacting condi	tion	NET: C2DE	Doing well	Getting by	Struggling	White British	Ethnicities	ersity	Health
Speech: I use picture cards, my hands, or computers	% within column	1%	2%	1%	1%	1%	1%	3% ↑	5% ↑
to help me talk	N Count	9	8	8	5	15	6	6 †	5 †
to help the talk	Column Comparisons	-						d	d
Difficulty with words or numbers: I have or may have	% within column	4% ↑	2%	3%	3%	3%	1%	10% ↑	11% ↑
dyslexia/ dyscalculia	N Count	40 †	7	37	17	59	5	20 †	12 ↑
dysiezia/ dyscalculla	Column Comparisons	-				b		d	d
Neurodiversity: I am neurodiverse (Autistic/ADHD)	% within column	11%↑	4%↓	8%	13% †	10% ↑	4%↓	100% ↑	39% ↑
and I have a diagnosis or am waiting for one	N Count	116 ↑	17↓	89	86 1	175 ↑	18↓	194 †	43 ↑
and i have a diagnosis of an waiting for one	Column Comparisons	-		a	a b	b		b d	d
Mental Health: I have difficulties with my mental	% within column	7% ↑	2%↓	4%	7% †	6% ↑	2%↓	22% ↑	100% ↑
health which regularly impact my life, such as anxiety	, N Count	69 †	10↓	50	49 1	101 ↑	9↓	43 †	109 ↑
epression, OCD, or something else	Column Comparisons	-			a b	b		d	a d
	% within column	2%	2%	2%	2%	2%	2%	6% ↑	8% ↑
Another condition that impacts my daily activities	N Count	21	8	20	10	31	7	11 ↑	9 ↑
	Column Comparisons	-						d	d
	% within column	2%	1%	1%	2%	2%	2%	0%	0%
Prefer not to say	N Count	22	6	16	16	29	10	0	0
	Column Comparisons	-							
	% within column	2%	2%	2%	2%	2%	2%	0%	0%
Don't know	N Count	24	9	18	14	32	11	0	0
	Column Comparisons	_							
	% within column	68%↓	78%	76% ↑	67%↓	73%↓	82% ↑	0%↓	0%↓
Nothing – no condition that impact their daily	N Count	695↓	314	874 †	440↓	1,267↓	371 †	01	0‡
activities	Column Comparisons	_	С	С		•	а		
	% within column	27%↑	17%	20%	26% ↑	24% ↑	13%↓	100% ↑	100%↑
NET: Identified need/ condition	N Count	272 ↑	68	229	173 †	414 †	61↓	194 †	109 ↑
	Column Comparisons	-			a b	b		d	d
	% within column	72%↓	82%	79%	72%↓		87% †	0%↓	0%↓
NET: No identified need/ condition	N Count	741↓	329	908	471 ↓		392 †	01	01
,	Column Comparisons	_	C	С		,= == :	а		

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			tified need/ g condition	Disability/ Cond	dition in HH	Educational H Plan (El		Bene	efits
		NET: Identi-	NET: No					NET: House-	
		fied need/	identified ne-				on't have an l		
Child has identified need/ impacting condition		condition	ed/ condition	NET: Yes	No	Has an EHCP	EHCP	Benefits	No Benefits
Speach: Luce nicture cards my hands or computers	% within column	4%1		2% ↑	0%↓	9% ↑	0%↓	2%↑	0%↓
to help me talk	N Count	201	01	5 †	01	14 †	6 ↓	14 ↑	4↓
	Column Comparisons	-		b		b		b	
Difficulty with words or numbers: I have or may have	% within column	14% 1		16% ↑	0%↓	13% ↑	2%↓	4% ↑	2%↓
dyslexia/ dyscalculia	N Count	64 1	01	36 †	01	21 ↑	43↓	37 †	21↓
C	Column Comparisons	-		b		b		b	
Neurodiversity: I am neurodiverse (Autistic/ADHD)	% within column	41%1	0%↓	39% ↑	0%↓	45% ↑	6%↓	15% ↑	4%↓
and I have a diagnosis or am waiting for one	N Count	194 1	01	90 †	01	73 †	121↓	138 ↑	54↓
C	Column Comparisons	-		b		b		b	
Mental Health: I have difficulties with my mental	% within column	23%1	0%↓	30% ↑	0%↓	17% ↑	4%↓	9% ↑	2%↓
health which regularly impact my life, such as anxiety, N	N Count	109 1	01	69 †	01	28 †	82↓	80 †	24↓
depression, OCD, or something else	Column Comparisons	-		b		b		b	
9	% within column	8%1	0%↓	10% †	0%↓	10% †	1%↓	3% ↑	1%↓
Another condition that impacts my daily activities N	N Count	38 1	01	23 †	01	15 ↑	23↓	25 ↑	12↓
C	Column Comparisons	-		b		b		b	
9	% within column	0%↓	3%1	0%	0%↓	0%	2%	2%	1%↓
Prefer not to say	N Count	01	431	0	01	0	43	19	9 ↓
·	Column Comparisons	-		-	-			b	
	% within column	0%↓	2%↑	0%	0%↓	0%	2%	2%	1%↓
Don't know	N Count	01		0	01	0	43	22	11↓
C	Column Comparisons	-		-	_			b	
%	% within column	0%↓	95% ↑	0%↓	100%	22%↓	78% ↑	60%↓	85% ↑
Nothing – no condition that impact their daily	N Count	01		01	792 †	35↓	1,605 †	555↓	1,025 †
activities	Column Comparisons	_	a b		а		a		a
	% within column	100%		100% ↑	0%↓	78% ↑	17%↓	35% †	11%↓
	N Count	474 1		234 †	01	126 †	348↓	321 †	135↓
· · · · · · · · · · · · · · · · · · ·	Column Comparisons	-		b		h	0.01	h	
	% within column	0%↓	100%	0%↓	100%	22%↓	82% ↑	64%↓	87% ↑
	N Count	01		0†	792 †	35↓	1,691 †	596↓	1,046 †
·	Column Comparisons	_	a b	5 •	a	35₹	a	3304	a

					BAN	INER			
		Parental	Controls	Pa	arental Conce	rn	Time Spe	ent Online (We	ekday)
		NET: Has Parental		Not	A little	NET: Moder- ately/ Very			
Child has identified need/ impacting condi	tion	Controls	No Controls	Concerned	Concerned	Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs
Speech: I use picture cards, my hands, or computers	% within column	1%	0%	1%	1%	2%	1%	1%	2%
to help me talk	N Count	19	1	7	4	10	6	6	5
to help the talk	Column Comparisons								
Difficulty with words or numbers: I have or may have	% within column	3%	2%	3%	3%	2%	2%	3%	3%
dyslexia/ dyscalculia	N Count	56	8	34	15	15	17	30	10
dysicald dyscalcula	Column Comparisons								
Neurodiversity: I am neurodiverse (Autistic/ADHD)	% within column	9%	6%	11% ↑	8%	6%↓	7%	8%	14% †
and I have a diagnosis or am waiting for one	N Count	170	20	113 ↑	44	36↓	65	74	38 1
and thave a diagnosis of an waiting for one	Column Comparisons	b		С					a b
Mental Health: I have difficulties with my mental	% within column	5%	7%	6%	5%	3%	2%↓	5%	10% †
health which regularly impact my life, such as anxiety	, N Count	86	24	62	28	19	22↓	46	27 †
depression, OCD, or something else	Column Comparisons			С				а	a b
	% within column	2%	2%	2%	2%	1%	1%	2%	2%
Another condition that impacts my daily activities	N Count	32	6	21	9	9	10	21	5
	Column Comparisons								
	% within column	2%	2%	1%	2%	3%	1%	2%	2%
Prefer not to say	N Count	31	7	13	11	17	11	19	6
	Column Comparisons								
	% within column	2%	1%	1%	1%	3%	2%	2%	1%
Don't know	N Count	36	4	13	8	17	17	18	3
	Column Comparisons								
	% within column	73%	80%↑	75%	72%	72%	80% ↑	73%	63%↓
Nothing – no condition that impact their daily	N Count	1,354	273 †	794	397	436	700 †	681	175↓
activities	Column Comparisons		а				bcd	c d	
	% within column	22%↑	16%↓	21%	22%	21%	16%↓	22%	31% †
NET: Identified need/ condition	N Count	416 †	53↓		121	127	137↓	208	87 †
·	Column Comparisons	b						а	a b
	% within column	76%↓	84% ↑	78%	76%	78%	83% ↑	77%	66%↓
NET: No identified need/ condition	N Count	1,420↓		820	416	470	727 †	718	184↓
•	Column Comparisons	,	а			_	bcd	c d	

					BANN	IER			
		Time Spen (Week			Time Spe	nt Online (W	eekend)		Spent Money
Child has identified need/ impacting condi	tion	6+ hrs	NET: 5+ Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6 hrs	NET: 5+ Hours	Bought something on either Social Media, or while gaming
cinia nas lacitanca necaj impacting conar	% within column	2%	2%	1%	1%	1%	1%	1%	1%
Speech: I use picture cards, my hands, or computers	N Count	2	7	3	5	8	4	11	15
to help me talk	Column Comparisons	2	_	3	3	0	4		13
	% within column	7%	4%	2%	2%	4%	3%	4%	3%
Difficulty with words or numbers: I have or may have	N Count	7/0	17	6	17	24	16	40	39
dyslexia/ dyscalculia	Column Comparisons	a	-	O	17	24	10	-	33
	% within column	11%	13%↑	4%↓	7%	9%	13% ↑	11% 1	9%
Neurodiversity: I am neurodiverse (Autistic/ADHD)	N Count	11	49 ↑	12↓	54	59	65 †	124 1	
and I have a diagnosis or am waiting for one	Column Comparisons	11	- 431	12 🗸	34	a	a b		111
Mental Health: I have difficulties with my mental	% within column	12% †	10%↑	1%↓	3%	5%	9% ↑	7%1	6%
health which regularly impact my life, such as anxiety		12 †	39 †	4↓	27	31	44 †	75 1	
depression, OCD, or something else	Column Comparisons	a b	-		2,	a	a b c	-	, ,
, ,	% within column	3%	2%	1%	2%	2%	1%	2%	2%
Another condition that impacts my daily activities	N Count	3	8	2	14	15	6	21	24
,,	Column Comparisons		-				-	-	
	% within column	4%	3%	2%	1%	2%	2%	2%	2%
Prefer not to say	N Count	4	10	6	11	14	8	22	26
	Column Comparisons		-					_	
	% within column	1%	1%	2%	2%	2%	1%	2%	2%
Don't know	N Count	1	4	6	15	15	4	19	26
	Column Comparisons		-					-	
	% within column	57%↓	61%↓	82% ↑	77% ↑	70%	69%↓	69%	70%↓
Nothing – no condition that impact their daily	N Count	59↓	233↓	239 ↑	604 †	436	338↓	774	899↓
activities	Column Comparisons		-	c d	c d			-	
	% within column	37% ↑	33% ↑	12%↓	19%	24%	27% ↑	26%1	25% ↑
NET: Identified need/ condition	N Count	37 †	124 †	36↓	145	152	134 ↑	286 1	
	Column Comparisons	a b	-		а	a b	a b	_	е

		BANNER									
			Spent N	Лoney			SM purchas	se category			
		Bought something on	Bought something	Bought something	Not bought			Subscription/			
Child has identified need/impacting condi	tion	_	while Gaming	from both	from either	Product	Activity	Upgrade	NET: Gift		
Consolidation of the contract	% within column	1%	1%	2%↑	1%	2%	3%	2%	3%		
Speech: I use picture cards, my hands, or computers to help me talk	N Count	11	15	11 ↑	5	8	5	5	5		
to help me talk	Column Comparisons										
Difficulty with a second control of the seco	% within column	3%	3%	3%	3%	3%	1%	1%	3%		
Difficulty with words or numbers: I have or may have dyslexia/ dyscalculia	N Count	24	34	19	25	15	2	3	4		
dysiexia/ dyscaiculia	Column Comparisons										
Name di caraita a la cara di cara (Autistia (ADIID)	% within column	7%	9%	6%↓	9%	8%	3%	4%	5%		
Neurodiversity: I am neurodiverse (Autistic/ADHD) and I have a diagnosis or am waiting for one	N Count	50	96	35↓	82	35	4	9	8		
and thave a diagnosis of an waiting for one	Column Comparisons										
Mental Health: I have difficulties with my mental	% within column	6%	5%	5%	4%	8% ↑	4%	6%	5%		
health which regularly impact my life, such as anxiety	, N Count	46	59	29	34	35 ↑	6	14	7		
depression, OCD, or something else	Column Comparisons										
	% within column	2%	2%	2%	1%	3%	0%	2%	2%		
Another condition that impacts my daily activities	N Count	17	22	14	14	11	0	5	4		
	Column Comparisons										
	% within column	2%	2%	2%	2%	2%	2%	3%	3%		
Prefer not to say	N Count	15	25	15	17	7	3	6	4		
	Column Comparisons										
	% within column	3%	2%	2%	2%	2%	3%	2%	2%		
Don't know	N Count	21	19	15	17	9	4	5	4		
	Column Comparisons	С									
Nothing – no condition that impact their daily	% within column	67%↓	70%↓	67%↓	79% ↑	68%	64%	70%	57%↓		
activities	N Count	514↓	790↓	405↓	741 ↑	291	98	151	90↓		
activities	Column Comparisons				a b c d	d		d			
	% within column	27% ↑	24%↑	27% ↑	17%↓	27%	29%	24%	36% ↑		
NET: Identified need/ condition	N Count	205 ↑	272 ↑	160 †	157↓	116	44	52	58 †		
	Column Comparisons	e	е	е					С		

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 23 of 42

					BAI	INER			
			Feelings abou	t SM purchase			Gaming	Method	
Child has identified need/ impacting condi	tion	Regret things I buy online	•	I spend more than I should	I like the feeling	Games console or games player	Desktop computer, laptop or netbook	Mobile phone or smartphone	Tablet
	% within column	3%↑		2%	1%	1%	1%	1%	1%
Speech: I use picture cards, my hands, or computers	N Count	81		7	6	11	7	9	10
to help me talk	Column Comparisons	d		d					
	% within column	3%	3%	2%	2%	3%	4%	3%	3%
Difficulty with words or numbers: I have or may have	N Count	8	19	7	13	43	23	40	24
dyslexia/ dyscalculia	Column Comparisons								
	% within column	4%↓	7%	5%	7%	11% ↑	9%	9%	11%
Neurodiversity: I am neurodiverse (Autistic/ADHD)	N Count	13↓	38	20	38	145 †	51	115	85
and I have a diagnosis or am waiting for one	Column Comparisons					С			
Mental Health: I have difficulties with my mental	% within column	5%	6%	5%	6%	6%	5%	6% ↑	4%
health which regularly impact my life, such as anxiety	, N Count	17	33	18	33	74	31	85 †	33
depression, OCD, or something else	Column Comparisons							d	
	% within column	2%	2%	2%	2%	2%	3%	2%	2%
Another condition that impacts my daily activities	N Count	5	10	8	12	26	14	30	17
	Column Comparisons								
	% within column	2%	2%	2%	2%	1%↓	2%	2%	3%
Prefer not to say	N Count	6	11	8	12	14↓	12	20	20
	Column Comparisons								а
	% within column	4%	2%	3%	2%	1%↓	2%	2%	2%
Don't know	N Count	12	12	10	11	14↓	10	22	17
	Column Comparisons	d							a
Nothing – no condition that impact their daily	% within column	61%↓			68%		71%	74%	71%
activities	N Count	193↓	372↓	242↓	385	994	406	975	559
	Column Comparisons								
	% within column	31% †			26%1		24%	21%	23%
NET: Identified need/ condition	N Count	97 †	154 1	1111	1501	298	135	283	178
	Column Comparisons								

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 24 of 42

		5,1111211							
		Gaming Method				Gaming Type			
Child has identified need/ impacting condi	tion	NET: Any Gaming	Puzzles or quizzes	Action/ adventure	Shooters	Playing against one other person	Playing against multiple peo- ple/ teams	Creative and building games	Playing in a virtual worlds
	% within column	1%	1%	1%	1%	2%↑	-	1%	1%
Speech: I use picture cards, my hands, or computers	N Count	19	6	10	7	91		7	4
to help me talk	Column Comparisons	-	· ·	10	•	J.	· ·	•	•
	% within column	3%	3%	3%	4%	3%	4%	3%	3%
Difficulty with words or numbers: I have or may have	N Count	64	18	25	22	11	34	38	17
dyslexia/ dyscalculia	Column Comparisons	-	10	23			3.	30	_,
	% within column	9%	7%	9%	8%	6%	10%	12% †	10%
Neurodiversity: I am neurodiverse (Autistic/ADHD)	N Count	189	48	65	42	21	83	133 †	
and I have a diagnosis or am waiting for one	Column Comparisons	-		d			i	a b c d e j	i
Mental Health: I have difficulties with my mental	% within column	5%	6%	4%	5%	5%	6%	6%	8%↑
health which regularly impact my life, such as anxiety	, N Count	106	39	30	29	20	49	68	45 ↑
depression, OCD, or something else	Column Comparisons	-							bj
	% within column	2%	2%	2%	2%	2%	2%	2%	3% ↑
Another condition that impacts my daily activities	N Count	38	12	14	12	6	21	18	17 ↑
	Column Comparisons	-							
	% within column	2%	2%	1%	1%	1%	1%	1%	1%↓
Prefer not to say	N Count	38	13	8	7	4	11	13	3↓
	Column Comparisons	-							
	% within column	2%	2%	1%	1%	2%	1%	1%↓	2%
Don't know	N Count	39	11	8	5	9	8	12↓	10
	Column Comparisons	-							
Nicolate and the second state of the second st	% within column	73%	77%	77%↑	75%	76%	73%	73%	71%
Nothing – no condition that impact their daily	N Count	1,569	499	562 †	409	295	596	837	395
activities	Column Comparisons	-	gi	gik					
	% within column	22% ↑	19%	20%	22%	19%	24%	24%	26% ↑
NET: Identified need/ condition	N Count	467 †	122	148	123	73	199	271	145 †
	Column Comparisons	-			j		a b d j	a d j	a b d j

BANNER

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Parents of children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2037 (92%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 25 of 42

					BAN	NER			
				Gamin	д Туре			Gaming Fr	equency
Child has identified need/ impacting condi	tion	Simulation experience	Fitness and dance	Sports	Interactive stories	Makeovers	NET: Playing against other people	NET: Daily	Weekly
	% within column	2%	2%	1%	3%✝	2%	1%	1%	0%
Speech: I use picture cards, my hands, or computers to help me talk	N Count	4	6	10	6 †	5	10	16	2
to help the talk	Column Comparisons						-		
Difficulty with a second and the sec	% within column	3%	4%	3%	4%	3%	4%	3%	3%
Difficulty with words or numbers: I have or may have	N Count	7	12	23	8	8	37	47	15
dyslexia/ dyscalculia	Column Comparisons						-		
No. and the second seco	% within column	9%	7%	6%↓	8%	7%	9%	10%	6%
Neurodiversity: I am neurodiverse (Autistic/ADHD)	N Count	23	20	42↓	17	18	93	152	28
and I have a diagnosis or am waiting for one	Column Comparisons						-	b	
Mental Health: I have difficulties with my mental	% within column	6%	7%	4%	9% ↑	7%	6%	5%	4%
health which regularly impact my life, such as anxiety	, N Count	14	19	29	19 ↑	18	59	80	19
depression, OCD, or something else	Column Comparisons				bj		-		
	% within column	2%	3%	2%	3%	2%	2%	2%	1%
Another condition that impacts my daily activities	N Count	6	10	14	6	5	23	31	4
	Column Comparisons						-		
	% within column	1%	2%	2%	2%	1%	1%	2%	1%
Prefer not to say	N Count	3	7	14	4	3	14	31	6
	Column Comparisons						-		
	% within column	2%	2%	2%	1%	0%	1%	1%	3%
Don't know	N Count	4	5	11	2	1	14	21	12
	Column Comparisons						-		
Nothing an condition that impost their daily	% within column	72%	69%	79% ↑	69%	70%	74%	73%	78%
Nothing – no condition that impact their daily activities	N Count	179	191	578 ↑	144	175	758	1,174	357
activities	Column Comparisons			cefghikl			-		
	% within column	22%	26%	16%↓	27%	26%	23%	22%	17%
NET: Identified need/ condition	N Count	55	72	118↓	57	64	232	355	80
	Column Comparisons	j	a b d j		b d j	аj	-	b	

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 26 of 42

BANNER

Gaming Purchase Type

		NET: Charac-							
		ter, skins,		Loot boxes/		A standard			
	_	weapons,	NET: Game	packs/ chests	In-game	version of the		Early access	
Child has identified need/ impacting condi	tion	armour, tools	expansion	/ bundles	money	game	subscription	to a game	Battle Pass
Speech: I use picture cards, my hands, or computers	% within column	2% ↑	4% 1	1%	1%	1%	1%	2%	4% ↑
to help me talk	N Count	12 †	9 1	2	5	1	3	3	9 †
to help me talk	Column Comparisons		d f						d f
Difficulty with words or numbered I have or may have	% within column	4%	3%	2%	3%	1%	3%	2%	4%
Difficulty with words or numbers: I have or may have dyslexia/ dyscalculia	N Count	20	7	3	16	1	10	2	9
dysiexia/ dyscaiculia	Column Comparisons								
N	% within column	9%	6%	6%	13% †	3%	10%	4%	12%
Neurodiversity: I am neurodiverse (Autistic/ADHD)	N Count	50	15	10	58 1	5	29	5	24
and I have a diagnosis or am waiting for one	Column Comparisons				b e				е
Mental Health: I have difficulties with my mental	% within column	6%	7%	5%	6%	5%	8%	3%	8%
health which regularly impact my life, such as anxiety	, N Count	33	18	7	26	7	24	4	16
depression, OCD, or something else	Column Comparisons								
	% within column	3%	3%	2%	2%	3%	2%	1%	3%
Another condition that impacts my daily activities	N Count	13	7	4	8	4	6	1	7
. ,	Column Comparisons								
	% within column	2%	1%	2%	1%	4%	2%	1%	2%
Prefer not to say	N Count	13	2	3	6	5	6	1	4
,	Column Comparisons								
	% within column	1%	1%	1%	1%	2%	1%	1%	1%
Don't know	N Count	6	3	2	6	3	3	1	3
	Column Comparisons	-	_				_		
	% within column	68%	67%	72%	70%	73%	68%	75%	64%
Nothing – no condition that impact their daily	N Count	366	158	109	311	108	205	91	132
activities	Column Comparisons								
	% within column	27%	29%	23%	26%	20%	27%	22%	31%
NET: Identified need/ condition	N Count	143	69	35	117	30	82	27	63
	Column Comparisons	110	33	23	11/	30	32	2,	

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Parents of children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2037 (92%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 27 of 42

				BANI	NER		
			F	eelings about G	aming Purcha	se	
				<u> </u>		It's unfair that people who spend more, get	It's not always clear what I'm going to get
		Regret things	What I buy is	I spend more	I like the	further in	for my mon-
Child has identified need/ impacting condi-	tion	I buy online	good value	than I should	feeling	games	ey in games
Consider the second sec	% within column	2%	1%	2% ↑	2%	1%	1%
Speech: I use picture cards, my hands, or computers to help me talk	N Count Column Comparisons	7	8	91	11	10	6
Difficulty with the second sec	% within column	3%	3%	3%	3%	4%	4%
Difficulty with words or numbers: I have or may have dyslexia/ dyscalculia	N Count Column Comparisons	10	21	12	23	25	17
Name di carattur I ana name di cara (Autistis /ADUD)	% within column	4%↓	8%	7%	8%	8%	8%
Neurodiversity: I am neurodiverse (Autistic/ADHD) and I have a diagnosis or am waiting for one	N Count Column Comparisons	13↓	63	33	61	61	37
Mental Health: I have difficulties with my mental	% within column	4%	5%	6%	5%	5%	6%
health which regularly impact my life, such as anxiety depression, OCD, or something else	N Count Column Comparisons	15	39	28	34	38	27
	% within column	1%	2%	2%	2%	2%	2%
Another condition that impacts my daily activities	N Count Column Comparisons	5	13	9	13	17	8
	% within column	3%	2%	3%	2%	3%	2%
Prefer not to say	N Count Column Comparisons	10	13	13	14	20	11
	% within column	2%	1%	2%	2%	1%	2%
Don't know	N Count Column Comparisons	7	9	9	11	10	11
And the state of t	% within column	67%↓	71%	63%↓	71%	69%↓	64%↓
Nothing – no condition that impact their daily activities	N Count Column Comparisons	231↓	548 c	280↓	513 c f	492↓	287↓
	% within column	26%	25% †	30%↑	24%	25% 1	30%↑
NET: Identified need/ condition	N Count	91	190 1	134 ↑	173	181 1	133↑

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 28 of 42

Column Comparisons

		BANNER									
		Gender of child respondent Age of child respondent									
Child has identified need/ impacting condition		Total	Male	Female	8-9	10-12	13-15	16-17	NET: 8-12		
	% within column	77%	77%	77%	82%	75%	77%	78%	78%		
NET: No identified need/ condition	N Count	1,726	894	832	367	524	524	311	890		
	Column Comparisons	-							-		

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 29 of 42

					BAN	INER			
		Age of child respondent NET: 13-17 Male 8-9 Female 8-9 Male 10-12 Female 10-12 Male 13-15 Female							
Child has identified need/ impacting condition NET: 1		NET: 13-17	Male 8-9	Female 8-9	Male 10-12	Female 10-12	Male 13-15	Female 13-15	Male 16-17
	% within column				76%	73%	75%	78%	78%
NET: No identified need/ condition	N Count	835	184	183	276	248	258	266	176
	Column Comparisons	-							

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 30 of 42

			BANNER								
			Age and ge	Urban/	Rural	Working status					
			NET: Male 8-	NET: Female	NET: Male 13	NET: Female					
Child has identified need/impacting of	ondition	Female 16-17	12	8-12	-17	13-17	NET: Urban	Rural	Full time		
	% within column	77%	78%	77%	77%	78%	78%	73%	80%1		
NET: No identified need/ condition	N Count	155	460	430	433	417	1,545	180	1,062 †		
	Column Comparisons		-	-	-	-			d		

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 31 of 42

		BANNER										
		\	Working status		D3 - Social grade							
				NET: Not working/								
Child has identified need/ impacting co	ondition	Part time	Student	retired	AB	C1	C2	DE	NET: ABC1			
	% within column	78%	79%	67%↓	81% †	83% †	77%	68%↓	82% ↑			
NET: No identified need/ condition	N Count	337	88	208↓	506 †	479 †	377	364↓	985 †			
	Column Comparisons	d			d	d	d					

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 32 of 42

		BANNER										
		D3 - Social grade	Financial wellbeing		ng	Ethnicity		Child identif impacting of	•			
							NET: All other	Neurodiv-	Mental			
Child has identified need/ impacting co	ondition	NET: C2DE	Doing well	Getting by	Struggling	White British	Ethnicities	ersity	Health			
	% within column	72%↓	82%	79%	72%↓	76%↓	87% †	0%↓	0%↓			
NET: No identified need/ condition	N Count	741↓	329	908	471↓	1,328↓	392 †	01	01			
	Column Comparisons	-	С	С			а					

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 33 of 42

					BAN	INER			
		Child identified need/ impacting condition		Disability/ Cond	dition in HH	Educational I Plan (E		Benefits	
		NET: Identi- fied need/	NET: No identified ne-				Don't have an	NET: House- hold receives	
Child has identified need/impacting	condition	condition	ed/ condition	NET: Yes	No	Has an EHCP	EHCP	Benefits	No Benefits
	% within column	0%-	100%	0%↓	100% †	22%↓	82% ↑	64%↓	87% ↑
NET: No identified need/ condition	N Count	0-	1,726 †	01	792 †	35↓	1,691 †	596↓	1,046 †
	Column Comparisons	-	a b		a		а		а

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 34 of 42

					BAN	INER			
		Parental	Controls	Р	arental Conce	rn	Time Spe	ekday)	
		NET: Has Parental		Not	A little	NET: Moder- ately/ Very			
Child has identified need/ impacting	condition	Controls	No Controls	Concerned	Concerned	Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs
	% within column	76%↓	84%	78%	76%	78%	83% ↑	77%	66%↓
NET: No identified need/ condition	N Count	1,420↓	284 †	820	416	470	727↑	718	184↓
	Column Comparisons		а				bcd	c d	

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 35 of 42

					BAN	NER			
		Time Spen (Week			Time Spe	ent Online (We	eekend)		Spent Money
			NET: 5+					NET: 5+	Bought something on either Social Media, or
Child has identified need/ impacting	g condition	6+ hrs	Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6 hrs	Hours	while gaming
	% within column	63%↓	65%↓	86% ↑	80%	75%	71%↓	73%	74%↓
NET: No identified need/ condition	N Count	64↓	247↓	250 †	630	465	350↓	814	951↓
	Column Comparisons		-	b c d	c d			-	

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 36 of 42

		BANNER							
			Spent N	Money		SM purchase category			
		Bought	Bought	Bought					
		something on	something	something	Not bought			Subscription/	
Child has identified need/ impacting of	condition	social media	while Gaming	from both	from either	Product	Activity	Upgrade	NET: Gift
	% within column	72%↓	74%↓	72%↓	82% †	71%	69%	75%	62%↓
NET: No identified need/ condition	N Count	551↓	834↓	434↓	775 ↑	307	106	161	98↓
	Column Comparisons				a b c d			d	

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 37 of 42

					BAN	INER			_
			Feelings abou	t SM purchase			Gaming	Method	
							Desktop		
						Games	computer,	Mobile	
		Regret things	What I buy is	I spend more	I like the	console or	laptop or	phone or	
Child has identified need/impacting	condition	I buy online	good value	than I should	feeling	games player	netbook	smartphone	Tablet
	% within column	67%↓	71%↓	69%↓	72% ↓	77%	75%	77%	76%
NET: No identified need/ condition	N Count	211↓	395↓	260↓	408 ↓	1,022	427	1,017	596
	Column Comparisons								

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 38 of 42

					BAN	NER			
		Gaming Method				Gaming Type			
							Playing		
						Playing	against	Creative and	
		NET: Any	Puzzles or	Action/		against one	multiple peo-	building	Playing in a
Child has identified need/impacting	condition	Gaming	quizzes	adventure	Shooters	other person	ple/ teams	games	virtual worlds
	% within column	77%	81%	79%	77%	80%	75%	75%	73%
NET: No identified need/ condition	N Count	1,646	523	578	420	308	616	863	407
	Column Comparisons	-	efghikl	efgikl		fkl			

					BAN	INER			
				Gamin	g Type			Gaming Fr	requency
Child has identified need/ impacting	condition	Simulation experience	Fitness and dance	Sports	Interactive stories	Makeovers	NET: Playing against other people	NET: Daily	Weekly
, p	% within column	75%	73%	83%1	72%	72%	76%	77%	82% †
NET: No identified need/ condition	N Count	187	203	603 †	149	179	785	1,226	376 ↑
	Column Comparisons			cefghikl			-		а

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 40 of 42

					BAI	NNER			
					Gaming Pu	ırchase Type			
		NET: Charac-							
		ter, skins,		Loot boxes/		A standard			
		weapons,	NET: Game	packs/ chests	In-game	version of the	Α	Early access	
Child has identified need/ impacting	condition	armour, tools	expansion	/ bundles	money	game	subscription	to a game	Battle Pass
	% within column	72%	69%	75%	72%	79%	71%	76%	67%
NET: No identified need/ condition	N Count	385	164	114	323	116	213	93	138
	Column Comparisons								

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 41 of 42

				BAN	NER		
			F	eelings about G	aming Purcha	ise	
						It's unfair	It's not
						that people	always clear
						who spend	what I'm
						more, get	going to get
		Regret things	What I buy is	I spend more	I like the	further in	for my mon-
Child has identified need/ impacting of	condition	I buy online	good value	than I should	feeling	games	ey in games
	% within column	72%↓	74%↓	68%↓	75%	73%↓	69%↓
NET: No identified need/ condition	N Count	248↓	570↓	302↓	538	522↓	309↓
	Column Comparisons				c f		

								BAN	INER						
	_			of child ondent		Ag	e of child	responde	ent		Age	and geno	der of chil	d respond	dent
K3b - Do any of the following appl child? [MULTI]	ly to you/ your	Total	Male	Female	8-9	10-12	13-15	16-17	NET: 8- 12	NET: 13- 17	Male 8- 9	Female 8-9	Male 10 -12	Female 10-12	Male 13 -15
	% within column	2200	1137	1063	443	687	675	396	1130	1071	223	220	353	334	339
Weighted Base	N Count														
	Column Comparisons														
	% within column	2171	1084	1087	432	651	650	438	1083	1088	217	215	325	326	321
Unweighted Base	N Count														
	Column Comparisons														
	% within column	a	а	b	а	b	С	d	е	f	а	b	С	d	е
Column Names	N Count														
	Column Comparisons														
I have an EHCP (Education, Health and	% within column	7%	8%	6%	7%	9%	7%	4%↓	9%	6%	9%	5%	9%	9%	9%
Care Plan) They have an EHCP (Education,	N Count	161	93	68	32	64	50	15↓	96	65	21	12	33	30	30
Health and Care Plan)	Column Comparisons	-				d	d		-	-					
I live with a parent or sibling who has a	% within column	12%	10%	13%	9%	11%	13%	13%	10%	13%	7%	11%	10%	12%	13%
disability or long-term health issue. This would include difficulties with mental	N Count	254	119	135	40	74	88	52	114	140	17	23	34	40	45
health They live with a parent or sibl	Column Comparisons	-							-	-					
	% within column	28%	27%	29%	32%	30%	24%	26%	31%	25%↓	30%	35%	29%	30%	23%
None of the above	N Count	610	303	307	143	205	161	101	347 †	262↓	67	76	104	100	77
	Column Comparisons	-			С				-	-					
	% within column	1%	1%	1%	2%	1%	1%	0%	1%	1%	3%	1%	0%	1%	1%
Prefer not to say	N Count	23	14	9	9	5	7	2	14	9	6	3	2	4	5
	Column Comparisons	-							-	-					

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 1 of 16

								BAN	NER						
			Age	and gend	der of chil	d respond	dent		Urban/	[/] Rural		Workin	g status		D3 - Social grade
K3b - Do any of the following applichild? [MULTI]	ly to you/ your	Female 13-15	Male 16 -17	Female 16-17	NET: Male 8- 12	NET: Female 8-12	NET: Male 13 -17	NET: Female 13-17	NET: Urban	Rural	Full time	Part time	Student	NET: Not working / retired	AB
	% within column	335	223	198	576	554	562	527	1956	244	1308	427	111	307	613
Weighted Base	N Count														
	Column Comparisons														
	% within column	329	221	248	542	541	542	569	1916	255	1351	385	112	282	868
Unweighted Base	N Count														
	Column Comparisons														
	% within column	f	g	h	i	j	k	1	а	b	а	b	С	d	а
Column Names	N Count														
	Column Comparisons														
I have an EHCP (Education, Health and	% within column	6%	4%	4%	9%	8%	7%	5%	7%	10%	7%	4%↓	6%	15% ↑	8%
Care Plan) They have an EHCP (Education,	N Count	21	10	7	54	42	39	27	137	24	86	17↓	7	45↑	46
Health and Care Plan)	Column Comparisons				-	-	-	-						a b	
I live with a parent or sibling who has a	% within column	13%	10%	17%	9%	11%	12%	14%	11%↓	17%1	7%↓	9%	26%	23% ↑	7%↓
disability or long-term health issue. This would include difficulties with mental	N Count	43	23	33	51	63	68	76	213↓	411	97↓	39	29 †	70 †	46↓
health They live with a parent or sibl	Column Comparisons				-	-	-	-		а			a b	a b	
	% within column	25%	25%	26%	30%	32%	23%	25%	28%	27%	27%	36%↑	24%	22%	26%
None of the above	N Count	85	55	50	171	177	132	134	543	66	353	154 †	26	68	159
	Column Comparisons				-	-	-	-				a c d			
	% within column	1%	0%	0%	1%	1%	1%	1%	1%	0%	1%	2%	0%	0%	0%
Prefer not to say	N Count	2	1	1	8	6	6	3	23	0	11	7	0	1	2
	Column Comparisons				-	-	-	-							

								BAN	NER						
			D3 -	· Social gra	ide		Finai	ncial wellb	eing	Ethn	icity	Child id	dentified i cond		pacting
K3b - Do any of the following appl	ly to you/ your	C1	C2	DE	NET: ABC1	NET: C2DE	Doing well	Getting by	Strugg- ling	White B-	NET: All other Ethnic- ities	Neuro	Mental Health	NET: Identi- fied ne- ed/ condi- tion	NET: No identi- fied ne- ed/ condi- tion
	% within column	574	489	525	1187	1013	397	1138	644	1742	453	194	109	474	1726
Weighted Base	N Count														
	Column Comparisons														
	% within column	478	355	470	1346	825	448	1107	598	1713	452	182	110	458	1713
Unweighted Base	N Count														
	Column Comparisons														
	% within column	b	С	d	е	f	а	b	С	а	b	а	b	С	d
Column Names	N Count														
	Column Comparisons														
I have an EHCP (Education, Health and	% within column	5%	6%	11% ↑	6%	8%	8%	8%	6%	8%	6%	38% ↑	25% †	27% †	2%↓
Care Plan) They have an EHCP (Education,	N Count	29	30	56 †	76	86	32	86	42	135	26	73 †	28 ↑	126 †	35↓
Health and Care Plan)	Column Comparisons			b	-	-						b d	d	-	
I live with a parent or sibling who has a	% within column	9%	12%	19% ↑	8%↓	16% †	7%↓	9%↓	18% †	13% ↑	6%↓	32% ↑	46% †	29% ↑	7%↓
disability or long-term health issue. This would include difficulties with mental	N Count	51	59	99 ↑	97↓	157 †	28↓	106↓	117 †	228 †	26↓	62 †	50 †	138 †	116↓
health They live with a parent or sibl	Column Comparisons		a	a b c	-	-			a b	b		d	d	-	
	% within column	30%	30%	25%	28%	28%	24%	31% ↑	24%	26%↓	33% ↑	10%↓	5%↓	9%↓	33% ↑
None of the above	N Count	171	149	131	330	280	97	352 ↑	156	457↓	151 ↑	19↓	5↓	44↓	565 †
	Column Comparisons				-	-		ас			a	b		-	a b
	% within column	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Prefer not to say	N Count	9	6	7	10	13	4	8	8	13	6	1	2	3	20
	Column Comparisons				-	-								-	

								BANI	NER						
		Disabi Conditio		Educa Health C (EH	are Plan	Ben	efits	Parental (Par	ental Con	cern		e Spent O Weekday	
K3b - Do any of the following appl child? [MULTI]	y to you/ your	NET: Yes	No	Has an EHCP	Don't have an EHCP	NET: House- hold receives Benefits	No Benefits	NET: Has Parental Controls	No Controls	Not Conce- rned	A little Conce- rned	NET: Modera- tely/ Very Conce- rned		3 - 4hrs	5 - 6hrs
-	% within column	234	792	161	2039	916	1181	1836	337	1042	537	597	864	926	270
Weighted Base	N Count														
	Column Comparisons														
	% within column	238	806	157	2014	873	1202	1808	340	1005	541	605	845	911	274
Unweighted Base	N Count														
	Column Comparisons														
	% within column	а	b	а	b	a	b	а	b	а	b	С	а	b	С
Column Names	N Count														
	Column Comparisons														
I have an EHCP (Education, Health and	% within column	23%↑	1%↓	100%	0%↓	13% ↑	3%↓	8%↑	3%↓	7%	7%	8%	5%↓	7%	10%
Care Plan) They have an EHCP (Education,	N Count	54 ↑	11↓	161 †	01	122 †	33↓	. 149 ↑	10↓	71	39	48	46↓	66	26
Health and Care Plan)	Column Comparisons	b		b		b		b							а
I live with a parent or sibling who has a	% within column	31% ↑	8%↓	21%	11%↓	24% ↑	3%↓	11%	12%	13%	12%	9%	8%↓	12%	19% ↑
disability or long-term health issue. This would include difficulties with mental	N Count	73 ↑	63↓	33 †	221↓	217 †	34↓	210	39	138	63	52	70↓	112	52 ↑
health They live with a parent or sibl	Column Comparisons	b		b		b				С				а	a b
	% within column	8%↓	29% ↑	0%↓	30%↑	23%↓	31% 1	26%↓	35% ↑	28%	28%	26%	31% ↑	25%	26%
None of the above	N Count	19↓	230 †	01	610 †	208↓	371 1	486↓	117 †	296	151	156	271 †	234	71
	Column Comparisons		а		а		a		а				b		

								BAN	NER						
		Time S Online (W	•	T	īme Sper	nt Online (Weekend	1)		S	pent Mon	ey		•	irchase gory
K3b - Do any of the following appl child? [MULTI]	y to you/ your	6+ hrs	NET: 5+ Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6 hrs	NET: 5+ Hours	Bought somet- hing on either Social Media, or while gaming	somet- hing on	Bought somet- hing wh- ile Gam- ing	Bought somet- hing fro- m both	Not bought from either	Product	Activity
	% within column	101	371	286	775	617	483	1100	1268	756	1106	594	932	423	150
Weighted Base	N Count														
	Column Comparisons														
	% within column	105	379	276	765	613	481	1094	1274	787	1109	622	897	444	162
Unweighted Base	N Count														
	Column Comparisons														
	% within column	d	е	a	b	С	d	е	a	b	С	d	е	a	b
Column Names	N Count														
	Column Comparisons														
I have an EHCP (Education, Health and	% within column	18%↑	12% †	5%	5%	8%	10%	9%↑	9% ↑	9%	9% †	10%	5%↓	10%	10%
Care Plan) They have an EHCP (Education,	N Count	18 ↑	45 ↑	16	41	51	48	99 ↑	113 †	70	101 †	58	48 ↓	41	15
Health and Care Plan)	Column Comparisons	a b c	-				b	-	е	е	е	е			
I live with a parent or sibling who has a	% within column	15%	18% †	8%	11%	11%	16% †	13%	13%	12%	13%	12%	10%	10%	15%
disability or long-term health issue. This would include difficulties with mental	N Count	15	67 †	22	82	70	77 †	147	165	94	142	72	89	43	23
health They live with a parent or sibl	Column Comparisons		-				a b	-							
	% within column	25%	26%	32%	32% 1	25%	22%↓	24%↓	25%↓	24%	26%	25%	32% 1	20%↓	25%
None of the above	N Count	25	96	93	249 1	152	106↓	259↓	314↓	180	284	151	296 †	84 ↓	38
	Column Comparisons		-	c d	c d			-					a b c d		

								BAN	INER						
		SM pur categ		Feeli	ngs abou	t SM puro	chase		Gar	ning Metl	nod		G	aming Ty _l	oe
K3b - Do any of the following applichild? [MULTI]	ly to you/ your	Subscri- ption/ Upgrade	NET: Gift	Regret things I buy online	What I buy is good value	I spend more than I should	I like the feeling	Games console or games player	ter, lapt-	Mobile phone or smartphone	Tablet	NET: Any Gaming	or	Action/ adven- ture	Shoot- ers
	% within column	213	156	308	548	372	558	1320	562	1300	774	2113	645	725	543
Weighted Base	N Count														
	Column Comparisons														
	% within column	222	168	322	577	395	588	1306	572	1300	765	2088	658	735	559
Unweighted Base	N Count														
	Column Comparisons														
	% within column	С	d	а	b	С	d	a	b	С	d	е	а	b	С
Column Names	N Count														
	Column Comparisons														
I have an EHCP (Education, Health and	% within column	11%	16% †	11%🕇	11% ↑	10%	10% ↑	8%	8%	7%	9%	7%	7%	8%	9%
Care Plan) They have an EHCP (Education,	N Count	23	24 †	35 ↑	58 †	38	56 †	103	45	93	69	157	45	61	47
Health and Care Plan)	Column Comparisons											-			
I live with a parent or sibling who has a	% within column	13%	20%	16% †	13%	15%	12%	13%	14%	13%	11%	12%	14%	10%	11%
disability or long-term health issue. This would include difficulties with mental	N Count	27	32 †	50 †	71	57	69	166	78	169	89	246	87	75	62
health They live with a parent or sibl	Column Comparisons		a									-			
	% within column	25%	25%	26%	22%↓	24%	23%↓	25%	24%	26%	29%	27%	26%	29%	20%
None of the above	N Count	53	40	79	123↓	88	126↓	327	132	336	226	576	165	212	109↓
	Column Comparisons										а	-		С	

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 6 of 16

								BAN	INER						
						Gamin	ig Type					Gaming en		Gaming F	
K3b - Do any of the following appl child? [MULTI]	ly to you/ your	Playing against one other person	multiple	Creative and building games	Playing in a virtual worlds	Simula- tion experi- ence	Fitness and dance	Sports	Intera- ctive stories	Makeo- vers	NET: Playing against other people	NET: Daily	Weekly	NET: Charac- ter, skin- s, weap- ons, armour, tools	NET: Game expan- sion
	% within column	381	815	1134	553	242	275	721	205	243	1017	1581	456	527	233
Weighted Base	N Count														
	Column Comparisons														
	% within column	389	795	1093	565	260	281	728	216	251	999	1545	475	542	245
Unweighted Base	N Count														
	Column Comparisons														
	% within column	d	е	f	g	h	i	j	k	1	m	a	b	a	b
Column Names	N Count														
	Column Comparisons														
I have an EHCP (Education, Health and	% within column	9%	8%	9%	11%↑	11%	10%	6%	11%	10%	8%	9% ↑	4%↓	12%↑	13%
Care Plan) They have an EHCP (Education,	N Count	34	62	97	58 †	27	27	46	23	25	77	137 †	18↓	63 †	30
Health and Care Plan)	Column Comparisons										-	b			
I live with a parent or sibling who has a	% within column	13%	14% ↑	13%	15% †	8%	13%	11%	14%	13%	14% †	13% ↑	7%↓	13%	14%
disability or long-term health issue. This would include difficulties with mental	N Count	49	117 †	149	85 ↑	18	37	76	29	31	139 ↑	202 ↑	34↓	70	32
health They live with a parent or sibl	Column Comparisons		b j		b						-	b			
	% within column	27%	25%	27%	29%	31%	27%	25%	30%	29%	26%	27%	31%	25%	21%
None of the above	N Count	104	202	308	158	74	74	183	61	71	264	421	140	132	48
	Column Comparisons	С		С	С	c e			С	С	-				

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 7 of 16

							BAN	INER					
			Ga	aming Pu	rchase Typ	oe			Feeling	gs about (Gaming Pu	ırchase	
												air that people	It's not always clear what I'm
		Loot		A stand-								end mo-	going to
K3b - Do any of the following appl child? [MULTI]	y to you/ your	boxes/ packs/ chests/ bundles	In-game money	ard vers- ion of the ga- me	A subscri- ption	Early access to a game	Battle Pass	Regret things I buy online	What I buy is good value	I spend more than I should	I like the feeling	re, get further in gam- es	get for my mo- ney in games
	% within column	149	440	146	295	120	201	339	760	436	711	704	442
Weighted Base	N Count Column Comparisons												
	% within column	156	422	153	312	130	207	348	765	445	724	698	450
Unweighted Base	N Count Column Comparisons												
Column Names	% within column N Count Column Comparisons	С	d	е	f	g	h	а	b	С	d	е	f
I have an EHCP (Education, Health and	% within column	12%	11%	10%	15% †	9%	14%	8%	11% ↑	12% †	11%↑	10% †	11%†
Care Plan) They have an EHCP (Education,	N Count	17	47	15	43 ↑	11	28 †	28	84 †	51 †	78 †	73 †	50 †
Health and Care Plan)	Column Comparisons								a	a		а	а
I live with a parent or sibling who has a	% within column	17%	15%	13%	14%	11%	14%	15%	13%	14%	11%	14%	15% †
disability or long-term health issue. This would include difficulties with mental	N Count	26	66	19	42	13	28	51	97	63	79	97	68 †
health They live with a parent or sibl	Column Comparisons												d
	% within column	24%	28%	27%	20%	24%	19%	28%	26%	23%	25%	26%	24%
None of the above	N Count	37	121	40	60	28	38	94	196	101	180	180	107
	Column Comparisons												

								BAN	INER						
				of child		Ag	ge of child	respond	ent		Age	and gen	der of chil	d respon	dent
K3b - Do any of the following ap	ply to you/ your									NET: 13-					Male 13
child? [MULTI]		Total	Male	Female	8-9	10-12	13-15	16-17	12	17	9	8-9	-12	10-12	-15
	% within column	1%	1%	1%	2%	1%	1%	0%	1%	1%	3%	1%	0%	1%	1%
Prefer not to say	N Count	23	14	9	9	5	7	2	14	9	6	3	2	4	5
	Column Comparisons	-							-	-					
	% within column	1%	1%	1%	0%	1%	1%	1%	1%	1%	0%	0%	2%	1%	1%
Don't know	N Count	18	11	6	0	9	7	2	9	9	0	0	6	3	4
	Column Comparisons	-							-	-					

								BAN	NER						
			Age	and gen	der of chi	ld respon	dent		Urban	/ Rural		Workir	ng status		D3 - Social grade
K3b - Do any of the followin	ng apply to you/ your	Female 13-15	Male 16 -17	Female 16-17	NET: Male 8- 12	NET: Female 8-12	NET: Male 13 -17	NET: Female 13-17	NET: Urban	Rural	Full time	Part time	Student	NET: Not working / retired	AB
	% within column	1%	0%	0%	1%	1%	1%	1%	1%	0%	1%	2%	0%	0%	0%
Prefer not to say	N Count	2	1	1	8	6	6	3	23	0	11	7	0	1	2
	Column Comparisons				-	-	-	-							
	% within column	1%	1%	0%	1%	0%	1%	1%	1%	1%	1%	1%	0%	0%	1%
Don't know	N Count	3	1	1	6	3	5	4	16	2	12	4	0	1	3
	Column Comparisons				-	-	-	-							

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 10 of 16

								BAN	INER						
			D3 -	Social gr	ade		Fina	ncial well	being	Ethr	icity	Child i	dentified cond	need/ im dition	pacting
K3b - Do any of the follow child? [MULTI]	ving apply to you/ your	C1	C2	DE	NET: ABC1	NET: C2DE	Doing well	Getting by	Strugg- ling	White B-	NET: All other Ethnic- ities	Neuro	Mental Health	NET: Identi- fied ne- ed/ condi- tion	
	% within column	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Prefer not to say	N Count	9	6	7	10	13	4	8	8	13	6	1	2	3	20
	Column Comparisons				-	-								-	
	% within column	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%
Don't know	N Count	4	4	7	7	11	5	7	6	15	2	1	1	6	11
	Column Comparisons				-	-								-	

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 11 of 16

								BAN	NER						
		Disabi Condition	•	Health (ational Care Plan HCP)	Ben	efits	Parental	Controls	Par	ental Con	ncern		e Spent O Weekday	
K3b - Do any of the follow	wing apply to you/ your	NET: Yes	No	Has an EHCP	Don't have an EHCP		No Ronofits	NET: Has Parental	No Controls	Not Conce- rned	A little Conce-	NET: Modera- tely/ Very Conce- rned		2 Abro	5 - 6hrs
cilia: [WOLTI]	% within column	0%	0%↓	0%	1%	1%	0%		1%	1%	rned 1%	1%	1%	1%	0%
Prefer not to say	N Count	0	3↓	0	23	10	4		2	9	4	8	11	6	0
	Column Comparisons					b									
	% within column	1%	0%↓	0%	1%	1%	1%	1%	1%	0%	1%	1%	0%	1%	1%
Don't know	N Count	3	3↓	0	18	8	6	13	2	5	5	6	2	8	3
	Column Comparisons														

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 12 of 16

								BAN	INER						
		Time Online (\	Spent Veekday)	-	īme Sper	nt Online (Weekend	d)		S	pent Mon	ey		-	rchase gory
K3b - Do any of the following	ng apply to you/ your		NET: 5+				Over 6	NET: 5+	Bought somet- hing on either Social Media, or while	somet- hing on	hing wh-	Bought somet- hing fro-	Not bought from		
child? [MULTI]		6+ hrs	Hours		3 - 4hrs	5 - 6hrs	hrs	Hours	gaming		ing	m both	either	Product	Activity
	% within column	1%	0%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%
Prefer not to say	N Count	1	1	5	7	5	3	8	11	5	10	4	12	4	3
	Column Comparisons		-					-							
	% within column	3%	2%	0%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	2%
Don't know	N Count	3	6	0	9	4	3	7	13	8	12	7	4	4	2
	Column Comparisons	a	-					-							

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 13 of 16

								BAN	INER						
		SM pur categ		Feeli	ngs abou	t SM pur	chase		Gar	ning Meth	nod		G	aming Ty _l	ре
K3b - Do any of the following ap	oply to you/ your	Subscri- ption/ Upgrade	NET: Gift	Regret things I buy online	What I buy is good value	I spend more than I should	I like the	console or	Desktop compu- ter, lapt- op or netbook	phone	Tablet	NET: Any Gaming	Puzzles or quizzes	Action/ adven- ture	Shoot- ers
	% within column	1%	1%	0%	1%	1%	1%	0%↓	1%	1%	1%	1%	1%	0%	1%
Prefer not to say	N Count	1	1	1	3	4	4	4.	5	12	11	19	5	1	3
	Column Comparisons										а	-			
	% within column	0%	0%	2%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%
Don't know	N Count	1	0	5	3	3	3	7	6	8	5	18	7	5	4
	Column Comparisons			b d								-			

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 14 of 16

								BAN	INER						_
						Gamin	g Type						g Frequ- ncy	J	Purchase pe
														NET: Charac-	
		Playing against	against	Creative		Simula-					NET: Playing			ter, skin- s, weap-	NET:
K3b - Do any of the following appoint (MULTI)	ply to you/ your	one other person	multiple people/ teams	and building games	in a virtual worlds	tion experi- ence	Fitness and dance	Sports	Intera- ctive stories	Makeo- vers	against other people	NET: Daily	Weekly	ons, armour, tools	Game expan- sion
	% within column	0%	0%	1%	0%	1%	1%	1%	1%	2%	0%	1%	0%	1%	0%
Prefer not to say	N Count	0	3	9	0	1	2	6	1	5	3	17	1	6	0
	Column Comparisons									b g	-				
	% within column	1%	0%	0%↓	0%	1%	1%	1%	2%	0%	1%	1%	1%	1%	2%
Don't know	N Count	6	2	3↓	3	2	2	6	4	1	6	9	5	5	4
	Column Comparisons	f							f		-				

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 15 of 16

							BAN	INER					
			G	aming Pu	rchase Ty	pe			Feeling	gs about (Gaming Pu	ırchase	
												It's unf- air that people	always
		Loot boxes/		A stand- ard vers-		Early		Regret	What I	l spend		who sp-	what I'm going to get for
K3b - Do any of the follow child? [MULTI]	ring apply to you/ your	packs/ chests/ bundles	In-game money	ion of the ga- me	A subscri- ption	access to a game	Battle Pass	things I buy online	buy is good value	more than I should	I like the feeling	further	my mo- ney in games
	% within column	1%	0%	1%	1%	0%	0%	1%	1%	1%	1%	1%	1%
Prefer not to say	N Count	1	1	2	3	0	0	4	5	6	8	8	5
	Column Comparisons												
	% within column	1%	1%	2%	1%	2%	2%	1%	1%	2%	1%	1%	1%
Don't know	N Count	1	4	3	3	2	4	4	10	8	8	9	6
	Column Comparisons												

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 16 of 16

VC Which of those	huand avalues hast					BANN	VER				
K5 - Which of these describes your child background? Which groups best describe	d's ethnic h of these broad		Gender of child	d respondent			Age of child r	espondent			Age and gender of child respon- dent
background? [SING	LE]	Total	Male	Female	8-9	10-12	13-15	16-17	NET: 8-12	NET: 13-17	Male 8-9
Weighted Base	% within column N Count Column Comparisons	2200	1137	1063	443	687	675	396	1130	1071	223
Unweighted Base	% within column N Count Column Comparisons	2171	1084	1087	432	651	650	438	1083	1088	217
Column Names	% within column N Count Column Comparisons	а	a	b	a	b	С	d	е	f	а
White	% within column N Count Column Comparisons	79% 1,742	78% 892	80% 849	75% 331	77% 527	82% 552 a b	84% 332 a b	76%↓ 858↓	83% † 884 †	73% 162
Asian / Asian British	% within column N Count Column Comparisons	7% 152	7% 82	7% 71	8% 36	7% 45	7% 47	6% 24	7% 81	7% 71	6% 13
Black / African / Caribbean / Black British	% within column	9% 202	10% 113	8% 90	13% † 57 † c d	11% 79 c d	7% 49	4%↓ 17↓	12% † 136 †	6%↓ 66↓	17% ↑ 38 ↑ efgh
Mixed	% within column N Count Column Comparisons	4% 94	4% 45	5% 50	3% 13	5% 33	4% 26	6% 23	4% 46	5% 48	3% 7
Other	% within column N Count Column Comparisons	0% 4	0% 2	0% 1	0% 1	0% 2	0% 0	0% 0	0% 4	0% 0	0% 0
Don't know	% within column N Count Column Comparisons	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0
Prefer not to say	% within column N Count Column Comparisons	0% 6	0% 4	0%	1% 3	0% 1	0% 1	0%	0% 5	0% 2	1% 2

K5 - Which of these	broad groups best					BAN	NER				
describes your child	d's ethnic				A	ge and gender of	f child respond	ent			
background? Whic	h of these broad						-				
groups best describ	es your ethnic								NFT: Male 8-	NFT: Female 8	NET: Male 13-
background? [SING	LE)	Female 8-9	Male 10-12	Female 10-12	Male 13-15	Female 13-15	Male 16-17	Female 16-17	12	-12	17
	% within column	220	353	334	339	335	223	198	576	554	562
Weighted Base	N Count										
_	Column Comparisons										
	% within column	215	325	326	321	329	221	248	542	541	542
Unweighted Base	N Count										
	Column Comparisons										
	% within column	b	С	d	е	f	g	h	i	j	k
Column Names	N Count										
	Column Comparisons										
	% within column	77%	76%	77%	83%	81%	81%	86%	75% ↓	77%	82%
White	N Count	169	269	258	280	272	181	170	431↓	427	461
	Column Comparisons							а	-	-	-
	% within column	11%	7%	6%	8%	6%	7%	4%	7%	8%	8%
Asian / Asian British	N Count	23	25	20	28	20	15	9	39	43	43
	Column Comparisons								-	-	-
Black / African /	% within column	9%	11%	11%	7%	8%	5%	4%↓	14% †	10%	6%↓
Caribbean / Black British	N Count	19	40	38	23	26	12	7↓	78 1	57	34↓
Caribbean / black british	Column Comparisons		h	h					-	-	-
	% within column	3%	5%	5%	2%	5%	6%	6%	4%	4%	4%
Mixed	N Count	6	16	17	8	18	14	11	23	23	22
	Column Comparisons								-	-	-
	% within column	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%
Other	N Count	1	2	0	0	0	0	1	2	1	0
	Column Comparisons								-	-	-
	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	N Count	0	0	0	0	0	0	0	0	0	0
	Column Comparisons	-	-	-	-	-	-	-	-	-	-
	% within column	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Prefer not to say	N Count	1	0	1	1	0	1	0	2	3	2
	Column Comparisons								-	-	-

						BANN	NER				
K5 - Which of these describes your child background? Which	l's ethnic h of these broad	Age and gender of child respondent	Urban/ I	Rural		Working	status		D3	- Social grade	
groups best describ	•	NET: Female						NET: Not wor-			
background? [SING	LE]	13-17	NET: Urban	Rural	Full time	Part time	Student	king/ retired	AB	C1	C2
Weighted Base	% within column N Count Column Comparisons	527	1956	244	1308	427	111	307	613	574	489
Unweighted Base	% within column N Count Column Comparisons	569	1916	255	1351	385	112	282	868	478	355
Column Names	% within column N Count Column Comparisons	I	a	b	a	b	С	d	a	b	С
White	% within column N Count Column Comparisons	83% 436	77%↓ 1,514↓	93% ↑ 227 ↑ a	78% 1,016	78% 335	84% 94	84% 258	74%↓ 451↓	77% 444	86% ↑ 420 ↑ a b
Asian / Asian British	% within column N Count Column Comparisons	5% 28	8% ↑ 149 ↑ b	1%↓ 3↓	7% 89	7% 30	6% 7	8% 25	9% 55	7% 39	4% 22
Black / African / Caribbean / Black British	% within column	6% 34	10% ↑ 196 ↑ b	2%↓ 6↓	11% † 150 † b d	7% 31 d	8% 9 d	3%↓ 8↓	13% ↑ 79 ↑ cd	10% 60 d	6% 31
Mixed	% within column N Count Column Comparisons	5% 28 -	4% 87	3% 7	4% 49	7% ↑ 29 ↑	2% 2	4% 13	4% 24	5% 29	3% 16
Other	% within column N Count Column Comparisons	0% 1 -	0% 4	0% 0	0% 1	0% 1	0% 0	1% 2	0% 2	0% 0	0% 0
Don't know	% within column N Count Column Comparisons	0% 0 -	0% 0 -	0% 0 -	0% 0 -	0% 0 -	0% 0 -	0% 0 -	0% 0 -	0% 0 -	0% 0 -

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 3 of 22

K5 - Which of these	broad groups best					BAN	NER				
describes your child background? Which	l's ethnic	[03 - Social grade		Fir	nancial wellbeir	ng	Ethr	icity	Child ident impacting	ified need/ condition
groups best describ	•								NET: All other		
background? [SING	LE]	DE	NET: ABC1	NET: C2DE	Doing well	Getting by	Struggling	White British	Ethnicities	Neurodiversity	Mental Health
	% within column	525	1187	1013	397	1138	644	1742	453	194	109
Weighted Base	N Count										
	Column Comparisons										
	% within column	470	1346	825	448	1107	598	1713	452	182	110
Unweighted Base	N Count										
	Column Comparisons										
	% within column	d	е	f	а	b	С	а	b	а	b
Column Names	N Count										
	Column Comparisons										
	% within column	81%	75%↓	84%↑	72%↓	80%	82%	100%↑	0%↓	91% ↑	92%1
White	N Count	427	895↓	846 †	287↓	907	530	1,742 ↑	01	. 175 †	101 1
	Column Comparisons	a	-	-		а	а	b		d	d
	% within column	7%	8%	6%	8%	7%	6%	0%↓	34% 1	2%↓	1%
Asian / Asian British	N Count	37	94	58	31	80	41	01	152 1	3↓	2
	Column Comparisons		-	-					а		
	% within column	6%	12%↑	6%↓	16% ↑	9%	5%↓	0%↓	45% 1	1%↓	1%
Black / African /	N Count	32	139 ↑	63↓	64 ↑	107	31↓	01	202 1	1↓	1.
Caribbean / Black British	Column Comparisons		-	-	bс	С			а		
	% within column	5%	4%	4%	3%	4%	6% 1	0%↓	21%	7%	6%
Mixed	N Count	26	52	42	13	40	40 1	01	94 1	14	6
	Column Comparisons		-	-			b		а		
	% within column	0%	0%	0%	0%	0%	0%	0%↓	1% 1	0%	0%
Other	N Count	2	2	2	0	2	1	01	41		0
	Column Comparisons		-	-					а		
	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	N Count	0	0	0	0	0	0	0	0	0	0
-	Column Comparisons	-	_	-	-	_	-	-	_	-	-

VE Which of those	broad groups bost	<u>-</u>				BAN	INER				
K5 - Which of these describes your child	l's ethnic	Child ident impacting	•	Disability/ Cond	ition in HH		ealth Care Plan HCP)	Bene	efits	Parental	Controls
background? Which groups best describ	es your ethnic	NET: Identified need/	NET: No identified nee-				Don't have an	NET: House- hold receives		NET: Has Parental	
background? [SING	LE]	condition	d/ condition	NET: Yes	No	Has an EHCP	EHCP	Benefits	No Benefits	Controls	No Controls
Weighted Base	% within column N Count Column Comparisons	474	1726	234	792	161	2039	916	1181	1836	337
Unweighted Base	% within column N Count Column Comparisons	458	1713	238	806	157	2014	873	1202	1808	340
Column Names	% within column N Count Column Comparisons	С	d	а	b	а	b	а	b	a	b
	% within column	87%↑	77%↓	89%	81%	84%	79%	84% 🕇	77%↓	78%↓	87%1
White	N Count	414 ↑		207	642	135	1,607	769 ↑	904↓	1,428↓	2931
	Column Comparisons	-	•	b			•	b		,	а
	% within column	5%	7%	4%	8%	6%	7%	5%↓	9% ↑	7%	6%
Asian / Asian British	N Count	24	129	10	60	9	143	43↓	101 ↑	130	20
•	Column Comparisons	-	a b						а		
	% within column	2%↓	11%	0%↓	8%1	6%	9%	6%↓	11% ↑	10%↑	3%
Black / African /	N Count	81	194 ↑	1↓	60 1	10	193	54↓	130 ↑	190 ↑	91
Caribbean / Black British	Column Comparisons	-	a b		а				a	b	
	% within column	6%	4%	7%	4%	5%	4%	6%	3%	4%	4%
Mixed	N Count	29	65	16	30	8	87	51	41	80	15
	Column Comparisons	-						b			
	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other	N Count	0	4	0	0	0	4	0	2	4	0
	Column Comparisons	-		-	-						
	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	N Count	0	0	0	0	0	0	0	0	0	0
	Column Comparisons	-	-	-	-	_	-	-	-	-	-

K5 - Which of these	broad groups best					BANI	NER				
describes your child	d's ethnic	Р	arental Concer	'n		Time Spo	ent Online (We	ekday)	1	ime Spent Onli	ne (Weekend
background? Which		NI-A	A Paul	NET: Modera-			·				
background? [SING	-	Not Concerned	A little Concerned	tely/ Very Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs	6+ hrs	NET: 5+ Hours	0 - 2hrs	3 - 4hrs
background: [51140	% within column	1042	537	597	864	926	270	101	371	286	775
Weighted Base	N Count Column Comparisons	1042	337	337	504	320	270	101	371	200	775
Unweighted Base	% within column N Count	1005	541	605	845	911	274	105	379	276	765
	Column Comparisons % within column	a	b	С	a	b	С	d	e	a	b
Column Names	N Count Column Comparisons										
White	% within column N Count	87% ↑ 904 ↑	80% 431	65% ↓ 389 ↓	75%↓ 651↓	82% 759	82% 223	77% 78	81% 300	72%↓ 207↓	78% 608
	Column Comparisons % within column	b c 4%↓	c 8%	12% ↑	9% ↑	a 5% ↓	7%	4%	- 6%	14%↑	8%
Asian / Asian British	N Count	39↓	42	70 †	81 †	48↓	19	4	23	40 ↑	62
	Column Comparisons		a	a b	b				-	b c d	d
Black / African /	% within column	5%↓	7%	18% ↑	11% ↑	8%	5%	11%	7%	10%	10%
Caribbean / Black British	N Count Column Comparisons	53↓	37	109 ↑ a b	97 ↑ c	74	14	11	25 -	28	74
Mixed	% within column N Count	4% 44	4% 22	4% 27	3% 29	5% 42	5% 15	8% 8	6% 23	3% 9	3% 27
	Column Comparisons % within column	0%	0%	0%	0%	0%	0%	0%	- 0%	0%	0%
Other	N Count	0%	2	1	2	1	0%	0%	0%	1	2
	Column Comparisons	·	a	_	_	_	· ·	· ·	-	_	_
	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	N Count Column Comparisons	- 0	0	- 0	- 0	- 0	- 0	0	- 0	- 0	0

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 6 of 22

						BAN	INER				
K5 - Which of these	broad groups best_	Time Sp	ent Online (W	eekend)			Spent Money			SM purchas	e category
describes your child background? Which groups best describ background? [SING	l's ethnic h of these broad es your ethnic	5 - 6hrs	Over 6 hrs	NET: 5+ Hours	Bought something on either Social Media, or while gaming	Bought something on social media	Bought something while Gaming	Bought something from both	Not bought from either	Product	Activity
naongrounar (onro	% within column	617	483	1100	1268	756	1106	594	932	423	150
Weighted Base	N Count Column Comparisons										
Unweighted Base	% within column N Count Column Comparisons	613	481	1094	1274	787	1109	622	897	444	162
Column Names	% within column N Count Column Comparisons	С	d	е	a	b	С	d	е	a	b
	% within column	80%	83%	81%	79%	77%	79%	76%	80%	77%	71%
White	N Count	494	402	896	1,000	579	873	452	742	324	106
	Column Comparisons	а	а	-							
	% within column	6%	3%↓	4%↓	7%	8%	7%	9%	7%	7%	16% ↑
Asian / Asian British	N Count	34	15.	48↓	83	61	77	54	69	30	24 ↑
	Column Comparisons			-							a c d
Black / African /	% within column	9%	8%	9%	10%	11%	10%	11%	8%	11%	10%
Caribbean / Black British	N Count Column Comparisons	55	39	94 -	126	84	106	64	76	48	15
	% within column	5%	6%	5%	4%	4%	4%	4%	4%	5%	3%
Mixed	N Count Column Comparisons	32	27	59 -	55	29	48	22	39	20	4
	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%
Other	N Count Column Comparisons	0	1	1	1	1	1	1	2	0	1
	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	N Count Column Comparisons	- 0	0	- 0	- 0	- 0	0	- 0	0 -	0	0

K5 - Which of these	hroad groups hest					BAN	NER				
describes your child	• .	SM purchas	e category		Feelings abou	t SM purchase			Gaming	Method	
background? Which	h of these broad							Games	Desktop computer,	Mobile phone	
groups best describ	•	Subscription/		Regret things I	What I buy is	I spend more	I like the	console or	laptop or	or	
background? [SING	LE]	Upgrade	NET: Gift	buy online	good value	than I should	feeling	games player	netbook	smartphone	Tablet
	% within column	213	156	308	548	372	558	1320	562	1300	774
Weighted Base	N Count										
	Column Comparisons										
	% within column	222	168	322	577	395	588	1306	572	1300	765
Unweighted Base	N Count										
	Column Comparisons										
	% within column	С	d	a	b	С	d	a	b	С	d
Column Names	N Count										
	Column Comparisons										
	% within column	75%	78%	77%	77%	78%	78%	85% ↑	76%	78%	77%
White	N Count	161	122	237	421	290	433	1,117 ↑	430	1,017	596
	Column Comparisons							b c d			
	% within column	7%	6%	11% ↑	6%	9%	7%	6%	6%	7%	8%
Asian / Asian British	N Count	14	9	34 ↑	35	32	41	76	36	92	62
	Column Comparisons			b							
Disabilit Africani	% within column	15%	11%	9%	13% †	10%	11%	6%↓	14% †	10%	11%
Black / African /	N Count	31	18	27	69 1	37	60	73↓	76 1	132	86
Caribbean / Black British	Column Comparisons								а	а	a
	% within column	3%	3%	3%	4%	3%	4%	4%	3%	4%	4%
Mixed	N Count	7	5	10	21	11	22	52	18	52	29
	Column Comparisons										
	% within column	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%
Other	N Count	0	1	1	1	1	1	2	2	2	1
	Column Comparisons			-	-	-	-				
	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	N Count	0	0	0	0	0	0	0	0	0	C
	Column Comparisons	_	_	_	_	_	_	_	_	_	_

VC Which of those	huand avalues hast					BAN	NNER				
K5 - Which of these describes your child	d's ethnic	Gaming Method					Gaming Type				
background? Whic						Playing against	t Playing against	Creative and			
groups best describ	•	NET: Any	Puzzles or	Action/		one other	multiple	building	Playing in a	Simulation	Fitness and
background? [SING	-	Gaming	quizzes	adventure	Shooters	person	people/ teams	games	virtual worlds	experience	dance
	% within column	2113	645	725	543	381	815	1134	553	242	275
Weighted Base	N Count										
	Column Comparisons										
	% within column	2088	658	735	559	389	795	1093	565	260	281
Unweighted Base	N Count										
	Column Comparisons										
	% within column	е	a	b	С	d	е	f	g	h	i
Column Names	N Count										
	Column Comparisons										
	% within column	79%	73%↓	77%	79%	73%	84%↑	80%	83%	75%	79%
White	N Count	1,677	473↓	556	429	279	681 ↑	904	457	180	218
	Column Comparisons	-			а		a b c d f h j k	а	a b d h k		
	% within column	7%	7%	9%	6%	7%	5%↓	7%	5%	10%	8%
Asian / Asian British	N Count	146	45	65	34	28	38↓	78	29	24	23
	Column Comparisons	-		e g l		e				еgjl	1
DI 1 / 45: /	% within column	9%	15% ↑	10%	11%	15% 1	7%↓	8%	8%	11%	9%
	N Count	191	98 †	72	62	58 1	55↓	94	42	27	24
Caribbean / Black British	Column Comparisons	-	bcefghik	е	е	befgi					
	% within column	4%	4%	4%	3%	4%	5%	5%	4%	4%	3%
Mixed	N Count	90	26	32	18	14	40	54	25	10	9
	Column Comparisons	-									
	% within column	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%
Other	N Count	4	1	1	0	2	0	2	0	1	1
	Column Comparisons	-									
	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	N Count	0	0	0	0	0	0	0	0	0	0
White Asian / Asian British Black / African / Caribbean / Black British Mixed Other	Column Comparisons	_	-	-	-	-	_	_	_	-	-

K5 - Which of these	hroad groups hest					BANN	IER						
describes your child	• •		Gamin	g Type		Gaming Fre	equency		Gaming Pu	ırchase Type			
background? Which groups best describ background? [SING]	h of these broad es your ethnic	Sports	Interactive stories	Makeovers	NET: Playing against other people	NET: Daily	Weekly	NET: Character, skins, weapons, armour, tools	NET: Game expansion	Loot boxes/ packs/ chests/ bundles	In-game money		
Weighted Base	% within column N Count Column Comparisons	721	205	243	1017	1581	456	527	233	149	44(
Unweighted Base	% within column N Count Column Comparisons	728	216	251	999	1545	475	542	245	156	422		
Column Names	% within column N Count Column Comparisons	j	k	1	m	a	b	a	b	С	(
White	% within column N Count	79% 568	74% 152	81% 198	81% 822	81% † 1,283 †	73% ↓ 333 ↓		73% 170	83% 124	829 363		
	Column Comparisons % within column	a d 6%	9%	a d 3%↓	- 6%	b 6%	9%	7%	10%	b e 5%	b e 5%		
Asian / Asian British	N Count Column Comparisons	45	18 e l	7↓	58 -	96	41 a	35	24	8	2		
Black / African / Caribbean / Black British	% within column N Count Column Comparisons	12% † 84 †	11% 23	11% 27	9% 87	8% 132	12% 56	11% 57 d	11% 25	9% 14	7% 29		
Mixed	% within column N Count	e g 3% 22	5% 11	4% 9	- 4% 45	4% 65	a 5% 23	u 5% 24	5% 13	2% 3	5% 24		
	Column Comparisons % within column	0%	0%	1%	- 0%	0%	0%	0%	1%	0%	0%		
Other	N Count Column Comparisons	1	1	1	2	2	2	1	1	0			
Don't know	% within column N Count Column Comparisons	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0%		

						BAN	INER				
K5 - Which of these	broad groups best		Gaming Pur	chase Type			í	eelings about G	aming Purchas	se	
describes your child background? Which groups best describ background? [SING	l's ethnic h of these broad es your ethnic	A standard version of the game	A subscription	Early access to a game	Battle Pass	Regret things I buy online	What I buy is good value	I spend more than I should	I like the feeling	people who spend more,	It's not always clear what I'm going to get for my money in games
Weighted Base	% within column N Count Column Comparisons	146	295	120	201	339	760	436	711	704	442
Unweighted Base	% within column N Count Column Comparisons	153	312	130	207	348	765	445	724	698	450
Column Names	% within column N Count Column Comparisons	е	f	g	h	a	b	С	d	е	f
White	% within column N Count Column Comparisons	99 1 68% 1		76% 91	81% 162 e	79% 267	78% 591	77% 333	79% 564	81% 567	78% 344
Asian / Asian British	% within column N Count Column Comparisons	7% 11	5% 15	6% 7	5% 11	8% 28	7% 55	10% 42 e	7% 47	6% 44	7% 33
Black / African / Caribbean / Black British	% within column N Count Column Comparisons	21% † 31 † a b c d h		15% 18 d	9% 17	8% 28	10% 78	10% 41	9% 67	9% 61	10% 45
Mixed	% within column N Count Column Comparisons	3% 4	3% 8	3% 4	5% 10	5% 17	4% 34	4% 16	4% 31	4% 29	4% 17
Other	% within column N Count Column Comparisons	0% 0	0% 0	0% 0	0% 0	0% 0	0% 1	0% 1	0% 1	0% 1	0% 1
Don't know	% within column N Count Column Comparisons	0% 0 -	0% 0 -	0% 0 -	0% 0 -	0% 0 -	0% 0 -	0% 0 -	0% 0 -	0% 0 -	0% 0 -

K5 - Which of the	ese broad groups best		BANNER								
describes your ch background? Wh	describes your child's ethnic background? Which of these broad groups best describes your ethnic			Gender of child respondent Age of child respondent							
background? [SIN	NGLE]	Total	Male	Female	8-9	10-12	13-15	16-17	NET: 8-12	NET: 13-17	Male 8-9
	% within column	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%
Prefer not to say	N Count	6	4	3	3	1	1	1	5	2	2
	Column Comparisons							-	-		

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 12 of 22

K5 - Which of the describes your ch				Ą	BAN ge and gender of		ent				
background? Wh groups best desci background? [SIN	Female 8-9	Male 10-12	Female 10-12	Male 13-15	Female 13-15	Male 16-17	Female 16-17	NET: Male 8- 12	NET: Female 8 -12	NET: Male 13- 17	
	% within column		0%	0%	0%	0%	0%	0%	0%	0%	0%
Prefer not to say	N Count	1	0	1	1	0	1	0	2	3	2
	Column Comparisons								-	-	-

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 13 of 22

						BAN	NER				
K5 - Which of these broad groups best describes your child's ethnic background? Which of these broad groups best describes your ethnic		Age and gender of child respondent	Urban/	Rural		Working	g status		D3	- Social grade	
groups best descr	ibes your ethnic	NET: Female						NET: Not wor-			
background? [SIN	GLE]	13-17	NET: Urban	Rural	Full time	Part time	Student	king/ retired	AB	C1	C2
	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Prefer not to say	N Count	0	5	1	3	1	0	1	2	3	0
	Column Comparisons	-									

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 14 of 22

K5 - Which of the	se broad groups best					BAN	NER				
describes your child's ethnic background? Which of these broad		D3 - Social grade			Fi	nancial wellbeir	ng	Ethni	icity		tified need/ g condition
groups best describes your ethnic									NET: All other		
background? [SIN	IGLE]	DE	NET: ABC1	NET: C2DE	Doing well	Getting by	Struggling	White British	Ethnicities	Neurodiversity	/ Mental Health
	% within column		0%	0%	0%	0%	0%	0%↓	0%	0%	0%
Prefer not to say	N Count	1	5	1	1	1	0	01	0	0	0
	Column Comparisons		-	-				-	-		

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 15 of 22

K5 - Which of the	ese broad groups bes	.t				BAN	INER				
describes your ch	describes your child's ethnic		tified need/ g condition	Disability/ Cond	Disability/ Condition in HH		Educational Health Care Plan (EHCP)		efits	Parental	Controls
background? Which of these broad groups best describes your ethnic background? [SINGLE]		NET: Identified need/	NET: No identified nee- d/ condition	NET: Yes	No	Has an EHCP	Don't have an	NET: House- hold receives Benefits	No Benefits	NET: Has Parental Controls	No Controls
3 3 3 6 3 6 3	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Prefer not to say	N Count Column Comparisons	- 0	6	0	1	0	6	0	4	5	0

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 16 of 22

K5 - Which of the	se broad groups best					BAN	NER				
describes your ch	ild's ethnic	F	Parental Conce	rn		Time Sp	ent Online (Wee	ekday)		Time Spent Onli	ne (Weekend)
background? Whe groups best describackground? [SIN	•	Not Concerned	A little Concerned	NET: Modera- tely/ Very Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs	6+ hrs	NET: 5+ Hours	0 - 2hrs	3 - 4hrs
	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Prefer not to say	N Count	3	1	1	3	2	0	0	0	1	3
	Column Comparisons								-		

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 17 of 22

						BAN	INER				
K5 - Which of the	ese broad groups best	Time Sp	ent Online (W	eekend)			Spent Money			SM purchase	e category
describes your cl background? W groups best desc background? [SII	5 - 6hrs	Over 6 hrs	NET: 5+ Hours	Bought something on either Social Media, or while gaming	Bought something on	J	Bought something from both	Not bought from either	Product	Activity	
	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Prefer not to say	N Count Column Comparisons	1	0	1	2	1	2	1	4	1	0

K5 - Which of the	ese broad groups best					BAN	NER				
describes your ch	<u> </u>	SM purchas	e category		Feelings abou	t SM purchase			Gaming	g Method	
background? Wi	hich of these broad							Games	Desktop computer,	Mobile phone	
•	ribes your ethnic	Subscription/		Regret things I	What I buy is	•	I like the	console or	laptop or	or	
background? [SII	NGLE]	Upgrade	NET: Gift	buy online	good value	than I should	feeling	games player	netbook	smartphone	Tablet
	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Prefer not to say	N Count	0	0	0	1	1	1	0	0	5	1
	Column Comparisons										

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 19 of 22

K5 - Which of the	se broad groups best					BAI	NNER				
describes your ch	ild's ethnic	Gaming Method					Gaming Type				
groups best descr background? [SIN	•	NET: Any Gaming	Puzzles or quizzes	Action/ adventure	Shooters	Playing agains one other person	t Playing against multiple people/ teams	Creative and building games	Playing in a virtual worlds	Simulation experience	Fitness and dance
	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Prefer not to say	N Count Column Comparisons	5	1	0	0	0	1	2	0	0	0

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 20 of 22

K5 - Which of the	se broad groups best					BANI	NER				
describes your ch	<u> </u>		Gamin	g Type		Gaming Fr	requency		Gaming Pu	ırchase Type	
background? Wh groups best descr	nich of these broad ribes your ethnic		Interactive		NET: Playing against other			NET: Charac- ter, skins, weapons,	NET: Game	Loot boxes/ packs/ chests/	In-game
background? [SIN	IGLE]	Sports	stories	Makeovers	people	NET: Daily	Weekly	armour, tools	expansion	bundles	money
	% within column	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%
Prefer not to say	N Count	1	0	0	1	3	1	0	0	1	1
	Column Comparisons				-						

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 21 of 22

						BAN	NER				
K5 - Which of the	ese broad groups best		Gaming Pu	rchase Type			I	Feelings about G	aming Purchas	e	
describes your cl background? W	• .	A standard version of the		Early access to		Regret things I	What I buy is	I spend more	I like the	people who spend more,	It's not always clear what I'm going to get for my money
background? [SII	NGLE]	game	A subscription	•	Battle Pass	buy online	good value	than I should	feeling	games	in games
	% within column	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Prefer not to say	N Count	1	0	0	0	0	1	1	1	2	1
	Column Comparisons										

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 22 of 22

Stingle Stin												BAN	INER									
Single Part	background as 'White'. V	Which of the		child re	espon-		Age	of child	respon	dent					Age an	d gend	er of ch	ild resp	ondent			
Which of the following best describes you SINGLE STOTE		•																				
Single S	<u>-</u>	•			.					NET. O	NICT	N 4 - 1 -	5	N 4 - 1 -		N 4 - 1 -						NET:
Weighted Base Michin column Michin Colum		est describes your	Total	Male		g_Q	10-12	12_15		_												
Weighted Base N Count Column Comparisons Weighted Base N Count Column Comparisons Weighted Base N Count Column Comparisons Weighted Base N Count Column Comparisons Weighted Base N Count Column Comparisons Weighted Base N Count Column Comparisons Weighted Base N Count Column Comparisons Weighted Base N Count Column Comparisons Weighted Base N Count Column Comparisons Weighted Base N Count Column Comparisons Weighted Base N Count Column Comparisons Weighted Base N Count Column Comparisons Weighted Base N Count Column Comparisons Weighted Base N Count Column Comparisons Weighted Base N Count Column Comparisons Weighted Base N Count Column Comparisons Weighted Base Weighted Base N Count Column Comparisons Weighted Base Weighted Base N Count Column Comparisons Weighted Base Weighted Base N Count Column Comparisons Weighted Base Weigh	[Silver]	% within column	-																			461
Column Comparisons % within column 1713 852 861 318 498 527 370 816 897 156 162 249 249 264 263 183 211 405 411 447 147 147 147 147 147 147 147 147	Weighted Base	,	1772	032	0-15	331	327	332	332	050	004	102	103	203	230	200		101	1,0	731	727	401
Unweighted Base	Weighted Base																					
Unweighted Base N Count Column Comparisons Within column a a a a b a b c b c b c b b c b b		'	1713	852	861	318	498	527	370	816	897	156	162	249	249	264	263	183	211	405	411	447
Column Names Column Names Column Comparisons Within column May Within column May	Unweighted Base																					
Column Names N Count Column Comparisons Within column 96% 95% 97% 95% 95% 95% 97% 96% 95% 97% 96% 95% 97% 96% 97% 97% 96% 97% 97% 96% 97% 97% 96% 97% 97% 96% 97% 97% 96% 97% 97% 96% 97% 97% 96% 97% 97% 96% 97% 97% 96% 97% 97% 96% 97%	G	Column Comparisons																				
Column Comparisons		% within column	а	а	b	а	b	С	d	е	f	а	b	С	d	е	f	g	h	i	j	k
English / Welsh / Scottish / N Count 1,671 848 822 314 501 536 320 815 855 151 163 252 249 978 978 978 978 989 978 978	Column Names	N Count																				
English / Welsh / Scottish / Northern Irish / British N Count 1,671 848 822 314 501 536 320 815 855 151 163 252 249 272 264 173 166 403 412 444 750 753 753 753 753 753 753 753		Column Comparisons																				
Northern Irish / British Northern Irish / British Column Comparisons	English / Wolsh / Scottish /	% within column	96%	95%	97%	95%	95%	97%	96%	95%	97%	93%	97%	94%	96%	97%	97%	96%	97%	94%	97%	96%
Column Comparisons - - - - - - - - -	=	N Count	1,671	848	822	314	501	536	320	815	855	151	163	252	249	272	264	173	166	403	412	445
Irish N Count 15 7 7 3 3 8 0 7 8 1 2 2 1 4 3 0 1 3 4 5 Column Comparisons -	Northern many british	·	-							-	-									-	-	-
Column Comparisons -				1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	0%	0%	1%	1%	1%
Gypsy or Irish Traveller % within column 0% 0% 0% 0% 0% 0% 0% 0	Irish		15	7	7	3	3	8	0	7	8	1	2	2	1	4	3	0	1	3	4	5
Gypsy or Irish Traveller N Count O O O O O O O O O O O O O			-							-	-									-	-	-
Column Comparisons																						0%
Any other White background	Gypsy or Irish Traveller		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Any other White background N Count 56 37 19 14 22 9 11 36 20 11 3 14 8 4 5 8 4 25 11 12 Column Comparisons - b		·	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
. Column Comparisons - b																						3%
% within column 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0%	Any other White background			_	19	14	22	9	11	36	20	11	3	14	8	4	5	8	4	25	11	12
		•			00/	00/	00/	00/	00/	-	-	00/	00/	00/	20/	20/	20/	00/	00/	-	-	-
Day/4 lines N Count 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	Dan/t luna																					0%
Don't know N Count 0	DON T KNOW		Ü	U	U	0	U	U	U	U	U	0	0	0	0	0	0	Ü	0	U	U	0

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 1 of 12

											BAN	NER									
K5a - You describe your	child's othnic	Age and gend- er of child respo- ndent		/ Rural		Workinį	g status	·		C	03 - Soci		e		Finan	cial wel	lbeing	Ethr	nicity	fied i	identi- need/ acting dition
background as 'White'. \ following best describes describe your ethnic bac Which of the following k	Which of the your child? You kground as 'White'.	NET.			Full	Part	Stud-	NET: Not work- ing/ reti-					NET:	NET:	Doing	Gett-	Strug-		NET: All ot- her Ethni-		Ment-
[SINGLE]	-	17	Urban	Rural	time	time	ent	red	AB	C1	C2	DE	ABC1	C2DE	well	ing by	_	Whit	-	Neu	
	% within column	436	1514	227	1016	335	94	258	451	444	420	427	895	846	287	907	530		0	175	101
Weighted Base	N Count Column Comparisons % within column	467	1475	238	1048	305	92	224	645	275	307	386	1020	693	323	883	494	1712	0	166	101
Unweighted Base	N Count Column Comparisons	407	1475	238	1048	305	92	234	045	375	307	380	1020	093	323	883	494	1713	U	100	101
Column Names	% within column N Count Column Comparisons	I	а	b	а	b	С	d	a	b	С	d	е	f	а	b	С	а	b	а	b
English / Welsh / Scottish / Northern Irish / British	% within column N Count Column Comparisons	97% 424 -	96% 1,448	98% 223	96% 975	93% 313		99% 254 b	96% 432	96% 427	96% 402	96% 409	96% 859	96% 812	95% 271	96% 867	97% 516	96% 1,671		98% 171	98% 99
	% within column	1%	1%	1%	1%	0%		1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%		0%	1%
Irish	N Count	4	13	2	11	1		1	5	3	3	3	8	6	3	9	3	15		0	1
	Column Comparisons			_		-		-	J	J		J	-	-		,	J	-		Ū	-
	% within column	0%	0%	0%	0%	0%		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%		0%	0%
Gypsy or Irish Traveller	N Count	0	0	0	0	0		0	0	0	0	0	0	0	0	0	0	0		0	0
5,65, 5, 5,55	Column Comparisons	-	-	-	-	-		-	_	-		-	-	_	-	-	_	-		-	-
	% within column	2%	4%	1%	3%	6%		1%	3%	3%	3%	3%	3%	3%	4%	3%	2%	3%		2%	1%
Any other White background	N Count	8	53	3	31	22		2	14	14	14	14	28	28	13	32	12	56		4	1
	Column Comparisons	-				a d							-	-				-			

-											BAN	INER									
		impa	identi- need/ acting dition		oility/ tion in H	Healt	ational h Care (EHCP)	Ben	efits		ental trols	Pare	ntal Coi	ncern	Tim	e Spent	Online	(Weeko	day)	Time : Online ker	(Wee-
K5a - You describe your of background as 'White'. V following best describes	Vhich of the		NET: No identi-					NET: Hous- ehold		NET: Has				NET:							
describe your ethnic bac	•	fied need/	fied need/				Don't have	recei- ves	No	Paren- tal	No	Not	A little	Mod Very					NET: 5		
Which of the following b [SINGLE]	est describes you?	condi- tion	condi- tion	NET: Yes	No	Has an EHCP	an EHCP	Benef- its	Benef- its	Contr- ols	Contr- ols				0 - 2hrs	3 - 4hrs	5 - 6hrs	6+ hrs	+ Hours	0 - 2hrs	3 - 4hrs
Weighted Base	% within column N Count Column Comparisons	414	1328	207	642	135	1607	769	904	1428	293	904	431	389	651	759	223	78	300	207	608
Unweighted Base	% within column N Count Column Comparisons	401	1312	212	649	130	1583	731	918	1399	297	868	431	399	633	740	228	81	309	198	600
Column Names	% within column N Count Column Comparisons	С	d	а	b	а	b	a	b	а	b	а	b	С	а	b	С	d	е	а	b
English / Welsh / Scottish / Northern Irish / British	% within column N Count Column Comparisons	-	96% 1,269	96% 199	97% 622		96% 1,538	97% 744		96% 1,369	97% 284	97% 874	96% 414	94% 367	95% 618	96% 731	98% 217		97% 291 -	95% 197	95% 578
Irish	% within column N Count Column Comparisons	1% 3 -	1% 12	1% 1	1% 7	1% 1	1% 14	1% 6	1% 8	1% 13	1% 2	1% 9	1% 3	1% 3	1% 9	1% 4	0% 1		1% 2 -	2% 4	1% 6
Gypsy or Irish Traveller	% within column N Count Column Comparisons	0% 0 -	0% 0 -	0% 0 -	0% 0 -	0% 0 -	0% 0 -	0% 0 -	0% 0 -	0% 0 -	0% 0 -	0% 0 -	0% 0 -	0% 0 -	0%	0% 0 -	0% 0 -		0%	0% 0 -	0%
Any other White background	% within column N Count Column Comparisons	2% 9 -	4% 47	3% 7	2% 13	1% 1	3% 55	2% 19	4% 33	3% 47	2% 7	2% 21	3% 14	5% 18	4% 24	3% 23	2% 4		3% 8 -	3% 7	4% 23

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 3 of 12

											BAN	INER									
			Spent C Neeken			Spe	ent Mor	ney		SM	purcha	se categ	gory	Feeling	gs about	t SM pu	ırchase	(Gaming	Method	i
					Boug- ht some- thing on eit-																
K5a - You describe your o	child's ethnic				her	Boug-	Boug-												Desk-		
background as 'White'. V	Vhich of the				Social	ht	ht	Boug-										Gam-	top		
following best describes	your child? You				Medi-	some-	some-	ht	Not							1		es	comp-	Mobi-	
describe your ethnic bac	•				a, or	thing	_	some-	_					_	What I	•		cons-		le ph-	
Which of the following b	_			NET: 5	_	on 	while	_	ht fro-			Subs		Ū	buy is		I like			one or	
[SINGLE]	est describes you.	5 -	Over 6		gami-		Gami-	from	m eit-				NET:	I buy	_	than I		games			Tablet
[SINGLE]	% within column	6hrs 494	hrs 402	Hours 896	ng 1000	media 579	ng 873	both 452	her 742	uct 324	ity 106	ade 161	Gift 122	237	421	290		1117		phone 1017	596
Weighted Base	N Count	494	402	690	1000	5/9	0/3	452	742	324	100	101	122	237	421	290	455	111/	450	1017	390
Weighted base	Column Comparisons																				
	% within column	487	399	886	1005	607	875	477	708	342	120	168	132	249	444	309	458	1097	438	1011	584
Unweighted Base	N Count	407	333	000	1003	007	075	7//	700	372	120	100	132	243		303	430	1037	750	1011	304
omeigned base	Column Comparisons																				
	% within column	С	d	е	а	b	С	d	е	а	b	С	d	а	b	С	d	а	b	С	d
Column Names	N Count																				
	Column Comparisons																				
	% within column	97%	97%	97%	96%	97%	96%	97%	96%	98%	97%	99%	95%	95%	98%	97%	97%	96%	94%	97%	96%
English / Welsh / Scottish / Northern Irish / British	N Count	478	390	868	962	561	839	438	709	317	102	159	116	226	412	281	418	1,077	405	984	573
Northern Insit / British	Column Comparisons			-											a d						
	% within column	0%	1%	1%	1%	1%	1%	1%	1%	0%	1%	0%	2%	2%	1%	1%	1%	1%	1%	1%	1%
Irish	N Count	2	3	4	9	5	9	5	5	1	2	1	3	4	5	3	5	9	4	8	5
	Column Comparisons			-													-				
	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Gypsy or Irish Traveller	N Count	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	Column Comparisons	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	% within column	3%	2%	3%	3%	2%	3%	2%	4%	2%	2%	0%	3%	3%	1%	2%	2%	3%	5%	2%	3%
Any other White background	N Count	15	9	24	29	13	25	9	27	7	2	1	3	7	4	6	10	30	21	25	19
	Column Comparisons			-										b		b	b				

											BAN	INER									
		Gami- ng Meth- od						Ga	ming Ty	/pe							ning uency	Gan	ning Pur	chase T	ype
							Play-											NET:			
						Play-	ing								NET:			Chara-			
K5a - You describe your o						ing	agai-								Play-			cter,			
background as 'White'. V	Vhich of the					agai-	nst								ing			skins,		Loot	
following best describes	your child? You		_			nst o-		Creat-	•	o					agai-			weap-		boxes/	
describe your ethnic back	kground as 'White'.	NET:		Action		ne ot-	•	ive an-	_						nst ot-			ons,		packs/	
Which of the following b	est describes vou?	Any Gami-	les or quiz-	/ advo	Shoot-	her	peop- le/ te-	d buil- ding			ess a- nd da-		Intera-	Make-	her	NET:	Wook		Game expan-		_
[SINGLE]	,	ng	zes	nture	ers	pers- on	•	games		•	nce	Sports			le	Daily	lv	ols	sion	dles	ey
[0022]	% within column	1677	473	556	429	279	681	904	457	180	218	568	152	198	822	1283	333	410	170	124	363
Weighted Base	N Count	10//	473	330	723	2,3	001	304	437	100	210	300	132	130	022	1203	333	710	170	127	303
	Column Comparisons																				
	% within column	1648	478	558	438	287	661	867	461	192	223	571	161	200	806	1250	344	427	182	131	347
Unweighted Base	N Count			333			002					0.1			000		• • • • • • • • • • • • • • • • • • • •	,			0.7
o e.Bea 2000	Column Comparisons																				
	% within column	е	а	b	С	d	е	f	g	h	i	i	k	1	m	а	b	а	b	С	d
Column Names	N Count				-				J			,								-	
	Column Comparisons																				
	% within column	96%	95%	96%	97%	97%	96%	96%	97%	96%	96%	97%	97%	97%	96%	96%	96%	97%	99%	99%	98%
English / Welsh / Scottish /	N Count	1,609	451	536	417	270	653	869	442	173	209	550	147	191	790	1,232	319	399	168	123	355
Northern Irish / British	Column Comparisons	-													-						
	% within column	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%
Irish	N Count	15	4	4	3	2	6	8	4	0	2	6	1	4	7	8	6	4	2	1	2
	Column Comparisons	-													-		а				
	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Gypsy or Irish Traveller	N Count	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	Column Comparisons	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	% within column	3%	4%	3%	2%	3%	3%	3%	2%	4%	3%	2%	3%	2%	3%	3%	2%	2%	0%	0%	2%
Any other White background	N Count	53	18	17	9	7	22	27	11	6	7	13	4	3	25	44	8	8	1	0	6
	Column Comparisons	-													-						

						BAN	NER				
		Gan	ning Pu	rchase 1	Гуре	F	eelings	about G	aming	Purchas	se
										It's unfair that	It's n- ot always clear
K5a - You describe your	child's ethnic									peop-	
background as 'White'. V		A stand-								le who spend	l'm
_		ard						ı		•	to get
following best describes	•	vorc		Early		Regret	What I	spend		get	for my
describe your ethnic bac	•	ion of		access		_	buy is	•	I like	furt-	mon-
Which of the following b	est describes you?	the	Α	to a	Battle	_	•	than I	the	her in	ey in
[SINGLE]		game	subs	game	Pass	online	value	should	feeling	games	games
	% within column	99	231	91	162	267	591	333	564	567	344
Weighted Base	N Count										
	Column Comparisons										
	% within column	106	242	99	168	275	595	340	574	563	350
Unweighted Base	N Count										
	Column Comparisons										
	% within column	е	f	g	h	а	b	С	d	е	f
Column Names	N Count										
	Column Comparisons										
English / Welsh / Scottish /	% within column	96%	96%		98%	96%	98%	98%	98%	97%	96%
Northern Irish / British	N Count	95	223		159	256	578	326	550	548	331
,	Column Comparisons										
	% within column	2%	1%		1%	1%	1%	1%	1%	1%	1%
Irish	N Count	2	3		2	3	5	3	6	5	4
	Column Comparisons										
	% within column	0%	0%		0%	0%	0%	0%	0%	0%	0%
Gypsy or Irish Traveller	N Count	0	0		0	0	0	0	0	0	0
	Column Comparisons	-	-		-	-	-	-	-	-	-
	% within column	2%	2%		1%	3%	1%	1%	1%	2%	3%
Any other White background	N Count	2	5		2	8	9	4	8	14	9
	Column Comparisons					bс					

											BAN	INER									
K5a - You describe background as 'Wh	-		Gendo child re der	spon-		Age	of child	respon	dent					Age an	d gend	er of ch	ild resp	ondent			
describe your ethni	ic background as 'White'. ving best describes you?	•		Fema-					NET: 8	NET:	Male	Fema-	Male	Fema- le 10-	Male	Fema- le 13-		Fema- le 16-		NET: Fema- le 8-	NET: Male
[SINGLE]		Total	Male	le	8-9	10-12	13-15	16-17	-12	13-17	8-9	le 8-9	10-12	12	13-15	15	16-17	17	8-12	12	13-17
	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	N Count	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	Column Comparisons	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 7 of 12

											BAN	NER									
K5a - You describe	e your child's ethnic	Age and gend- er of child respo- ndent	Urban	/ Rural		Workin	g statu:	5		С	03 - Soc	ial grac	le		Finan	cial wel	lbeing	Ethi	nicity	fied i	identi- need/ ncting dition
background as 'W	hite'. Which of the							NET:													
following best des	scribes your child? You							Not											NET:		
describe your ethi	nic background as 'White'	NET:						work-											All ot-		
-	wing best describes you?	rema-			FII	Dant	C4	ing/					NICT.	NICT.	D-:	C - + +	C+		her		Ment-
[SINGLE]	annig west describes your	le 13- 17	NET: Urban	Rural	Full time	Part time	Stud- ent	reti- red	AB	C1	C2	DE	NET: ABC1	NET: C2DE	Doing well	ing by		Whit	Ethni- cities	Neu	al Health
[oozz]	% within column	0%	0%	0%	0%	0%		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0.0.00	0%	0%
Don't know	N Count	0		0	0	0		0	0	0	0	0	0	0	0	0	0	0		0	0
	Column Comparisons	_	_	_	_	_		_	_	_	_	_	_	_	_	_	_	_		_	_

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 8 of 12

											BAN	INER									
		fied r impa	identi- need/ octing lition	Disab Condit HI	ion in	Educa Health Plan (I	n Care	Ben	efits		ental trols	Pare	ntal Cor	ncern	Tim	e Spent	: Online	e (Week	day)	Time : Online ker	(Wee-
K5a - You describe yo	ur child's ethnic		NET:					NET:													
background as 'White	e'. Which of the	NET:	No					Hous-		NET:											
following best descril	oes your child? You	Identi-	identi-					ehold		Has				NET:							
•	background as 'White'.	fied	fied				Don't	recei-		Paren-				Mod							
<u>-</u>	_	need/	need/				have	ves	No	tal	No	Not	A little	Very					NET: 5		
	ng best describes you?	condi-	condi-	NET:		Has an	an	Benef-	Benef-	Contr-	Contr-	Conc-	Conc-	Conc-	0 -	3 -	5 -		+	0 -	3 -
[SINGLE]		tion	tion	Yes	No	EHCP	EHCP	its	its	ols	ols	erned	erned	erned	2hrs	4hrs	6hrs	6+ hrs	Hours	2hrs	4hrs
	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%		0%	0%	0%
Don't know	N Count	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		0	0	0
	Column Comparisons	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		-	-	-

											BAN	INER									
			Spent (Weeken			Spe	ent Moi	ney		SM	purcha	se categ	gory	Feeling	s abou	t SM pu	rchase		Gaming	Method	l
describe your ethni		5-	Over 6	NET: 5	a, or while	Boug- ht some-	thing	some- thing	Not boug- ht fro-		Activ-	Subs Upgr-	NET:	_	buy is	I spend more than I	l like the				
[SINGLE]		6hrs	hrs	Hours	•	media		both	her	uct	ity	ade	Gift	online	_			_			Tablet
	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	N Count Column Comparisons	0 -	0 -	0	0 -	0 -	- 0	0 -	0 -	0 -	- 0	0 -	- 0	0 -	0	0 -	0 -	0 -	0 -	0 -	0 -

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 10 of 12

											BAN	INER									
		Gami- ng Meth- od						Ga	aming Ty	/pe							ning uency	Gar	ning Pu	rchase]	Гуре
							Play-											NET:			
						Play-	ing								NET:			Chara-			
K5a - You describe y	our child's ethnic					ing	agai-								Play-			cter,			
background as 'Whi	ite'. Which of the					agai-	nst								ing			skins,		Loot	
following best descr	ribes your child? You					nst o-	multi-	Creat-	Play-						agai-			weap-		boxes/	
•	c background as 'White'.	NET:	Puzz-	Action		ne ot-	ple	ive an-	ing in	Simul-	Fitn-				nst ot-			ons,	NET:	packs/	In-
•	_	Any	les or	/		her	peop-	d buil-	a virt-	ation	ess a-		Intera-		her			armo-	Game	chests	game
	ring best describes you?	Gami-	quiz-	adve-	Shoot-	pers-	le/ te-	ding	ual	exper-	nd da-		ctive	Make-	peop-	NET:	Week-	ur, to-	expan-	· / bun-	mon-
[SINGLE]		ng	zes	nture	ers	on	ams	games	worlds	ience	nce	Sports	stories	overs	le	Daily	ly	ols	sion	dles	ey
	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	N Count	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	Column Comparisons	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 11 of 12

						BAN	NER				
		Gar	ning Pu	rchase 1	Гуре	Fe	eelings	about G	aming	Purchas	se
											It's n-
										It's	ot
										unfair	always
										that	clear
										peop-	what
K5a - You describe y	our child's ethnic	Α								le who	ľm
background as 'Whi	te'. Which of the	stand-								spend	going
following best descr	ibes your child? You	ard						I		more,	to get
•	background as 'White'.	vers-		Early		Regret	What I	spend		get	for my
•	•	ion of		access		things	buy is	more	I like	furt-	mon-
	ing best describes you?	the	Α	to a	Battle	I buy	good	than I	the	her in	ey in
[SINGLE]		game	subs	game	Pass	online	value	should	feeling	games	games
	% within column	0%	0%		0%	0%	0%	0%	0%	0%	0%
Don't know	N Count	0	0		0	0	0	0	0	0	0
	Column Comparisons	-	-		-	-	-	-	-	-	-

K5b - You descril	be your child's ethnic									E	BANNE	R								
background as 'A	Asian / Asian British'.		Geno	der of																
_	lowing best describes			espon-		Age	of child	respon	dent				A	ge and g	ender o	f child re	esponde	ent		
	describe your ethnic		de	ent				-												
-	Asian / Asian British'.																			
_	lowing best describes																		NET:	NET:
	lowing best describes	Tatal	N4-1-		0.0	10.12	12.15	16 17	NET: 8-							Female				
you? [SINGLE]	0/ within column	Total		Female			13-15		12	13-17	-9 12	8-9	10-12				16-17	16-17	-12	8-12
Maighted Dage	% within column	152	82	71	36	45	47	24	81	71	13	23	25	20	28	20	15	9	39	43
Weighted Base	N Count Column Comparisons																			
	% within column	152	76	76	39	42	46	25	01	71	1.4	25	23	19	25	21	14	12	37	4.4
Unweighted Base	N Count	152	76	76	39	42	46	25	81	/1	14	25	23	19	25	21	14	12	37	44
Onweignted base	Column Comparisons																			
	% within column	а	а	b	а	b	С	d	е	f	а	b	С	d	е	f	g	h		i
Column Names	N Count	а	a	Ь	а	D	C	u	C	'	а	D	C	u	C	'	В	11	'	J
column Names	Column Comparisons																			
	% within column	10%																		
Bangladeshi	N Count	15																		
Bangladesin	Column Comparisons	-																		
	% within column	28%																		
Indian	N Count	43																		
	Column Comparisons	-																		
	% within column	24%																		
Pakistani	N Count	36																		
	Column Comparisons	-																		
	% within column	18%																		
Chinese	N Count	28																		
	Column Comparisons	-																		
A ath an Asian	% within column	20%																		
Any other Asian background	N Count	30																		
Dackground	Column Comparisons	-																		
	% within column	0%																		
Don't know	N Count	0																		
	Column Comparisons	-																		

										В	SANNE	R								
background as 'A	pe your child's ethnic Asian / Asian British'. owing best describes	gender	e and of child ondent	Urban	/ Rural		Workin	g status			I	D3 - Soc	ial grade	e		Finan	cial wel	lbeing	Ethi	nicity
your child? You obackground as 'A	describe your ethnic Asian / Asian British'. owing best describes	NET:	NET: Female	NFT:		Full	Part	Stud-	NET: Not work- ing/					NET:	NET:	Doing	Gett-	Strugg-		NET: All other er Ethnic-
you? [SINGLE]	•	13-17		Urban	Rural	time	time	ent	retired	AB	C1	C2	DE	ABC1	C2DE	well	ing by	ling	Whit	
Weighted Base	% within column N Count Column Comparisons	43	28	149	3	89	30	7	25	55	39	22	37	94	58	31	80	41	0	152
Unweighted Base	% within column N Count Column Comparisons	39	33	149	3	92	26	8	25	75	31	15	31	106	46	37	77	37	0	152
Column Names	% within column N Count Column Comparisons	k	I	а	b	а	b	С	d	а	b	С	d	е	f	a	b	С	а	b
Bangladeshi				10% 15 -										8% 8 -						10% 15 -
Indian				29% 43 -										31% 29 -						28% 43 -
Pakistani				24% 35 -										22% 20 -						24% 36 -
Chinese				18% 27 -										21% 20 -						18% 28 -
Any other Asian background				20% 29 -										18% 17 -						20% 30 -
Don't know				0% 0										0% 0						0%

										E	BANNE	R								
K5b - You descrik	pe your child's ethnic		ild ident npacting		•	Condi	oility/ tion in IH	Healt	ntional h Care EHCP)	Ben	efits		ental trols	Pare	ental Cor	ncern	Time S	pent Or	ıline (W	eekday)
Which of the foll	Asian / Asian British'. owing best describes describe your ethnic			NET: Identi-					•	NET: House- hold		NET: Has				NET:				
Which of the foll	Asian / Asian British'. owing best describes		Mental		condi-	NET:		Has an		ves Benef-			No Contr-	Not Conce-		Conce-	0 -	3 -	5 -	
you? [SINGLE] Weighted Base	% within column N Count Column Comparisons	Neur 3	Health 2	tion 24	tion 129	Yes 10	60	EHCP 9	143	its 43	its 101	ols 130	ols 20	rned 39	rned 42	rned 70	2hrs 81	4hrs 48	6hrs 19	6+ hrs
Unweighted Base	% within column N Count Column Comparisons	3	2	24	128	10	60	10	142	40	105	129	20	38	44	69	80	48	19	5
Column Names	% within column N Count Column Comparisons	a	b	С	d	а	b	а	b	a	b	a	b	a	b	С	a	b	С	d
Bangladeshi					9% 12 -				9% 13 -		7% 7 -	9% 11 -								
Indian					27% 34 -				27% 39 -		32% 32 -	28% 36 -								
Pakistani					24% 31 -				24% 34 -		20% 20 -	25% 33 -								
Chinese					20% 26 -				20%		23%	18% 23 -								
Any other Asian background					19% 25 -				20% 29 -		19% 19 -	21% 27 -								

										E	BANNE	R								
		Time Spent Online (Week- day)	Tim	ne Spent	t Online	(Weeke	nd)		Spo	ent Moi	ney		SM	purcha	se categ	ory	Feelin	gs abou	it SM pu	rchase
background as 'As Which of the follo your child? You do background as 'As Which of the follo you? [SINGLE]	e your child's ethnic sian / Asian British'. owing best describes escribe your ethnic sian / Asian British'. owing best describes	NET: 5	0 - 2hrs 40	3 - 4hrs 62	5 - 6hrs 34	Over 6 hrs 15	+		hing on soc- ial me-	somet- hing	Bought somet-		Prod- uct 30	Activity 24	Subs Upgr- ade 14	NET: Gift 9	Regret things I buy online 34	What I buy is good value 35	than I	I like the feeling 41
Weighted Base Unweighted Base	N Count Column Comparisons % within column N Count	24	40	58	36	16	52	85	61	78	54	67	30	23	15	10	34	37	34	42
Column Names	Column Comparisons % within column N Count Column Comparisons	е	а	b	С	d	е	a	b	С	d	е	а	b	С	d	a	b	С	d

Bangladeshi

Indian

Pakistani

Chinese

Any other Asian background

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Parents of children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 140 (92%); Blank cells have a sample size that is smaller than 100.

										В	SANNE	R								
v=1 v 1 '1			Gam	ning Met	thod							Ga	aming Ty	/pe						Gami- ng Frequ-
	oe your child's ethnic Asian / Asian British'.		Desk-				-				Playing	,								ency
_	owing best describes		top								against									
=	describe your ethnic		comp-			NET.						Creat-	Dlavia	C:l					NET:	
	Asian / Asian British'.	cons- ole or	uter, laptop	phone or		NET: Any	Puzzles	Action		against one	•	build-	Playing in a		Fitness		Intera-		Playing against	
Which of the foll you? [SINGLE]	owing best describes		or net-	smart- phone	Tablet	Gami- ng	or quizzes	-	Shoot- ers	other person	/ tea- ms	ing ga- mes	virtual worlds	experi-		Sports		Make- overs	_	NET: Daily
Weighted Base	% within column N Count Column Comparisons	76	36	92	62	146	45	65	34	28	38	78	29	24	23	45	18	7	58	96
Unweighted Base	% within column N Count Column Comparisons	77	37	91	62	147	48	66	35	26	39	77	31	26	23	45	18	9	57	94
Column Names	% within column N Count Column Comparisons	а	b	С	d	е	а	b	С	d	е	f	g	h	i	j	k	I	m	а
Bangladeshi						10% 15 -														
Indian						27% 40 -														
Pakistani						24% 34 -														
Chinese						19% 28 -														
Any other Asian background						20% 29 -														

K5b - You describe your child's ethnic background as 'Asian / Asian British'. Which of the following best describes your ethnic background as 'Asian / Asian British'. Which of the following best describes weap- boxes/ background as 'Asian / Asian British'. Which of the following best describes weap- boxes/ armo- Game chests/ In- version A access things buy is more I like further money weap- boxes/ background as 'Asian / Asian British'. Week- ur, to- expan- bund- game of the subscr- to a Battle buy good than I the in in									В	ANNE	R						
K5b - You describe your child's ethnic background as 'Asian J Asian British'. Which of the following best describes your child? You describe your ethnic background as 'Asian J Asian British'. Which of the following best describes your ethnic background as 'Asian J Asian British'. Which of the following best describes your ethnic background as 'Asian J Asian British'. Week- ur, to- expan- bund- game of the subscribe your ethnic by olds sion les money game iption game of the subscribe online your your your your your your your your			ng Frequ-			Gar	ning Pu	rchase T	ype				Feelings	about G	Gaming I	Purchas	e
Column Comparisons	background as 'A Which of the follo your child? You d background as 'A Which of the follo you? [SINGLE]	sian / Asian British'. Dwing best describes escribe your ethnic sian / Asian British'. Dwing best describes % within column	Week-	Character, skins, weapons, armour, tools	Game expan- sion	boxes/ packs/ chests/ bund- les	game money	dard version of the game	subscr- iption	access to a game	Pass	things I buy online	buy is good value	more than I should	the feeling	unfair that people who spend more, get further in games	clear what I'm going to get for my money in games
Unweighted Base N Count Column Comparisons % within column b a b c d e f g h a b c d e f Column Names	Weighted Base	Column Comparisons															
Column Names N Count	Unweighted Base	N Count Column Comparisons															
	Column Names	N Count	b	а	b	С	d	е	Ť	g	h	а	b	С	đ	е	f

Indian

Pakistani

Chinese

Any other Asian background

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Parents of children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 140 (92%); Blank cells have a sample size that is smaller than 100.

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 6 of 12

K5b - You descr	ibe your child's ethnic								E	BANNER									
Which of the fo	'Asian / Asian British'. Ilowing best describes describe your ethnic		Gender of child respondent		Age	of child	respon	dent				Αį	ge and go	ender o	of child re	espond	ent		
background as '	Asian / Asian British'. Ilowing best describes		Male Female	0.0	10.12	13-15	16 17	NET: 8-	NET: 13-17	Male 8 Fe					Female 13-15				3 Female
you: [SINGLL]	% within column	Total 0%	iviale reiliale	8-9	10-12	13-13	10-17	12	13-17	-9 (0-9 _	10-12	10-12	13-13	13-13	10-17	10-17	-12	8-12
Don't know	N Count	0																	
	Column Comparisons	-																	

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 7 of 12

									Е	BANNE	R								
K5b - You describe your child's ethnic background as 'Asian / Asian British'. Which of the following best describes	gender	and of child ondent	Urban,	/ Rural		Workin	g status	5			D3 - Soc	ial grad	e		Finan	cial wel	lbeing	Eth	nicity
your child? You describe your ethnic background as 'Asian / Asian British'. Which of the following best describes	NET:	NET: Female	NFT:		Full	Part	Stud-	NET: Not work- ing/					NET:	NET:	Doing	Gett-	Strugg-		NET: All oth- er Ethnic-
you? [SINGLE]	13-17	13-17	Urban	Rural	time	time	ent	retired	AB	C1	C2	DE	ABC1	C2DE	well	ing by	ling	Whit	
			0%										0%						0%
Don't know			0										0						0

									Е	BANNE	R								
K5b - You describe your child's ethnic	_	ild ident pacting		,	Disab Condit H	ion in	Educa Healtl Plan (n Care	Ben	efits		ental trols	Pare	ental Cor	ncern	Time S	pent On	line (W	eekday)
background as 'Asian / Asian British'.				NET:					NET:										
Which of the following best describes			NET:	No					House-		NET:								
your child? You describe your ethnic			Identi-	identi-					hold		Has				NET:				
background as 'Asian / Asian British'.			fied	fied				Don't	recei-		Paren-				Mod				
			need/	need/				have	ves	No	tal	No	Not	A little	Very				
Which of the following best describes		Mental	condi-	condi-	NET:		Has an	an	Benef-	Benef-	Contr-	Contr-	Conce-	Conce-	Conce-	0 -	3 -	5 -	
you? [SINGLE]	Neur	Health	tion	tion	Yes	No	EHCP	EHCP	its	its	ols	ols	rned	rned	rned	2hrs	4hrs	6hrs	6+ hrs
				0%				0%		0%	0%								
Don't know				0				0		0	0								
				-				-		-	-								

								I	BANNE	R								
	Time Spent Online (Week- day)	Tin	ne Spent	Online	e (Weeke	end)	Sp	ent Mo	ney		SM	purcha	se categ	ory	Feeling	gs abou	t SM pu	rchase
K5b - You describe your child's ethnic background as 'Asian / Asian British'. Which of the following best describes your child? You describe your ethnic background as 'Asian / Asian British'. Which of the following best describes you? [SINGLE]	NET: 5	0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6 hrs	+	Bought somet- hing on soc- ial me-	somet- hing while	- Bought somet- hing		Prod- uct	Activ- ity	Subs Upgr- ade	NET: Gift	Regret things I buy online	buy is good	I spend more than I should	I like the

Don't know

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Parents of children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 140 (92%); Blank cells have a sample size that is smaller than 100.

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 10 of 12

									В	ANNE	R								
K5b - You describe your child's ethnic		Gan	ning Me	thod							G	aming Ty	/pe						Gami- ng Frequ- ency
background as 'Asian / Asian British'.		Desk-								Playing	τ								
Which of the following best describes		top								against									
your child? You describe your ethnic		comp-	Mobile						Playing	multi-	Creat-							NET:	
•	cons-		phone		NET:				against	ple	ive and	l Playing	Simul-					Playing	
background as 'Asian / Asian British'.	ole or	laptop	or		Any	Puzzles	Action		one	people	build-	in a	ation	Fitness		Intera-		against	
Which of the following best describes	games	or net-	smart-		Gami-	or	/ adve-	Shoot-	other	/ tea-	ing ga-	virtual	experi-	and		ctive	Make-	other	NET:
you? [SINGLE]	player	book	phone	Tablet	ng	quizzes	nture	ers	person	ms	mes	worlds	ence	dance	Sports	stories	overs	people	Daily
					0%														
Don't know					0														
					-														

							В	SANNE	R						
	Gami- ng Frequ- ency			Gai	ming Pu	rchase T	ype			I	Feelings	about (Gaming	Purchas	e
K5b - You describe your child's ethnic background as 'Asian / Asian British'. Which of the following best describes your child? You describe your ethnic background as 'Asian / Asian British'. Which of the following best describes you? [SINGLE]		NET: Character, skins, weap- ons, armo- ur, to- ols	NET:	Loot boxes/ packs/ chests/ bund- les	game	A stan- dard version of the game	subscr-	Early access to a game	Battle Pass	things I	buy is good		I like the	unfair that people who spend more, get further in	I'm going to get for my money in

Don't know

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Parents of children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 140 (92%); Blank cells have a sample size that is smaller than 100.

VCa. Vau dasariba vau	u abild'a athuia										BANNE	D								
K5c - You describe you			_								DAININE	r.								
background as 'Black /				der of		A	- C - I- 1 - I		-l t							£ -1-11-1				
Caribbean / Black Briti				respon- ent		Age	or child	respon	dent				А	ge and g	ender c	ot chila re	esponae	ent		
following best describe	=			-																
describe your ethnic be	_																			
'Black / African / Carib	bean / Black																		NET:	NET:
British'. Which of these	e best decribes								NET: 8-	NET:	Male 8	Female	Male	Female	Male	Female	Male	Female		
you/ your child? [SING	LE]	Total	Male	Female	8-9	10-12	13-15	16-17	12	13-17	-9	8-9	10-12	10-12	13-15	13-15	16-17	16-17	-12	8-12
	% within column	202	113	90	57	79	49	17	136	66	38	19	40	38	23	26	12	7	78	57
Weighted Base	N Count																			
	Column Comparisons																			
	% within column	205	111	94	57	79	50	19	136	69	38	19	38	41	24	26	11	11	76	60
Unweighted Base	N Count																			
	Column Comparisons																			
	% within column	а	а	b	а	b	С	d	е	f	а	b	С	d	е	f	g	h	i	j
Column Names	N Count																			
	Column Comparisons	0.40/	0=0/						0=0/											
A.C.:	% within column	94%	95%						95%											
African	N Count	190	107						129											
	Column Comparisons % within column	- 4%	20/						- 3%											
Caribbean	N Count	4% 8	2% 3						3% 4											
Caribbeari	Column Comparisons	-	3						-											
	% within column	2%	2%						3%											
Any other Black background		4	2/0						4											
Any other black background	Column Comparisons	-							-											
	% within column	0%	0%						0%											
Don't know	N Count	0	0						0											
-	Column Comparisons	-	-						-											

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 1 of 6

K5c - You describe	your child's ethnic									В	ANNE	R								
	British'. Which of the	gender	e and of child ondent	Urban	/ Rural		Workir	ıg status	5		ſ	D3 - Soci	ial grad	e		Finan	cial we	llbeing	Eth	nicity
describe your ethr 'Black / African / C	Caribbean / Black these best decribes	NET: Male 13-17	NET: Female	NET: Urban	Rural	Full time	Part time	Stud- ent	NET: Not work- ing/ retired	АВ	C1	C2	DE	NET: ABC1	NET: C2DE	Doing well	Gett-	Strugg- ling	Whit	NET: All other er Ethnices
Weighted Base	% within column N Count Column Comparisons	34	34	196	6	150	31	9	8	79	60	31	32	139	63	64	107	31	0	202
Unweighted Base	% within column N Count Column Comparisons	35	37	199	6	157	27	10	8	110	47	22	26	157	48	73	104	28	0	205
Column Names	% within column N Count Column Comparisons	k	I	а	b	а	b	С	d	a	b	С	d	е	f	а	b	С	а	b
African				94% 184 -		94% 141 -				92% 72 -				94% 131 -			95% 102			94% 190 -
Caribbean				4% 8 -		4% 6 -				4% 3 -				3% 5 -			3% 3			4% 8 -
Any other Black backgr	round			2% 4 -		2% 3 -				4% 3 -				2% 3 -			1% 2			2% 4 -
Don't know				0% 0 -		0% 0 -				0% 0 -				0% 0 -			0% 0 -			0% 0 -

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 2 of 6

-										E	BANNE	R								
K5c - You describe background as 'Bla	your child's ethnic ack / African /		ild ident npacting		•	Disak Condi	•	Healtl	itional n Care EHCP)	Ben	efits		ental trols	Pare	ental Cor	ncern	Time S	pent On	line (W	eekday)
following best des describe your ethn 'Black / African / C	•		Mental	fied need/	NET: No identi- fied need/ condi-	NET:		Has an	Don't	NET: House- hold recei- ves Benef-	No	NET: Has Paren- tal Contr-	No Contr-	Not Conce-	A little	NET: Mod Very Conce-	0 -	3 -	5 -	
you/ your child? [S	SINGLE]	Neur		tion	tion	Yes	No	EHCP	EHCP	its	its	ols	ols	rned	rned	rned	2hrs	4hrs	6hrs	6+ hrs
Weighted Base	% within column N Count Column Comparisons	1	1	8	194	1	60	10	193	54	130	190	9	53	37	109	97	74	14	11
Unweighted Base	% within column N Count Column Comparisons	2	1	8	197	1	64	10	195	55	132	194	9	53	41	109	95	80	15	11
Column Names	% within column N Count Column Comparisons	a	b	С	d	a	b	a	b	a	b	a	b	a	b	С	а	b	С	d
African					94% 182 -				94% 182 -		98% 127 a	94% 179 -				94% 103				
Caribbean					4% 8 -				3% 6 -		2% 2	3% 6 -				3% 3				
Any other Black backgr	ound				2% 4 -				2% 4 -		1% 1	2% 4 -				3% 3				
Don't know					0% 0 -				0% 0 -		0% 0 -	0% 0 -				0% 0 -				

										Е	BANNE	R								
		Time Spent Online (Week- day)	Tim	ne Spent	Online	(Weeke	nd)			ent Moi	ney		SM	purcha	se categ	ory	Feelin	gs abou	t SM pu	rchase
background as 'Black Caribbean / Black following best des describe your ethr 'Black / African / C	British'. Which of the cribes your child? You nic background as Caribbean / Black these best decribes	NET: 5 + Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6 hrs	+	Media,	Bought somet- hing on soc- ial me-	somet- hing while			Prod- uct	Activ- ity	Subs Upgr- ade	NET: Gift	Regret things I buy online	buy is good	I spend more than I should	I like the feeling
, , , , , , , , , , , , , , , , , , , ,	% within column	25	28	74	55	39	94	126	84	106	64	76	48	15	31	18	27	69	37	60
Weighted Base Unweighted Base	N Count Column Comparisons % within column N Count Column Comparisons	26	25	75	61	40	101	128	89	108	69	77	51	14	34	20	29	74	39	64
Column Names	% within column N Count Column Comparisons	е	a	b	С	d	е	а	b	С	d	е	а	b	С	d	a	b	С	d
African							91% 85 -	92%		95% 100										
Caribbean							6% 5 -	5% 6		5% 5										
Any other Black backgr	round						4% 3 -	3%		1%										
Don't know							0% 0	0% 0		0% 0										
DOIL CKIIOW							-	_		-										

										Е	BANNE	R								
K5c - You describe background as 'Bla	•		Gam	ning Met	thod							Ga	aming Ty	/pe						Gami- ng Frequ-
Caribbean / Black I following best describe your ethn 'Black / African / C	British'. Which of the cribes your child? You ic background as aribbean / Black hese best decribes	cons- ole or	Desk- top comp- uter, laptop or net- book		Tablet	NET: Any Gami- ng	Puzzles or quizzes	/ adve-	Shoot- ers	against one	ple people / tea-	Creat- ive and build-	l Playing in a	ation experi-			Intera- ctive stories	Make- overs	NET: Playing against other people	NET:
Weighted Base	% within column N Count Column Comparisons	73	76	132	86	191	98	72	62	58	55	94	42	27	24	84	23	27	87	132
Unweighted Base	% within column N Count Column Comparisons	81	78	137	89	197	101	77	68	60	57	94	49	30	24	88	24	31	90	135
Column Names	% within column N Count Column Comparisons	a	b	С	d	е	a	b	С	d	е	f	g	h	i	j	k	I	m	a
African				94% 124 -		95% 181 -	94% 92 -													94% 123
Caribbean				4% 5 -		3% 6 -	2% 2 -													4% 5
Any other Black backgro	ound			2% 2 -		2% 4 -	4% 3 -													3% 3
Don't know				0% 0 -		0% 0 -	0% 0 -													0% 0 -

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 5 of 6

								В	ANNE	R						
		Gami- ng Frequ- ency			Gai	ning Pu	rchase T	ype			I	Feelings	about (Gaming I	Purchas	e
•	ock / African / British'. Which of the cribes your child? You ic background as aribbean / Black hese best decribes		NET: Character, skins, weap- ons, armo- ur, to- ols	NET: Game expan- sion		In- game money		A subscr- iption	Early access to a game	Battle Pass	Regret things I buy online		I spend more than I should		in	clear what I'm going to get for my money in
Weighted Base	% within column N Count Column Comparisons	56	57	25	14	29	31	41	18	17	28	78	41	67	61	45
Unweighted Base	% within column N Count Column Comparisons	59	58	25	14	30	30	45	19	20	29	80	45	69	62	47
Column Names	% within column N Count Column Comparisons	b	a	b	С	d	е	f	g	h	a	b	С	d	е	f
African																

Caribbean

Any other Black background

Don't know

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Parents of children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 186 (91%); Blank cells have a sample size that is smaller than 100.

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 6 of 6

_											BAN	INER									
K5d - You describe background as 'Mix following best desc	•		child r	ler of espon- nt		Age	of child	respor	ident					Age an	d gend	er of ch	ild resp	ondent			
describe your ethni 'Mixed". Which of the describes you? [SIN]	c background as the following best	Total	Male	Fema-	8-9	10-12	13-15	16-17	NET: 8 -12	NET: 13-17	Male 8-9		Male 10-12	Fema- le 10- 12	Male 13-15	Fema- le 13- 15	Male 16-17	Fema- le 16- 17	NET: Male 8-12	NET: Fema- le 8- 12	NET: Male 13-17
Weighted Base	% within column N Count	94	45	50	13	33	26	23	46	48	7	6	16	17	8	18	14	11	23	23	22
Unweighted Base	Column Comparisons % within column N Count Column Comparisons	91	38	53	14	28	26	23	42	49	7	7	12	16	7	19	12	13	19	23	19
Column Names	% within column N Count Column Comparisons	а	a	b	a	b	С	d	е	f	a	b	С	d	е	f	g	h	i	j	k

White and Black African

White and Black Caribbean

Any other Mixed background

Don't know

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Parents of children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 84 (92%); Blank cells have a sample size that is smaller than 100.

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 1 of 6

											BAN	INER									
K5d - You describe	your child's ethnic	Age and gend- er of child respo- ndent	Urban	/ Rural		Workin	g statu:	s			D3 - Soo	cial grad	de		Finan	cial wel	lbeing	Ethi	nicity	fied impa	identi- need/ acting dition
background as 'Mix	xed". Which of the cribes your child? You ic background as the following best	NET: Fema- le 13- 17	NET: Urban	Rural	Full time	Part time	Stud- ent	NET: Not work- ing/ reti- red	AB	C1	C2	DE	NET: ABC1	NET: C2DE	Doing well	Gett-			NET: All ot- her Ethni- cities		Ment- al Health
Weighted Base	% within column N Count Column Comparisons	28	87	7	49	29	2	13	24	29	16	26	52	42	13	40	40	0	94	14	6
Unweighted Base	% within column N Count Column Comparisons	31	84	7	50	25	2	12	33	23	11	24	56	35	14	39	38	0	91	11	6
Column Names	% within column N Count Column Comparisons	I	а	b	а	b	С	d	а	b	С	d	е	f	а	b	С	а	b	а	b

White and Black African

White and Black Caribbean

Any other Mixed background

Don't know

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Parents of children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 84 (92%); Blank cells have a sample size that is smaller than 100.

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 2 of 6

											BAN	INER	NET: Mod A little Very Conc- Conc- Conc- 0 - 3 - 5 - + 0 -											
		fied r impa	cting	Disab Condit H	tion in		tional n Care EHCP)	Ben	efits	Pare Cont	ental trols	Pare	ntal Cor	ncern	Tim	e Spent	: Online	e (Weeko	day)	Time : Online ker	(Wee-			
K5d - You describe yo	our child's ethnic		NET:					NET:																
background as 'Mixe	d". Which of the	NET:	No					Hous-		NET:														
following best descri	bes your child? You						5 II	ehold		Has														
describe your ethnic	background as						Don't	recei-	No	Paren-	No	Not	۸ انبیام						NIET: E					
'Mixed". Which of th	ne following best	. Which of the s your child? You ckground as following best condi- condition tio						ves Renef-	_	tal Contr-	_	Conc-	_		0 -	3 -	5 -			0 -	3 -			
describes you? [SING	ile]		tion	NET: Yes	No	Has an EHCP	EHCP	its	its	ols	ols				-	•	_	6+ hrs	•	-	4hrs			
	% within column	29	65	16	30	8	87	51	41	80	15	44	22	27	29	42	15	8	23	9	27			
Weighted Base	N Count																							
	Column Comparisons																							
	% within column	25	66	15	32	7	84	47	41	77	14	43	21	26	31	40	12	8	20	11	27			
Unweighted Base	N Count																							
	Column Comparisons																							
	% within column	С	d	а	b	a	b	a	b	a	b	a	b	С	a	b	С	d	е	а	b			
Column Names	N Count																							
	Column Comparisons																							

White and Black African

White and Black Caribbean

Any other Mixed background

Don't know

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Parents of children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 84 (92%); Blank cells have a sample size that is smaller than 100.

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 3 of 6

											BAN	INER									
			Spent (Weeken			Sp	ent Mo	ney		SM	purcha	se categ	gory	Feeling	gs abou	t SM pu	ırchase	(Gaming	Method	d
					Boug- ht some- thing																
K5d - You describe y background as 'Mix following best describe describe your ethnic 'Mixed". Which of t	ed". Which of the ribes your child? You c background as	5 -	Over 6	NET: 5 +	a, or	Boug- ht some- thing on	Boug- ht some- thing while Gami-	Boug- ht some-	Not boug- ht fro- m eit-		Activ-	Subs Upgr-	NET:	_	buy is	I spend more than I	I like		uter, laptop	Mobile phone or smart-	
describes you? [SIN	-	6hrs	hrs	Hours	ng	media		both	her	uct	ity	ade	Gift	•	•			•		phone	
Weighted Base	% within column N Count Column Comparisons	32	27	59	55	29	48	22	39	20	4	/	5	10	21	11	22	52	18	52	29
Unweighted Base	% within column N Count Column Comparisons	28	25	53	53	28	45	20	38	20	4	5	5	9	20	11	22	48	17	54	28
Column Names	% within column N Count Column Comparisons	С	d	е	а	b	С	d	е	а	b	С	d	а	b	С	d	а	b	С	d

White and Black African

White and Black Caribbean

Any other Mixed background

Don't know

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Parents of children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 84 (92%); Blank cells have a sample size that is smaller than 100.

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 4 of 6

			Play- Play- ing agai- nst nst o- multi- Creat- Play- Puzz- Action ne ot- ple ive an- ing in Simul- Fitn- nst ot- les or / her peop- d buil- a virt- ation ess a- Intera-																		
		Gami- ng Meth- od						Ga	ming T	ype							ming uency	Gan	ning Pui	rchase T	Гуре
K5d - You describe y background as 'Mixe following best descr describe your ethnic 'Mixed". Which of the describes you? [SING	ed". Which of the libes your child? You background as he following best	NET: Any Gami- ng	les or quiz-	/ adve-		ing agai- nst o- ne ot- her pers-	ing agai- nst multi- ple peop- le/ te-	ive an- d buil- ding	ing in a virt- ual	ation exper-	ess a- nd da-		ctive	Make-	Play- ing agai- nst ot- her peop-	NET: Daily	Week- ly	NET: Character, skins, weapons, armour, too	Game	Loot boxes/ packs/ chests / bun- dles	_
Weighted Base	% within column N Count Column Comparisons	90	26	32	18	14	40	54	25	10	9	22	11	9	45	65	23	24	13	3	24
Unweighted Base	% within column N Count Column Comparisons	87	29	33	18	14	37	50	24	11	10	22	12	10	43	61	24	22	12	3	22
Column Names	% within column N Count Column Comparisons	е	a	b	С	d	е	f	g	h	i	j	k	I	m	a	b	а	b	С	d

White and Black African

White and Black Caribbean

Any other Mixed background

Don't know

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Parents of children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 84 (92%); Blank cells have a sample size that is smaller than 100.

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 5 of 6

						BAN	NER				
		Gar	ning Pu	rchase 1	Гуре	F	eelings	about G	aming	Purcha	se
K5d - You describe to background as 'Mix following best describe your ethni 'Mixed". Which of the work	ried". Which of the ribes your child? You c background as	A stand- ard vers- ion of the	A	Early access to a	Battle	Regret things	buy is	•	I like the	that peop- le who spend more, get furt-	It's not always clear what I'm going to get for my money in
describes you? [SIN	<u> </u>			game	Pass	•	_	should			,
Weighted Base	% within column N Count Column Comparisons	4	8	4	10	17	34	16	31	29	17
Unweighted Base	% within column N Count Column Comparisons	4	8	4	9	15	32	16	29	26	16
Column Names	% within column N Count Column Comparisons	е	f	g	h	а	b	С	d	е	f
White and Asian											
White and Black African											
White and Black Caribbe	ean										
Any other Mixed backgro	ound										
Don't know											

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Parents of children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 84 (92%); Blank cells have a sample size that is smaller than 100.

K5e - You des	cribe your child's											BAN	INER										
_	ound as 'Other". following best ir child? You		child r	ler of espon- nt		Age	of child	respon	dent					Age	e and go	ender o	f child r	espond	ent				Urban / Rural
_	s 'Other". Which ng best describes	Total	Male	Fema- le	8-9	10-12	13-15		NET: 8 -12	NET: 13-17	Male 8-9	Fema- le 8-9	Male 10-12	Fema- le 10- 12	Male 13-15	Fema- le 13- 15	Male 16-17	Fema- le 16- 17	NET: Male 8-12	NET: Fema- le 8- 12	NET: Male 13-17	NET: Fema- le 13- 17	
you: [SiNGLE	3 % within column	4	2	1	1	2	0	0	4	0	0	1	2	0	13-13	0	0	1	2	1	0	1	4
Weighted Base	N Count Column Comparisons	7	_	_	-		Ü	Ü	,	Ü	Ü	-			Ü	Ū	Ü	-		-	Ü	-	
Unweighted Base	% within column N Count Column Comparisons	4	3	1	1	3	0	0	4	0	0	1	3	0	0	0	0	1	3	1	0	1	4
Column Names	% within column N Count Column Comparisons	а	a	b	а	b	С	d	е	f	а	b	С	d	е	f	g	h	i	j	k	I	a

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Parents of children aged 8-17; Weight: Based on Nat Rep Sample; Blank cells have a sample size that is smaller than 100.

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 1 of 5

												BAN	INER										
ethnic backgr	cribe your child's cound as 'Other''.	Urban / Rural		Workin	g status	5		C	03 - Soci	al grad	e		Financ	cial wel	lbeing	Ethn	icity			ified ne conditi		Disab Condit H	tion in
describes you describe your background a of the followi	r ethnic ns 'Other". Which ing best describes		Full	Part	Stud-	NET: Not work- ing/ reti-					NET:	NET:	Doing	Gett-	Strug-		NET: All ot- her Ethni-		Ment- al	fied need/	NET: No identi- fied need/ condi-	NET:	
you? [SINGLE]	Rural	time	time	ent	red	AB	C1	C2	DE	ABC1	C2DE	well	ing by	gling	Whit	cities	Neu	Health	tion	tion	Yes	No
Weighted Base	% within column N Count Column Comparisons	0	1	1	0	2	2	0	0	2	2	2	0	2	1	0	4	0	0	0	4	0	0
Unweighted Base	% within column N Count Column Comparisons	0	1	1	0	2	2	0	0	2	2	2	0	3	1	0	4	0	0	0	4	0	0
Column Names	% within column N Count Column Comparisons	b	а	b	С	d	а	b	С	d	е	f	а	b	С	a	b	а	b	С	d	a	b

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Parents of children aged 8-17; Weight: Based on Nat Rep Sample; Blank cells have a sample size that is smaller than 100.

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 2 of 5

												BAN	INER										
		Healt	ational th Care (EHCP)	Ber	efits		ental trols	Pare	ntal Co	ncern	Tim	e Spent	t Online	e (Week	day)	Tim	e Spent	Online	e (Week	end)	Sp	ent Moi	ney
	scribe your child's round as 'Other''.																				ht something		
Which of the describes you describe you	following best ur child? You r ethnic		Don't	NET: Hous- ehold recei-		NET: Has Paren-				NET: Mod											on eit- her Social Medi- a, or	Boug- ht	
_	as 'Other". Which ing best describes	Has ar EHCP	have	ves	No	tal - Contr- ols	No		A little Conc- erned	Very	0 - 2hrs	3 - 4hrs	5 - 6hrs	6+ hrs	NET: 5 + Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6	NET: 5 + Hours	•	on	while Gami-
Weighted Base	% within column N Count Column Comparisons	0	4	0	2	4	0	0	2	1	2	1	0	0	0	1	2	0	1	1	1	1	1
Unweighted Bas	% within column e N Count Column Comparisons	0	4	0	2	4	0	0	3	1	3	1	0	0	0	1	2	0	1	1	1	1	1
Column Names	% within column N Count Column Comparisons	а	b	а	b	а	b	a	b	С	а	b	С	d	е	а	b	С	d	е	a	b	С

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Parents of children aged 8-17; Weight: Based on Nat Rep Sample; Blank cells have a sample size that is smaller than 100.

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 3 of 5

												BAN	INER										
K5e - Vou des	cribe your child's	Spent	Money	SM	purcha	ise categ	ory	Feeling	s abou	t SM pu	ırchase		Gan	ning Met	hod				Ga	ming Ty	уре		
	ound as 'Other".																			Play-	Play- ing		
Which of the	following best												Desk-							ing	agai-		
describes you		Boug-	Not									Gam-	top	Mohi						agai-	nst	Crost	Dlav
describe your background a	ethnic s 'Other''. Which		boug-			Cuba		Regret		•	مانار	es cons-	uter,	Mobi- le ph-		NET:		Action	1	nst o- ne ot-	ple	Creat-	ing in
of the followi	ng best describes	from	ht fro- m eit-	Prod-	Activ-	Subs Upgr-	NET:	I buy		more than I	I like the			one or smart-		Any Gami-	les or quiz-	/ adve-	Shoot-	her pers-	le/ te-	d buil- ding	ual
you? [SINGLE]		both	her	uct	ity	ade	Gift	online	value	should	feeling	player	book	phone	Tablet	ng	zes	nture	ers	on	ams	games	worlds
Weighted Base	% within column N Count Column Comparisons	1	2	0	1	0	1	1	1	1	1	2	2	2	1	4	1	1	0	2	0	2	0
Unweighted Base	% within column N Count Column Comparisons	1	3	0	1	0	1	1	1	1	1	3	2	2	1	4	1	1	0	2	0	3	0
Column Names	% within column N Count Column Comparisons	d	е	а	b	С	d	a	b	С	d	a	b	С	d	е	а	b	С	d	е	f	g

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Parents of children aged 8-17; Weight: Based on Nat Rep Sample; Blank cells have a sample size that is smaller than 100.

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 4 of 5

												BAN	NER										
				Gamir	ng Type	!			ming uency			Gan	ning Pu	rchase [·]	Туре			F	eelings	about G	iaming	Purcha	se
																						It's	It's n- ot
K5e - Vou des	cribe your child's																						always
	ound as 'Other''.									NET:												that	clear
_	following best						NET:			Chara-												peop-	
	-						Play-			cter,		Loot		A								le who	
describes you							ing agai-			skins, weap-		Loot boxes/		stand- ard						1			going to get
describe your		Simul-	Fitn-				nst ot-			ons,		packs/	In-	vers-		Early		Regret	What I	spend			for my
	s 'Other". Which	ation	ess a-		Intera-	-	her			armo-		chests	game	ion of		access				more	I like	furt-	mon-
	ng best describes		nd da-		ctive		peop-	NET:	Week-		expan-	/ bun-	mon-		Α	to a	Battle		good		the	her in	,
you? [SINGLE	-	ience		Sports	stories	overs	le	Daily	ly	ols	sion	dles	ey		subs		Pass	•	value	should	feeling	games	games
	% within column	1	1	1	1	1	2	2	2	1	1	0	1	0	0	0	0	0	1	1	1	1	1
Weighted Base	N Count																						
	Column Comparisons % within column	1	1	1	1	1	2	2	2	1	1	0	1	0	0	0	0	0	1	1	1	1	1
Unweighted Base		1		_	1	1	2		2	1	1	U		U	U	U	U	U	1		1	1	1
Onweighted basi	Column Comparisons																						
	% within column	h	i	i	k	1	m	а	b	а	b	С	d	е	f	g	h	а	b	С	d	е	f
Column Names	N Count																						
	Column Comparisons																						

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Parents of children aged 8-17; Weight: Based on Nat Rep Sample; Blank cells have a sample size that is smaller than 100.

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 5 of 5

Parent Questions

P_1 - In the last mont	h, has your child						BANNER					
spent any money on a or app, a website or a			Gender o				Age of child re	espondent			Age and gen	
watch videos, or whil	• •											
could be using either	-											
_								40.47				
your money or some		Total	Male	Female	8-9	10-12	13-15	16-17	NET: 8-12	NET: 13-17	Male 8-9	Female 8-9
W : I : I B	% within column	2232	1153	1079	449	698	684	401	1147	1085	226	224
Weighted Base	N Count											
	Column Comparisons	2205	1100	4405	420	662	650	445	1101	1101	220	240
University by a second	% within column	2205	1100	1105	439	662	659	445	1101	1104	220	219
Unweighted Base	N Count											
	Column Comparisons							-1			_	
Calama Nama	% within column	a	a	b	a	b	С	d	е	f	а	b
Column Names	N Count											
	Column Comparisons	200/	220/	200/	240/1	200/1	200/4	250/4	2.40/	370/4	200/1	220/1
	% within column	30%	32%	29%	21%↓	26%↓	38%↑	36%1				
Yes – using their own mone	•	681	373	308	95↓	182↓	261 †	143 1	277	4041	46↓	49 ↓
	Column Comparisons	-	200/4	0=0/ I	200/	240/	a b	a b	-	-	2.40/	2501
Yes – using my money or	% within column	28%	30%1	25%↓	30%	31%	28%	19%↓				26%
someone else's	N Count	615	344 ↑	271↓	136	213	190	76 ↓	3491	266		58
	Column Comparisons	-	b		d	d	d		-	-	g h	h
	% within column	44%	40%↓	48% †	50% ↑	46%	39%↓	43%	47%			55% 1
No	N Count	982	464↓	518 †	226 †	319	265↓	172	5451	437	102	123 †
	Column Comparisons	-		а	С	С			-	-		e g
	% within column	1%	2%	1%	1%	1%	1%	2%	1%		2%	1%
Can't remember	N Count	28	19	9	5	9	6	9	14	15	4	1
	Column Comparisons	-							-	-		
	% within column	1%	1%	2%	1%	1%	1%	4% 1				0%
Don't know	N Count	32	11	20	2	6	9	15 1	8.	231	2	0
	Column Comparisons	-						a b c	-	-		
	% within column	53%	57% ↑	49%↓	48%	52%	59% ↑	51%	51%			44% ↓
NET: Yes	N Count	1,190	659 †	531↓	217	364	404 †	206	580	6101	117	99↓
	Column Comparisons	-	b				a b d		-	-		

P_1 - In the last month, has your child spent any money on a social media site or app, a website or app where you can watch videos, or whilst gaming? This could be using either their own money, your money or someone else's [MULTI]

BANNER

Age and gender of child respondent

Urban/ Rural

could be using either	-	Fe	emale 10-		Female 13-		Female 16-	NET: Male 8- N	ET: Female	NET: Male	NET: Female	!
your money or some	one else's [MULTI]	Male 10-12	12	Male 13-15	15	Male 16-17	17	12	8-12	13-17	13-17	NET: Urban
	% within column	361	337	342	341	224	201	587	561	567	536	1986
Weighted Base	N Count											
	Column Comparisons											
	% within column	333	329	324	335	223	253	553	548	547	580	1949
Unweighted Base	N Count											
	Column Comparisons											
	% within column	С	d	е	f	g	h	i	j	k	1	a
Column Names	N Count											
	Column Comparisons											
	% within column	25%	27%	44% ↑	32%	37%	35%	23%↓	25%↓	42% ↑	33%	30%
Yes – using their own mone	ey N Count	91	91	152 ↑	109	84	70	137↓	139↓	236 ↑	175	605
	Column Comparisons			a b c d f h	a b	a b c d	a b c	-	-	-	-	
Yes – using my money or	% within column	33% ↑	28%	29%	27%	22%	15%	34% ↑	27%	26%	23%	↓ 29% ↑
someone else's	N Count	119 ↑	94	98	91	49	30	197 †	152	147	121	↓ 573 ↑
Someone else s	Column Comparisons	g h	h	h	h			-	-	-	-	b
	% within column	44%	48%	34%↓	43%	38%	49%	45%	51% †	36%↓	45%	43%↓
No	N Count	159	161	117↓	148	86	98	261	284 †	202↓	244	849 ↓
	Column Comparisons		е				е	-	-	-	-	
	% within column	2%	1%	1%	1%	3%1	1%	2%	1%	2%	1%	1%
Can't remember	N Count	6	2	2	4	7 1	2	10	4	9	5	26
	Column Comparisons							-	-	-	-	
	% within column	0%	1%	0%	2%	3%	5%1	1%	1%	1%	3%1	† 1%
Don't know	N Count	2	5	2	7	6	91	4	5	8	161	1 27
	Column Comparisons						bсе	-	-	-	-	
	% within column	54%	50%	65% ↑	53%	56%	46%		48%↓		51%	
NET: Yes	N Count	194	170	222 ↑	183	126	92	311	269↓	347 †	271	1,085 †
	Column Comparisons			a b c d f h				-	-	-	-	b

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Parents of children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2010 (91%)

P_1 - In the last mont	h, has your child					E	BANNER					
spent any money on a	a social media site	Urban/		Working	status				D3 - Socia	l grade		
or app, a website or a	ipp where you can	Rural		VVOIKING	, status				D3 - 30Cla	grade		
watch videos, or whil	st gaming? This					NET: Not						
could be using either	their own money,					working/						
your money or some	one else's [MULTI]	Rural	Full time	Part time	Student	retired	AB	C1	C2	DE	NET: ABC1	NET: C2DE
,	% within column	246	1332	430	112	310	625	580	491	536	1205	1027
Weighted Base	N Count											
· ·	Column Comparisons											
	% within column	256	1376	388	113	286	885	483	357	480	1368	837
Unweighted Base	N Count											
•	Column Comparisons											
	% within column	b	a	b	С	d	a	b	С	d	е	f
Column Names	N Count											
	Column Comparisons											
	% within column	31%	34% ↑	24%↓	31%	23%↓	39% ↑	25%↓	30%	27%	32%	29%
Yes – using their own mone	ey N Count	76	456 †	105↓	35	71↓	242 †	144↓	149	145	386	294
	Column Comparisons		b d				bcd				-	-
.,	% within column	17%↓	32% ↑	23%	20%	17%↓	32% †	27%	28%	22%↓	30%	25%
Yes – using my money or	N Count	42↓	433 ↑	101	23	53↓	201 ↑	156	138	119↓	357	258
someone else's	Column Comparisons		bcd				d				-	-
	% within column	54% ↑	37%↓	53% ↑	45%	59% †	34%↓	49% †	44%	50% ↑	41%	47%↑
No	N Count	133 †	492↓	228 ↑	51	184 †	214↓	285 †	215	268 †	499↓	483↑
	Column Comparisons	а		а		ас		a	а	а	-	-
	% within column	1%	1%	1%	3%	1%	1%	1%	1%	2%	1%	1%
Can't remember	N Count	2	17	6	3	2	6	8	4	10	14	14
	Column Comparisons										-	-
	% within column	2%	1%	1%	4%	1%	1%	1%	2%	1%	1%	2%
Don't know	N Count	5	16	5	4	4	5	8	11	7	14	18
	Column Comparisons										-	-
	% within column	43%↓	60% †	45%↓	48%	39%↓	64% ↑	48%↓	53%	47%↓	56% 1	50%↓
NET: Yes	N Count	105↓	806 †	192↓	54	121↓	400 †	279↓	261	251↓	678 1	512↓
	Column Comparisons		bcd				b c d				-	-

P_1 - In the last mont	h, has your child						BANNER					
spent any money on a		Fin	ancial wellbei	ng	Ethni	city	Child ide	entified need/	impacting co	ondition	Disability/ Co	ndition in
or app, a website or a watch videos, or while could be using either your money or some	st gaming? This their own money,	Doing well	Getting by	Struggling	White B-	NET: All other Ethnicities	Neurodiv- ersity	Mental Health	NET: Identified need/ condition	NET: No identified need/ condition	NET: Yes	No
your money or some	% within column	401	1152	655	1742	453	194	109	474	1726	234	792
Weighted Base	N Count Column Comparisons	401	1132	033	1/72	433	154	103	7,7	1720	254	732
Unweighted Base	% within column N Count Column Comparisons	452	1121	611	1713	452	182	110	458	1713	238	806
Column Names	% within column N Count	а	b	С	а	b	a	b	С	d	а	b
	Column Comparisons % within column	40%1	30%	25%↓	32%	27%	35%	47% †	39% 1	28%↓	47% ↑	34%↓
Yes – using their own mone		1601		165↓	549	124	68	51 †				270
res asing their own mone	Column Comparisons	b c	C 331	1054	343	12-7	00	d d	-	405₹	b	2704
	% within column	36%1	_	28%	25%↓	35% ↑	25%	31%	29%	27%	31%	23%
Yes – using my money or	N Count	1441		184	443 ↓			34	140	464	71	182
someone else's	Column Comparisons	b c	207 🛡	104	775	a	40	34	-	404	b	102
	% within column	29%	47% †	48%	45%	39%	46%	29%↓	36%	46% †		44%1
No	N Count	118		313	790	177	89	32↓				347 1
	Column Comparisons		а	a	b		b		-	b		а
	% within column	1%	1%	2%	1%↓	2%	1%	0%	1%	1%	0%	1%
Can't remember	N Count	4	9	11	16↓		1	0	5	23	0	11
	Column Comparisons								_			
	% within column	1%	1%	1%	2%	1%	1%	3%	2%	1%	2%	2%
Don't know	N Count	5	16	9	28	3	2	3	7	24	5	16
	Column Comparisons					_			-		-	
	% within column	68%1	51%	49%	52%	58%	52%	68% †	62% 1	51% ↓	66% ↑	53% ↓
NET: Yes	N Count	2741		323	908	263	101	74 1				419 ↓
	Column Comparisons	bс				а		a d	_		b	

P_1 - In the last mont	h, has your child						BANNER					
spent any money on a or app, a website or a		Educational Plan (I		Ben	efits	Parental	Controls	Pa	arental Conce	rn	Time Spen (Week	
watch videos, or whil could be using either your money or some	st gaming? This their own money,	Has an EHCP	Don't have	NET: House- hold recei- ves Benefits	No Benefits	NET: Has Parental Controls	No Controls	Not Concerned	A little Concerned	NET: Moder- ately/ Very Concerned	0 - 2hrs	3 - 4hrs
,	% within column	161	2071	925	1200	1865	339	1053	550	605	873	938
Weighted Base	N Count											
	Column Comparisons											
	% within column	157	2048	883	1222	1839	342	1016	555	614	855	924
Unweighted Base	N Count											
	Column Comparisons											
	% within column	а	b	a	b	а	b	a	b	С	а	b
Column Names	N Count											
	Column Comparisons											
	% within column	43% 1	30%	↓ 34%1	28%	32%1	23%	25%	35%	↑ 37%↑	22%↓	31%
Yes – using their own mone	ey N Count	69 1	612	↓ 3141	342	5951	79	259	1911	↑ 225 ↑	196↓	294
	Column Comparisons	b		b		b			а	a		а
Vac using mu manay ar	% within column	29%	27%	30%	26%	31%1	10%	21%	34%	↑ 34%↑	22%↓	32% †
Yes – using my money or someone else's	N Count	46	568	273	313	5811	33	224	1841	↑ 205 ↑	191↓	297 †
someone eise s	Column Comparisons					b			а	a		a
	% within column	36%	45%	39%	48% ↑	40%	65%1	56%1	35%	↓ 31% ↓	57% †	38%↓
No	N Count	57	925	360	581 †	746	2211	5871	193	↓ 190 ↓	496 †	358↓
	Column Comparisons		а		а		а	bс			bcd	С
	% within column	0%	1%	1%	1%	1%	1%	1%	1%	2%	1%	2%
Can't remember	N Count	0	28	10	12	22	2	6	6	12	9	15
	Column Comparisons									a		
	% within column	0%	2%	1%	1%	1%	3%1	1%	1%	2%	1%	2%
Don't know	N Count	0	32	13	13	18	111	12	8	11	6	16
	Column Comparisons						а					
	% within column	64% 1	52%	↓ 59%1	49%↓	58%1	31%	43%	62%	↑ 65% ↑	42%↓	58% †
NET: Yes	N Count	104 1	1,086	J 5431	594↓	1,0781	104	449	3434	† 392 †	363↓	548 †
	Column Comparisons	b		b		b			а	а		а

							BANNER					
P_1 - In the last mont	h, has your child	Time Spe	nt Online (We	ekday)		Time Spe	ent Online (W	/eekend)			Spent Money	
spent any money on a or app, a website or a watch videos, or while could be using either	app where you can st gaming? This			NET: 5+				,	NET: 5+	Bought something on either Social Medi- a, or while	Bought something on social	Bought something while
your money or some	one else's [MULTI]	5 - 6hrs	6+ hrs	Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6 hrs	Hours	gaming	media	Gaming
,	% within column	278	102	380	291	785	622	492	1114	1289	768	1125
Weighted Base	N Count											
_	Column Comparisons											
	% within column	282	106	388	281	777	619	489	1108	1296	800	1128
Unweighted Base	N Count											
	Column Comparisons											
	% within column	С	d	е	а	b	С	d	е	a	b	С
Column Names	N Count											
	Column Comparisons											
	% within column	51% ↑	44% ↑	49% ↑	23%↓	28%	32%	39% ↑	35%	↑ 47% ↑	52% †	48% ↑
Yes – using their own mone	ey N Count	141 ↑	45 †	186 ↑	66 ↓	217	201	191 ↑	392	↑ 606 ↑	398 1	540 †
	Column Comparisons	a b	a b	-			a	a b c	-	e	е	е
Yes – using my money or	% within column	32%	34%	33%	21%↓	26%	30%	34% ↑	31%	† 41% †	42% †	43% ↑
someone else's	N Count	89	34	124	62↓	200	184	166 †	3501	† 533 †	324 †	479 ↑
Someone else s	Column Comparisons	а	а	-			а	a b	-	e	е	е
	% within column	25%↓	31%↓	27%↓	58% ↑	47%	41%	33%↓	37%			
No	N Count	69↓	32↓	101↓	168 †	369	254	163↓	418	↓ 219 ↓	94↓	178↓
	Column Comparisons			-	b c d	c d	d		-			
	% within column	1%	0%	0%	1%	1%	2%	0%	1%	1%	1%	1%
Can't remember	N Count	2	0	2	2	10	11	2	13	13	8	11
	Column Comparisons			-					-			
	% within column	2%	0%	1%	1%	1%	1%	2%	1%	1%	1%	1%
Don't know	N Count	5	0	5	2	10	7	9	17	18	9	11
	Column Comparisons			-					-			
	% within column	73% ↑	69% ↑	72% ↑	41%↓	51%	56%	64% ↑	60%			
NET: Yes	N Count	202 †	70 †	272 ↑	118↓	397	349	317 †	667	1,0391	658 †	925 †
	Column Comparisons	a b	а	-		a	a b	a b c	-	е	е	е

P 1 - In the last mont	h. has vour child						BANNER					
spent any money on a or app, a website or a	a social media site	Spent	Money		SM purcha	se category		F	eelings abou	t SM purchase		Gaming Method
watch videos, or whill could be using either your money or some	st gaming? This their own money,	Bought something from both	Not bought from either	Product	Activity	Subscription / Upgrade	NET: Gift	Regret things I buy online	What I buy is good value	I spend more than I should	I like the feeling	Games console or games player
	% within column	604	943	429	153	216	158	314	556	378	565	1330
Weighted Base	N Count											
	Column Comparisons											
	% within column	632	909	450	165	226	171	329	585	402	596	1316
Unweighted Base	N Count											
	Column Comparisons											
Caluma Nama	% within column	d	е	a	b	С	d	а	b	С	d	а
Column Names	N Count											
	Column Comparisons	E E 0/4	↑ 8% ↓	E40/	FF0/	F 40/	C20/ 4	FE0/4	F 40/4	F 40/ 🛧	□ 40/ ♦	220/4
Vac using their avenue man	% within column	55% ²		51% 220	55% 85	54% 118	62% 1 98 1				54% † 307 †	
Yes – using their own mon-	Column Comparisons		/5÷	220	85	118	981	1/11	3011	2051	3071	d 4451
	% within column	e 45%'	↑ 9% ↓	42%	49%	51% ↑	38%	42%1	44%1	43%↑	44% †	~
Yes – using my money or	N Count	269 ⁴		181	75	110 †	61	1311			247 1	
someone else's	Column Comparisons	e 203	02♥	101	73	d	01	1311	2431	1041	2471	363
	% within column	9%	↓ 81% ↑	13%	7%	6%↓	10%	9%	9%	₽ 8%₽	9%↓	42%
No	N Count	53,		54	11	14 ↓	15	29			53 ↓	
110	Column Comparisons	33	abcd	34		144	13	251	311	317	35*	330
	% within column	1%		1%	2%	1%	1%	2%	1%	1%	1%	1%
Can't remember	N Count	5	15	5	3	1	1	6	5	5	6	13
	Column Comparisons											
	% within column	0%-	1%	2%	0%	1%	0%	1%	1%	1%	1%	1%
Don't know	N Count	2.	14	7	1	2	0	2	6	5	6	14
	Column Comparisons											
	% within column	90%1	16%↓	84%	90%	92% ↑	90%	88%1	89%1	1 89% 1	89% †	56% ↑
NET: Yes	N Count	544	151↓	362	138	199 ↑	142	2771	4951	3361	500 1	744 †
	Column Comparisons	е										

P 1 - In the last mont	h. has vour child						BANNER					
spent any money on a	•		Gaming N	1ethod					Gaming Type			
or app, a website or a watch videos, or whil could be using either your money or some	app where you can st gaming? This their own money,	Desktop computer, laptop or netbook	Mobile phone or smartphone	Tablet	NET: Any Gaming	Puzzles or quizzes	Action/ adventure	Shooters	Playing against one other person	Playing against multiple people/ teams	Creative and building games	Playing in a virtual worlds
	% within column	572	1316	782	2140	650	731	547	387	822	1151	557
Weighted Base	N Count											
	Column Comparisons											
	% within column	582	1317	774	2117	662	740	564	395	802	1111	570
Unweighted Base	N Count											
	Column Comparisons											
	% within column	b	С	d	е	a	b	С	d	е	f	g
Column Names	N Count											
	Column Comparisons											
	% within column	35%1	33% ↑	29%	31% †	29%	35% ↑	39%1	39%1	37%	30%	37%1
Yes – using their own mone	ey N Count	2011	435 †	229	672 1	190	257 ↑	2151	1521	302	351	2081
	Column Comparisons	d	d		-		a f	afl	a f l	a f l		a
Yes – using my money or	% within column	30%	30%	30%	28% †	26%	31%	36%1	39%↑	31%	29%	29%
someone else's	N Count	171	388	231	603 †	172	226	1961	1531	259	334	163
Someone eise s	Column Comparisons				-			a f	afgi			
	% within column	39%		45%	43% ↓		38%↓					40%
No	N Count	224	527↓	349	913↓	300	278↓	175	1 11↓	300-	515	222
	Column Comparisons			С	-	bcdegjkl	d				b c d e h j	c d
	% within column	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	0%
Can't remember	N Count	6	18	4	26	5	8	10	3	9	8	2
	Column Comparisons				-			j				
	% within column	2%	2%	1%	1%	2%	1%	1%	1%	1%	1%	1%
Don't know	N Count	9	24	8	29	11	9	5	3	10	9	3
	Column Comparisons				-							
	% within column	58%1	57% ↑	54%	55% †	51%	60% ↑	65%1	70%↑	61%	54%	59%
NET: Yes	N Count	3331	747 †	421	1,172 †	334	436 †	3581	270 1	504	618	329
	Column Comparisons		d		-		a f	afi	abfgil	a f		а

P 1 - In the last mont	th. has vour child						BANNER					
spent any money on	•			Gaming	Туре			Gaming Fr	equency	Gam	ing Purchase T	Туре
or app, a website or a									<u> </u>	NET: Charac-		
watch videos, or while	• •						NET: Playing			ter, skins,		Loot boxes/
could be using either	•	Cima da bia a	T:4 a. a. a. a. a.		lasta va ativ va		against			weapons,	NET: Care	packs/
your money or some	= =	Simulation experience	Fitness and dance	Sports	Interactive stories	Makeovers	other people	NET: Daily	Weekly	armour, tools	NET: Game expansion	chests/ bundles
your money or some	% within column	248	278	728	207	249	1027	1602	460	535	237	151
Weighted Base	N Count	240	270	720	207	243	1027	1002	400	333	237	131
Weighted base	Column Comparisons											
	% within column	266	283	736	218	257	1009	1567	480	549	250	158
Unweighted Base	N Count											
	Column Comparisons											
	% within column	h	i	j	k	1	m	а	b	а	b	С
Column Names	N Count											
	Column Comparisons											
	% within column	39% ↑	36%	36% ↑	38%	29%	36%1	34% ↑	24%↓	51%	56% ↑	50%
Yes – using their own mon	ey N Count	96 ↑	99	261 †	79	72	3661	543 †	110↓	274	133 †	75
	Column Comparisons	1		afl	a		-	b				
Voc. using mu manayar	% within column	34%	31%	32% ↑	38% †	36% 1	33%1	31%	19%↓	45%	45%	56%1
Yes – using my money or someone else's	N Count	85	85	234 ↑	79 1	901	3391	497 †	90↓	240	107	851
Someone else s	Column Comparisons			а	a	a	-	b				
	% within column	35%↓	41%	37%↓	35%↓	38%	36%	38%↓	55% †	13%	11%	8%-
No	N Count	86↓	113	269↓	72↓	95	369	616↓	254 ↑	694	26	12-
	Column Comparisons		c d			d	-		а			
	% within column	0%	1%	0%↓	0%	0%	1%	1%	2%	0%	1%	0%
Can't remember	N Count	0	2	2↓	0	0	10	14	9	3	2	0
	Column Comparisons						-					
	% within column	1%	1%	2%	1%	2%	1%	2%	1%	1%	1%	2%
Don't know	N Count	3	4	11	2	5	12	26	3	5	2	3
	Column Comparisons						-					
	% within column	64% ↑	57%	61% ↑	64% †		62%1		42%↓	86%1		90%1
NET: Yes	N Count	160 ↑	159	446 †	133 †	148	6361	947	193↓	4581	207	1361
	Column Comparisons	a f		a f	a	a	-	b				

							BANNER					
			Gam	ning Purchase	Туре			Fee	elings about G	aming Purcha	ase	
P_1 - In the last mont spent any money on a or app, a website or a watch videos, or whil could be using either your money or some	a social media site app where you can st gaming? This their own money,	In-game money	A standard version of the game	A subscription	Early access	Battle Pass	Regret things I buy online	What I buy is good value	I spend more than I should	I like the feeling	It's unfair that people who spend more, get further in games	It's not always clear what I'm going to get for my money in games
	% within column	447	147	302	122	205	346	772	445	720	715	449
Weighted Base	N Count Column Comparisons											
Unweighted Base	% within column N Count Column Comparisons	428	154	320	133	211	356	777	454	734	710	459
Column Names	% within column N Count Column Comparisons	d	е	f	g	h	a	b	С	d	е	f
	% within column	48%	48%	47%	54%	54%	53% †	50%1	54% †	51%1	49%1	50% ↑
Yes – using their own mone	ey N Count Column Comparisons	213	71	143	66	110	185 †	3901	240 †	3651	3541	227†
Yes – using my money or	% within column	48%	46%	49%1	40%	49%	40% 1	45%1	41% †	45%1	42%1	40%↑
someone else's	N Count Column Comparisons	2131	68	147	50	101	139 †	3511	183 †	3211	3031	1781
	% within column	15%	13%	14%	16%	13%						
No	N Count Column Comparisons	65	19	44	20	26	47↓	904	57↓	96	b 111	b c 76↓
	% within column	0%	1%	1%	1%	1%	1%	1%	1%	0%		1%
Can't remember	N Count Column Comparisons	2	2	3	1	1	2	4	3	34		3
	% within column	1%	1%	1%	1%	1%		1%	1%	1%	1%	1%
Don't know	N Count Column Comparisons	2	1	3	1	2	5	7	5	7	7	6
	% within column	85%	85%	84%	82%	86%						
NET: Yes	N Count Column Comparisons	378	124	253	101	176	293 ↑	6711 a e f	† 379 † f	6151	5931	364 ↑

P_1 - In the last mon	th, has your child						BANNER					
spent any money on or app, a website or			Gender o				Age of child re	espondent				nder of child indent
•	vatch videos, or whilst gaming? This could be using either their own money,											
your money or some	one else's [MULTI]	Total	Male	Female	8-9	10-12	13-15	16-17	NET: 8-12	NET: 13-17	Male 8-9	Female 8-9
	% within column	45%	41%↓	50% ↑	51% †	47%	40%↓	47%	48%1	42%↓	46%	55% ↑
NET: No or Don't know	N Count	1,014	475↓	539 ↑	228 †	326	273↓	187	5531	460↓	105	123 †
	Column Comparisons	-		а	С				-	-	е	e g

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 11 of 20

P_1 - In the last mon	th, has your child						BANNER					
spent any money on or app, a website or a					Age	and gender o	f child respond	dent				Urban/ Rural
watch videos, or whi could be using either	•		Female 10-		Female 13-		Female 16-	NET: Male 8-	NET: Female	NET: Male	NET: Female	
your money or some	one else's [MULTI]	Male 10-12	12	Male 13-15	15	Male 16-17	17	12	8-12	13-17	13-17	NET: Urban
	% within column			35%↓	45%	41%	53% ↑	45%	51% †	37%	48%	44%↓
NET: No or Don't know	N Count	160	165	118↓	155	92	107 †	265	288 †	210	259	876↓
	Column Comparisons		е		е		e g	-	-	-	-	

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 12 of 20

P_1 - In the last mon	th, has your child						BANNER					
spent any money on or app, a website or		Urban/ Rural		Working	status				D3 - Socia	al grade		
watch videos, or whi could be using either	• •					NET: Not working/						
your money or some	one else's [MULTI]	Rural	Full time	Part time	Student	retired	AB	C1	C2	DE	NET: ABC1	NET: C2DE
	% within column		38%↓	54% ↑	49%	61% ↑	35%↓	51% †	46%	51% †	43% ↓	49% ↑
NET: No or Don't know	N Count	138 †	509↓	233 ↑	55	188 †	219↓	294 †	226	275 †	513 ↓	501 ↑
	Column Comparisons	а		а		а		а	a	a	-	-

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 13 of 20

P 1 - In the last mon	th, has your child						BANNER					
spent any money on a social media site or app, a website or app where you can watch videos, or whilst gaming? This could be using either their own money,		Fin	ancial wellbei	ng	Ethnicity		Child id	entified need/	impacting co	Disability/ Con HH		ndition in
					White B-	NET: All other	Neurodiv-	Mental	NET: Identified need/	NET: No identified need/		
your money or some	your money or someone else's [MULTI]		Getting by	Struggling	ritish	Ethnicities	ersity	Health	condition	condition	NET: Yes	No
	% within column	31%↓	48%1	49%	47% †	40% ↓	47%	32%↓	38% ↓	48% ↑	34%↓	46% ↑
NET: No or Don't know	N Count	122↓	555 1	321	817 †	180↓	91	35↓	178↓	822 †	79↓	363 ↑
	Column Comparisons		а	а	b		b		-	b		a

P_1 - In the last mont	th, has your child					BANNER						
• •	pent any money on a social media site r app, a website or app where you can		Educational Health Care Plan (EHCP)		Benefits		Controls	Pa	rental Conce	rn 	Time Spen (Week	
watch videos, or whilst gaming? This could be using either their own money,			Don't have	NET: House- hold recei-		NET: Has Parental		Not	A little	NET: Moder- ately/ Very		
your money or some	one else's [MULTI]	Has an EHCP	an EHCP	ves Benefits	No Benefits	Controls	No Controls	Concerned	Concerned	Concerned	0 - 2hrs	3 - 4hrs
	% within column	36%↓	46%	40%	50% †	41%	↓ 69% ↑	57% 1	37%	33%↓	57% ↑	40%↓
NET: No or Don't know	N Count	57↓	9561	373↓	594 †	764	↓ 233 ↑	598 1	201	201↓	502 ↑	374↓
	Column Comparisons		a		а		а	b c			b c d	С

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 15 of 20

							BANNER					
P_1 - In the last mon	th, has your child	Time Sper	nt Online (We	ekday)		Time Spe	ent Online (W	eekend)		!	Spent Money	
spent any money on or app, a website or a watch videos, or whi could be using either	app where you can lst gaming? This their own money,			NET: 5+					NET: 5+	Bought something on either Social Medi- a, or while	Bought something on social	Bought something while
your money or some	one else's [MULTI]	5 - 6hrs	6+ hrs	Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6 hrs	Hours	gaming	media	Gaming
	% within column	27%↓	31%↓	28%↓	59% ↑	48%	42%	35%↓	39%	. 18% ↓	13%↓	17%↓
NET: No or Don't know	N Count	74↓	32↓	106↓	170 †	378	261	173↓	434	237↓	103↓	189↓
	Column Comparisons			-	bcd	c d	d		-			

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 16 of 20

P 1 - In the last mont	th, has your child						BANNER					
spent any money on a or app, a website or a		Spent I	Money		SM purcha	se category		F	eelings abou	t SM purchase		Gaming Method
watch videos, or while could be using either	Bought something	Not bought			Subscription		Regret things I buy	What I buy	I spend more than I	I like the	Games console or games	
your money or some	one else's [MULTI]	from both	from either	Product	Activity	/ Upgrade	NET: Gift	online	value	should	feeling	player
	% within column	9%	82% †	14%	7%	7%↓	10%	10%↓	10%	10%↓	10%↓	43%↓
NET: No or Don't know	N Count	55	777 †	62	11	15↓	15	31↓	57	37↓	59↓	572↓
	Column Comparisons		a b c d									

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 17 of 20

P 1 - In the last mont	th, has your child						BANNER					
spent any money on	a social media site		Gaming M	lethod					Gaming Type			
or app, a website or a watch videos, or whil could be using either your money or some	app where you can lst gaming? This their own money,	Desktop computer, laptop or netbook	Mobile phone or smartphone	Tablet	NET: Any Gaming	Puzzles or quizzes	Action/ adventure	Shooters	Playing against one other person	Playing against multiple people/teams	Creative and building games	Playing in a virtual worlds
	% within column	41%	42%↓	46%	44% ↓	48%	39%↓	33%↓	29%↓	38%	46%	41%
NET: No or Don't know	N Count	233	551↓	358	942↓	311	287↓	179↓	114↓	310	524	226
	Column Comparisons			С	-	bcdegjkl	c d				bcdehj	c d

P 1 - In the last mon	th, has your child						BANNER					
spent any money on	a social media site			Gaming	Туре			Gaming Fro	equency	Gam	ing Purchase	Туре
or app, a website or a watch videos, or whi could be using either	app where you can lst gaming? This	Simulation	Fitness and		Interactive		NET: Playing against other			NET: Charac- ter, skins, weapons, armour,	NET: Game	Loot boxes/ packs/ chests/
your money or some	one else's [MULTI]	experience	dance	Sports	stories	Makeovers	people	NET: Daily	Weekly	tools	expansion	bundles
	% within column	36%↓	42%	38%↓	36%	40%	37%↓	40%↓	56% 1	14%	12%	10%
NET: No or Don't know	N Count	89↓	117	280↓	74	100	381↓	642↓	258 1	74	28	15
	Column Comparisons		c d			c d	-		a			

							BANNER					
			Gan	ning Purchase	Туре			Fee	elings about G	aming Purcha	se	
P_1 - In the last mont	th, has your child											It's not
spent any money on	a social media site										It's unfair	always clear
or app, a website or a	app where you can										that people	what I'm
watch videos, or whilst gaming? This											who spend	going to get
•	•		A standard				Regret	What I buy	I spend		more, get	for my
could be using either		In-game	version of	Α	Early access		things I buy	is good	more than I	I like the	further in	money in
your money or some	one else's [MULTI]	money	the game	subscription	to a game	Battle Pass	online	value	should	feeling	games	games
	% within column	15%	14%	15%	17%	13%	15%↓	13%	14%↓	14%↓	16%	18%↓
NET: No or Don't know	N Count	67	20	46	21	28	52↓	97.	62↓	103↓	118	82↓
	Column Comparisons										b	bс

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 20 of 20

P_1 - In the last mont	h, has your child						BANNER					
spent any money on a or app, a website or a			Gender o				Age of child re	espondent			Age and gen	
watch videos, or whil	• •											
could be using either	-											
_						10.10		40.47				
your money or some		Total	Male	Female	8-9	10-12	13-15	16-17	NET: 8-12	NET: 13-17	Male 8-9	Female 8-9
	% within column	2232	1153	1079	449	698	684	401	1147	1085	226	224
Weighted Base	N Count											
	Column Comparisons	2205	1100	4405	420	662	650	445	1101	1101	220	240
University by a second	% within column	2205	1100	1105	439	662	659	445	1101	1104	220	219
Unweighted Base	N Count											
	Column Comparisons		_					-1		c	_	
Calama Nama	% within column	a	а	b	a	b	С	d	е	f	а	b
Column Names	N Count											
	Column Comparisons	200/	220/	200/	240/1	260/1	200/4	250/4	2.40/	270/4	200/1	220/1
	% within column	30%	32%	29%	21%↓	26%↓	38%↑	36%1				
Yes – using their own mone	•	681	373	308	95↓	182↓	261 †	143 1	277	4041	46↓	49 ↓
	Column Comparisons	-	200/4	0=0/ I	200/	240/	a b	a b	-	-	2.40/	2501
Yes – using my money or	% within column	28%	30%↑	25%↓	30%	31%	28%	19%↓				26%
someone else's	N Count	615	344 ↑	271↓	136	213	190	76 ↓	3491	266		58
	Column Comparisons	-	b		d	d	d		-	-	g h	h
	% within column	44%	40%↓	48% †	50% ↑	46%	39%↓	43%	47%			55% 1
No	N Count	982	464↓	518 †	226 †	319	265↓	172	5451	437	102	123 †
	Column Comparisons	-		а	С	С			-	-		e g
	% within column	1%	2%	1%	1%	1%	1%	2%	1%		2%	1%
Can't remember	N Count	28	19	9	5	9	6	9	14	15	4	1
	Column Comparisons	-							-	-		
	% within column	1%	1%	2%	1%	1%	1%	4% 1				0%
Don't know	N Count	32	11	20	2	6	9	15 1	8.	231	2	0
	Column Comparisons	-						a b c	-	-		
	% within column	53%	57% ↑	49%↓	48%	52%	59% ↑	51%	51%			44% ↓
NET: Yes	N Count	1,190	659 †	531↓	217	364	404 †	206	580	↓ 610 1	117	99↓
	Column Comparisons	-	b				a b d		-	-		

P_1 - In the last month, has your child spent any money on a social media site or app, a website or app where you can watch videos, or whilst gaming? This could be using either their own money, your money or someone else's [MULTI]

BANNER

Age and gender of child respondent

Urban/ Rural

	•											
could be using either			emale 10-		Female 13-			NET: Male 8- N				
your money or some	one else's [MULTI]	Male 10-12	12	Male 13-15	15	Male 16-17	17	12	8-12	13-17	13-17	NET: Urban
	% within column	361	337	342	341	224	201	587	561	567	536	1986
Weighted Base	N Count											
	Column Comparisons											
	% within column	333	329	324	335	223	253	553	548	547	580	1949
Unweighted Base	N Count											
	Column Comparisons											
	% within column	С	d	e	f	g	h	i	j	k	1	a
Column Names	N Count											
	Column Comparisons											
	% within column	25%	27%	44% ↑	32%	37%	35%	23%↓	25%	42%1	33%	30%
Yes – using their own mon	ey N Count	91	91	152 ↑	109	84	70	137↓	139	2361	175	605
	Column Comparisons			a b c d f h	a b	a b c d	аЬс	-	-	-	-	
Vaa vaina muunaan su	% within column	33% ↑	28%	29%	27%	22%	15%	34% ↑	27%	26%	23%	↓ 29% ↑
Yes – using my money or someone else's	N Count	119 †	94	98	91	49	301	1 97 ↑	152	147	121	↓ 573 ↑
someone else s	Column Comparisons	g h	h	h	h			-	-	-	-	b
	% within column	44%	48%	34%↓	43%	38%	49%	45%	51%1	36%	45%	43%↓
No	N Count	159	161	117↓	148	86	98	261	2841	202↓	244	849 ↓
	Column Comparisons		e				e	-	-	-	-	
	% within column	2%	1%	1%	1%	3% 1	1%	2%	1%	2%	1%	1%
Can't remember	N Count	6	2	2	4	7 1	2	10	4	9	5	26
	Column Comparisons							-	-	-	-	
	% within column	0%	1%	0%	2%	3%	5%1	1%	1%	1%	3%	1 %
Don't know	N Count	2	5	2	7	6	91	4	5	8	16	† 27
	Column Comparisons						bсе	-	-	-	-	
	% within column	54%	50%	65% †	53%	56%	46%	53%	48%	61% 1	51%	55% †
NET: Yes	N Count	194	170	222 †	183	126	92	311	269	347 1	271	1,085 †
	Column Comparisons			a b c d f h				-	-	-	-	b

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Parents of children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2010 (91%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 2 of 20

P_1 - In the last mont	h, has your child					E	BANNER					
spent any money on a	a social media site	Urban/		Working	status				D3 - Socia	l grade		
or app, a website or a	ipp where you can	Rural		VVOIKING	, status				D3 - 30Cla	graue		
watch videos, or whil	st gaming? This					NET: Not						
could be using either	their own money,					working/						
your money or some	one else's [MULTI]	Rural	Full time	Part time	Student	retired	AB	C1	C2	DE	NET: ABC1	NET: C2DE
	% within column	246	1332	430	112	310	625	580	491	536	1205	1027
Weighted Base	N Count											
	Column Comparisons											
	% within column	256	1376	388	113	286	885	483	357	480	1368	837
Unweighted Base	N Count											
	Column Comparisons											
	% within column	b	а	b	С	d	a	b	С	d	е	f
Column Names	N Count											
	Column Comparisons											
	% within column	31%	34% ↑	24%↓	31%	23%↓	39% †	25%↓	30%	27%	32%	29%
Yes – using their own mone	ey N Count	76	456 1	105↓	35	71↓	242 †	144↓	149	145	386	294
	Column Comparisons		b d				b c d				-	-
V	% within column	17%↓	32% ↑	23%	20%	17%↓	32% †	27%	28%	22%↓	30%	25%
Yes – using my money or someone else's	N Count	42↓	433 ↑	101	23	53↓	201 †	156	138	119↓	357	258
someone eise s	Column Comparisons		bcd				d				-	-
	% within column	54% ↑	37%↓	53% ↑	45%	59% †	34%↓	49% †	44%	50% ↑	41%	47%↑
No	N Count	133 †	492↓	228 ↑	51	184 †	214↓	285 ↑	215	268 †	499 ↓	483↑
	Column Comparisons	а		а		ас		a	а	а	-	-
	% within column	1%	1%	1%	3%	1%	1%	1%	1%	2%	1%	1%
Can't remember	N Count	2	17	6	3	2	6	8	4	10	14	14
	Column Comparisons										-	-
	% within column	2%	1%	1%	4%	1%	1%	1%	2%	1%	1%	2%
Don't know	N Count	5	16	5	4	4	5	8	11	7	14	18
	Column Comparisons										-	-
	% within column	43%↓	60% †	45%↓	48%	39%↓	64% ↑	48%↓	53%	47%↓	56% 1	50%↓
NET: Yes	N Count	105↓	806 †	192↓	54	121↓	400 †	279↓	261	251↓	678 1	512↓
	Column Comparisons		bcd				bcd				-	_

P_1 - In the last mont	h, has your child						BANNER					
spent any money on a		Fin	ancial wellbei	ng	Ethni	city	Child ide	entified need/	impacting co	ondition	Disability/ Co	ndition in
or app, a website or a watch videos, or while could be using either your money or some	st gaming? This their own money,	Doing well	Getting by	Struggling	White B-	NET: All other Ethnicities	Neurodiv- ersity	Mental Health	NET: Identified need/ condition	NET: No identified need/condition	NET: Yes	No
your money or some	% within column	401	1152	655	1742	453	194	109	474	1726	234	792
Weighted Base	N Count Column Comparisons	401	1132	033	1742	433	134	103	474	1720	254	732
Unweighted Base	% within column N Count Column Comparisons	452	1121	611	1713	452	182	110	458	1713	238	806
Column Names	% within column N Count Column Comparisons	а	b	С	а	b	a	b	С	d	а	b
	% within column	40%1	30%	25%↓	32%	27%	35%	47% †	39%1	28%↓	47% ↑	34%
Yes – using their own mone		1601		165↓	549	124	68	51 †				270
res asing their own mone	Column Comparisons	b c	C	103 ¥	343	12-7	00	d JII	_	405 ¥	b	2701
	% within column	36%1	_	28%	25%↓	35% ↑	25%	31%	29%	27%	31%	23%
Yes – using my money or	N Count	1441		184	443 ↓			34	140	464	71	182
someone else's	Column Comparisons	bс	20, 1	10.	1134	a	.0	3.	-		b	102
	% within column	29%	47% †	48%	45%	39%	46%	29%↓	36%	46% †		44%1
No	N Count	118		313	790	177	89	32↓				3471
	Column Comparisons		а	а	b		b		_	b		а
	% within column	1%	1%	2%	1%↓	2%	1%	0%	1%	1%	0%	1%
Can't remember	N Count	4	9	11	16↓		1	0	5	23	0	11
	Column Comparisons								-			
	% within column	1%	1%	1%	2%	1%	1%	3%	2%	1%	2%	2%
Don't know	N Count	5	16	9	28	3	2	3	7	24	5	16
	Column Comparisons					-			-		-	
	% within column	68%1	51%	49%	52%	58%	52%	68% †	62%1	51% ↓	66% ↑	53%
NET: Yes	N Count	2741		323	908	263	101	74 1				419
	Column Comparisons	bс				а		a d	_		b	

P_1 - In the last mont	h, has your child						BANNER					
spent any money on a or app, a website or a		Educational Plan (I		Ben	efits	Parental	Controls	Pa	arental Conce	rn	Time Spen (Week	
watch videos, or whil could be using either your money or some	st gaming? This their own money,	Has an EHCP	Don't have	NET: House- hold recei- ves Benefits	No Benefits	NET: Has Parental Controls	No Controls	Not Concerned	A little Concerned	NET: Moder- ately/ Very Concerned	0 - 2hrs	3 - 4hrs
,	% within column	161	2071	925	1200	1865	339	1053	550	605	873	938
Weighted Base	N Count											
	Column Comparisons											
	% within column	157	2048	883	1222	1839	342	1016	555	614	855	924
Unweighted Base	N Count											
	Column Comparisons											
	% within column	а	b	a	b	а	b	a	b	С	а	b
Column Names	N Count											
	Column Comparisons											
	% within column	43% 1	30%	↓ 34%1	28%	32%1	23%	25%	35%	↑ 37%↑	22%↓	31%
Yes – using their own mone	ey N Count	69 1	612	↓ 3141	342	5951	79	259	1911	↑ 225 ↑	196↓	294
	Column Comparisons	b		b		b			а	a		а
Vac using mu manay ar	% within column	29%	27%	30%	26%	31%1	10%	21%	34%	↑ 34%↑	22%↓	32% †
Yes – using my money or someone else's	N Count	46	568	273	313	5811	33	224	1841	↑ 205 ↑	191↓	297 †
someone eise s	Column Comparisons					b			а	a		a
	% within column	36%	45%	39%	48% ↑	40%	65%1	56%1	35%	↓ 31% ↓	57% †	38%↓
No	N Count	57	925	360	581 †	746	2211	5871	193	↓ 190 ↓	496 †	358↓
	Column Comparisons		а		а		а	bс			bcd	С
	% within column	0%	1%	1%	1%	1%	1%	1%	1%	2%	1%	2%
Can't remember	N Count	0	28	10	12	22	2	6	6	12	9	15
	Column Comparisons									a		
	% within column	0%	2%	1%	1%	1%	3%1	1%	1%	2%	1%	2%
Don't know	N Count	0	32	13	13	18	111	12	8	11	6	16
	Column Comparisons						а					
	% within column	64% 1	52%	↓ 59%1	49%↓	58%1	31%	43%	62%	↑ 65% ↑	42%↓	58% †
NET: Yes	N Count	104 1	1,086	J 5431	594↓	1,0781	104	449	3434	† 392 †	363↓	548 †
	Column Comparisons	b		b		b			а	а		а

							BANNER					
P_1 - In the last mont	h, has your child	Time Spe	nt Online (We	ekday)		Time Spe	ent Online (W	/eekend)			Spent Money	
spent any money on a or app, a website or a watch videos, or while could be using either	app where you can st gaming? This			NET: 5+				,	NET: 5+	Bought something on either Social Medi- a, or while	Bought something on social	Bought something while
your money or some	one else's [MULTI]	5 - 6hrs	6+ hrs	Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6 hrs	Hours	gaming	media	Gaming
,	% within column	278	102	380	291	785	622	492	1114	1289	768	1125
Weighted Base	N Count											
_	Column Comparisons											
	% within column	282	106	388	281	777	619	489	1108	1296	800	1128
Unweighted Base	N Count											
	Column Comparisons											
	% within column	С	d	е	а	b	С	d	е	a	b	С
Column Names	N Count											
solumn Numes	Column Comparisons											
	% within column	51% ↑	44% ↑	49% ↑	23%↓	28%	32%	39% ↑	35%	↑ 47% ↑	52% †	48% ↑
Yes – using their own mone	ey N Count	141 ↑	45 †	186 ↑	66 ↓	217	201	191 ↑	392	↑ 606 ↑	398 1	540 †
	Column Comparisons	a b	a b	-			a	a b c	-	e	е	е
Yes – using my money or	% within column	32%	34%	33%	21%↓	26%	30%	34% ↑	31%	† 41% †	42% †	43% ↑
someone else's	N Count	89	34	124	62↓	200	184	166 †	3501	† 533 †	324 †	479 ↑
Someone else s	Column Comparisons	а	а	-			а	a b	-	e	е	е
	% within column	25%↓	31%↓	27%↓	58% ↑	47%	41%	33%↓	37%			
No	N Count	69↓	32↓	101↓	168 †	369	254	163↓	418	↓ 219 ↓	94↓	178↓
	Column Comparisons			-	b c d	c d	d		-			
	% within column	1%	0%	0%	1%	1%	2%	0%	1%	1%	1%	1%
Can't remember	N Count	2	0	2	2	10	11	2	13	13	8	11
	Column Comparisons			-					-			
	% within column	2%	0%	1%	1%	1%	1%	2%	1%	1%	1%	1%
Don't know	N Count	5	0	5	2	10	7	9	17	18	9	11
	Column Comparisons			-					-			
	% within column	73% ↑	69% ↑	72%↑	41%↓	51%	56%	64% ↑	60%			
NET: Yes	N Count	202 †	70 †	272 ↑	118↓	397	349	317 †	667	1,0391	658 †	925 †
	Column Comparisons	a b	а	-		a	a b	a b c	-	е	е	е

P 1 - In the last mont	h. has vour child						BANNER					
spent any money on a or app, a website or a	a social media site	Spent	Money		SM purcha	se category		F	eelings abou	t SM purchase		Gaming Method
watch videos, or whill could be using either your money or some	st gaming? This their own money,	Bought something from both	Not bought from either	Product	Activity	Subscription / Upgrade	NET: Gift	Regret things I buy online	What I buy is good value	I spend more than I should	I like the feeling	Games console or games player
	% within column	604	943	429	153	216	158	314	556	378	565	1330
Weighted Base	N Count											
	Column Comparisons											
	% within column	632	909	450	165	226	171	329	585	402	596	1316
Unweighted Base	N Count											
	Column Comparisons											
Caluma Nama	% within column	d	е	a	b	С	d	a	b	С	d	а
Column Names	N Count											
	Column Comparisons	EE0/4	↑ 8% ↓	F40/	FF0/	F 40/	C20/ 4	FE0/4	F 40/4	F 40/ 🛧	□ 40/ ♦	220/4
Vac using their avenue man	% within column	55% ²		51% 220	55% 85	54% 118	62% 1 98 1				54% † 307 †	
Yes – using their own mon-	Column Comparisons		/5÷	220	85	118	981	1/11	3011	2051	3071	d 4451
	% within column	e 45%'	↑ 9% ↓	42%	49%	51% ↑	38%	42%1	44%1	43%↑	44% †	~
Yes – using my money or	N Count	269 ⁴		181	75	110 †	61	1311			247 1	
someone else's	Column Comparisons	e 203	02♥	101	73	d	01	1311	2431	1041	2471	363
	% within column	9%	↓ 81% ↑	13%	7%	6%↓	10%	9%	9%	₽ 8%₽	9%↓	42%
No	N Count	53,		54	11	14 ↓	15	29			53 ↓	
110	Column Comparisons	33	abcd	34		144	13	251	311	317	33*	330
	% within column	1%		1%	2%	1%	1%	2%	1%	1%	1%	1%
Can't remember	N Count	5	15	5	3	1	1	6	5	5	6	13
	Column Comparisons											
	% within column	0%-	1%	2%	0%	1%	0%	1%	1%	1%	1%	1%
Don't know	N Count	2.	14	7	1	2	0	2	6	5	6	14
	Column Comparisons											
	% within column	90%1	16%↓	84%	90%	92% ↑	90%	88%1	89%1	1 89% 1	89% †	56% ↑
NET: Yes	N Count	544	151↓	362	138	199 ↑	142	2771	4951	3361	500 1	744 †
	Column Comparisons	е										

P 1 - In the last mont	h. has vour child						BANNER					
spent any money on a	•		Gaming N	/lethod					Gaming Type			
or app, a website or a watch videos, or whil could be using either your money or some	app where you can st gaming? This their own money,	Desktop computer, laptop or netbook	Mobile phone or smartphone	Tablet	NET: Any Gaming	Puzzles or quizzes	Action/ adventure	Shooters	Playing against one other person	Playing against multiple people/teams	Creative and building games	Playing in a virtual worlds
	% within column	572	1316	782	2140	650	731	547	387	822	1151	557
Weighted Base	N Count Column Comparisons											
Unweighted Base	% within column N Count	582	1317	774	2117	662	740	564	395	802	1111	570
	Column Comparisons											
Column Names	% within column N Count	b	С	d	е	а	b	С	d	е	Ť	g
	Column Comparisons	250/4	220/4	200/	240/4	200/	250/4	200/4	200/4	270/	200/	270//
Van ender the to accompany	% within column	35%1		29%	31%1		35%↑			37%		37%
Yes – using their own mone	•	2011		229	672 1	190	257🕇			302	351	2081
	Column Comparisons % within column	d	d 200/	200/	-	300/	a f	a f l	afl	a f l	200/	a 2007
Yes – using my money or	N Count	30%	30%	30%	28%1		31%	36%1		31%		29%
someone else's	Column Comparisons	171	388	231	603 1	172	226	1961 a f	afgi	259 ⁻		163
	% within column	39%		45%	43% ↓		38%↓	32%	29%↓	36%		40%
No	N Count	224	527↓	349	913↓	300	278↓	175	111↓	300-	515	222
	Column Comparisons			С	-	bcdegjkl	d				b c d e h j	c d
	% within column	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	0%
Can't remember	N Count	6	18	4	26	5	8	10	3	9	8	2
	Column Comparisons				-			j				
	% within column	2%	2%	1%	1%	2%	1%	1%	1%	1%	1%	1%
Don't know	N Count	9	24	8	29	11	9	5	3	10	9	3
	Column Comparisons				-							
	% within column	58%1	57% ↑	54%	55% 1	51%	60% ↑	65%1	70% †	61%	54%	59%
NET: Yes	N Count	3331	747 †	421	1,172 1	334	436 †	3581	270 †	504	618	329
	Column Comparisons		d		-		a f	afi	abfgil	a f		а

P_1 - In the last mont	h, has your child						BANNER					
spent any money on a	•			Gaming	Туре			Gaming Fr	equency	Gam	ing Purchase 1	уре
or app, a website or a									ı	NET: Charac-		
watch videos, or whil	st gaming? This						NET: Playing against			ter, skins, weapons,		Loot boxes/ packs/
could be using either	•	Simulation	Fitness and		Interactive		other			armour,	NET: Game	chests/
your money or some		experience	dance	Sports	stories	Makeovers	people	NET: Daily	Weekly	tools	expansion	bundles
	% within column	248	278	728	207	249	1027	1602	460	535	237	151
Weighted Base	N Count											
	Column Comparisons											
	% within column	266	283	736	218	257	1009	1567	480	549	250	158
Unweighted Base	N Count											
	Column Comparisons											
	% within column	h	i	j	k	1	m	a	b	а	b	С
Column Names	N Count											
	Column Comparisons											
	% within column	39% ↑	36%	36% ↑	38%	29%	36%1	34% ↑	24%↓	51%	56% ↑	50%
Yes – using their own mone	ey N Count	96 ↑	99	261 ↑	79	72	3661	543 †	110↓	274	133 †	75
	Column Comparisons	1		afl	a		-	b				
Vac using mu manayar	% within column	34%	31%	32% ↑	38% †	36% 1	33%1	31% ↑	19%↓	45%	45%	56%1
Yes – using my money or someone else's	N Count	85	85	234 ↑	79 1	90 1	3391	497 †	90↓	240	107	851
someone eise s	Column Comparisons			а	a	а	-	b				
	% within column	35%↓	41%	37%↓	35%↓	38%	36%	38%↓	55% ↑	13%	11%	8%-
No	N Count	86↓	113	269↓	72↓	95	369	616↓	254 ↑	694	26	12
	Column Comparisons		c d			d	-		а			
	% within column	0%	1%	0%↓	0%	0%	1%	1%	2%	0%	1%	0%
Can't remember	N Count	0	2	2↓	0	0	10	14	9	3	2	0
	Column Comparisons						-					
	% within column	1%	1%	2%	1%	2%	1%	2%	1%	1%	1%	2%
Don't know	N Count	3	4	11	2	5	12	26	3	5	2	3
	Column Comparisons						-					
	% within column	64% ↑	57%	61% ↑	64% ↑	60%	62%1	59% ↑	42%↓	86%1	87%	90%1
NET: Yes	N Count	160 †	159	446 †	133 †		6361		193↓	4581		1361
	Column Comparisons	a f		a f	а	а	_	b				

							BANNER					
			Gam	ing Purchase	Туре			Fee	elings about G	aming Purcha	ise	
P_1 - In the last month spent any money on a or app, a website or a watch videos, or whils could be using either your money or some	social media site pp where you can st gaming? This their own money,	In-game money	A standard version of the game	A subscription	Early access to a game	Battle Pass	Regret things I buy online	What I buy is good value	I spend more than I should	I like the feeling	that people	It's not always clear what I'm going to get for my money in games
your money or some	% within column	447	147	302	122	205	346	772	445	720	715	449
Weighted Base	N Count Column Comparisons	447	147	302	122	203	340	,,,	443	720	,13	443
Unweighted Base	% within column N Count Column Comparisons	428	154	320	133	211	356	777	454	734	710	459
Column Names	% within column N Count Column Comparisons	d	е	f	g	h	a	b	С	d	е	f
	% within column	48%	48%	47%	54%	54%	53% ↑	50%1	54% †	51% 1	49%1	50% ↑
Yes – using their own mone	y N Count Column Comparisons	213	71	143	66	110	185 †	390 1	240 †	365 1	3541	227†
Vac using my manayar	% within column	48%1	46%	49%1	40%	49%	40% ↑	45% 1	41% ↑	45%1	42%1	40%↑
Yes – using my money or someone else's	N Count Column Comparisons	2131	68	1471	50	101	139 †	351 1	183 †	321 1	3031	178 †
	% within column	15%	13%	14%	16%	13%	14%↓	12%	13%↓	13%	15%	17%↓
No	N Count Column Comparisons	65	19	44	20	26	47↓	904	57↓		b	76↓ bc
	% within column	0%	1%	1%	1%	1%	1%	1%	1%	0%		1%
Can't remember	N Count Column Comparisons	2	2	3	1	1	2	4	3	31	4	3
	% within column	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Don't know	N Count Column Comparisons	2	1	3	1	2	5	7	5	7	7	6
	% within column	85%	85%	84%	82%	86%	84% ↑	87% 1	85% †	85% 1	83%1	81% †
NET: Yes	N Count Column Comparisons	378	124	253	101	176	293 ↑	671 1 a e f	379 † f	615 1	5931	364 ↑

P_1 - In the last mon	th, has your child						BANNER					
spent any money on or app, a website or			Gender o				Age of child re	espondent				nder of child indent
•	vatch videos, or whilst gaming? This could be using either their own money, your money or someone else's [MULTI]											
your money or some	one else's [MULTI]	Total	Male	Female	8-9	10-12	13-15	16-17	NET: 8-12	NET: 13-17	Male 8-9	Female 8-9
	% within column	45%	41%↓	50% ↑	51% †	47%	40%↓	47%	48%1	42%↓	46%	55% ↑
NET: No or Don't know	N Count	1,014	475↓	539 ↑	228 †	326	273↓	187	5531	460↓	105	123 †
	Column Comparisons	-		а	С				-	-	е	e g

P_1 - In the last mont	th, has your child						BANNER					
spent any money on	a social media site				Λαο	and gender of	f child respond	lont				Urban/
or app, a website or a	app where you can				Age	and gender o	- Cilia respond					Rural
watch videos, or whi	lst gaming? This											
could be using either	their own money,		Female 10-		Female 13-		Female 16-	NET: Male 8- 1	NET: Female	NET: Male	NET: Female	
your money or some	your money or someone else's [MULTI]			Male 13-15	15	Male 16-17	17	12	8-12	13-17	13-17	NET: Urban
	% within column	44%	49%	35% ↓	45%	41%	53% †	45%	51%↑	37%↓	48%	44%↓
NET: No or Don't know	N Count	160	165	118↓	155	92	107 †	265	288 †	210↓	259	876↓
	Column Comparisons		e		e		e g	-	-	-	-	

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 12 of 20

P_1 - In the last mon	th, has your child						BANNER					
spent any money on or app, a website or		Urban/ Rural		Working	status				D3 - Socia	al grade		
watch videos, or whi could be using either	• •					NET: Not working/						
your money or some	one else's [MULTI]	Rural	Full time	Part time	Student	retired	AB	C1	C2	DE	NET: ABC1	NET: C2DE
	% within column	56% ↑	38%↓	54% ↑	49%	61% ↑	35%↓	51% †	46%	51% †	43% ↓	49% ↑
NET: No or Don't know	N Count	138 †	509↓	233 ↑	55	188 †	219↓	294 †	226	275 †	513 ↓	501 ↑
	Column Comparisons	а		а		а		а	a	a	-	-

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 13 of 20

P 1 - In the last mon	th, has your child						BANNER					
spent any money on		Fin	ancial wellbei	ng	Ethn	icity	Child id	entified need/	impacting co	ndition	Disability/ Cor HH	ndition in
or app, a website or app where you can watch videos, or whilst gaming? This could be using either their own money,					White B-	NET: All other	Neurodiv-	Mental	NET: Identified need/	NET: No identified need/		
your money or some	one else's [MULTI]	Doing well	Getting by	Struggling	ritish	Ethnicities	ersity	Health	condition	condition	NET: Yes	No
	% within column	31%↓	48%1	49%	47% †	40% ↓	47%	32%↓	38% ↓	48% ↑	34%↓	46% ↑
NET: No or Don't know	N Count	122↓	555 1	321	817 †	180↓	91	35↓	178↓	822 †	79↓	363 ↑
	Column Comparisons		а	а	b		b		-	b		a

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 14 of 20

P_1 - In the last mont	th, has your child						BANNER					
spent any money on or app, a website or a		Educational I Plan (E		Ben	efits	Parental	Controls	Pa	rental Conce	rn 	Time Spen (Week	
•	ratch videos, or whilst gaming? This buld be using either their own money			NET: House- hold recei-		NET: Has Parental		Not	A little	NET: Moder- ately/ Very		
your money or some	one else's [MULTI]	Has an EHCP	an EHCP	ves Benefits	No Benefits	Controls	No Controls	Concerned	Concerned	Concerned	0 - 2hrs	3 - 4hrs
	% within column	36%↓	46%	40%	50% †	41%	69%1	57% 1	37%	33%↓	57% ↑	40%↓
NET: No or Don't know	N Count	57↓	9561	373↓	594 †	764	233 †	598 1	201	201↓	502 ↑	374↓
	Column Comparisons		a		а		а	bс			b c d	С

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 15 of 20

							BANNER					
P_1 - In the last mon	th, has your child	Time Sper	nt Online (We	ekday)		Time Spe	nt Online (W	eekend)			Spent Money	
spent any money on or app, a website or watch videos, or whi could be using either			NET: 5+					NET: 5+	Bought something on either Social Medi- a, or while	Bought something on social	Bought something while	
your money or some	one else's [MULTI]	5 - 6hrs	6+ hrs	Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6 hrs	Hours	gaming	media	Gaming
	% within column	27%↓	31%↓	28%↓	59% ↑	48%	42%	35%↓	39%	18%↓	13%↓	17%↓
NET: No or Don't know	N Count	74↓	32↓	106↓	170 †	378	261	173↓	434	237↓	103↓	189↓
	Column Comparisons			-	b c d	c d	d		-			

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 16 of 20

P 1 - In the last mont	P_1 - In the last month, has your child						BANNER					
spent any money on or app, a website or a	a social media site	Spent I	Money		SM purcha	se category		F	eelings abou	t SM purchase		Gaming Method
watch videos, or while could be using either	Bought something	Not bought			Subscription		Regret things I buy	What I buy	I spend more than I	I like the	Games console or games	
your money or some	one else's [MULTI]	from both	from either	Product	Activity	/ Upgrade	NET: Gift	online	value	should	feeling	player
	% within column	9%↓	82% †	14%	7%	7%↓	10%	10%↓	10%	10%↓	10%↓	43%↓
NET: No or Don't know	N Count	55↓	777↑	62	11	15↓	15	31↓	57	37↓	59↓	572↓
	Column Comparisons		a b c d									

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 17 of 20

P 1 - In the last mont	th, has your child		BANNER											
spent any money on	a social media site		Gaming M	lethod					Gaming Type					
or app, a website or a watch videos, or whil could be using either your money or some	app where you can lst gaming? This their own money,	Desktop computer, laptop or netbook	Mobile phone or smartphone	Tablet	NET: Any Gaming	Puzzles or quizzes	Action/ adventure	Shooters	Playing against one other person	Playing against multiple people/teams	Creative and building games	Playing in a virtual worlds		
	% within column	41%	42%↓	46%	44% ↓	48%	39%↓	33%↓	29%↓	38%	46%	41%		
NET: No or Don't know	N Count	233	551↓	358	942↓	311	287↓	179↓	114↓	310	524	226		
	Column Comparisons			С	-	bcdegjkl	c d				bcdehj	c d		

P 1 - In the last mon	P_1 - In the last month, has your child						BANNER					
spent any money on	a social media site			Gaming	Туре			Gaming Fro	equency	Gam	ing Purchase	Туре
or app, a website or app where you can watch videos, or whilst gaming? This could be using either their own money,		Simulation	Fitness and		Interactive		NET: Playing against other			NET: Charac- ter, skins, weapons, armour,	NET: Game	Loot boxes/ packs/ chests/
your money or some	one else's [MULTI]	experience	dance	Sports	stories	Makeovers	people	NET: Daily	Weekly	tools	expansion	bundles
	% within column	36%↓	42%	38%↓	36%	40%	37%↓	40%↓	56% 1	14%	12%	10%
NET: No or Don't know	N Count	89↓	117	280↓	74	100	381↓	642↓	258 1	74	28	15
	Column Comparisons		c d			c d	-		а			

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 19 of 20

							BANNER					
			Gam	ning Purchase	Туре			Fee	elings about G	aming Purcha	se	
P_1 - In the last mont	th, has your child											It's not
spent any money on	a social media site										It's unfair	always clear
or app, a website or a	app where you can										that people	what I'm
watch videos, or whil											who spend	going to get
•	•		A standard				Regret	What I buy	I spend		more, get	for my
could be using either	•	In-game	version of	Α	Early access		things I buy	is good	more than I	I like the	further in	money in
your money or some	one else's [MULTI]	money	the game	subscription	to a game	Battle Pass	online	value	should	feeling	games	games
	% within column	15%	14%	15%	17%	13%	15%↓	13%↓	14%↓	14%↓	16%	18%↓
NET: No or Don't know	N Count	67	20	46	21	28	52 ↓	97	62↓	103↓	118	82↓
	Column Comparisons										b	b c

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 20 of 20

						BANNER				
P_2 - How did your child make that	purchase(s)?	(Gender of child	d respondent			Age of child re	espondent		
[MULTI]	•	Total	Male	Female	8-9	10-12	13-15	16-17	NET: 8-12	NET: 13-17
	% within column	1190	659	531	217	364	404	206	580	610
Weighted Base	N Count									
	Column Comparisons									
	% within column	1209	650	559	221	353	406	229	574	635
Unweighted Base	N Count									
	Column Comparisons									
	% within column	а	a	b	a	b	С	d	е	f
Column Names	N Count									
	Column Comparisons									
	% within column	44%	45%	43%	57% ↑	54% ↑	38%↓	26%↓	55% ↑	34%↓
Using my / my partner's credit / debit card	N Count	526	296	230	123 ↑	198 ↑	152↓	52↓	321 ↑	205
	Column Comparisons	-			c d	c d	d		-	-
	% within column	30%	27%↓	35% ↑	20%↓	17%↓	36% ↑	52% ↑	18%↓	41% †
With their own debit card	N Count	359	175↓	184 †	44↓	63↓	146 †	106 ↑	107↓	252 1
	Column Comparisons	-		а			a b	a b c	-	-
	% within column	24%	24%	23%	29%	26%	23%	13%↓	27% ↑	20%↓
With a gift card or voucher provided to them	N Count	280	157	123	64	95	95	27↓	158 ↑	122↓
·	Column Comparisons	-			d	d	d		-	-
	% within column	14%	14%	14%	8%↓	13%	16%	18%	11%↓	17% 1
With their own pre-payment card	N Count	167	92	76	17↓	47	66	37	64↓	103 1
,	Column Comparisons	-					а	а	-	-
	% within column	11%	12%	9%	11%	11%	12%	9%	11%	11%
Using someone else's credit / debit card	N Count	132	82	50	23	41	49	19	64	68
	Column Comparisons	-							-	-
	% within column	0%	0%	1%	0%	0%	1%	1%	0%	1%
Can't remember	N Count	6	3	3	0	0	3	3	0	6
	Column Comparisons	-							-	-
	% within column	0%	1%	0%	0%	0%	0%	1%	0%	0%
Don't know	N Count	4	4	0	0	2	0	2	2	2
	Column Comparisons	-							-	-
	% within column	60%	59%	62%	51%↓	50%↓	66% ↑	76% †	50%↓	69% 1
NET: Child paid	N Count	716	387	329	109↓	183↓	268 †	156 †	292↓	
·	Column Comparisons	-					a b	a b c	-	-

BANNER

Age and gender of child respondent

					Age and ge	nder of child	respondent			
P_2 - How did your child make that	purchase(s)?								N	IET: Male 8-
[MULTI]		Male 8-9	Female 8-9	Male 10-12	Female 10-12	Male 13-15	Female 13-15	Male 16-17	Female 16-17	12
	% within column	117	99	194	170	222	183	126	92	311
Weighted Base	N Count									
	Column Comparisons									
	% within column	121	100	185	168	215	191	129	117	306
Unweighted Base	N Count									
	Column Comparisons									
	% within column	a	b	С	d	e	f	g	h	i
Column Names	N Count									
	Column Comparisons									
	% within column	58% ↑	56%	57% 1	51%	37%	38%	28%	24%↓	57%↑
Using my / my partner's credit / debit card	N Count	68 ↑	55	111 1	87	82	70	35↓	. 22↓	179 †
	Column Comparisons	e f g h	efgh	efgh	efgh	h	h			-
	% within column	20%	20%	14%	22%	33%	40% ↑	42% 1	64% ↑	16%↓
With their own debit card	N Count	24	20	27↓	37	72	74 ↑	53 1	59 ↑	51↓
	Column Comparisons					a c d	a b c d	a b c d	abcdefg	-
	% within column	24%	36% ↑	26%	26%	27%	19%	14%	12%↓	25%
With a gift card or voucher provided to them	N Count	28	36 †	51	44	61	34	18	11↓	79
	Column Comparisons		fgh	g h	h	g h				-
	% within column	8%	8%	9%	17%	17%	16%	21%	11%	9%↓
With their own pre-payment card	N Count	9	8	18	28	37	29	27	10	28↓
	Column Comparisons							ас		-
	% within column	13%	8%	13%	9%	12%	12%	12%	5%	13%
Using someone else's credit / debit card	N Count	15	8	26	15	26	22	14	4	41
	Column Comparisons									-
	% within column	0%	0%	0%	0%	1%	1%	1%	2%	0%
Can't remember	N Count	0	0	0	0	1	1	1	2	0
	Column Comparisons									-
	% within column	0%	0%	1%	0%	0%	0%	2%1	1%	1%
Don't know	N Count	0	0	2	0	0	0	21	1	2
	Column Comparisons									-

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Parents of children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 1104 (91%); Blank cells have a sample size that is smaller than 100.

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 2 of 26

						BANNER				
		Age and gend	der of child re	spondent	Urban/	Rural		Working	status	
P_2 - How did your child make that	purchase(s)?	NET: Female N			NET. Heber	D l	F. II dina	David Mina	Charlent	NET: Not working/
[MULTI]	O/this a shows	8-12	-17	13-17	NET: Urban	Rural	Full time	Part time	Student	retired
Mataka d Dana	% within column	269	347	271	1085	105	806	192	54	121
Weighted Base	N Count									
	Column Comparisons	260	244	202	1101	100	055	171	F2	111
Harris Salata d Barra	% within column	268	344	303	1101	108	855	171	53	114
Unweighted Base	N Count									
	Column Comparisons		I.		_					
Cal Name	% within column	J	k	ļ	а	b	а	b	С	d
Column Names	N Count									
	Column Comparisons	F20/ A	2.40/ 1	220/ 1	450/	270/	460/	420/		400/
Heine man / man membra and a supplied / delete accord	% within column	53%↑	34%↓	33%↓		37%	46%	42%		40%
Using my / my partner's credit / debit card	N Count	142 ↑	117↓	90↓	487	39	370	81		48
	Column Comparisons	- 240/ [200/	400/4	200/	2.40/	240/	260/		200/
NACIALE Alegia group algebra grand	% within column	21% ↓ 57 ↓	36%	49%↑		34%	31%	26%		26%
With their own debit card	N Count	5/↓	125	132 ↑	324	35	250	50		32
	Column Comparisons	-	- 220/	470/1	2.40/	220/	250/	4.00/		220/
NACIAL A MICHAEL MANAGEMENT AND	% within column	30%	23%	17%↓ 45↓		23%	25%	18%		22%
With a gift card or voucher provided to them	N Count Column Comparisons	80	78	45 ↓	256	24	201	35		26
	·	- 1.40/	-	1.40/	4.40/	4.50/	100/4	00/		00/
NACIALA Ala aira anno mana mana ana anno	% within column N Count	14%	18% ↑ 64 ↑	14% 39	14%	15%	16%↑	8%		8%
With their own pre-payment card	Column Comparisons	37	64 I	39	152	16	130 ↑	16		10
	% within column	- 00/	130/	100/	110/	100/	120/	110/		00/
Heing company closes andit / dobit cond	N Count	9% 23	12% 41	10% 27	11%	10% 11	12% 96	11% 22		9% 11
Using someone else's credit / debit card		23	41	21	121	11	96	22		11
	Column Comparisons	- 00/	- 40/	- 10/	00/	10/	00/ 1	20/4		20/
Can't remember	% within column N Count	0% 0	1% 3	1% 3	0% 5	1% 1	0 ↓	2% ↑ 3 ↑		2% 2
Can't remember	Column Comparisons	U	3	3	5	1	0\$			
	% within column	- 0%	- 1%	- 0%	0%	0%	0%	a 0%		a oo⁄
Don't know	N Count	0%	1% 2		0% 4	0%	3			0% 0
DOIL CKIIOW	Column Comparisons	U	2	1	4	U	5	1		U

						BANNER				
P_2 - How did your child make that	purchase(s)?			D3 - Socia	l grade			Fin	ancial wellbei	ng
[MULTI]	-	AB	C1	C2	DE	NET: ABC1	NET: C2DE	Doing well	Getting by	Struggling
	% within column	400	279	261	251	678	512	274	588	323
Weighted Base	N Count									
	Column Comparisons									
	% within column	562	230	193	224	792	417	314	584	307
Unweighted Base	N Count									
	Column Comparisons									
	% within column	a	b	С	d	е	f	a	b	C
Column Names	N Count									
	Column Comparisons									
	% within column	46%	49%	40%	41%	47%	40%	45%	43%	45%
Using my / my partner's credit / debit card	N Count	184	136	105	102	319	207	124	255	146
	Column Comparisons					-	-			
	% within column	29%	30%	35%	26%	30%	31%	33%	29%	30%
With their own debit card	N Count	117	85	93	65	202	157	90	172	96
	Column Comparisons					-	-			
	% within column	28%	20%	21%	24%	24%	23%	31% ↑	23%	19%
With a gift card or voucher provided to them	N Count	110	55	54	61	165	115	84 1	135	60
	Column Comparisons					-	-	b c		
	% within column	19% ↑	11%	13%	10%	16%	12%	16%	14%	12%
With their own pre-payment card	N Count	76 †	32	34	25	108	59	45	82	40
	Column Comparisons	b d				-	-			
	% within column	11%	11%	12%	10%	11%	11%	15%	8%↓	13%
Using someone else's credit / debit card	N Count	45	30	31	26	75	57	41	49↓	42
	Column Comparisons					-	-	b		
	% within column	0%	0%	0%	2% ↑	0%	1%	0%	0%	1%
Can't remember	N Count	0	1	0	4↑	1	4	0	1	4
	Column Comparisons					-	-			
	% within column	0%	0%	1%	0%	0%	0%	0%	0%	0%
Don't know	N Count	1	0	2	1	1	3	1	3	1
	Column Comparisons					_	_			

						BANNER				
		Ethn	icity	Child id	entified need	/ impacting co	ondition	Disability/ Con	dition in HH	Educational Health Care Plan (EHCP)
P_2 - How did your child make that p	ourchase(s)?		NET: All other	Neurodiv-	Mental	NET: Identi- fied need/	NET: No identified ne-			
[MULTI]		White British	Ethnicities	ersity	Health	condition	ed/ condition	NET: Yes	No	Has an EHCP
	% within column	908	263	101	74	292	881	154	419	104
Weighted Base	N Count Column Comparisons									
Unweighted Base	% within column N Count Column Comparisons	922	267	93	75	284	906	158	441	107
Column Names	% within column N Count Column Comparisons	а	b	а	b	С	d	a	b	a
	% within column	41%↓	55% †			41%	45%	32%	35%	55%
Using my / my partner's credit / debit card	N Count	374↓	143 †			120	397	50	146	57
	Column Comparisons		а			-				b
	% within column	31%	26%			31%	30%	40%	42%	24%
With their own debit card	N Count Column Comparisons	285	70			89 -	265	61	176	25
	% within column	24%	21%			25%	23%	24%	19%	33%
With a gift card or voucher provided to them	N Count Column Comparisons	221	55			74 -	203	37	79	34 b
	% within column	16% ↑	9%↓			18%	13%	21%	15%	19%
With their own pre-payment card	N Count	143 †	22↓			54	112	32	64	20
	Column Comparisons	b				-				
	% within column	12%	7%			10%	11%	12%	11%	13%
Using someone else's credit / debit card	N Count	111	19			30	101	18	46	14
	Column Comparisons	b				-				
	% within column	0%	1%			1%	0%	2%	0%	0%
Can't remember	N Count Column Comparisons	2	3			3	1	3	1	0

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 5 of 26

						BANNER				
		Educational Health Care Plan (EHCP)	Ben	efits	Parental	Controls	P	arental Conce	rn	Time Spent Online (Wee- kday)
P_2 - How did your child make that p	ourchase(s)?	Don't have	NET: House- hold receives Benefits	No Benefits	NET: Has Parental Controls	No Controls	Not Concerned	A little Concerned	NET: Moder- ately/ Very Concerned	0 - 2hrs
Weighted Base	% within column N Count Column Comparisons	1086	543	594	1078	104	449	343	392	363
Unweighted Base	% within column N Count Column Comparisons	1102	540	618	1091	111	429	357	418	366
Column Names	% within column N Count Column Comparisons	b	а	b	a	b	a	b	С	а
Using my / my partner's credit / debit card	% within column N Count Column Comparisons	43% 469	47% 253	43% 254	46% ↑ 499 ↑ b		44% 198	41% 140	48% 187	45% 164
With their own debit card	% within column N Count Column Comparisons	31% 334	29% 159	31% 182	27%↓ 294↓		31% 138	31% 106	29% 115	24% \ 88 \
With a gift card or voucher provided to them	% within column N Count Column Comparisons	23% 246	24% 132	23% 135	25% 266 b	11%↓ 12↓	19% 86	26% 88 a	26% 103 a	24% 88
With their own pre-payment card	% within column N Count Column Comparisons	14% 148	14% 78	15% 88	15% 157	9% 9	10%↓ 45↓	15%	18% 69	11% 40
Using someone else's credit / debit card	% within column N Count Column Comparisons	11% 118	14% ↑ 76 ↑ b		11% 122	8% 8	7%↓ 33↓	13%	13% 52 a	11% 39
Can't remember	% within column N Count Column Comparisons	1% 6	1% 3	0% 1	0% 4	1% 1	1% 2	0% 0	1% 3	0% 1

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 6 of 26

						BANNER				
		Т	ime Spent Onli	ne (Weekday)			Time Spo	ent Online (W	eekend)	
P_2 - How did your child make that	purchase(s)?				NET: 5+			-		NET: 5+
[MULTI]		3 - 4hrs	5 - 6hrs	6+ hrs	Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6 hrs	Hours
	% within column	548	202	70	272	118	397	349	317	667
Weighted Base	N Count									
	Column Comparisons									
	% within column	554	208	74	282	117	402	362	320	682
Unweighted Base	N Count									
	Column Comparisons									
	% within column	b	С	d	е	а	b	С	d	е
Column Names	N Count									
	Column Comparisons									
	% within column	45%	40%		42%	42%	43%	41%	49%	45%
Using my / my partner's credit / debit card	N Count	244	81		114	50	172	144	157	300
	Column Comparisons				-					-
	% within column	28%	44% ↑		43% ↑	23%	28%	31%	35%	33%
With their own debit card	N Count	154	88 †		117 ↑	27	112	108	111	219
	Column Comparisons		a b		-					-
	% within column	23%	25%		23%	24%	24%	23%	23%	23%
With a gift card or voucher provided to them	N Count	128	51		62	28	96	80	72	152
	Column Comparisons				-					-
	% within column	15%	15%		17%	12%	14%	16%	14%	15%
With their own pre-payment card	N Count	81	30		47	14	54	54	45	99
	Column Comparisons				-					-
	% within column	10%	17%		15%	9%	11%	14%	8%	11%
Using someone else's credit / debit card	N Count	53	34		40	10	44	49	26	76
	Column Comparisons				-					-
	% within column	0%	0%		0%	0%	0%	1%	0%	0%
Can't remember	N Count	2	1		1	0	1	3	0	3
	Column Comparisons				-					-

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 7 of 26

_						BANNER				
				Spent Money				SM purcha	se category	
P_2 - How did your child make that [MULTI]	ourchase(s)?	Bought something on either Social Media, or while gaming	Bought something on social media	Bought something while Gaming	Bought something from both	Not bought from either	Product	Activity	Subscription/ Upgrade	NET: Gift
	% within column	1039	658	925	544	151	362	138	199	142
Weighted Base	N Count									
	Column Comparisons									
	% within column	1060	691	945	576	149	381	151	211	156
Unweighted Base	N Count									
	Column Comparisons									
	% within column	a	b	С	d	е	а	b	С	d
Column Names	N Count									
	Column Comparisons									
	% within column	44%	42%	46%	44%	43%	44%	49%	48%	47%
Using my / my partner's credit / debit card	N Count	461	277	421	238	65	159	67	96	67
	Column Comparisons									
	% within column	31%	34% ↑	29%	32%	27%	38%	39%	34%	36%
With their own debit card	N Count	319	226 †	267	174	40	137	53	68	51
	Column Comparisons		С							
	% within column	24%	24%	25% ↑	26%	20%	22%	28%	27%	32%
With a gift card or voucher provided to them		250	157	236 ↑	142	30	81	39	54	46
	Column Comparisons									
	% within column	14%	17%↑	16%	20%1	11%	17%	22%	25%↑	24%
With their own pre-payment card	N Count	150	115 ↑	144	108 †	17	61	30	50 †	35
	Column Comparisons									
	% within column	11%	12%	11%	12%	9%	11%	20%		20% ↑
Using someone else's credit / debit card	N Count	118	81	103	66	14	39	28 †	32	28 †
	Column Comparisons							a		
	% within column	0%	0%	0%	0%	1%	0%	2%1		0%
Can't remember	N Count	4	3	3	2	1	1	3 †	1	0
	Column Comparisons							a		

						BANNER	· · · · · ·		· · · · · ·	
			Feelings abou	it SM purchase				Gaming Method		
P_2 - How did your child make that լ [MULTI]	ourchase(s)?	Regret things I buy online	-	I spend more than I should	I like the feeling	Games console or games player	Desktop computer, laptop or netbook	Mobile phone or smartphone	Tablet	NET: Any Gaming
	% within column	277	495	336	500	744	333	747	421	1172
Weighted Base	N Count									
	Column Comparisons									
	% within column	293	526	362	532	758	353	768	427	1192
Unweighted Base	N Count									
	Column Comparisons									
	% within column	a	b	С	d	a	b	С	d	е
Column Names	N Count									
	Column Comparisons									
	% within column	38%	44%	44%	43%	45%	50%	45%	49%	44%
Using my / my partner's credit / debit card	N Count	104	219	149	215	339	166	338	207	521
	Column Comparisons		a	a						-
	% within column	32%	34%	34%	34%	30%	31%	30%	23%↓	30%
With their own debit card	N Count	89	166	114	172	225	105	225	97↓	349
	Column Comparisons						d	d		-
	% within column	26%	24%	27%	24%	27% ↑	24%	25%	26%	24%
With a gift card or voucher provided to them	N Count	73	119	89	119	203 ↑	79	189	111	277
	Column Comparisons					b				-
	% within column	22% ↑			19%1		16%	15%	15%	14%
With their own pre-payment card	N Count	62 †	871	76 †	961	92	54	114	65	166
	Column Comparisons			b						-
	% within column	16% ↑		16% ↑	12%	10%	12%	10%	12%	11%
Jsing someone else's credit / debit card	N Count	44 ↑	61	52 †	62	76	42	75	51	129
	Column Comparisons									-
	% within column	0%	0%	1%	0%	0%	0%	0%	0%	0%
Can't remember	N Count	1	2	2	2	3	1	4	1	6
	Column Comparisons				-					-

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 9 of 26

						BANNER				_
						Gaming Type				
						Playing				
P_2 - How did your child make that	purchase(s)?	Puzzles or	Action/		Playing against one	against multiple peo-	Creative and building	Playing in a virtual	Simulation	Fitness and
[MULTI]		quizzes	adventure	Shooters	other person	ple/ teams	games	worlds	experience	dance
	% within column	334	436	358	270	504	618	329	160	159
Weighted Base	N Count									
	Column Comparisons									
	% within column	351	458	383	284	511	608	348	178	171
Unweighted Base	N Count									
	Column Comparisons									
	% within column	a	b	С	d	е	f	g	h	i
Column Names	N Count									
	Column Comparisons									
	% within column	49%	49%	47%	47%	46%	48%	46%	49%	56% ↑
Using my / my partner's credit / debit card	N Count	163	214	169	126	232	296	151	78	88 †
	Column Comparisons									
	% within column	32%	29%	31%	34%	32%	28%	32%	31%	36%
With their own debit card	N Count	106	128	112	93	159	174	106	50	57
	Column Comparisons									
	% within column	22%	28%	26%	31% †	28%	24%	29%	28%	31%
With a gift card or voucher provided to them	N Count	72	122	94	85 1	143 †	148	96	45	49
	Column Comparisons									
	% within column	17%	13%	17%	16%	14%	12%	15%	21%	18%
With their own pre-payment card	N Count	55	56	62	44	72	75	49	33	29
	Column Comparisons									
	% within column	9%	13%	14%	15%	10%	11%	14%	12%	14%
Using someone else's credit / debit card	N Count	30	56	49	40	49	70	45	19	21
	Column Comparisons									
	% within column	0%	1%	1%	0%	0%	0%	0%	0%	0%
Can't remember	N Count	1	3	3	0	2	2	0	0	0
	Column Comparisons									

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 10 of 26

						BANNER				
			Gamir	ng Type		Gaming Fi	requency	Gam	ing Purchase	Туре
P_2 - How did your child make that ¡ [MULTI]	ourchase(s)?	Sports	Interactive stories	Makeovers	NET: Playing against other people	NET: Daily	Weekly	NET: Charac- ter, skins, weapons, armour, tools		Loot boxes/ packs/ chests / bundles
Weighted Base	% within column N Count Column Comparisons	446	133	148	636	947	193	458	207	136
Unweighted Base	% within column N Count Column Comparisons	465	144	159	648	958	204	477	223	144
Column Names	% within column N Count Column Comparisons	j	k	I	m	а	b	a	b	С
Using my / my partner's credit / debit card	% within column N Count Column Comparisons	49% 217	55% 73	51% 75	45% 289 -	46% 438 b	37% 71	46% 209	51% 105	57%1 781
With their own debit card	% within column N Count Column Comparisons	28% 124	31% 41	32% 47	32% 203 -	30% 281	30% 58	31% 143	32% 67	36% 48
With a gift card or voucher provided to them	% within column N Count Column Comparisons	29% ↑ 130 ↑	33% 44	24% 36	28% ↑ 176 ↑	25% 232	19% 37	28% 128	32% 66	29% 40
With their own pre-payment card	% within column N Count Column Comparisons	16% 70	20% 26	16% 23	14% 90 -	14% 129	17% 34	18% 83	24%1 491	
Using someone else's credit / debit card	% within column N Count Column Comparisons	11% 48	17% 23	13% 20	11% 73 -	11% 100	13% 26	12% 55	14% 29	13% 18
Can't remember	% within column N Count Column Comparisons	0% 2	1% 1	0% 0	0% 2	0% 4	0% 1	0% 1	1% 3	1% 1

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 11 of 26

						BANNER				
			Gar	ning Purchase	Туре		Fe	elings about (Saming Purchas	se
n a lie del e calella calendar	/ - \ 2		A standard							
P_2 - How did your child make that	purcnase(s)?	In-game	version of	Α	Early access		_	-	I spend more	I like the
[MULTI]		money	the game	subscription	to a game	Battle Pass	I buy online		than I should	feeling
	% within column	378	124	253	101	176	293	671	379	615
Weighted Base	N Count									
	Column Comparisons									
	% within column	368	132	276	112	184	306	688	395	637
Unweighted Base	N Count									
	Column Comparisons									
	% within column	d	е	f	g	h	a	b	С	d
Column Names	N Count									
	Column Comparisons									
	% within column	48%	49%	56% †	52%	44%	43%	48%	42%	47%
Using my / my partner's credit / debit card	N Count	182	61	142 †	52	78	125	320	158	292
	Column Comparisons									
	% within column	28%	31%	30%	30%	34%	35%	27%	33%	30%
With their own debit card	N Count	106	39	76	30	60	102	182	125	185
	Column Comparisons									
	% within column	26%	27%	28%	30%	34%1	27%	27% †	28%	27%
With a gift card or voucher provided to them	N Count	99	33	71	30	611		180 †		164
	Column Comparisons									
	% within column	15%	19%	16%	26% ↑	20%	20%↑	15%	20% ↑	15%
With their own pre-payment card	N Count	56	23	40	26 †	34	58 †		77 †	93
F - F - 7	Column Comparisons					_		-		
	% within column	12%	15%	10%	14%	15%	16%	11%	13%	12%
Using someone else's credit / debit card	N Count	44	19	26	14	26	45	74	50	71
on governoone close of clare y debit card	Column Comparisons	**	13	20	1-7	20	43	, -	30	, _
	% within column	0%	0%	1%	1%	1%	0%	0%	0%	0%
Can't remember	N Count	0	0	3	1	1	0	1	1	0
can cremented	Column Comparisons	O	Ü	3	_	_	Ü	_	_	Ü

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 12 of 26

		BAN	INER
		_	out Gaming hase
P_2 - How did your child make that բ [MULTI]	ourchase(s)?	It's unfair that people who spend more, get further in games	It's not always clear what I'm going to get for my mon- ey in games
	% within column	593	364
Weighted Base	N Count		
	Column Comparisons		
	% within column	601	383
Unweighted Base	N Count		
	Column Comparisons		
	% within column	е	f
Column Names	N Count		
	Column Comparisons		
	% within column	46%	44%
Using my / my partner's credit / debit card	N Count	275	162
	Column Comparisons	a	
	% within column	30%	31%
With their own debit card	N Count	178	113
	Column Comparisons		
	% within column	25%	27%
With a gift card or voucher provided to them	N Count	149	97
	Column Comparisons		
	% within column	17% ↑	19% ↑
With their own pre-payment card	N Count	101 †	69 ↑
	Column Comparisons		
	% within column	12%	12%
Using someone else's credit / debit card	N Count	73	44
	Column Comparisons		
	% within column	0%	0%
Can't remember	N Count	1	1
	Column Comparisons		

						BANNER				
P_2 - How did your child make t	that purchase(s)?	Gender of child respondent				Age of child respondent				
[MULTI]	-	Total	Male	Female	8-9	10-12	13-15	16-17	NET: 8-12	NET: 13-17
	% within column	0%	1%	0%	0%	0%	0%	1%	0%	0%
Don't know	N Count	4	4	0	0	2	0	2	2	2
	Column Comparisons	-							-	-
	% within column	60%	59%	62%	51%↓	50%↓	66% ↑	76% ↑	50%↓	69% ↑
NET: Child paid	N Count	716	387	329	109↓	183↓	268 ↑	156 ↑	292↓	424 ↑
	Column Comparisons	-					a b	a b c	-	-
	% within column	53%	54%	50%	64% ↑	63% †	47%	33%↓	63% ↑	42%↓
NET: Adult/ someone else paid	N Count	625	357	268	138 ↑	230 †	191	67↓	367 †	258↓
	Column Comparisons	-			c d	c d	d		-	-

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 14 of 26

BANNER

					Age and ge	nder of child	respondent			
P_2 - How did your child make the	nat purchase(s)?									NET: Male 8-
[MULTI]		Male 8-9	Female 8-9	Male 10-12	Female 10-12	Male 13-15	Female 13-15	Male 16-17	Female 16-17	12
	% within column	0%	0%	1%	0%	0%	0%	2%1	1%	1%
Don't know	N Count	0	0	2	0	0	0	21	1	2
	Column Comparisons									-
	% within column	48%	53%	46% ↓	55%	69%1	63%	70%	81% †	47%↓
NET: Child paid	N Count	56	53	89↓	94	153 1	115	88	75↑	145↓
	Column Comparisons					a b c d	ас	a b c d	a b c d e f	-
	% within column	68% ↑	59%	67% †	59%	46%	49%	37% ↓	28%↓	67% ↑
NET: Adult/ someone else paid	N Count	80 †	58	130 †	100	101	90	47↓	26↓	209 ↑
	Column Comparisons	e f g h	g h	efgh	e g h	h	h			-

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Parents of children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 1104 (91%); Blank cells have a sample size that is smaller than 100.

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 15 of 26

						BANNER				
		Age and gen	Age and gender of child respondent			Rural	Working status			
P_2 - How did your child make t	NET: Female N	IET: Male 13 N	NET: Female						NET: Not working/	
[MULTI]		8-12	-17	13-17	NET: Urban	Rural	Full time	Part time	Student	retired
	% within column	0%	1%	0%	0%	0%	0%	0%		0%
Don't know	N Count	0	2	1	4	0	3	1		0
	Column Comparisons	-	-	-						
	% within column	55%	70%↑	70% ↑	60%	64%	62%	52%		54%
NET: Child paid	N Count	147	242 ↑	189 ↑	648	68	499	100		65
	Column Comparisons	-	-	-						
	% within column	59%	42%↓	41%↓	53%	46%	54%	52%		48%
NET: Adult/ someone else paid	N Count	158	148↓	112↓	577	48	438	101		58
·	Column Comparisons	-	-	-						

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 16 of 26

						BANNER				
P_2 - How did your child make	that purchase(s)?			D3 - Socia	grade			Fir	nancial wellbei	ing
[MULTI]		AB	C1	C2	DE	NET: ABC1	NET: C2DE	Doing well	Getting by	Struggling
	% within column	0%	0%	1%	0%	0%	0%	0%	0%	0%
Don't know	N Count	1	0	2	1	1	3	1	3	1
	Column Comparisons					-	-			
	% within column	63%	57%	62%	56%	61%	59%	64%	61%	56%
NET: Child paid	N Count	253	159	163	141	412	304	176	357	180
	Column Comparisons					-	-			
	% within column	53%	58%	49%	49%	55%	49%	55%	50%	55%
NET: Adult/ someone else paid	N Count	213	161	129	122	374	251	152	294	178
	Column Comparisons					-	-			

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 17 of 26

						BANNER				
		Ethn	icity	Child id	entified nee	d/ impacting co	Disability/ Cor	Educational Health Care Plan (EHCP)		
P_2 - How did your child make t [MULTI]	White British	NET: All other Ethnicities	Neurodiv- ersity	Mental Health	NET: Identi- fied need/ condition	NET: No identified ne- ed/ condition	NET: Yes	No	Has an EHCP	
	% within column	0%	0%			0%	0%	0%	0%	2%↑
Don't know	N Count	4	0			1	3	1	1	21
	Column Comparisons					-				b
	% within column	63% †	51%↓			65%	59%	74%	68%	61%
NET: Child paid	N Count	572 †	133↓			189	518	114	284	64
	Column Comparisons	b				-				
	% within column	50%	60%			47%	54%	40%	44%	62%
NET: Adult/ someone else paid	N Count	458	158			138	478	62	184	64
	Column Comparisons		а			-				

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 18 of 26

		BANNER										
		Educational Health Care Plan (EHCP)	Ben	efits	Parental	Controls	Parental Concern			Time Spent Online (Wee- kday)		
P_2 - How did your child make that purchase(s)? [MULTI]		Don't have	NET: House- hold receives Benefits	No Benefits	NET: Has Parental Controls	No Controls	Not Concerned	A little Concerned	NET: Moder- ately/ Very Concerned	0 - 2hrs		
	% within column	0%↓	0%	0%	0%	2%	0%	0%	0%	0%		
Don't know	N Count	2↓	2	2	2	2	2	2	1	2		
	Column Comparisons					а						
	% within column	60%	58%	62%	59%↓	77% ↑	56%	65%	61%	55%		
NET: Child paid	N Count	652	317	367	631↓	<i>•</i> 80 ↑	250	222	240	200		
	Column Comparisons					а		а				
	% within column	52%	56%	50%	55% ↑	31%↓	51%	51%	56%	54%		
NET: Adult/ someone else paid	N Count	561	306	297	590 †	32↓	228	174	220	196		
	Column Comparisons		b		b							

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 19 of 26

						BANNER				
		Т	ime Spent Onli	ne (Weekday))		eekend)			
P_2 - How did your child make t	hat purchase(s)?				NET: 5+					NET: 5+
[MULTI]		3 - 4hrs					3 - 4hrs	5 - 6hrs	Over 6 hrs	Hours
	% within column	0%	0%		0%	2% ↑	0%	0%	0%	0%
Don't know	N Count	1	0		1	21	0	1	1	2
	Column Comparisons				-					-
	% within column	59%	70%↑		69% ↑	53%	59%	60%	64%	62%
NET: Child paid	N Count	324	142 †		189 †	63	235	211	202	413
	Column Comparisons		a b		-					-
	% within column	52%	51%		51%	50%	52%	52%	55%	53%
NET: Adult/ someone else paid	N Count	286	103		140	59	206	182	174	356
	Column Comparisons				-					-

						BANNER				
				Spent Money	,			SM purchas	se category	
P_2 - How did your child make	that purchase(s)?	Bought something on either Social Media, or while	Bought something on social	Bought something while	Bought something	Not bought			Subscription/	
[MULTI]		gaming	media	Gaming	from both	from either	Product	Activity	Upgrade	NET: Gift
	% within column	0%	0%	0%	0%	1%	0%	0%	0%	1%
Don't know	N Count	2	1	2	1	2	1	0	1	1
	Column Comparisons									
	% within column	61%	65% †	61%	66% ↑	54%	66%	67%	68%	70%
NET: Child paid	N Count	635	428 †	568	361 †	81	239	93	136	99
	Column Comparisons		e		е					
	% within column	53%	51%	54%	52%	50%	51%	58%	57%	58%
NET: Adult/ someone else paid	N Count	549	334	498	282	76	184	81	113	82
	Column Comparisons									

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 21 of 26

						BANNER				
			Feelings abou	ut SM purchase			1	Gaming Method		
P_2 - How did your child make [MULTI]	Regret things	-	I spend more than I should	I like the feeling	Games console or games player	Desktop computer, laptop or netbook	Mobile phone or smartphone	Tablet	NET: Any Gaming	
	% within column	1%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	N Count	1	1	1	1	3	1	1	1	4
	Column Comparisons									-
	% within column	68% †	64%	67%↑	65% 1	62%	61%	62%	55%	60%
NET: Child paid	N Count	188 †	319	225 ↑	327 1	461	202	460	231	703
	Column Comparisons					d		d		-
	% within column	49%	52%	54%	51%	53%	57%	52%	58% †	53%
NET: Adult/ someone else paid	N Count Column Comparisons	134	259	182	254	394	191	392	245 ↑	618

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 22 of 26

						BANNER				
						Gaming Type				
						Playing				
P_2 - How did your child make t	hat nurchase(s)?				Playing	against	Creative and	Playing in a		
_	mat purchase(s):	Puzzles or	Action/	Charten	U	multiple peo-	building	virtual	Simulation	Fitness and
[MULTI]		quizzes	adventure	Shooters	other person	ple/ teams	games	worlds	experience	dance
	% within column	0%	0%	0%	1%	0%	0%	0%	0%	0%
Don't know	N Count	1	0	0	2	1	1	1	0	1
	Column Comparisons									
	% within column	59%	60%	63%	67%	64%	57%	64%	65%	64%
NET: Child paid	N Count	197	263	227	181	321	353	211	103	102
	Column Comparisons					f				
	% within column	54%	58% ↑	56%	56%	53%	57% ↑	54%	56%	60%
NET: Adult/ someone else paid	N Count	182	254 †	201	152	268	351 ↑	177	89	95
	Column Comparisons									

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 23 of 26

						BANNER				
			Gamir	ng Type		Gaming Fr	equency	Gam	ing Purchase	Туре
								NET: Charac-		
P_2 - How did your child make the	hat purchase(s)?		Interactive		NET: Playing against other			ter, skins, weapons,	NET: Game	Loot boxes/ packs/ chests
[MULTI]		Sports	stories	Makeovers	people	NET: Daily	Weekly	armour, tools	expansion	/ bundles
	% within column	1%	1%	0%	0%	0%	0%	0%	0%	1%
Don't know	N Count	3	1	0	2	4	0	1	1	1
	Column Comparisons				-					
	% within column	62%	64%	56%	63%	60%	62%	65%	70%1	63%
NET: Child paid	N Count	279	85	83	404	564	120	298	1461	86
	Column Comparisons				-					
	% within column	55%	63%	61%	53%	54%	47%	54%	57%	64%
NET: Adult/ someone else paid	N Count	247	84	90	340	512	92	247	119	87
	Column Comparisons				-					

			BANNER									
			Gar	ning Purchase [·]	Туре		Fe	elings about (Gaming Purchase	e		
P_2 - How did your child make t [MULTI]	-			A subscription	Early access to a game	Battle Pass	Regret things I buy online	•	I spend more than I should	I like the feeling		
	% within column	0%	1%	0%	0%	1%	0%	0%	0%	0%		
Don't know	N Count	0	1	0	0	1	1	1	1	1		
	Column Comparisons											
	% within column	59%	62%	60%	67%	70%	68% †	60%	68% ↑	63%		
NET: Child paid	N Count	221	77	152	67	124	199 ↑	405	258 ↑	384		
	Column Comparisons											
	% within column	57%	62%	63% †	61%	53%	53%	55%	51%	56%		
NET: Adult/ someone else paid	N Count	216	76	159 †	61	93	156	371	192	342		
	Column Comparisons											

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 25 of 26

		BAN	INER
		•	out Gaming chase
		It's unfair that people who spend	It's not always clear what I'm
P_2 - How did your child make [MULTI]	that purchase(s)?	more, get further in games	going to get for my mon- ey in games
-	% within column	0%	0%
Don't know	N Count	1	1
	Column Comparisons		
	% within column	62%	64%
NET: Child paid	N Count	367	235
	Column Comparisons		
	% within column	55%	53%
NET: Adult/ someone else paid	N Count	328	194
	Column Comparisons		

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, ball, black, blac

						BANI	NER				
P3 - Do you do anything to limit or monito spending online? (e.g. Do you have any su	•		Gender respo				Age of child ı	espondent			Age and gender of child respo- ndent
measures or restrictions in place with?) [N	(IULTI)	Total	Male	Female	8-9	10-12	13-15	16-17	NET: 8-12	NET: 13-17	Male 8-9
	% within column	2232	1153	1079	449	698	684	401	1147	1085	226
Weighted Base	N Count Column Comparisons										
	% within column	2205	1100	1105	439	662	659	445	1101	1104	220
Unweighted Base	N Count Column Comparisons	2203	1100	1103	433	002	039	443	1101	1104	220
Column Names	% within column N Count Column Comparisons	а	а	b	а	b	С	d	е	f	а
	% within column	25%	26%	25%	34% ↑	32% ↑	21%↓	12%↓	33% ↑	18%↓	34% ↑
Yes - I have parental controls enabled on devices my	N Count	569	302	266	153 †	223 †	146↓	46↓	376 †	192↓	77↑
child uses	Column Comparisons	-			c d	c d	d		-	-	e f g h
	% within column	21%	21%	21%	28% ↑	28% ↑	17%↓	9%↓	28% ↑	14%↓	25%
Yes - I have parental controls enabled on the	N Count	475	246	229	125 †	198 †	116↓	36↓	323 †	152↓	57
platforms, websites and apps that my child uses	Column Comparisons	-			c d	c d	d		-	-	fgh
V 1 1 100 11 11 11 11 11 11 11 11 11 11 1	% within column	20%	22%	18%	20%	23%	22%	13%↓	22%	19%	19%
Yes – I receive a notification or email when my child	N Count	455	258	197	90	162	151	52↓	252	203	43
attempts to buy something online	Column Comparisons	-	b		d	d	d		-	-	
Vac. They have been tald wat to enough manner only	% within column	19%	19%	19%	21%	21%	18%	15%	21% ↑	17%↓	21%
Yes – They have been told not to spend money online / have been told what they can or can't buy online	N Count	426	221	205	94	149	124	59	243 †	183↓	47
/ have been told what they can or can't buy online	Column Comparisons	-							-	-	
Vac. I have a recovered to accordence to the condensions	% within column	16%	17%	15%	24% ↑	21%	11%↓	7%↓	22% ↑	10%↓	26% ↑
Yes – I have a password/passcode set up on devices my child uses	N Count	362	201	161	106 †	150 †	77↓	29↓	256 ↑	106↓	58 †
my child uses	Column Comparisons	-			c d	c d	d		-	-	e f g h
Was the consental and the land of the design of the land	% within column	16%	16%	15%	15%	19% ↑	16%	9%↓	18% ↑	14%↓	16%
Yes - I have parental controls enabled on my child's bank card/ account	N Count	353	186	167	70	136 †	110	37↓	205 ↑	148 ↓	36
bank card/ account	Column Comparisons	-			d	d	d		-	-	
v 	% within column	14%	14%	14%	12%	12%	17% ↑	14%	12%↓	16% †	14%
Yes – They have been told that they have a limit on	N Count	313	160	153	53	85	119 †	57	137↓	176 †	31
spending each month	Column Comparisons	-					a b		-	-	

						BAI	NNER				
P3 - Do you do anything to limit or monitor	r your child's				Age a	nd gender o	of child respor	ndent			
spending online? (e.g. Do you have any sur	pervision			Female 10-		Female 13	•		NET: Male	NET: Fema-	NET: Male
measures or restrictions in place with?) [M	IULTI]	Female 8-9		12	Male 13-15	15	Male 16-17	17	8-12	le 8-12	13-17
	% within column	224	361	337	342	341	224	201	587	561	567
Weighted Base	N Count										
	Column Comparisons										
	% within column	219	333	329	324	335	223	253	553	548	547
Unweighted Base	N Count										
	Column Comparisons										
	% within column	b	С	d	е	f	g	h	i	j	k
Column Names	N Count										
	Column Comparisons										
Voc. I have parental controls applied an devices rev	% within column	34% ↑	32%↑	31%1	22%	20%	14%↓	9%↓	33% 1	32%↑	19%↓
Yes - I have parental controls enabled on devices my child uses	N Count	76 †	117 †	1061	77	70	32↓	18↓	194 1	182 ↑	108↓
ciliu uses	Column Comparisons	e f g h	e f g h	e f g h	g h	h			-	-	-
Yes - I have parental controls enabled on the	% within column	31% ↑	29% ↑	27%1	18%	16%	10%↓	7%↓	28% 1	29%↑	15%↓
platforms, websites and apps that my child uses	N Count	69 ↑	106 †	921	61	55	23↓	14↓	163 1	161 †	83↓
platforms, websites and apps that my child uses	Column Comparisons	e f g h	e f g h	e f g h	g h	h			-	-	-
Yes – I receive a notification or email when my child	% within column	21%	25%	21%	26% ↑	18%	15%	13%↓	23%	21%	22%
attempts to buy something online	N Count	47	92	70	90 ↑	61	33	25↓	135	118	124
attempts to buy something online	Column Comparisons		g h		g h				-	-	-
Yes – They have been told not to spend money online	% within column	21%	20%	23%	20%	17%	16%	14%	20%	22%	18%
/ have been told what they can or can't buy online	N Count	48	72	77	67	57	36	28	119	125	103
Thave been told what they can or can t buy online	Column Comparisons								-	-	-
Yes – I have a password/passcode set up on devices	% within column	21%	22% ↑	21%	13%	9%		7%↓			11%↓
my child uses	N Count	48	80 †	70	46	31	18↓	13↓	137 †	118 †	64↓
my oma ases	Column Comparisons	e f g h	e f g h	e f g h	h				-	-	-
Yes - I have parental controls enabled on my child's	% within column	15%	22%↑	17%	15%	17%	8%↓	12%	20%1		13%
bank card/ account	N Count	33	79↑	57	53	57	18↓	23	115 1	90	71
bank dara, account	Column Comparisons		g h	g		g			-	-	-
Yes – They have been told that they have a limit on	% within column	10%	9%↓	15%	18%	17%	15%	12%	11%	13%	17%
spending each month	N Count	21	34↓	51	61	58	34	23	65	72	95
spending eden month	Column Comparisons				С				-	-	-

						BAN	NFR				
		Age and gender of child respondent	Urban/	Rural		Workinį			D3 -	e	
P3 - Do you do anything to limit or monito	-	NET:						NET: Not			
spending online? (e.g. Do you have any su	•	Female 13-						working/			
measures or restrictions in place with?) [I	MULTI]	17	NET: Urban	Rural	Full time	Part time	Student	retired	AB	C1	C2
	% within column	536	1986	246	1332	430	112	310	625	580	491
Weighted Base	N Count										
	Column Comparisons										
	% within column	580	1949	256	1376	388	113	286	885	483	357
Unweighted Base	N Count										
	Column Comparisons										
	% within column	I	а	b	a	b	С	d	а	b	С
Column Names	N Count										
	Column Comparisons										
Yes - I have parental controls enabled on devices my	% within column	16%		21%	28% ↑	25%	16%	20%	29% ↑	25%	26%
child uses	N Count	87 ↓	517	52	369 ↑	106	18	62	183 ↑	147	128
cinia ases	Column Comparisons	-			c d				d		
Yes - I have parental controls enabled on the	% within column	13%	21%	21%	24% ↑	20%	9%↓	13%↓	29% ↑	22%	18%
platforms, websites and apps that my child uses	N Count	69 ↓	424	52	325 †	86	10↓	41↓	179 †	130	89
piatrorms, websites and apps that my time uses	Column Comparisons	-			c d	c d			b c d	d	
Yes – I receive a notification or email when my child	% within column	16%↓	20%	24%	22% ↑	18%	14%	17%	23%	22%	18%
attempts to buy something online	N Count	85↓	398	58	296 ↑	77	16	54	144	130	88
attempts to buy something online	Column Comparisons	-									
Yes – They have been told not to spend money onlir	% within column	16%	19%	21%	18%	21%	21%	20%	19%	20%	19%
/ have been told what they can or can't buy online	N Count	84	374	52	241	88	23	61	117	118	91
, have been told what they can of can t buy online	Column Comparisons	-									
Vac. There a recovered transport of each recovered and each	% within column	8%↓	16%	16%	19% ↑	15%	4%↓	12%	19%↑	17%	17%
Yes – I have a password/passcode set up on devices my child uses	N Count	44.	323	39	248 ↑	66	5↓	38	122 †	101	82
my chilu uses	Column Comparisons	-			c d	С		С	d	d	d
Voc. I have parental controls anabled as well-life	% within column	15%	16%	15%	19% ↑	14%	12%	7%↓	22%1	16%	13%
Yes - I have parental controls enabled on my child's bank card/ account	N Count	80	315	38	255 ↑	59	13	21↓	135 ↑	90	66
bully account	Column Comparisons	-			b d	d			bcd		

						BAN	INER				
	1.9.0	D3	3 - Social gra	de	Fin	ancial wellbe	eing	Ethr	nicity	Child identi impacting	-
P3 - Do you do anything to limit or monito spending online? (e.g. Do you have any su	•							White B-	NET: All other	Neurodiv-	Mental
measures or restrictions in place with?) [N	1ULTI]	DE	NET: ABC1	NET: C2DE	Doing well	Getting by	Struggling	ritish	Ethnicities	ersity	Health
	% within column	536	1205	1027	401	1152	655	1742	453	194	109
Weighted Base	N Count										
	Column Comparisons										
	% within column	480	1368	837	452	1121	611	1713	452	182	110
Unweighted Base	N Count										
	Column Comparisons										
	% within column	d	е	f	а	b	С	a	b	a	b
Column Names	N Count										
	Column Comparisons										
Ver There are no telescopic and bed and decision of	% within column	21%↓	27%	23%	28%	27%	22%	25%	27%	32%	23%
Yes - I have parental controls enabled on devices my child uses	N Count	110↓	331	238	110	312	143	432	122	63	25
ciliu uses	Column Comparisons		-	-							
Vec. I have parental analysis analysis of an the	% within column	14%↓	26%1	16%↓	30%↑	21%	17%↓	20%	25%	21%	20%
Yes - I have parental controls enabled on the platforms, websites and apps that my child uses	N Count	77↓	309 †	166↓	118 †	240	114↓	355	112	40	21
platforms, websites and apps that my child uses	Column Comparisons		-	-	bс						
Vac I manaissa a makifi saki an an amazil sukan masa akil d	% within column	18%	23%	18%↓	22%	22%	17%	20%	23%	24%	20%
Yes – I receive a notification or email when my child attempts to buy something online	N Count	94	274 †	182↓	90	251	114	345	105	46	22
attempts to buy something online	Column Comparisons		-	-							
Voc. Thou have been told not to should manay online	% within column	19%	19%	19%	17%	19%	20%	19%	22%	23%	20%
Yes – They have been told not to spend money online / have been told what they can or can't buy online	N Count	101	235	192	69	220	132	322	98	45	22
Thave been told what they can of can't buy online	Column Comparisons		-	-							
Yes – I have a password/passcode set up on devices	% within column	11%↓	18% †	14%↓	20%	16%	16%	15%	19%	17%	9%
my child uses	N Count	57↓	222 †	139↓	78	181	103	264	88	32	10
my crima ases	Column Comparisons		-	-					a		
Yes - I have parental controls enabled on my child's	% within column	12%↓	19% †	12%↓	20%	16%	14%	15%↓	20% ↑	19%	19%
bank card/ account	N Count	62↓	225 †	128↓	79	180	90	257↓	91 †	38	20
bank cara, account	Column Comparisons		-	-	С				a		

						BAN	INER				
			rified need/ condition	Disability/ C			l Health Care (EHCP)	Ber	nefits	Parental	Controls
P3 - Do you do anything to limit or monitor spending online? (e.g. Do you have any supmeasures or restrictions in place with?) [M	pervision	NET: Identified need/ condition	NET: No identified need/ condition	NET: Yes	No	Has an EHCP	Don't have an EHCP	NET: Household receives Benefits	No Benefits	NET: Has Parental Controls	No Controls
Weighted Base	% within column N Count Column Comparisons	474	1726	234	792	161	2071	925	1200	1865	339
Unweighted Base	% within column N Count Column Comparisons	458	1713	238	806	157	2048	883	1222	1839	342
Column Names	% within column N Count Column Comparisons	С	d	a	b	a	b	a	b	a	b
Yes - I have parental controls enabled on devices my child uses	% within column N Count Column Comparisons	29% 139 -	24% 419	19% 45	17% 137	33% 53 b	25% 515	25% 235	26% 312	30% 1 569 1 b	
Yes - I have parental controls enabled on the platforms, websites and apps that my child uses	% within column N Count Column Comparisons	21% 101	21% 366	17% 41	14% 109	26% 42	21% 433	21% 196	22% 263	25% 1 475 1 b	
Yes – I receive a notification or email when my child attempts to buy something online	% within column N Count Column Comparisons	20% 95 -	21% 355	19% 46	18% 146	18% 28	21% 427	21% 195	20% 244	24% † 455 † b	
Yes – They have been told not to spend money online / have been told what they can or can't buy online		19% 90 -	19% 331	17% 39	17% 134	23% 37	19% 389	18% 168	20% 243	23% † 426 † b	
Yes – I have a password/passcode set up on devices my child uses	% within column N Count Column Comparisons	14% 69 -	16% 283	10% 24	10% 79	11% 18	17% 343	14% 133	18% 215 a	19% ↑ 362 ↑ b	
Yes - I have parental controls enabled on my child's bank card/ account	% within column N Count Column Comparisons	18% 86	15% 262	18% 41 b	12% 93	18% 29	16% 324	14% 129	17% 207 a	19% † 353 † b	

						BAN	NER				
		Pa	rental Conce	ern		Time Spe	ent Online (W	eekday)		Time Sper (Week	
P3 - Do you do anything to limit or monito spending online? (e.g. Do you have any su	pervision	Not	A little	NET: Moderately / Very	0.21	2 4	5 6	6.1	NET: 5+	0.21	2 4
measures or restrictions in place with?) [N	-	Concerned	Concerned		0 - 2hrs	3 - 4hrs	5 - 6hrs	6+ hrs	Hours	0 - 2hrs	3 - 4hrs
Weighted Base	% within column N Count Column Comparisons	1053	550	605	873	938	278	102	380	291	785
Unweighted Base	% within column N Count Column Comparisons	1016	555	614	855	924	282	106	388	281	777
Column Names	% within column N Count Column Comparisons	а	b	С	a	b	С	d	е	a	b
Yes - I have parental controls enabled on devices my child uses	% within column N Count Column Comparisons	23%↓ 240↓		28% 171 a	29% ↑ 256 ↑ b c	24% 228 c	16%↓ 45↓	28% 29 c	19%↓ 74↓	22% 65	28% 223
Yes - I have parental controls enabled on the platforms, websites and apps that my child uses	% within column N Count Column Comparisons	17%↓ 184↓		25% ↑ 153 ↑ a	25% ↑ 219 ↑ b	19% 177	18% 50	23% 24	19% 74 -	21% 62	23% 183
Yes – I receive a notification or email when my child attempts to buy something online	% within column N Count Column Comparisons	19% 198	23% 125	22% 132	20% 171	21% 200	20% 55	26% 26	21% 81 -	11%↓ 31↓	20% 154 a
Yes – They have been told not to spend money online / have been told what they can or can't buy online	% within column N Count Column Comparisons	21% 221	18% 97	17% 106	21% 187	18% 171	18% 50	12% 13	16% 63	23% 67	17% 135
Yes – I have a password/passcode set up on devices my child uses	% within column N Count Column Comparisons	14%↓ 147↓		21% † 127 † a b	17% 148	16% 152	15% 41	14% 14	15% 56 -	15% 43	16% 127
Yes - I have parental controls enabled on my child's bank card/ account	% within column N Count Column Comparisons	12%↓ 131↓		20%† 123† a	15% 134	17% 160	13% 38	19% 20	15% 57 -	11% 33	16% 124

		BANNER									
		Time Sp	ent Online (W	eekend)		9	Spent Money	У		SM purchas	e category
P3 - Do you do anything to limit or monito	•				Bought something on either Social Med-	_	Bought something	Bought			
spending online? (e.g. Do you have any su	-			NET: 5+	ia, or while		while	_	Not bought		
measures or restrictions in place with?) [N	-	5 - 6hrs	Over 6 hrs	Hours	gaming	media	Gaming		from either	Product	Activity
Weighted Base	% within column N Count Column Comparisons	622	492	1114	1289	768	1125	604	943	429	153
Unweighted Base	% within column N Count Column Comparisons	619	489	1108	1296	800	1128	632	909	450	165
Column Names	% within column N Count Column Comparisons	С	d	е	a	b	С	d	е	а	b
Yes - I have parental controls enabled on devices my child uses	% within column N Count Column Comparisons	25% 156	23% 115	24% 271 -	26% 338	24% 188	28% 310 b	27% 160	24% 231	28% † 122 †	24% 37
Yes - I have parental controls enabled on the platforms, websites and apps that my child uses	% within column N Count Column Comparisons	21% 132	19% 95	20% 227 -	24% † 305 † e	24% † 188 † e	24% † 268 † e	25% † 151 † e		27% 115	29% 44
Yes – I receive a notification or email when my child attempts to buy something online	% within column N Count Column Comparisons	22% 139 a	26% ↑ 129 ↑ a b	24% 1 268 1 -		21% 158 e	26% † 296 † b e	22% 130 e	14%↓ 132↓	25% † 107 †	25% 38
Yes – They have been told not to spend money online / have been told what they can or can't buy online	% within column N Count Column Comparisons	20% 126	18% 91	19% 217 -	17%↓ 214↓	15%↓ 115↓	17% 193	15%↓ 93↓		17% 73	15% 23
Yes – I have a password/passcode set up on devices my child uses	% within column N Count Column Comparisons	18% 110	15% 76	17% 186 -	18% † 238 † e	18% 139 e	19% ↑ 218 ↑ e	20% ↑ 119 ↑ e	13%↓	20% 87	22% 33
Yes - I have parental controls enabled on my child's bank card/ account	% within column N Count Column Comparisons	19% 1 119 1 a		17% 194	18% ↑ 227 ↑ e	19% ↑ 149 ↑ e	18% ↑ 203 ↑ e	21% † 125 † e		18% 78	24% 36

-						BAN	NER				
		SM purcha	se category	F	eelings abou	it SM purchas	e		Gaming	Method	
P3 - Do you do anything to limit or monito spending online? (e.g. Do you have any su measures or restrictions in place with?) [N	pervision	Subscri- ption/ Upgrade	NET: Gift	Regret things I buy online	What I buy is good value	I spend more than I should	I like the feeling	Games console or games player	Desktop computer, laptop or netbook	Mobile phone or smartp- hone	Tablet
Weighted Base	% within column N Count Column Comparisons	216	158	314	556	378	565	1330	572	1316	782
Unweighted Base	% within column N Count Column Comparisons	226	171	329	585	402	596	1316	582	1317	774
Column Names	% within column N Count Column Comparisons	С	d	a	b	С	d	a	b	С	d
Yes - I have parental controls enabled on devices my child uses	% within column N Count Column Comparisons	28% 60	22% 35	20% 64	25% 141	24% 91	24% 137	27% 361	28% 159	26% 342	33%† 258† b c
Yes - I have parental controls enabled on the platforms, websites and apps that my child uses	% within column N Count Column Comparisons	26% 56	25% 40	23% 73	26% † 142 †		25% † 143 †		27% † 155 †		26% ↑ 205 ↑
Yes – I receive a notification or email when my child attempts to buy something online	% within column N Count Column Comparisons	21% 46	23% 37	18% 56	22% 120	19% 72	22% 123	23% † 309 †		24% † 318 †	23% 184
Yes – They have been told not to spend money online / have been told what they can or can't buy online	% within column N Count Column Comparisons	16% 34	16% 25	16% 52	15% ↓ 85 ↓		15% ↓ 86 ↓		21% 119	20% 264	20% 155
Yes – I have a password/passcode set up on devices my child uses	% within column N Count Column Comparisons	21% 45	20% 32	18% 57	20% 109	20% 77	20% † 111 †				22% ↑ 171 ↑ c
Yes - I have parental controls enabled on my child's bank card/ account	% within column N Count Column Comparisons	24% 52	24% 39	22% † 69 †		20% ↑ 77 ↑	20% † 112 †		16% 94	17% 225	19% ↑ 149 ↑

						BAN	NER				
		Gaming Method				(Gaming Type				
P3 - Do you do anything to limit or monito	r your child's					Playing against one	Playing against multiple	Creative	Playing in a		
spending online? (e.g. Do you have any su	pervision	NET: Any	Puzzles or	Action/		other	people/			Simulation	Fitness and
measures or restrictions in place with?) [N	NULTI]	Gaming	quizzes	adventure	Shooters	person	teams	•		experience	dance
,,,,	% within column	2140	650	731	547	387	822	1151		248	278
Weighted Base	N Count										
S	Column Comparisons										
	% within column	2117	662	740	564	395	802	1111	570	266	283
Unweighted Base	N Count										
	Column Comparisons										
	% within column	е	а	b	С	d	е	f	g	h	i
Column Names	N Count							ng st Creative and Playing in a building virtual Simulations games worlds experies 322 1151 557 2 e f g g			
	Column Comparisons										
Vac I have repeated another another an devices were	% within column	26%	28%	30% ↑	23%	31% ↑	25%	30% †	31% †	31%	35% ↑
Yes - I have parental controls enabled on devices my child uses	N Count	548	183	216 ↑	127	121 ↑	207	345 †	172 †	76	97 ↑
cilliu uses	Column Comparisons	-		С		С		сеj	С		сеj
Yes - I have parental controls enabled on the	% within column	21%	25%	25% ↑	24%	26% ↑	23%	23%	24%	26%	31%↑
platforms, websites and apps that my child uses	N Count	458	161	182 †	129	101 ↑	186	266	135	65	86 1
platforms, websites and apps that my child uses	Column Comparisons	-									
Yes – I receive a notification or email when my child	% within column	21% 1	22%	23%	24%	25%	26% ↑	26% †	24%	27%	23%
attempts to buy something online	N Count	452 1	143	167	133	96	215 †	297 †	136	67	65
attempts to buy something online	Column Comparisons	-						a b			
Yes – They have been told not to spend money online	% within column	19%	23% ↑	20%	18%	17%	19%	21%	21%	22%	19%
/ have been told what they can or can't buy online	N Count	414	149 †	144	97	67	158	241	117	54	52
Thave been told what they can or can t buy online	Column Comparisons	-									
Yes – I have a password/passcode set up on devices	% within column	16%	19%	20% ↑	17%	19%	16%	19% †	22%	22% ↑	25% ↑
my child uses	N Count	349	121	147 †	93	75	132	218 †	120 †	55 ↑	69 †
my orma acco	Column Comparisons	-									
Yes - I have parental controls enabled on my child's	% within column	16%	19% ↑	19% ↑	20%1	19%	17%	17%	18%	19%	23% ↑
bank card/ account	N Count	339	124 †	138 ↑	1111	73	141	192	98	48	63 †
same cara, account	Column Comparisons	-									

-						BAN	NER				_
			Gamin	g Type		Gaming Fr	equency		Gaming Pur	rchase Type	
P3 - Do you do anything to limit or monito spending online? (e.g. Do you have any sumeasures or restrictions in place with?) [N	pervision	Sports	Interactive stories	Makeovers	NET: Playing against other people	NET: Daily	Weekly	NET: Character, skins, weapons, armour, tools		Loot boxes/ packs/ chests/ bundles	In-game money
	% within column	728	207	249	1027	1602	460	535	237	151	447
Weighted Base	N Count Column Comparisons										
Unweighted Base	% within column N Count Column Comparisons	736	218	257	1009	1567	480	549	250	158	428
Column Names	% within column N Count Column Comparisons	j	k	I	m	a	b	а	b	С	d
Van Ilhaus gagagtal angtuala analalan da da da sa	% within column	26%	36% ↑	28%	27%	26%	25%	28%	28%	32%	33% ↑
Yes - I have parental controls enabled on devices my child uses	N Count Column Comparisons	187	75 † cj	70	273 -	416	117	151	66	48	147 †
Yes - I have parental controls enabled on the platforms, websites and apps that my child uses	% within column N Count Column Comparisons	24% 176	31% † 64 †		23% 239 -	22% 353	21% 95	26% 137	25% 60	33% ↑ 50 ↑	28% † 126 †
Yes – I receive a notification or email when my child attempts to buy something online	% within column N Count Column Comparisons	24% ↑ 177 ↑	26% 55	24% 61	25% 1 258 1 -		16%↓ 72↓			26% 40	30% 134
Yes – They have been told not to spend money online / have been told what they can or can't buy online	% within column N Count Column Comparisons	21% 149	27% † 56 †		19% 191 -	20% 315	20% 90	21% † 112 †		16% 25	20% 90
Yes – I have a password/passcode set up on devices my child uses	% within column N Count Column Comparisons	18% 128	26% ↑ 53 ↑		16% 169 -	17% 276	14% 65	20% 108	24% 58	23% 34	20% 89
Yes - I have parental controls enabled on my child's bank card/ account	% within column N Count Column Comparisons	17% 127	21% 44	15% 38	17% 173	16% 263	14% 66	20% 107	20% 46	22% 34	18% 79

						BAN	INER				
			Gaming Pu	rchase Type			Fee	lings about G	aming Purch	nase	
P3 - Do you do anything to limit or monito spending online? (e.g. Do you have any su measures or restrictions in place with?) [N	pervision	A standard version of the game	A subscription	Early access to a game	Battle Pass	Regret things I buy online	What I buy is good value	I spend more than I should	I like the feeling	It's unfair that people who spend more, get further in games	It's not always clear what I'm going to get for my money in games
measures of restrictions in place with , [i	% within column	147	302	122	205	346	772	445	720	715	449
Weighted Base	N Count Column Comparisons	14,	302	122	203	340	,,,	443	720	713	443
Unweighted Base	% within column N Count Column Comparisons	154	320	133	211	356	777	454	734	710	459
Column Names	% within column N Count Column Comparisons	е	f	g	h	a	b	С	d	е	f
Vac I have requested acceptable and blad and devices acceptable	% within column	29%	23%	34%	25%	29%	28%	29%	29%	28%	26%
Yes - I have parental controls enabled on devices my child uses	N Count Column Comparisons	42	69	41	52	99	220	127	208	199	117
Vac. I have grounded acceptable and blad on the	% within column	28%	26%	29%	27%	21%	26%1	21%	26%↑	24%	25%
Yes - I have parental controls enabled on the platforms, websites and apps that my child uses	N Count Column Comparisons	41	78	35	55	73	201 1 c	93	186 † c	174 a	113 a c
Van Lander and Marking and an all the same and the	% within column	28%	30%	27%	25%	22%	27%1	24%	28% ↑	28% ↑	24%
Yes – I receive a notification or email when my child attempts to buy something online	N Count Column Comparisons	41	91	33	51	77	212 1	105	199 †	199 ↑ a	106
Vac. They have been told not to enough many and	% within column	13%	17%	13%	17%	17%	17%	17%	17%	19%	16%
Yes – They have been told not to spend money onlin / have been told what they can or can't buy online	N Count Column Comparisons	20	52	16	35	58	129	74	124	136 f	73
Van there are a second for a second and a second and a second as s	% within column	26%	18%	26%	25%	20%	21%1	20%	19%	21%	19%
Yes – I have a password/passcode set up on devices my child uses	N Count Column Comparisons	38	56	31	51	68	163 1	89	136	152 ↑	84
Van Illiana manantal annivele anciel de merce 1977	% within column	21%	24% 1	20%	20%	18%	18%	19%	16%	19% ↑	19%
Yes - I have parental controls enabled on my child's bank card/ account	N Count	31	74 1	24	41	61	143	84	112	136 ↑	87
	Column Comparisons						d	d		d	d

		BANNER									
P3 - Do you do anything to limit or monito spending online? (e.g. Do you have any su	-		Gender (respor			,	Age of child r	espondent			Age and gender of child respo- ndent
measures or restrictions in place with?) [N	MULTI]	Total	Male	Female	8-9	10-12	13-15	16-17	NET: 8-12	NET: 13-17	Male 8-9
Very Three boson had all the table of boson a Park and	% within column	14%	14%	14%	12%	12%	17% †	14%	12%↓	16%	14%
Yes – They have been told that they have a limit on	N Count	313	160	153	53	85	119 †	57	137↓	176 †	31
spending each month	Column Comparisons	-					a b		-	NET: 13-17 16%† 176†	
	% within column	14%	15%	13%	20% †	15%	12%	7%↓	17% †	10%↓	23% ↑
Yes – I have a password/passcode set up on the	N Count	309	172	137	92 †	108	83	26↓	200 †	109↓	52 ↑
platforms, websites and apps that my child uses	Column Comparisons	-			b c d	d	d		-	-	defgh
	% within column	11%	11%	11%	10%	13%	11%	6%↓	12%	9%	9%
Yes – I have a password/passcode set up on my	N Count	236	122	114	47	89	76	25↓	135	101	21
child's bank card/account	Column Comparisons	-				d	d		-	-	
	% within column	9%	10%	7%	9%	9%	10%	7%	9%	9%	10%
Yes – I have bought them a gift card or voucher to	N Count	198	117	81	39	64	68	27	103	95	22
limit their spending	Column Comparisons	-	b						-	-	
	% within column	15%	13%↓	18% ↑	10%↓	6%↓	15%	38% ↑	8%↓	23%	8%↓
No - I have no restrictions or controls in place	N Count	339	149↓	191 ↑	44↓	45↓	99	151 †	89↓	251 ↑	18↓
·	Column Comparisons	-		а	b		a b	a b c	-	-	
	% within column	84%	86%	81%↓	89% ↑	92% ↑	84%	61%↓	91% ↑	76%↓	91% ↑
NET: Has Parental Controls	N Count	1,865	991 †	874↓	401 †	644 ↑	575	245↓	1,045 †	820↓	206 ↑
	Column Comparisons	-	b		c d	c d	d		-	-	fgh
	% within column	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%
Don't know	N Count	19	8	11	3	4	9	3	7	12	0
	Column Comparisons	-							-	-	
	% within column	0%	0%	0%	0%	1%	0%	0%	1%	0%	1%
Can't remember	N Count	9	6	3	2	5	1	1	7		2
	Column Comparisons	-							-	-	

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 12 of 22

P3 - Do you do anything to limit or monitor your child's Age and gender of child respondent spending online? (e.g. Do you have any supervision Female 10-Female 13-Female 16- NET: Male NET: Fema- NET: Male measures or restrictions in place with?) [MULTI] 12 Male 13-15 le 8-12 Female 8-9 Male 10-12 15 Male 16-17 17 8-12 13-17 % within column 10% 9%↓ 15% 18% 17% 15% 12% 11% 13% 17% Yes – They have been told that they have a limit on N Count 34↓ 21 51 61 58 23 65 72 95 34 spending each month Column Comparisons С % within column 8%4 5%↓ 19%**†** 18% 16% 15% 13% 11% 16% 11% Yes – I have a password/passcode set up on the N Count 40 57 51 45 38 18**J** 10J 109**†** 90 63 platforms, websites and apps that my child uses Column Comparisons g h h g h g h h % within column 11% 13% 12% 11% 11% 7% 6% 12% 12% 10% Yes – I have a password/passcode set up on my N Count 26 47 42 39 37 15 12 68 68 54 child's bank card/account **Column Comparisons** % within column 7% 10% 8% 12% 8% 8% 5% 10% 8% 10% Yes – I have bought them a gift card or voucher to N Count 17 37 27 39 28 19 59 58 10 44 limit their spending Column Comparisons % within column 12% 5%↓ 8%↓ 18% 33%↑ 42%**†** 6%↓ 9%↓ 20% 11% No - I have no restrictions or controls in place N Count 26 19↓ 26↓ 38 61 74**†** 841 37↓ 52↓ 112**†** Column Comparisons С С acde abcdef abcdef % within column 87% 93% 91% 88% 80% 65%↓ 58%↓ 93% 89%1 79%↓ 337**†** 147↓ 116↓ 448↓ **NET: Has Parental Controls** N Count 195 307**†** 301 274 543**†** 502**†** Column Comparisons g h befgh fgh fgh g h % within column 1% 1% 0% 2% 1% 0% 0% 1% 1% 1% Don't know N Count 3 3 1 3 5 2 1 3 4 6 **Column Comparisons** % within column 0% 1% 1% 0% 0% 1% 0% 1% 0% 0% 3 Can't remember N Count 0 3 0 1 1 0 4 3 1

BANNER

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Parents of children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2028 (92%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Column Comparisons

Part 13 of 22

		BANNER									
		Age and gender of child respo- ndent	Urban/	Rural		Workin	g status		D3 ·	· Social grad	е
P3 - Do you do anything to limit or monito	-	NET:						NET: Not			
spending online? (e.g. Do you have any su	-	Female 13-						working/			
measures or restrictions in place with?) [N	MULTI]		NET: Urban	Rural	Full time	Part time	Student	retired	AB	C1	C2
Yes – They have been told that they have a limit on	% within column	15%	15%	10%	17% ↑	11%	13%	8%↓	19% ↑	15%	11%
spending each month	N Count	81	288	25	2231	45	15	25↓	120 †	86	55
spending edon monen	Column Comparisons	-			b d				c d	d	
Yes – I have a password/passcode set up on the	% within column	9%↓		12%	16% †	12%	11%	9%↓	18%↑	12%	13%
platforms, websites and apps that my child uses	N Count	48↓	278	31	207 †	54	12	27↓	113 †	67	64
plationing, tropolices and appe that my offina access	Column Comparisons	-			d				b d		
Yes – I have a password/passcode set up on my	% within column	9%	11%	10%	13% †	9%	9%	4%↓	15%↑	9%	10%
child's bank card/account	N Count	47	212	24	174 †	39	10	11↓	91 †	53	50
5 5 2 3 5 3 5 3 5 3 5 3 5 3 5 3 5 3 5 3 5 3 5 3 5 3 5 3	Column Comparisons	-			d	d			b d		
Yes – I have bought them a gift card or voucher to	% within column	7%	9%	6%	10%	7%	8%	7%	11%↑	8%	7%
limit their spending	N Count	38	183	15	135	29	9	22	70 †	49	34
	Column Comparisons	-									
	% within column	27% ↑		18%	13%↓	15%	32% †	20% ↑	12%↓	16%	15%
No - I have no restrictions or controls in place	N Count	144 ↑	295	44	171↓	65	35 †	63 †	73↓	93	73
	Column Comparisons	-					a b d	a			
	% within column	72%↓		81%	87% †	84%	68%↓	74%↓	88% †	84%	83%
NET: Has Parental Controls	N Count	385↓	1,666	199	1,156 †	361	76↓	230↓	550 †	486	410
	Column Comparisons	-			c d	c d			b c d	d	
	% within column	1%	1%	1%	0%↓	1%	0%	4% ↑	0%	0%	1%
Don't know	N Count	6	18	1	4↓	2	0	12 ↑	2	1	4
	Column Comparisons	-						a b			
	% within column	0%	0%	0%	0%↓	0%	0%	2% ↑	0%	0%	1%
Can't remember	N Count	1	8	1	1↓	2	0	6↑	0	0	5
	Column Comparisons	-						a			

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 14 of 22

		BANNER									
DO De la de la distribuita Partir de la		D3	3 - Social gra	de	Fin	ancial wellbe	eing	Ethr	nicity	Child ident impacting	•
P3 - Do you do anything to limit or monito	-								NET: All		
spending online? (e.g. Do you have any su								White B-	other	Neurodiv-	Mental
measures or restrictions in place with?) [N	MULTI]	DE	NET: ABC1	NET: C2DE	Doing well	Getting by	Struggling	ritish	Ethnicities	ersity	Health
Yes – They have been told that they have a limit on	% within column	10%↓	17% ↑	10%↓	21% ↑	13%	12%	13%↓	19% ↑	15%	18%
spending each month	N Count	52↓	206 †	107↓	85 †	147	79	220↓	85 ↑	28	20
spending each month	Column Comparisons		-	-	b c				a		
Yes – I have a password/passcode set up on the	% within column	12%	15%	12%	18% ↑	13%	13%	13%	18% †	14%	15%
platforms, websites and apps that my child uses	N Count	64	181	128	74 ↑	152	83	227	80 †	28	16
plationis, websites and apps that my child uses	Column Comparisons		-	-	b c				a		
Vos. I have a passward/passanda sat up an my	% within column	8%	12%	9%	14%	10%	10%	10%	12%	13%	11%
Yes – I have a password/passcode set up on my child's bank card/account	N Count	41	144	92	55	112	68	180	53	24	12
Ciliu S Dalik Caru/account	Column Comparisons		-	-							
s – I have bought them a gift card or voucher to	% within column	8%	10%	8%	12%↑	8%	9%	9%	9%	8%	11%
limit their spending	N Count	44	119	79	48↑	88	60	152	41	15	12
minit their spending	Column Comparisons		-	-	b						
	% within column	19%	14%	17%	10%↓	16%	18%	17% ↑	10%↓	10%	22%
No - I have no restrictions or controls in place	N Count	100	166	173	40↓	180	117	293 †	44↓	20	24
	Column Comparisons	а	-	-		a	a	b			а
	% within column	78%↓	86% ↑	81%↓	89% ↑	83%	81%	82%↓	89% ↑	88%	78%
NET: Has Parental Controls	N Count	419↓	1,036 †	829↓	358 ↑	959	529	1,428↓	403 †	170	86
	Column Comparisons		-	-	bс				а	b	
	% within column	2% ↑	0%↓	2%↑	0%	1%	1%	1%	1%	2%	0%
Don't know	N Count	12 ↑	3↓	16 †	0	9	7	13	3	4	0
	Column Comparisons	a b	-	-							
	% within column	1%	0%↓	1%↑	1%	0%	0%	0%	0%	0%	0%
Can't remember	N Count	4	01	9 †	3	4	2	7	2	0	0
	Column Comparisons		-	-							

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 15 of 22

						BAN	INER				
		Child ident impacting	•	Disability/ Co			Health Care EHCP)	Ber	nefits	Parental	Controls
P3 - Do you do anything to limit or monitor spending online? (e.g. Do you have any sumeasures or restrictions in place with?) [N	pervision	NET: Identified need/ condition	NET: No identified need/condition	NET: Yes	No	Has an EHCP	Don't have	NET: Household receives Benefits	No Benefits	NET: Has Parental Controls	No Controls
Ves. The color is a second at least the color is a limit and	% within column	14%	14%	17%	16%	14%	14%	13%	15%	17% ↑	0%↓
Yes – They have been told that they have a limit on spending each month	N Count	66	240	40	125	23	290	123	182	313 ↑	01
spending each month	Column Comparisons	-								b	
Yes – I have a password/passcode set up on the	% within column	16%	13%	13%	9%	14%	14%	15%	13%	17% ↑	0%↓
platforms, websites and apps that my child uses	N Count	77	230	30	74	23	286	135	157	309 ↑	0 ↓
platforms, websites and apps that my child uses	Column Comparisons	-								b	
Yes – I have a password/passcode set up on my	% within column	13%	10%	11%	9%	17% †	10%↓	10%	11%	13% †	0%↓
child's bank card/account	N Count	60	173	25	69	27 †	209↓	95	131	236 ↑	01
ciliu 3 bank caru/account	Column Comparisons	-				b				b	
Yes – I have bought them a gift card or voucher to	% within column	10%	9%	9%	9%	13%	9%	9%	9%	11% †	0%↓
limit their spending	N Count	48	147	21	71	21	176	87	105	198 †	01
minic their spending	Column Comparisons	-				b				b	
	% within column	11%↓	16% †	17%	26% †	6%↓	16% ↑	15%	15%	0%↓	100% ↑
No - I have no restrictions or controls in place	N Count	53↓	284 †	41	203 †	10↓	330 †	138	186	01	339 †
	Column Comparisons	-	a		а		а				а
	% within column	88%	82%↓	81%	74%	93%	83%↓	84%	84%	100%↑	0%↓
NET: Has Parental Controls	N Count	416 ↑	1,420↓	190	583	149 †	1,716↓	773	1,007	1,865↑	01
	Column Comparisons	-		b		b				b	
	% within column	1%	1%	1%	1%	2%	1%	1%	1%	0%↓	0%
Don't know	N Count	5	13	3	6	2	17	9	6	01	0
	Column Comparisons	-								-	-
	% within column	0%	1%	0%	0%	0%	0%	1%	0%	0%↓	0%
Can't remember	N Count	0	9	0	1	0	9	6	2	01	0
	Column Comparisons	-								-	-

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 16 of 22

						BAN	NER				
		Pa	rental Conce	ern		Time Spe	ent Online (W	/eekday)		•	
P3 - Do you do anything to limit or monitor spending online? (e.g. Do you have any sumeasures or restrictions in place with?) [N	pervision	Not Concerned	A little Concerned	NET: Moderately / Very Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs	6+ hrs	NET: 5+ Hours	0 - 2hrs	3 - 4hrs
Very Throughouse beautiful that the subsequent limits and	% within column	11%↓	17%	18% †	13%	15%	15%	14%	15%	10%	15%
Yes – They have been told that they have a limit on	N Count	114↓	91	108 †	115	138	43	14	57	30	119
spending each month	Column Comparisons		а	a					-		
Vos. I have a passward /passage do set up on the	% within column	11%↓	15%	17%↑	16%	13%	13%	14%	13%	13%	14%
Yes – I have a password/passcode set up on the platforms, websites and apps that my child uses	N Count	115↓	85	105↑	139	118	35	14	49	37	111
platforms, websites and apps that my child uses	Column Comparisons		а	а					-		
Vac. I have a passivered/passaged and up an mil	% within column	9%	12%	12%	10%	11%	10%	14%	11%	9%	10%
Yes – I have a password/passcode set up on my child's bank card/account	N Count	97	67	72	89	102	28	14	42	10% 30 13% 37	79
ciliu 5 barik caru/account	Column Comparisons								-		
Vos. I have haught them a gift gard or vougharte	% within column	7%↓	11%	11%	7%↓	10%	10%	12%	11%	8%	8%
Yes – I have bought them a gift card or voucher to limit their spending	N Count	69↓	62	67	60↓	96	29	12	40	23	65
minic their spending	Column Comparisons		а	а					-		
	% within column	23% ↑	10%↓	7%↓	14%	15%	18%	19%	18%	17%	13%
No - I have no restrictions or controls in place	N Count	238 ↑	56↓	40↓	120	140	50	19	69	51	102
	Column Comparisons	bс	С						-		
	% within column	76%↓	89% ↑	93% †	85%	84%	81%	81%	81%	81%	86%
NET: Has Parental Controls	N Count	805↓	489 †	564 †	741	793	226	83	309	235	675
	Column Comparisons		a	a b					-		
	% within column	1%	1%	0%	1%	0%	1%	0%	1%	1%	0%
Don't know	N Count	8	3	1	7	4	2	0	2	4	4
	Column Comparisons								-		
	% within column	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%
Can't remember	N Count	1	1	0	5	1	0	0	0	1	4
	Column Comparisons								-		

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 17 of 22

						BAN	NER				
		Time Sp	ent Online (W	eekend)		9	Spent Money	/		SM purchas	e category
P3 - Do you do anything to limit or monito spending online? (e.g. Do you have any su measures or restrictions in place with?) [N	pervision	5 - 6hrs	Over 6 hrs	NET: 5+	Bought something on either Social Med- ia, or while	Bought something on social media	Bought something while	_	Not bought from either	Dradust	Activity
ineasures of restrictions in place with:) [N	% within column	13%	16%	Hours 15%	gaming 17% †	19% †	Gaming 18% ↑				23%
Yes – They have been told that they have a limit on	N Count	82	80	162	224 ↑	19% T	18% 1				34
spending each month	Column Comparisons	02	80	102	e 2241	e 1431	e 1971	e 1101	09 ÷	1001	54
	% within column	15%	13%	14%	e 16% ↑	e 17% ↑	16%↑	_	11%↓	17%	19%
Yes – I have a password/passcode set up on the	N Count	94	65	158	201	131	10/81 179 ↑				30
platforms, websites and apps that my child uses	Column Comparisons	J4	03	-	e	e	e e	e	1004	12	30
	% within column	11%	11%	11%	13%↑	14% ↑	14%↑	15% †	7%↓	15%	16%
Yes – I have a password/passcode set up on my	N Count	71	57	128	1691	1071	153 †				24
child's bank card/account	Column Comparisons	, _	3,	-	e	e	е	e	07 4	r Product ↓ 23%↑ ↓ 100↑ ↓ 17% ↓ 72 ↓ 15% ↓ 65 ↓ 10% ↓ 45 ↑ 12%↑ ↑ 52↑ d ↓ 88% ↓ 377 ↑ 0% ↑ 0 ↑ 0%	2-7
	% within column	7%	13% ↑	10%	12% †	12% †	13%↑		5%↓	10%	15%
Yes – I have bought them a gift card or voucher to	N Count	45	63 †	108	150 ↑	95 †	144↑	89 1			23
limit their spending	Column Comparisons		bс	_	е	е	b e	е			
	% within column	14%	18%	16%	10%↓	9%↓	8%↓	6%↓	23%†	12% †	8%
No - I have no restrictions or controls in place	N Count	84	90	174	123↓	72↓	90↓	39↓	216 †	52 †	12
	Column Comparisons			-		С			a b c d	d	
	% within column	86%	81%	84%	90%	90%	92% ↑	94% 1	75%↓	88%	92%
NET: Has Parental Controls	N Count	535	398	933	1,161 †	693 †	1,033 †	565 1	704↓	377	140
	Column Comparisons			-	e	е	b e	e			
	% within column	0%	1%	1%	0%↓	0%↓	0%↓	0%4	2%↑	0%	1%
Don't know	N Count	2	4	6	3 ↓	1↓	2↓	01	. 16 ↑	0	1
	Column Comparisons			-					a b c d		
	% within column	0%	0%	0%	0%↓	0%	0%↓	0%	1% ↑	0%	0%
Can't remember	N Count	0	1	1	1↓	1	01	0	81	0	0
	Column Comparisons			-					ас	-	-

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 18 of 22

						BAN	NER				
		SM purchas	se category	F	eelings abou	t SM purchas	e		Gaming	Method	
P3 - Do you do anything to limit or monitor spending online? (e.g. Do you have any sumeasures or restrictions in place with?)	Ipervision	Subscri- ption/ Upgrade	NET: Gift	Regret things I buy online	What I buy is good value	I spend more than I should	I like the feeling	Games console or games player	Desktop computer, laptop or netbook	Mobile phone or smartp- hone	Tablet
. , ,	% within column	19%	17%	16%	20%1		19%†		18%†	16%1	15%
Yes – They have been told that they have a limit on spending each month	N Count Column Comparisons	41	26	50	109 †	74↑	108 †	195	100 ↑	209 ↑	121
Vac. I have a massive of /accessed a cativity on the	% within column	21%	25% ↑	20% ↑	17% †	19% ↑	19% †	15%	17%	15%	16%
Yes – I have a password/passcode set up on the platforms, websites and apps that my child uses	N Count Column Comparisons	46	39 ↑	62 †	96 1	73↑	105 †	193	97	194	126
Vos. I have a password/passed a set up on my	% within column	16%	16%	15% ↑	15% †	14%↑	16% †	12%	13%	11%	12%
Yes – I have a password/passcode set up on my child's bank card/account	N Count Column Comparisons	34	26	47 †	81 †	54 †	92 †	156	75	146	91
Vac I have be valid there a gift and an income and	% within column	18% ↑	18% †	13% ↑	13% †	16% ↑	14% †	10%↑	10%	10%	9%
Yes – I have bought them a gift card or voucher to limit their spending	N Count Column Comparisons	38 ↑ a	29 †	41 †	73 †	59 †	76 †	137 †	56	130	68
	% within column	8%	3%↓	7%↓	10%↓	6%↓	10%↓	15%	14%	15%	11%↓
No - I have no restrictions or controls in place	N Count Column Comparisons	17	5↓	20↓	54↓	23↓	58↓	203 d	80 d	194 d	83↓
	% within column	92%	97% ↑	93% ↑	90%	94% ↑	90%	84%	85%	84%	88% †
NET: Has Parental Controls	N Count Column Comparisons	199	153 † a	293 †	501 †	354 ↑	507 †	1,120	488	1,111	690 ↑
	% within column	0%	0%	0%	0%	0%	0%	0%	1%	0%	1%
Don't know	N Count Column Comparisons	0	0	0	1	1	1	6	5	6	6
	% within column	0%	0%	0%	0%	0%	0%	0%↓	0%	0%	0%
Can't remember	N Count Column Comparisons	0	- 0	- 0	- 0	- 0	- 0	1↓	0	5	3

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 19 of 22

						BAN	NER				
		Gaming Method				C	Gaming Type	1			
P3 - Do you do anything to limit or monito spending online? (e.g. Do you have any su	•	NET: Any	Puzzles or	Action/		Playing against one other	Playing against multiple people/	Creative and building	Playing in a virtual	Simulation	Fitness and
measures or restrictions in place with?) [N	•	Gaming	quizzes	adventure	Shooters	person	teams	games	worlds	experience	dance
	% within column	14%	15%	16%	20%		16%	15%	19% †		16%
Yes – They have been told that they have a limit on	N Count	302	98	117	108 †		128	171	103 †	56 †	45
spending each month	Column Comparisons	-									
	% within column	14%	17% ↑	17% ↑	14%	18%	14%	15%	18% †	23% ↑	19% †
Yes – I have a password/passcode set up on the platforms, websites and apps that my child uses	N Count	299	113 ↑	122 †	79	69	115	168	98 1	56 †	53 †
platforms, websites and apps that my child uses	Column Comparisons	-									
Vos. I have a nassword/passende set up an my	% within column	10%	9%	12%	13%	14% ↑	12%	11%	13%	17%↑	15%
Yes – I have a password/passcode set up on my child's bank card/account	N Count	224	57	90	72	54 ↑	98	122	73	43 ↑	40
ciliu s bank caru/ account	Column Comparisons	-				a			a	a	a
Yes – I have bought them a gift card or voucher to	% within column	9%	9%	11%	12%	13% ↑	11% †	9%	11%	13%	12%
limit their spending	N Count	195	58	78	64	52 †	92 †	109	60	32	33
mine their spending	Column Comparisons	-									
	% within column	15%	15%	13%	15%	12%	14%	15%	14%	10%	11%
No - I have no restrictions or controls in place	N Count	321	97	94	84	46	119	168	77	24	30
	Column Comparisons	-			k		k	i			
	% within column	84%	84%	86%	84%	87%	85%	85%	86%	89%	89%
NET: Has Parental Controls	N Count	1,797	549	631	458	338	696	975	478	221	246
	Column Comparisons	-									f
	% within column	1%	0%	1%	1%	1%	1%	1%	0%	1%	0%
Don't know	N Count	15	3	4	3	2	8	8	2	2	1
	Column Comparisons	-									
	% within column	0%	0%	0%	0%	0%	0%	0%		1%	0%
Can't remember	N Count	7	1	1	2	1	0	01	0	1	0
	Column Comparisons	-									

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 20 of 22

						BANI	NER				
			Gamir	ng Type		Gaming Fr	equency		Gaming Pur	chase Type	
P3 - Do you do anything to limit or monitor spending online? (e.g. Do you have any sumeasures or restrictions in place with?) [N	pervision	Sports	Interactive stories	Makeovers	NET: Playing against other people	NET: Daily	Weekly	NET: Character, skins, weapons, armour, tools		Loot boxes/ packs/ chests/ bundles	In-game money
Vac. They have been tald that they have a limit on	% within column	18% ↑	17%	15%	16%	14%	15%	20%	20%	27% ↑	18%
Yes – They have been told that they have a limit on spending each month	N Count Column Comparisons	129 ↑	36	37	161 -	230	69	107	48	41 ↑	81
Yes – I have a password/passcode set up on the	% within column	16%	20%	14%	15%	15%	12%	18%	22%	21%	17%
platforms, websites and apps that my child uses	N Count Column Comparisons	116	40	36	153 -	234	55	96	52 ↑	32	78
Voc. Thave a password/passcode set up on my	% within column	12%	14%	11%	12%	11%	9%	15%	20%	14%	14%
'es – I have a password/passcode set up on my hild's bank card/account	N Count Column Comparisons	91	29	29	119 -	173	40	83	46 †	21	60
Yes – I have bought them a gift card or voucher to	% within column	11%	18% 1	10%	11% ↑	10%	6%↓	16% †	20%	18%	14%
limit their spending	N Count Column Comparisons	80	371	25	118 † -	160 b	29↓	85 1	47 ↑	27	61
	% within column	14%	7%↓		14%	13%↓	19% ↑	8%	6%	6%	7%
No - I have no restrictions or controls in place	N Count Column Comparisons	105	15	38	140 -	214↓	88 ↑ a	41	15	9	32
	% within column	85%	92%1		85%	86% †	80%↓	92%	94%	94%	92%
NET: Has Parental Controls	N Count Column Comparisons	618	191 1 c e	211	877 -	1,376 ↑ b	368↓	493	222	142	413
	% within column	0%	0%	0%	1%	0%	1%	0%	0%	0%	1%
Don't know	N Count Column Comparisons	3	0	0	- 8	7	4	0	0	0	2
	% within column	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%
Can't remember	N Count Column Comparisons	2	1 f	0	- 1	5	0	- 0	-	- 0	- 0

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 21 of 22

						BAN	NER				
			Gaming Pu	rchase Type			Fee	lings about G	aming Purch	nase	
P3 - Do you do anything to limit or monito spending online? (e.g. Do you have any su measures or restrictions in place with?) [N	pervision	A standard version of the game	A subscription	Early access to a game	Battle Pass	things I buy	What I buy is good value	l spend more than l should	I like the feeling	It's unfair that people who spend more, get further in games	It's not always clear what I'm going to get for my money in games
. , , ,	% within column	24%	21%	18%	23%	18%	18%		18%		17%
Yes – They have been told that they have a limit on spending each month	N Count Column Comparisons	35	65	22	48	62	139 †		133 †		75
Vac I have a many and francisch on the	% within column	17%	17%	19%	21%	17%	17% †	20%↑	16%	16%	17%
Yes – I have a password/passcode set up on the platforms, websites and apps that my child uses	N Count Column Comparisons	25	53	23	43	59	131 †	87 †	119	115	76
Vos. I have a passward/passage set up an my	% within column	14%	16%	13%	16%	15% ↑	14% 1	13%	14%↑	15% ↑	14%↑
Yes – I have a password/passcode set up on my child's bank card/account	N Count Column Comparisons	20	50	16	34	52 ↑	108 †	57	102 †	104 ↑	64 †
Vac I have becaled the one a sift and a consequent	% within column	10%	15%	21%	20%1	15% †	13% †	15%↑	15% ↑	14% ↑	12% ↑
Yes – I have bought them a gift card or voucher to limit their spending	N Count Column Comparisons	15	46	25 †	421	51 †	103 †	69 †	106 ↑	100 ↑	56 †
	% within column	5%	9%	9%	5%	5%↓	7%↓	5%↓	7%↓	7%↓	5%↓
No - I have no restrictions or controls in place	N Count Column Comparisons	8	29	11	10	18↓	57↓	23↓	49↓	48↓	22↓
	% within column	95%	91%	91%	95%	95% †	92% †	95% ↑	93% ↑	93% ↑	95% ↑
NET: Has Parental Controls	N Count Column Comparisons	139	274	111	195	329 ↑	713 †	422 †	671 †	668 †	428 †
	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%↓	0%
Don't know	N Count Column Comparisons	0	0	0	0	0	1	0	1	01	0
	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Can't remember	N Count Column Comparisons	- 0	- 0	-	- 0	-	-	-	-	- 0	- -

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 22 of 22

Weighted Base Unweighted Base Column Names	% within column N Count Column Comparisons	Total 2232 2205 a 47%	Gender of child Male 1153 1100	respondent Female 1079 1105	8-9 449 439	Age of child re 10-12 698 662 b	13-15 684 659	16-17 401 445
Weighted Base Unweighted Base Column Names	N Count Column Comparisons % within column N Count	2232 2205 a 47%	1153 1100	1079 1105	449 439	698 662	684 659	401 445
Weighted Base Unweighted Base Column Names	N Count Column Comparisons % within column N Count	2205 a 47%	1100 a	1105	439	662	659	445
Unweighted Base Column Names	Column Comparisons % within column N Count Column Comparisons % within column N Count Column Comparisons % within column N Count Column Comparisons	a 47%	a					
Unweighted Base Column Names	% within column N Count Column Comparisons % within column N Count Column Comparisons % within column N Count	a 47%	a					
Unweighted Base Column Names	N Count Column Comparisons % within column N Count Column Comparisons % within column N Count	a 47%	a					
Column Names	Column Comparisons % within column N Count Column Comparisons % within column N Count	47%		b	a	b	С	d
Column Names	% within column N Count Column Comparisons % within column N Count	47%		b	a	b	С	d
Column Names	N Count Column Comparisons % within column N Count	47%		b	а	b	С	d
	Column Comparisons % within column N Count							
	% within column N Count							
	% within column N Count		_					
Not at all concerned			44%↓	51% †	46%	45%	46%	55%
	Column Comparisons	1,053	504↓	549 ↑	205	313		222
	Columni Companisoris	-		а				a b c
	% within column	25%	26%	23%	22%	27%	27%	21%
A little bit concerned	N Count	550	298	252	97	186		83
	Column Comparisons	-						
	% within column	16%	17%	14%	17%	15%	15%	15%
	N Count	347	199	148	74	106		61
•	Column Comparisons	-	b	-				_
	% within column	12%	12%	11%	15%	12%	11%	8%-
	N Count	258	142	117	66	87		32
•	Column Comparisons	-			d	o.	, .	5_
	% within column	1%	1%	1%	2%	1%	1%	1%
	N Count	24	10	13	7	7		3
	Column Comparisons		10	13	,	,	,	J
	% within column	27%	30% ↑	25%↓	31%	28%	26%	23%
	N Count	605	341 †	265↓	140	193		93
• •	Column Comparisons	-	b	203 •	140	133	173	33
	% within column	52%	55% †	48%↓	53%	54%	53%	44%
NET: A little bit concerned / Moderately	N Count	1,155	639 †	516↓	238	378		176
concerned / Very concerned	Column Comparisons	-	b	3104	d	d		170
	% within column	- 72%	70%	74%	u 67%	u 71%		76%
NFT· Not at all concerned/ Δ little	N Count	1,603	802	801	302	499	73% 497	305
concerned	Column Comparisons	-	602	a 801	302	433	437	a 303

					BANNER			
P4 - How concerned, if at all, are	you about your	Age of child r	espondent		Age and g	gender of child res	pondent	
child's spending online? [SINGLE]		NET: 8-12	NET: 13-17	Male 8-9	Female 8-9	Male 10-12	Female 10-12	Male 13-15
	% within column	1147	1085	226	224	361	337	342
Weighted Base	N Count							
	Column Comparisons							
	% within column	1101	1104	220	219	333	329	324
Unweighted Base	N Count							
	Column Comparisons							
	% within column	e	f	а	b	С	d	e
Column Names	N Count							
	Column Comparisons							
	% within column	45%	49%	43%	48%	40%↓	50%	43%
Not at all concerned	N Count	518	535	98	107	143↓	170	149
	Column Comparisons	-	-					
	% within column	25%	25%	22%	22%	31% ↑	22%	26%
A little bit concerned	N Count	283	267	49	48	112†	74	89
	Column Comparisons	-	-					
	% within column	16%	15%	20%	13%	15%	15%	17%
Moderately concerned	N Count	180	167	45	29	55	51	59
,	Column Comparisons	-	-					
	% within column	13% ↑	10%↓	14%	16%	13%	12%	12%
Very concerned	N Count	153 †	106↓	31	35	48	39	42
,	Column Comparisons	-	-	h	h	h	h	h
	% within column	1%	1%	1%	2%	1%	1%	1%
Don't know	N Count	13	10	3	4	3	4	3
	Column Comparisons	-	-	_		_		_
	% within column	29%	25%	34%	29%	28%	27%	30%
NET: Moderately/ Very Concerned	N Count	333	272	76	65	103	90	101
,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	Column Comparisons	-	-	fh	h	h	h	h
	% within column	54%	50%	55%	51%	59% †	49%	56%
NET: A little bit concerned / Moderately	N Count	616	539	125	113	215 †	164	190
concerned / Very concerned	Column Comparisons	-	-	h		h	_0.	h
	% within column	70%	74%	65%	69%	71%	72%	69%
NET: Not at all concerned/ A little	N Count	801	802	147	155	255	244	238
concerned	Column Comparisons	-	-	±-T/	133	233	277	250

BANNER

Age and gender of child respondent

	_			Age and	gender of child res	spondent		
P4 - How concerned, if at all, are	you about your					NET: Female 8-		NET: Female 13-
child's spending online? [SINGLE]		Female 13-15	Male 16-17	Female 16-17	NET: Male 8-12	12	NET: Male 13-17	17
	% within column	341	224	201	587	561	567	536
Weighted Base	N Count							
	Column Comparisons							
	% within column	335	223	253	553	548	547	580
Unweighted Base	N Count							
	Column Comparisons							
	% within column	f	g	h	i	j	k	1
Column Names	N Count							
	Column Comparisons							
	% within column	48%	51%	60% †	41%↓	49%	46%	52%1
Not at all concerned	N Count	165	114	120 †	241↓	277	263	2791
	Column Comparisons			асе	-	-	-	-
	% within column	28%	22%	22%	27%	22%	24%	26%
A little bit concerned	N Count	95	48	45	161	122	137	138
	Column Comparisons				-	-	-	-
	% within column	13%	18%	12%	17%	14%	17%	13%
Moderately concerned	N Count	46	39	24	100	80	98	70
	Column Comparisons				-	-	-	-
	% within column	9%	10%	5%↓	13%	13%	11%	8%
Very concerned	N Count	32	21	10↓	78	74	63	42
	Column Comparisons				-	-	-	-
	% within column	1%	1%	1%	1%	1%	1%	1%
Don't know	N Count	4	1	2	6	7	4	6
	Column Comparisons				-	-	-	-
	% within column	23%	27%	17%↓	30%	28%	29%	21%
NET: Moderately/ Very Concerned	N Count	78	61	34↓	179	154	162	112
	Column Comparisons		h		-	-	-	-
NICT: A little hit concerned / NAc-levetely	% within column	51%	49%	39%↓	58% ↑	49%	53%	47%
NET: A little bit concerned / Moderately concerned / Very concerned	N Count	172	109	79↓	339↑	277	299	250
concerned / very concerned	Column Comparisons				-	-	-	-

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Parents of children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2018 (92%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 3 of 32

					BANNER			
		Urban/ R	tural		Working :	status		D3 - Social grade
P4 - How concerned, if at all, are	•						NET: Not	
child's spending online? [SINGLE]		NET: Urban	Rural	Full time	Part time	Student	working/ retired	AB
	% within column	1986	246	1332	430	112	310	625
Weighted Base	N Count							
	Column Comparisons							
	% within column	1949	256	1376	388	113	286	885
Unweighted Base	N Count							
	Column Comparisons							
	% within column	a	b	a	b	С	d	а
Column Names	N Count							
	Column Comparisons							
	% within column	46%↓	58% ↑	41%↓	58% ↑	54%	56% 1	37%↓
Not at all concerned	N Count	912↓	142 †	547↓	249 ↑	60	173 †	228↓
	Column Comparisons		а		а	а	а	
	% within column	25%	21%	26%	22%	25%	22%	28%
A little bit concerned	N Count	497	53	349	94	28	67	175
	Column Comparisons							
	% within column	16%	12%	18% †	12%	14%	11%	19% †
Moderately concerned	N Count	316	31	242 †	53	16	34	118 †
	Column Comparisons			b d				d
	% within column	12%	7%	14% ↑	7%↓	7%	8%	17% †
Very concerned	N Count	240	18	188 ↑	31↓	7	25	103 1
	Column Comparisons	b		b c d				b c d
	% within column	1%	1%	0%↓	1%	1%	4% 1	0%↓
Don't know	N Count	21	3	6 ↓	4	1	12 1	1.
	Column Comparisons						a b	
	% within column	28% ↑	20%↓	32% ↑	20%↓	21%	19%↓	35% 1
NET: Moderately/ Very Concerned	N Count	557 †	49↓	430 ↑	84↓	23	59 ↓	2211
•	Column Comparisons	b		b c d				b c d
	% within column	53% ↑	41%↓	58% ↑	41%↓	46%	41%↓	63% †
NET: A little bit concerned / Moderately	N Count	1,054 †	101↓	779 †	178↓	51	126↓	396 †
concerned / Very concerned	Column Comparisons	b		b c d				b c d

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 4 of 32

					BANNER			
P4 - How concerned, if at all, are	you about your		D	3 - Social grade			Financial w	vellbeing
child's spending online? [SINGLE]		C1	C2	DE	NET: ABC1	NET: C2DE	Doing well	Getting by
	% within column	580	491	536	1205	1027	401	1152
Weighted Base	N Count							
	Column Comparisons							
	% within column	483	357	480	1368	837	452	1121
Unweighted Base	N Count							
	Column Comparisons							
	% within column	b	С	d	е	f	a	b
Column Names	N Count							
	Column Comparisons							
	% within column	51%	50%	53% ↑	43%↓	52%↑	37%↓	49%
Not at all concerned	N Count	294	245	286 ↑	522↓	531 ↑	147↓	568
	Column Comparisons	а	а	а	-	-	170/ 240/	a
	% within column	25%	22%	22%	27%	22%	24%	27% 1
A little bit concerned	N Count	147	108	120	321	229	97	315 1
	Column Comparisons				-	-		С
	% within column	14%	16%	12%	17%	14%	17%	15%
Moderately concerned	N Count	83	79	67	201	146	70	172
	Column Comparisons				-	-		
	% within column	9%	11%	9%	13%	10%	20%	8%↓
Very concerned	N Count	54	53	48	157	101	81 †	92↓
	Column Comparisons				-	-	b c	
	% within column	1%	1%	3% ↑	0%↓	2%↑	1%	1%
Don't know	N Count	3	6	14 ↑	4↓	20 †	5	6
	Column Comparisons		а	a b	-	-		
	% within column	24%	27%	21%↓	30% ↑	24%↓	38% ↑	23%
NET: Moderately/ Very Concerned	N Count	137	132	115↓	358 ↑	247↓	151 †	264
	Column Comparisons				-	-	b c	
NETT A Paris life same	% within column	49%	49%	44%↓	56% ↑	46%↓	62% †	50%
NET: A little bit concerned / Moderately	N Count	284	240	235↓	679 †	476↓	248 ↑	578
concerned / Very concerned	Column Comparisons				-	-	a 37%↓ 147↓ 24% 97 17% 70 20%↑ 81↑ bc 1% 5 38%↑ 151↑ bc 62%↑	

					BANNER			
		Financial wellbeing	Ethni	city	Chi	ld identified need	I/ impacting condi	tion
P4 - How concerned, if at all, are child's spending online? [SINGLE]	•	Struggling	White British	NET: All other Ethnicities	Neurodiversity	Mental Health	NET: Identified need/ condition	NET: No identified need/ condition
	% within column	655	1742	453	194	109	474	1726
Weighted Base	N Count Column Comparisons							
	% within column	611	1713	452	182	110	458	1713
Unweighted Base	N Count Column Comparisons							
Column Names	% within column N Count Column Comparisons	С	a	b	a	b	С	d
	% within column	50%	52%↑	30%↓	58% ↑	57%	47%	48%
Not at all concerned	N Count Column Comparisons	325 a	904 ↑ b	136↓	113 †	62	223	820
	% within column	20%↓	25%	23%	23%	25%	26%	24%
A little bit concerned	N Count Column Comparisons	132↓	431	105	44	28	121	416
	% within column	16%	14%↓	21% ↑	13%	9%	16%	15%
Moderately concerned	N Count Column Comparisons	105	245↓	97 † a	25	10	76 -	266
	% within column	13%	8%↓	24% ↑	6%↓	9%	11%	12%
Very concerned	N Count	84	144↓	111†	11↓	9	51	204
	Column Comparisons	b		a			-	
	% within column	1%	1%	1%	1%	0%	1%	1%
Don't know	N Count	8	18	5	1	0	4	20
	Column Comparisons						-	
	% within column	29%	22%↓	46% ↑	18%↓	18%	27%	27%
NET: Moderately/ Very Concerned	N Count	189	389↓	207 †	36↓	19	127	470
	Column Comparisons	b		a			-	a b
NET: A little bit concerned / Moderately	% within column	49%	47%↓	69% ↑			52%	51%
concerned / Very concerned	N Count	322	820↓	312 †	80↓	47	248	886
tonionines / very concernes	Column Comparisons			a			-	a

					BANNER			
		Disability/ Cond	lition in HH	Educational He (EHC		Bene	efits	Parental Controls
P4 - How concerned, if at all, are	•				Don't have an	NET: Household		NET: Has
child's spending online? [SINGLE]	_	NET: Yes	No	Has an EHCP	EHCP	receives Benefits	No Benefits	Parental Controls
	% within column	234	792	161	2071	925	1200	1865
Weighted Base	N Count							
	Column Comparisons							
	% within column	238	806	157	2048	883	1222	1839
Unweighted Base	N Count							
	Column Comparisons							
	% within column	a	b	a	b	a	b	a
Column Names	N Count							
	Column Comparisons							
	% within column	49%	51%	44%	47%	46%	49%	43%↓
Not at all concerned	N Count	114	404	71	982	427	586	805↓
	Column Comparisons							
	% within column	27%	24%	24%	25%	25%	24%	26%1
A little bit concerned	N Count	62	189	39	511	232	292	489 1
	Column Comparisons							b
	% within column	15%	15%	14%	16%	15%	16%	17% 1
Moderately concerned	N Count	35	120	22	325	141	190	317 1
	Column Comparisons							b
	% within column	8%	9%	16%	11%	12%	10%	13%
Very concerned	N Count	20	75	26	232	113	126	247 1
	Column Comparisons							b
	% within column	1%	1%	2%	1%	1%	1%	0%↓
Don't know	N Count	2	5	2	21	12	7	61
	Column Comparisons							
	% within column	23%	25%	30%	27%	27%	26%	30%1
NET: Moderately/ Very Concerned	N Count	55	195	48	557	254	315	564 1
	Column Comparisons							b
NICT. A little bit appeared / Adada	% within column	50%	48%	54%	52%	53%	51%	56% 1
NET: A little bit concerned / Moderately concerned / Very concerned	N Count	117	384	87	1,068	486	607	1,053 †
concerned / very concerned	Column Comparisons							b

					BANNER			
		Parental Controls	F	Parental Concern		Time Sp	ent Online (Week	day)
P4 - How concerned, if at all, are	•			A little	NET: Moderately / Very			
child's spending online? [SINGLE]		No Controls	Not Concerned	Concerned	Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs
	% within column	339	1053	550	605	873	938	278
Weighted Base	N Count							
	Column Comparisons							
	% within column	342	1016	555	614	855	924	282
Unweighted Base	N Count							
	Column Comparisons							
	% within column	b	a	b	С	а	b	С
Column Names	N Count							
	Column Comparisons							
	% within column	70%↑	100% †	0%↓	0%↓	53% ↑	44%	43%
Not at all concerned	N Count	238 ↑	1,053 †	01	0↓	462 ↑	417	120
	Column Comparisons	a	b c			b c d	d	
	% within column	17%↓	0%↓	100% ↑	0%↓	20%↓	29% ↑	24%
A little bit concerned	N Count	56↓	01	550 †	01	173↓	276 ↑	67
	Column Comparisons			ас			a	
	% within column	9%↓	0%↓	0%↓	57% ↑	14%	16%	18%
Moderately concerned	N Count	30↓	01	01	347 ↑	119	152	50
	Column Comparisons				a b			
	% within column	3%↓	0%↓	0%↓	43% ↑	13%	9%↓	15%
Very concerned	N Count	10↓	01	01	258 ↑	110	88↓	41
	Column Comparisons				a b			
	% within column	1%	0%↓	0%↓	0%↓	1%	1%	0%
Don't know	N Count	5	01	01	01	8	5	1
	Column Comparisons	a	-	-	-			
	% within column	12%↓	0%↓	0%↓	100% ↑	26%	26%	32%
NET: Moderately/ Very Concerned	N Count	40↓	01	01	605 ↑	229	240	90
	Column Comparisons				a b		3-4hrs 938 924 b 44% 417 d 29% 276 a 16% 152 9% 188 1% 5 26% 240 55% 516	
	% within column	28%↓	0%↓	100% ↑	100% ↑	46%↓	55%	57%
NET: A little bit concerned / Moderately	N Count	96↓	01	550 †	605 ↑	402↓	516	157
concerned / Very concerned	Column Comparisons			а	а		а	а

					BANNER			
P4 - How concerned, if at all, are	you about your	Time Spent On	line (Weekday)		Time Sp	ent Online (Weel	kend)	
child's spending online? [SINGLE]		6+ hrs	NET: 5+ Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6 hrs	NET: 5+ Hours
	% within column	102	380	291	785	622	492	1114
Weighted Base	N Count							
	Column Comparisons							
	% within column	106	388	281	777	619	489	1108
Jnweighted Base	N Count							
	Column Comparisons							
	% within column	d	е	a	b	С	d	e
Column Names	N Count							
	Column Comparisons							
	% within column	32%↓	40%↓	54%	45%	44%	51%	47%
Not at all concerned	N Count	32↓	152↓	157	350	276	249	525
	Column Comparisons		-	bс				-
	% within column	28%	25%	15%↓	26%	28%	24%	26%
A little bit concerned	N Count	28	95	45↓	205	175	119	295
	Column Comparisons		-		а	а	a	-
	% within column	23%	19%	16%	15%	17%	15%	16%
Moderately concerned	N Count	24	73	46	122	105	71	177
	Column Comparisons		-					-
	% within column	15%	15%	14%	13%	10%	10%	10%
ery concerned	N Count	15	56	41	103	61	48	109
	Column Comparisons		-					-
	% within column	2%	1%	1%	1%	1%	1%	1%
Don't know	N Count	2	4	2	6	4	5	9
	Column Comparisons		-					-
	% within column	38% ↑	34% ↑	30%	29%	27%	24%	26%
NET: Moderately/ Very Concerned	N Count	39 ↑	129 ↑	87	225	166	120	286
	Column Comparisons	a b	-					-
NET. A little bit concerned / Madematals	% within column	66% ↑	59% ↑	45%	55%	55%	49%	52%
NET: A little bit concerned / Moderately concerned / Very concerned	N Count	67 †	224 †	132	429	342	239	581
Jones Hear Very Concerned	Column Comparisons	a	-		a	a		-

-					BANNER			
				Spent Money			SM purchase	e category
P4 - How concerned, if at all, are child's spending online? [SINGLE]	•	Bought somet- hing on either Social Media, or while gaming	Bought something on social media	Bought something while Gaming	Bought something from both	Not bought from either	Product	Activity
	% within column	1289	768	1125	604	943	429	153
Weighted Base	N Count Column Comparisons							
Unweighted Base	% within column N Count Column Comparisons	1296	800	1128	632	909	450	165
Column Names	% within column N Count Column Comparisons	а	b	С	d	е	а	b
	% within column	37%↓	27%				30%	16%↓
Not at all concerned	N Count Column Comparisons	474↓	207	↓ 394 ↓	127↓	579 ↑ a b c d	128 b c d	24↓
	% within column	30%↑	32%1	30%	34%	18%↓	31%	32%
A little bit concerned	N Count	381 ↑	2461	342 †	206 1	169↓	132	49
	Column Comparisons	е	е	е	е			
	% within column	20%	23%1				23%	25%
Moderately concerned	N Count	257 ↑	1751			90↓	98	38
	Column Comparisons	е	е	е	е			
	% within column	13%	18%1				16%	28%↑
Very concerned	N Count	170 ↑	1351			881	69	42 ↑
	Column Comparisons	e 0% ↓	e	e	e	20/4	40/	a
Don't know	% within column N Count	0%↓	1% 5	0%↓ 4 ↓		2% ↑ 18 ↑	1% 2	0% 0
DOIL CKNOW	Column Comparisons	0+	5	4.◆	3	ac	2	U
	% within column	33% †	40%1	34% †	44% 1		39%	52%↑
NET: Moderately/ Very Concerned	N Count	427 †	3101				167	801
	Column Comparisons	е	е	e	е	· · · ·	_3,	а
	% within column	63% ↑	72%1			37%↓	70%	84%
NET: A little bit concerned / Moderately	N Count	809 ↑	5561				299	129 ↑
concerned / Very concerned	Column Comparisons	e	е	e	е			a

					BANNER			
		SM purchase	category		Feelings about	SM purchase		Gaming Method
P4 - How concerned, if at all, are child's spending online? [SINGLE]	•	Subscription/ Upgrade	NET: Gift	Regret things I buy online	What I buy is good value	I spend more than I should	I like the feeling	Games console or games player
	% within column	216	158	314	556	378	565	1330
Weighted Base	N Count							
	Column Comparisons							
	% within column	226	171	329	585	402	596	1316
Unweighted Base	N Count							
	Column Comparisons							
	% within column	С	d	а	b	С	d	а
Column Names	N Count							
	Column Comparisons							
	% within column	19%↓	15%↓	15%↓	26%↓	14%↓	24%↓	50% 1
Not at all concerned	N Count	41↓	24↓	47↓	146↓	52↓	138↓	670 1
	Column Comparisons				ас		ас	bс
	% within column	25%	34%	34%↑	31% ↑	37% ↑	32% †	25%
A little bit concerned	N Count	55	54	106 ↑	173 †	140 ↑	179 †	329
	Column Comparisons							
	% within column	27%	22%	27%	23%1	25% ↑	23%	15%
Moderately concerned	N Count	59	35	851	127 †	94 ↑	131 †	195
•	Column Comparisons							
	% within column	27% ↑	27% ↑	23%1	19% ↑	24%↑	20%	10%
Very concerned	N Count	59 †	42 ↑		106 ↑	89 ↑		
,	Column Comparisons	а	а					
	% within column	1%	2%	1%	1%	1%	0%	0%↓
Don't know	N Count	2	3	3	4	3	3	61
	Column Comparisons							
	% within column	55% ↑	49% ↑	50%↑	42% ↑	48% ↑	43% †	24%
NET: Moderately/ Very Concerned	N Count	118 †	78 ↑		233↑	183↑		
,,,	Column Comparisons	a						
	% within column	80% †	83% ↑	84%	73% ↑	85% ↑	75% ↑	49%
NET: A little bit concerned / Moderately	N Count	173 †	132↑		407 †	323↑		
concerned / Very concerned	Column Comparisons	а	a	b d		b d		

					BANNER			
			Gaming M	lethod			Gaming Type	
P4 - How concerned, if at all, are child's spending online? [SINGLE]	•	Desktop compu- ter, laptop or netbook	Mobile phone or smartphone	Tablet	NET: Any Gaming	Puzzles or quizzes	Action/ adventure	Shooters
Weighted Base	% within column N Count Column Comparisons	572	1316	782	2140	650	731	547
Unweighted Base	% within column N Count Column Comparisons	582	1317	774	2117	662	740	564
Column Names	% within column N Count Column Comparisons	b	С	d	е	a	b	С
Not at all concerned	% within column N Count	40% \ 228 \		47% 366	47%↓ 998↓	44% 287	43% 315	40%↓ 221↓
Not at all concerned	Column Comparisons	2204	p 918	b	-	d 287	313	221¥
	% within column	28%	25%	22%	25%	23%	26%	27%
A little bit concerned	N Count Column Comparisons	159 c d	323	175	538	148	188	146
	% within column	17%	16%	16%	16%	15%	16%	19%
Moderately concerned	N Count	97	212	124	338	97	116	107 †
Woderatery concerned	Column Comparisons	3,	212	124	-	3,	f	e f
	% within column	15%1	11%	14%1	12%	17% ↑	14% ↑	13%
Very concerned	N Count	861	150	1104	247	112 ↑	105 †	71
	Column Comparisons	a		а	-	cefg	e f	
	% within column	0%	1%	1%	1%	1%	1%	1%
Don't know	N Count Column Comparisons	3	13	7	20	6	7	3
	% within column	32%1	28%	30%	27%	32% ↑	30%	32% ↑
NET: Moderately/ Very Concerned	N Count	1831		234	586	2081	221	177 †
Tier moderatery, very concerned	Column Comparisons	a	a	a	-	e f	e f	e f
	% within column	60%1		52%	52% ↑	55%	56%	59% ↑
NET: A little bit concerned / Moderately	N Count	3411		409	1,123 †	357	409	323 †
concerned / Very concerned	Column Comparisons	a c d	а		-	f	e f	e f

RΔ	N	N	F	R

Gaming Type

					Gaming Type			
P4 - How concerned, if at all, are child's spending online? [SINGLE]	•	Playing against one other person	Playing against multiple people/ teams	Creative and building games	Playing in a virtual worlds	Simulation experience	Fitness and dance	Sports
	% within column	387	822	1151	557	248	278	728
Weighted Base	N Count							
	Column Comparisons							
	% within column	395	802	1111	570	266	283	736
Unweighted Base	N Count							
	Column Comparisons							
	% within column	d	e	f	g	h	i	j
Column Names	N Count							
	Column Comparisons							
	% within column	35%↓	49%	52% ↑	46%	39%	42%	43%
Not at all concerned	N Count	134↓	405	596 †	255	98	118	312
	Column Comparisons		b c d j k	abcdghijkl	d		d	d
	% within column	29%	25%	25%	26%	24%	26%	26%
A little bit concerned	N Count	114	209	284	146	60	73	189
	Column Comparisons							
	% within column	18%	15%	13%↓	16%	18%	16%	18%
Moderately concerned	N Count	71	121	145↓	87	44	44	128
	Column Comparisons	f			f	f		f
	% within column	17% ↑	10%	10%	12%	17% ↑	14%	13%
Very concerned	N Count	66 ↑	82	116	66	42 †	40	96
	Column Comparisons	e f				e f		е
	% within column	1%	1%	1%	1%	2%	1%	0%
Don't know	N Count	3	5	8	4	4	3	4
	Column Comparisons							
	% within column	35% ↑	25%	23%↓	27%	35% ↑	30%	31%
NET: Moderately/ Very Concerned	N Count	137 †	204	262↓	153	86 †	84	224
	Column Comparisons	e f g			f	e f	f	e f
NET: A little bit concerned / Moderately	% within column	65% ↑	50%	47%↓	54%	59%	57%	57% 1
concerned / Very concerned	N Count	251 ↑	413	546↓	298	146	157	412 †
	Column Comparisons	abefgij			f	f	f	e f

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Parents of children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2018 (92%)

					BANNER			
			Gaming Type		Gaming Fre	equency	Gaming Pur	chase Type
P4 - How concerned, if at all, are child's spending online? [SINGLE]	•	Interactive stories	Makeovers	NET: Playing against other people	NET: Daily	Weekly	NET: Character, skins, weapons, armour, tools	NET: Game expansion
	% within column	207	249	1027	1602	460	535	237
Weighted Base	N Count							
	Column Comparisons							
	% within column	218	257	1009	1567	480	549	250
Unweighted Base	N Count							
	Column Comparisons							
	% within column	k	1	m	a	b	a	b
Column Names	N Count							
	Column Comparisons							
	% within column	38%↓	43%	45%	47%	48%	32%	22%
Not at all concerned	N Count	78↓	108	466	747	222	170	53
	Column Comparisons			-			g	
	% within column	24%	23%	27%	25%	26%	30%	28%
A little bit concerned	N Count	49	58	276	399	119	163	65
	Column Comparisons			-				
	% within column	20%	18%	16%	16%	13%	22%	30%1
Moderately concerned	N Count	41	45	162	260	61	117	701
	Column Comparisons	f	f	-			d	d f
	% within column	19% ↑	14%	11%	12%	12%	16%	20%1
Very concerned	N Count	39 ↑	36	118	187	54	84	471
	Column Comparisons	e f		-				d
	% within column	0%	1%	1%	1%	1%	0%	1%
Don't know	N Count	0	2	6	10	4	1	2
	Column Comparisons			-				
	% within column	39% ↑	33%	27%	28%	25%	38%	50%1
NET: Moderately/ Very Concerned	N Count	80 †	81	280	446	114	201	1171
	Column Comparisons	e f	f	-			d	adfh
NET: A little bit concerned / Moderately	% within column	62% ↑	56%	54%	53%	51%	68%	77%1
concerned / Very concerned	N Count	129 ↑	139	555	845	234	364	1831
concerned / very concerned	Column Comparisons	e f	f	-			d	c d f

BANNER

Gaming Purchase Type

Feelings about Gaming Purchase

								Gaming Purchase
D4 Harman and Statellian		Loot boxes/		A standard				
P4 - How concerned, if at all, are	-	packs/ chests/		version of the		Early access to a		Regret things I
child's spending online? [SINGLE]		bundles	In-game money	game	A subscription	game	Battle Pass	buy online
	% within column	151	447	147	302	122	205	346
Weighted Base	N Count							
	Column Comparisons							
	% within column	158	428	154	320	133	211	356
Unweighted Base	N Count							
	Column Comparisons							
	% within column	С	d	е	f	g	h	a
Column Names	N Count							
	Column Comparisons							
	% within column	32%	42% ↑	21%↓	36%	16%↓	26%↓	17%↓
Not at all concerned	N Count	48	188 ↑	31↓	110	20↓	53↓	57↓
	Column Comparisons	bg	abegh		begh			
	% within column	26%	30%	27%	28%	30%	38% ↑	35% ↑
A little bit concerned	N Count	39	133	40	83	37	77 †	120 †
	Column Comparisons							b
	% within column	26%	16%↓	23%	20%	27%	23%	23% ↑
Moderately concerned	N Count	40	71↓	34	61	33	47	80 †
	Column Comparisons	d				d	d	
	% within column	16%	12%	29% ↑	16%	25% ↑	13%	25% ↑
Very concerned	N Count	24	52	42 ↑	48	30 ↑	26	86 ↑
	Column Comparisons			acdfh		a d h		d e
	% within column	0%	1%	0%	0%	1%	1%	1%
Don't know	N Count	0	3	0	0	2	2	3
	Column Comparisons							-
	% within column	43%	27%↓	52% ↑	36%	52% ↑	36%	48% ↑
NET: Moderately/ Very Concerned	N Count	64	122↓	76 1	109	63 †	73	166 †
	Column Comparisons	d		dfh	d	d h	d	е
NET A little bit consequed (AA	% within column	68%	57%↓	79% ↑	64%	82% †	73% ↑	83% ↑
NET: A little bit concerned / Moderately	N Count	103	256↓	116 †	192	101 ↑	151 †	286 †
concerned / Very concerned	Column Comparisons	d		d f		c d f	d f	b d e f

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Parents of children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2018 (92%)

				BANNER		
			Feeling	s about Gaming P	urchase	
P4 - How concerned, if at all, and child's spending online? [SINGI	•	What I buy is good value	I spend more than I should		It's unfair that people who spend more, get further in games	It's not always clear what I'm going to get for my money in games
	% within column	772	445	720	715	449
Weighted Base	N Count Column Comparisons					
Unweighted Base	% within column N Count Column Comparisons	777	454	734	710	459
Column Names	% within column N Count Column Comparisons	b	c	d	е	f
	% within column	35%↓	18%↓	30%↓	33%↓	24%↓
Not at all concerned	N Count	272↓	80 †	215↓	239↓	109↓
	Column Comparisons	a c d f		ас	a c d f	ас
	% within column	28% ↑	36% ↑	33%	32%↑	31% †
A little bit concerned	N Count	220 ↑	161 †	236 1	228 ↑	140 †
	Column Comparisons		b f	b	b	
	% within column	19% ↑	23% ↑	21%	20%↑	23% ↑
Moderately concerned	N Count Column Comparisons	149 ↑	104 ↑	152 ↑	140 ↑	105 ↑
	% within column	17% ↑	22%🕇	16% †	15% ↑	21% 🕇
Very concerned	N Count	128 ↑	96 ↑	116 †	105 ↑	92 †
	Column Comparisons	e	d e			е
	% within column	0%	1%	0%	0%	1%
Don't know	N Count	3	3	3	3	3
	Column Comparisons	-	-	-	-	-
	% within column	36%↑	45% ↑	37% 1	34%↑	44% ↑
NET: Moderately/ Very Concerned	N Count	277 ↑	200 †	267 1	245 ↑	197 †
	Column Comparisons		d e			b e

					BANNER			
P4 - How concerned, if at all, are	you about your		Gender of child	respondent		Age of child re	espondent	
child's spending online? [SINGLE]		Total	Male	Female	8-9	10-12	13-15	16-17
NET: A little bit and account / Mandaustale	% within column	52%	55% ↑	48%↓	53%	54%	53%	44%↓
NET: A little bit concerned / Moderately	N Count	1,155	639 †	516↓	238	378	363	176↓
concerned / Very concerned	Column Comparisons	-	b		d	d	d	
NET. Net et ellere en ed / A l'Atle	% within column	72%	70%	74%	67%	71%	73%	76%
NET: Not at all concerned/ A little	N Count	1,603	802	801	302	499	497	305
concerned	Column Comparisons	-		а				а

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 17 of 32

					BANNER			_		
P4 - How concerned, if at all, are	you about your	Age of child	Age of child respondent Age and gender of child respondent							
child's spending online? [SINGLE]	-	NET: 8-12	NET: 13-17	Male 8-9	Female 8-9	Male 10-12	Female 10-12	Male 13-15		
NET. A little bit as assumed / BAs devetely.	% within column	54%	50%	55%	51%	59% ↑	49%	56%		
NET: A little bit concerned / Moderately	N Count	616	539	125	113	215 ↑	164	190		
concerned / Very concerned	Column Comparisons	-	-	h		h		h		
NET: Nich of all concerns of / A Patie	% within column	70%	74%	65%	69%	71%	72%	69%		
NET: Not at all concerned/ A little	N Count	801	802	147	155	255	244	238		
concerned	Column Comparisons	-	-							

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 18 of 32

					BANNER				
		Age and gender of child respondent							
P4 - How concerned, if at all, are	you about your					NET: Female 8-		NET: Female 13-	
child's spending online? [SINGLE]		Female 13-15	Male 16-17	Female 16-17	NET: Male 8-12	12	NET: Male 13-17	17	
NET: A Palls Is a second of Adads state.	% within column	51%	49%	39%↓	58% ↑	49%	53%	47%↓	
NET: A little bit concerned / Moderately	N Count	172	109	79↓	339 ↑	277	299	250↓	
concerned / Very concerned	Column Comparisons				-	-	-	-	
NET N II IV A I'I	% within column	76%	72%	82% †	69%	71%	71%	78%↑	
NET: Not at all concerned/ A little	N Count	259	163	165 †	402	399	400	418 †	
concerned									

abcde

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Column Comparisons

Part 19 of 32

					BANNER			
		Urban/ R	ural		Working s	status		D3 - Social grade
P4 - How concerned, if at all, are you about your child's spending online? [SINGLE]		NET: Urban	Rural	Full time	Part time	Student	NET: Not working/ retired	AB
	% within column	53%↑	41%↓	58%↑	41%↓	46%	41%	63%1
NET: A little bit concerned / Moderately	N Count	1,054 †	101↓	779 †	178↓	51	126	396 ↑
concerned / Very concerned	Column Comparisons	b		bcd				b c d
NET N II I/A IIII	% within column	71%↓	79% ↑	67%↓	80% †	78%	77%	64%↓
concerned	N Count	1,409↓	194 ↑	896↓	342 †	88	240	403↓
	Column Comparisons		а		а	а	а	

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 20 of 32

					BANNER			
P4 - How concerned, if at all, are	you about your	D3 - Social grade Financial						ellbeing
child's spending online? [SINGLE]	_	C1	C2	DE	NET: ABC1	NET: C2DE	Doing well	Getting by
NICT. A little bit concerned / NA doubtel.	% within column	49%	49%	44%↓	56% ↑	46%↓	62% ↑	50%
NET: A little bit concerned / Moderately	N Count	284	240	235↓	679 ↑	476↓	248 †	578
concerned / Very concerned	Column Comparisons				-	-	bс	
NET ALL A III	% within column	76%	72%	76%	70%	74%	61%↓	77%↑
NET: Not at all concerned/ A little	N Count	440	354	407	843	760	244↓	882 †
concerned	Column Comparisons	а	а	а	-	-		ас

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 21 of 32

					BANNER			
		Financial Ethnicity wellbeing			Child identified need/ impacting condition			
P4 - How concerned, if at all, are you about your child's spending online? [SINGLE]		Struggling	White British	NET: All other Ethnicities	Neurodiversity	Mental Health	NET: Identified need/ condition	NET: No identified need/ condition
	-	Struggling						
NET: A little bit concerned / Moderately	% within column	49%	47%↓	69% ↑	41%↓	43%	52%	51%
•	N Count	322	820↓	312 †	80↓	47	248	886
concerned / Very concerned	Column Comparisons			a			-	a
% within column		70%	77% ↑	53%↓	81% †	82% ↑	72%	72%
concerned	N Count	458	1,335 ↑	241↓	157 †	90 ↑	344	1,236
	Column Comparisons	а	b		d	d	-	

					BANNER			
		Disability/ Cond	lition in HH		ealth Care Plan ICP)	Bene	fits	Parental Controls
P4 - How concerned, if at all, are you about your					Don't have an	NET: Household		NET: Has
child's spending online? [SINGLE]		NET: Yes	No	Has an EHCP	EHCP	receives Benefits	No Benefits	Parental Controls
NET: A little bit account of / NA december.	% within column	50%	48%	54%	52%	53%	51%	56% ↑
NET: A little bit concerned / Moderately	N Count	117	384	87	1,068	486	607	1,053 †
concerned / Very concerned	Column Comparisons							b
NET N II IV A IV.I	% within column	75%	75%	68%	72%	71%	73%	69%↓
concerned	N Count	177	593	110	1,493	659	878	1,294↓
	Column Comparisons							

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 23 of 32

					BANNER			
		Parental Controls	F	Parental Concern		Time Sp	ent Online (Week	day)
P4 - How concerned, if at all, are you about your				A little	NET: Moderately / Very	0. 21	2 4	5 Cl
child's spending online? [SINGLE]		No Controls	Not Concerned	Concerned	Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs
	% within column	28%↓	0%↓	100% ↑	100% ↑	46%↓	55%	57%
NET: A little bit concerned / Moderately concerned / Very concerned	N Count	96↓	01	550 †	605 ↑	402↓	516	157
concerned / very concerned	Column Comparisons			а	а		а	а
NET-Not of all account of A Pauls	% within column	87% ↑	100%↑	100% †	0%↓	73%	74%	67%
concerned	N Count	294 ↑	1,053 †	550 †	01	636	693	187
	Column Comparisons	a	С	С		d	d	

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 24 of 32

					BANNER			
P4 - How concerned, if at all, are	you about your	Time Spent On	ine (Weekday)		Time Sp	ent Online (Weel	kend)	
child's spending online? [SINGLE]		6+ hrs	6+ hrs NET: 5+ Hours 0 - 2hrs 3 - 4hrs 5 - 6hrs Over 6 h			Over 6 hrs	NET: 5+ Hours	
NET: A little bit concerned / Moderately	% within column	66%1	59% ↑	45%	55%	55%	49%	52%
NET: A little bit concerned / Moderately concerned / Very concerned	N Count	67 ↑	224 ↑	132	429	342	239	581
concerned / very concerned	Column Comparisons	а	-		а	а		-
NET. Nationally assessed (A.P.A.)	% within column	59%↓	65%↓	69%	71%	73%	75%	74%
concerned	N Count	61↓	247↓	201	555	451	368	819
	Column Comparisons		-					-

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 25 of 32

			BANNER							
			Spent Money SM purchase categor							
P4 - How concerned, if at all, are you about your child's spending online? [SINGLE]		Bought somet- hing on either Social Media, or while gaming	Bought something on social media	Bought something while Gaming	Bought something from both	Not bought from either	Product	Activity		
NET: A little bit as a second of AAs deceated.	% within column	63%↑	72% ↑	65% ↑	78%↑	37%↓	70%	84% ↑		
NET: A little bit concerned / Moderately concerned / Very concerned	N Count	809 ↑	556 1	726 ↑	474 ↑	346↓	299	129 ↑		
concerned / very concerned	Column Comparisons	e	е	е	е			a		
NET. Not at all aggregated / A little	% within column	66%↓	59% ↓	65%↓	55%↓	79% ↑	61%	48%↓		
NET: Not at all concerned/ A little concerned	N Count	855↓	453↓	736↓	333↓	748 †	259	73↓		
	Column Comparisons					a b c d	b c			

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 26 of 32

					BANNER			
		SM purchase	category		Feelings about	SM purchase		Gaming Method
P4 - How concerned, if at all, are you about your child's spending online? [SINGLE]		Subscription/ Upgrade	NET: Gift	Regret things I buy online	What I buy is good value	I spend more than I should	I like the feeling	Games console or games player
	% within column	80%1	83%1	84% ↑	73% ↑	85% ↑	75% ↑	49%↓
NET: A little bit concerned / Moderately concerned / Very concerned	N Count	173 †	132 ↑	264 †	407 ↑	323 ↑	424 ↑	653↓
concerned / very concerned	Column Comparisons	а	а	b d		b d		
NET: Net et ellesses en el / A l'Atle	% within column	45%↓	49%↓	49%↓	57%↓	51%↓	56%↓	75%↑
concerned	N Count	96↓	78↓	153↓	319↓	192↓	317↓	999 ↑
	Column Comparisons							b c d

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 27 of 32

			BANNER							
			Gaming Method				Gaming Type			
P4 - How concerned, if at all, are you about your child's spending online? [SINGLE]		Desktop compu- ter, laptop or netbook	Mobile phone or smartphone	Tablet	NET: Any Gaming	Puzzles or quizzes	Action/ adventure	Shooters		
NET: A little bit and account / B 4 a days to be	% within column	60% 1	52%	52%	52% ↑	55%	56%	59% ↑		
NET: A little bit concerned / Moderately	N Count	341 †	685	409	1,123 †	357	409	323 †		
concerned / Very concerned	Column Comparisons	a c d	a		-	f	e f	e f		
	% within column	68%↓	71%	69%	72%	67%↓	69%	67%↓		
concerned	N Count	387↓	941	541	1,535	436↓	502	367↓		
	Column Comparisons				-					

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 28 of 32

					BANNER					
			Gaming Type							
P4 - How concerned, if at all, are you about your child's spending online? [SINGLE]		Playing against one other person	Playing against multiple people/ teams	Creative and building games	Playing in a virtual worlds	Simulation experience	Fitness and dance	Sports		
NET: A Palls his server and / Mandage his	% within column	65% †	50%	47%↓	54%	59%	57%	57% ↑		
NET: A little bit concerned / Moderately concerned / Very concerned	N Count	251 †	413	546↓	298	146	157	412 †		
concerned / very concerned	Column Comparisons	abefgij			f	f	f	e f		
	% within column	64% ↓	75%	77% ↑	72%	64%↓	69%	69%		
concerned	N Count	247↓	614	881 †	401	158↓	191	501		
	Column Comparisons		a b c d h j k	abcdghijkl	d					

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 29 of 32

					BANNER			
		Gaming Type			Gaming Fre	equency	Gaming Purc	chase Type
P4 - How concerned, if at all, are you about your child's spending online? [SINGLE]		Interactive stories	Makeovers	NET: Playing against other people	NET: Daily	Weekly	NET: Character, skins, weapons, armour, tools	NET: Game expansion
	% within column	62% ↑	56%	54%	53%	51%	68%	77%↑
NET: A little bit concerned / Moderately	N Count	129 ↑	139	555	845	234	364	183 †
concerned / Very concerned	Column Comparisons	e f	f	-			d	c d f
NET N II I/A Pol	% within column	61%↓	67%	72%	72%	74%	62%	50%↓
concerned	N Count	127↓	166	742	1,146	341	333	118↓
	Column Comparisons			-			b g	

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 30 of 32

BANNER

Gaming Purchase Type

Feelings about Gaming Purchase

P4 - How concerned, if at all, are you about your child's spending online? [SINGLE]		Loot boxes/ packs/ chests/ bundles	In-game money	A standard version of the game	A subscription	Early access to a game	Battle Pass	Regret things I buy online
NET. A little bit concerned / Maderately	% within column	68%	57%↓	79% ↑	64%	82%↑	73% ↑	83% ↑
NET: A little bit concerned / Moderately	N Count	103	256↓	116 ↑	192	101 ↑	151 †	286 ↑
concerned / Very concerned	Column Comparisons	d		d f		c d f	d f	b d e f
NET. Net et all concerned / A little	% within column	57%	72% ↑	48%↓	64%	47%↓	63%	51%↓
NET: Not at all concerned/ A little concerned	N Count	87	322 ↑	70↓	193	57↓	130	178↓
Concerned	Column Comparisons		abcefgh		beg		b e g	

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Parents of children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2018 (92%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 31 of 32

				BANNER					
	% within column N Count Column Comparisons % within column	Feelings about Gaming Purchase							
P4 - How concerned, if at all, are child's spending online? [SINGLE]		What I buy is good value	I spend more than I should	I like the feeling	It's unfair that people who spend more, get further in games	It's not always clear what I'm going to get for my money in games			
	% within column	64%1	81%↑	70% †	66%1	75% †			
NET: A little bit concerned / Moderately	N Count	497 ↑	361 ↑	503 †	474 ↑	338 ↑			
concerned / Very concerned	Column Comparisons		b d e f	b e		b e			
		64%↓	54%↓	62%↓	65%↓	56%↓			
NET: Not at all concerned/ A little concerned	N Count	492↓	242↓	450↓	467↓	249↓			
	Column Comparisons	f		С	acf				

P5 - Please tell us whether any of the follo	wing have				BANNER			
occurred with your child as a result of spen	nding money		Gender of child	respondent		Age of child re	espondent	
online? [MULTI]	_	Total	Male	Female	8-9	10-12	13-15	16-17
	% within column	2232	1153	1079	449	698	684	401
Weighted Base	N Count							
	Column Comparisons							
	% within column	2205	1100	1105	439	662	659	445
Unweighted Base	N Count							
	Column Comparisons							
	% within column	а	a	b	а	b	С	d
Column Names	N Count							
	Column Comparisons							
	% within column	29%	28%	30%	25%	27%	32%	33%
My child is now more careful about spending money	N Count	646	326	320	110	187	218	131
	Column Comparisons	-					a	a
	% within column	11%	11%	11%	12%	11%	13%	8%
My child purchased or subscribed to something they shouldn't have	N Count	249	131	117	53	77	86	32
snouldrit nave	Column Comparisons	-						
	% within column	11%	12%	10%	10%	10%	13%	10%
My child spent more than they should have	N Count	242	138	104	46	71	86	40
	Column Comparisons	-						
	% within column	9%	10%	8%	11%	8%	10%	9%
An argument or friction about spending money online	e N Count	209	121	88	49	55	68	37
· -	Column Comparisons	-						
Ny child regretted or was negatively affected by	% within column	7%	8%	7%	6%	9%	7%	8%
	N Count	165	94	70	26	61	46	32
spending money online	Column Comparisons	_						

P5 - Please tell us whether any of the follo	wing have				BANNER			
occurred with your child as a result of sper	nding money	Age of child r	espondent		Age and g	ender of child res	spondent	
online? [MULTI]	· -	NET: 8-12	NET: 13-17	Male 8-9	Female 8-9	Male 10-12	Female 10-12	Male 13-15
	% within column	1147	1085	226	224	361	337	342
Weighted Base	N Count							
	Column Comparisons							
	% within column	1101	1104	220	219	333	329	324
Jnweighted Base	N Count							
	Column Comparisons							
	% within column	е	f	а	b	С	d	е
Column Names	N Count							
	Column Comparisons							
	% within column	26%↓	32%↑	28%	21%↓	24%	29%	31%
My child is now more careful about spending money	N Count	297↓	349 ↑	64	46↓	88	98	105
y child is now more careful about spending money	Column Comparisons	-	-					
	% within column	11%	11%	9%	15%	13%	9%	12%
My child purchased or subscribed to something they shouldn't have	N Count	130	119	19	34	45	31	42
Shouldil t have	Column Comparisons	-	-		h	h		h
	% within column	10%	12%	11%	10%	10%	10%	16%
My child spent more than they should have	N Count	117	125	24	22	37	34	54
	Column Comparisons	-	-					
	% within column	9%	10%	13%	9%	9%	6%	11%
An argument or friction about spending money online	e N Count	104	104	29	21	33	22	36
	Column Comparisons	-	-					
	% within column	8%	7%	6%	5%	11%	6%	7%
Ny child regretted or was negatively affected by	N Count	87	78	15	11	39 ↑	22	23
spending money online	Column Comparisons	-	-					

P5 - Please tell us whether any of the follo	wing have				BANNER			
occurred with your child as a result of spe	_			Age and	gender of child re	•		NET: Famala 42
online? [MULTI]	name money	Female 13-15	Male 16-17	Female 16-17	NET: Male 8-12	NET: Female 8- 12	NET: Male 13-17	NET: Female 13- 17
	% within column	341	224	201	587	561	567	536
Weighted Base	N Count							
	Column Comparisons							
	% within column	335	223	253	553	548	547	580
Unweighted Base	N Count							
	Column Comparisons							
	% within column	f	g	h	i	j	k	1
Column Names	N Count							
	Column Comparisons							
	% within column	33%	30%	35%	26%	26%	31%	34% ↑
My child is now more careful about spending money	N Count	113	68	70	153	144	173	181 †
	Column Comparisons	b		b	-	-	-	-
	% within column	13%	11%	5%↓	11%	12%	12%	10%
My child purchased or subscribed to something they shouldn't have	N Count	45	25	91	65	65	66	52
Silouluii tilave	Column Comparisons	h	h		-	-	-	-
	% within column	9%	10%	8%	10%	10%	14% ↑	9%
My child spent more than they should have	N Count	31	23	17	61	56	77↑	48
	Column Comparisons				-	-	-	-
	% within column	9%	10%	8%	11%	8%	10%	9%
An argument or friction about spending money onlin	e N Count	31	22	16	62	42	59	47
	Column Comparisons				-	-	-	-
	% within column	7%	8%	8%	9%	6%	7%	7%
My child regretted or was negatively affected by spending money online	N Count	23	18	15	54	33	41	38
spending money online	Column Comparisons				-	-	-	-

					BANNER			
P5 - Please tell us whether any of the follo	-	Urban/ R	ural		Working	status		D3 - Social grade
occurred with your child as a result of spe	nding money						NET: Not	
online? [MULTI]		NET: Urban	Rural	Full time	Part time	Student	working/ retired	AB
	% within column	1986	246	1332	430	112	310	625
Weighted Base	N Count							
	Column Comparisons							
	% within column	1949	256	1376	388	113	286	885
Unweighted Base	N Count							
	Column Comparisons							
	% within column	a	b	a	b	С	d	а
Column Names	N Count							
	Column Comparisons							
	% within column	30%	23%	33% ↑	18%↓	37%	27%	33%1
My child is now more careful about spending money	N Count	590	56	436 ↑	76↓	41	83	205 1
	Column Comparisons	b		b		b	b	
	% within column	11%	14%	12%	9%	9%	10%	13%
My child purchased or subscribed to something they shouldn't have	N Count	214	35	163	41	10	31	81
Shouldin t have	Column Comparisons							
	% within column	11% ↑	6%↓	13% ↑	7%↓	13%	7%	15% 1
My child spent more than they should have	N Count	227 ↑	15↓	171 ↑	32↓	15	22	97 1
	Column Comparisons	b		b d				b c d
	% within column	10%	8%	11% ↑	6%↓	8%	6%	11%
An argument or friction about spending money onlin	e N Count	189	19	151 ↑	26↓	9	19	72
	Column Comparisons			b d				
	% within column	7%	7%	9% ↑	7%	3%	4%	10%1
My child regretted or was negatively affected by spending money online	N Count	147	17	114 ↑	29	4	14	59 1
spending money online	Column Comparisons							

P5 - Please tell us whether any of the follo	wing have				BANNER			
occurred with your child as a result of sper	nding money		D:	3 - Social grade			Financial w	ellbeing
online? [MULTI]	_	C1	C2	DE	NET: ABC1	NET: C2DE	Doing well	Getting by
	% within column	580	491	536	1205	1027	401	1152
Weighted Base	N Count							
	Column Comparisons							
	% within column	483	357	480	1368	837	452	1121
Unweighted Base	N Count							
	Column Comparisons							
	% within column	b	С	d	е	f	a	b
Column Names	N Count							
	Column Comparisons							
	% within column	27%	29%	27%	30%	28%	37% ↑	26%
My child is now more careful about spending money	N Count	155	143	143	360	286	149 ↑	304
	Column Comparisons				-	-	bс	
	% within column	10%	11%	10%	12%	11%	14%	11%
My child purchased or subscribed to something they	N Count	59	55	53	140	108	56	121
shouldn't have	Column Comparisons				-	-	% 37%† 6 149† b c % 14% 8 56 % 14%† 0 57† c % 10%	
	% within column	8%↓	10%	9%	12%	10%	14% †	11%
My child spent more than they should have	N Count	46↓	50	49	142	100	57 †	122
, ,	Column Comparisons				-	-		
	% within column	10%	8%	8%	11%	8%		9%
An argument or friction about spending money online	N Count	56	37	44	128	81		108
	Column Comparisons				-	-		
	% within column	7%	6%	6%	8%	6%	7%	8%
y child regretted or was negatively affected by	N Count	41	30	34	101	64	30	88
spending money online	Column Comparisons	7.≛	30	34	-	-	30	00

					BANNER			
		Financial wellbeing	Ethni	icity	Chi	ld identified need	/ impacting condit	ion
P5 - Please tell us whether any of the follo occurred with your child as a result of spe online? [MULTI]	_	Struggling	White British	NET: All other Ethnicities	Neurodiversity	Mental Health	NET: Identified need/ condition	NET: No identified need/ condition
	% within column	655	1742	453	194	109	474	1726
Weighted Base	N Count							
	Column Comparisons							
	% within column	611	1713	452	182	110	458	1713
Unweighted Base	N Count							
	Column Comparisons							
	% within column	С	а	b	а	b	С	d
Column Names	N Count							
	Column Comparisons							
	% within column	29%	27%↓	37% ↑	24%	30%	27%	29%
My child is now more careful about spending money	N Count	188	468↓	170 †	46	33	130	508
	Column Comparisons			a			-	
	% within column	11%	11%	10%	14%	18% †	13%	10%
My child purchased or subscribed to something they shouldn't have	N Count	71	197	47	27	20 1	64	181
Shouldin thave	Column Comparisons					d	-	
	% within column	9%	10%	13%	11%	15%	14% †	10%↓
My child spent more than they should have	N Count	62	175	58	22	16	66 1	168↓
	Column Comparisons						-	
	% within column	9%	10%	8%	11%	20%	14%↑	8%↓
An argument or friction about spending money onlin	e N Count	60	170	36	21	211	65 †	141↓
	Column Comparisons					a d	-	

					BANNER			
P5 - Please tell us whether any of the follo	_	Disability/ Condi	tion in HH	Educational He (EH		Bene	fits	Parental Controls
occurred with your child as a result of spen online? [MULTI]	nding money	NET: Yes	No	Has an EHCP	Don't have an EHCP	NET: Household receives Benefits	No Benefits	NET: Has Parental Controls
	% within column	234	792	161	2071	925	1200	1865
Weighted Base	N Count							
	Column Comparisons							
	% within column	238	806	157	2048	883	1222	1839
Unweighted Base	N Count							
	Column Comparisons							
	% within column	a	b	а	b	а	b	а
olumn Names	N Count							
	Column Comparisons							
	% within column	33%	33%	32%	29%	32%	28%	31%↑
My child is now more careful about spending money	N Count	77	258	51	595	292	332	578 ↑
	Column Comparisons							b
	% within column	13%	10%	18% ↑	11%	13%	10%	12%↑
My child purchased or subscribed to something they shouldn't have	N Count	31	81	29 ↑	220	118	116	231↑
Silouluii t ilave	Column Comparisons			b		b		b
	% within column	16% ↑	9%↓	15%	11%	12%	10%	12%↑
My child spent more than they should have	N Count	37 ↑	75↓	24	218	107	120	224 ↑
	Column Comparisons	b						b
	% within column	15% ↑	8%↓	14%	9%	10%	9%	11%↑
An argument or friction about spending money online	e N Count	36 ↑	64↓	22	187	91	114	197 ↑
	Column Comparisons	b						b

					BANNER			
DE Blacca tall us subather any of the falls	wing hous	Parental Controls		Parental Concern		Time Sp	ent Online (Week	day)
P5 - Please tell us whether any of the follo occurred with your child as a result of speronline? [MULTI]	_	No Controls	Not Concerned	A little Concerned	NET: Moderately / Very Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs
	% within column	339	1053	550	605	873	938	278
Weighted Base	N Count							
	Column Comparisons							
	% within column	342	1016	555	614	855	924	282
Unweighted Base	N Count							
	Column Comparisons							
	% within column	b	a	b	С	а	b	С
olumn Names	N Count							
	Column Comparisons							
	% within column	19%↓	21%↓	35% ↑	38% ↑	30%	27%	30%
My child is now more careful about spending money	N Count	65↓	221↓	193 ↑	230 ↑	262	254	83
	Column Comparisons			a	a			
	% within column	5%↓	7%↓	14%↑	16% ↑	7%↓	13%	15%
My child purchased or subscribed to something they shouldn't have	N Count	15↓	69↓	80 ↑	98 ↑	65↓	123	42
	Column Comparisons			a	a		a	а
	% within column	5%↓	3%↓	15% ↑	21% ↑	7%↓	12%	20% ↑
My child spent more than they should have	N Count	18↓	34↓	82 ↑	126 ↑	57↓	110	55 ↑
	Column Comparisons			a	a b		a	a b
	% within column	3%↓	4%↓	16% ↑	14% ↑	6%↓	10%	15% ↑
An argument or friction about spending money online	e N Count	11↓	39↓	85 ↑	85 †	49↓	97	41 ↑
	Column Comparisons			a	a		a	a

P5 - Please tell us whether any of the follo	wing have				BANNER			
occurred with your child as a result of spei	_	Time Spent On	line (Weekday)		Time Sp	ent Online (Weel	kend)	
online? [MULTI]		6+ hrs	NET: 5+ Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6 hrs	NET: 5+ Hours
	% within column	102	380	291	785	622	492	1114
Weighted Base	N Count							
	Column Comparisons							
	% within column	106	388	281	777	619	489	1108
Unweighted Base	N Count							
	Column Comparisons							
	% within column	d	e	а	b	С	d	е
Column Names	N Count							
	Column Comparisons							
	% within column	41% †	33%	32%	30%	28%	28%	28%
My child is now more careful about spending money	N Count	42 †	125	92	235	175	140	315
	Column Comparisons	b	-					-
	% within column	15%	15% ↑	8%	9%	13%	15% ↑	13%'
My child purchased or subscribed to something they shouldn't have	N Count	15	57 ↑	22	72	78	72 ↑	1501
should. Thate	Column Comparisons	а	-				a b	-
	% within column	18% ↑	19% ↑	7%	7%↓	13%	17%↑	14%'
My child spent more than they should have	N Count	18 ↑	73 ↑	21	58↓	78	83↑	1611
	Column Comparisons	а	-			a b	a b	-
	% within column	20% ↑	16% ↑	5%↓	7%↓	10%	16%↑	13%'
An argument or friction about spending money online	e N Count	21🕇	61 ↑	14↓	53↓	63	78 ↑	141
	Column Comparisons	a b	-			a b	аЬс	-

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 9 of 32

-					BANNER			
				Spent Money			SM purchase	category
P5 - Please tell us whether any of the follo occurred with your child as a result of spenonline? [MULTI]	_	Bought somet- hing on either Social Media, or while gaming	Bought something on social media	Bought something while Gaming	Bought something from both	Not bought from either	Product	Activity
	% within column	1289	768	1125	604	943	429	153
Weighted Base	N Count							
	Column Comparisons							
	% within column	1296	800	1128	632	909	450	165
Unweighted Base	N Count							
	Column Comparisons						e a	
	% within column	a	b	С	d	e	a	b
olumn Names	N Count							
	Column Comparisons							
	% within column	36% ↑	40% 1	36% ↑	40% †	19%↓	45% ↑	44%
My child is now more careful about spending money	N Count	467 †	305 1	403 †	242 †	178↓	192 †	67
	Column Comparisons	e	е	е	е			
	% within column	15% ↑	17% 1	15% †	19% †	6%↓	18%	19%
My child purchased or subscribed to something they shouldn't have	N Count	193 †	134 1	171 †	112 †	55↓	78	29
Shouldin t have	Column Comparisons	е	е	е	е			
	% within column	16% ↑	20%1	16% †	22% ↑	4%↓	20%	29% ↑
My child spent more than they should have	N Count	205 ↑	154 1	185 †	134 †	37↓	87	44 ↑
	Column Comparisons	e	е	е	е		7↓ 87	
	% within column	13% ↑	15% 1	14% †	17% †	4%↓	15%	16%
An argument or friction about spending money onlin	e N Count	168 ↑	117 1	156 †	104 1	40↓	65	25
	Column Comparisons	е	е	е	е			

					BANNER			
P5 - Please tell us whether any of the follo	_	SM purchase	category		Feelings about	SM purchase		Gaming Method
occurred with your child as a result of speronline? [MULTI]	nding money	Subscription/ Upgrade	NET: Gift	Regret things I buy online	What I buy is good value	I spend more than I should	I like the feeling	Games console or games player
	% within column	216	158	314	556	378	565	1330
Weighted Base	N Count							
	Column Comparisons							
	% within column	226	171	329	585	402	596	1316
Unweighted Base	N Count							
	Column Comparisons							
	% within column	С	d	a	b	С	d	а
olumn Names	N Count							
	Column Comparisons							
	% within column	38%	42%	39% ↑	40% ↑	41% †	41% †	28%
My child is now more careful about spending money	N Count	82	66	123 †	225 †	153 †	230 †	376
	Column Comparisons							
	% within column	25% ↑	22%	21% ↑	19% ↑	22%1	19% †	12%
My child purchased or subscribed to something they shouldn't have	N Count	55 †	35	67 †	104 †	84 1	109 †	155
Shouldin t have	Column Comparisons							
	% within column	24%	29% ↑	24% ↑	21% ↑	25% 1	23% ↑	12%
My child spent more than they should have	N Count	51	46 ↑	75 †	118 †	95 1	128 †	159
	Column Comparisons							
	% within column	22%↑	21%	18% ↑	15% ↑	19% 1	16% †	10%
An argument or friction about spending money online	e N Count	48 ↑	33	58 ↑	831	70 1	93 †	138
	Column Comparisons							

		BANNER						
P5 - Please tell us whether any of the following have occurred with your child as a result of spending money online? [MULTI]		Gaming Method				Gaming Type		
		Desktop compu- ter, laptop or netbook	Mobile phone or smartphone	Tablet	NET: Any Gaming	Puzzles or quizzes	Action/ adventure	Shooters
Weighted Base	% within column	572	1316	782	2140	650	731	547
	N Count							
	Column Comparisons							
Unweighted Base	% within column	582	1317	774	2117	662	740	564
	N Count							
	Column Comparisons							
Column Names	% within column	b	С	d	e	а	b	С
	N Count							
	Column Comparisons							
My child is now more careful about spending money	% within column	34% †	31% ↑	27%	29%	33% ↑	34%↑	35%↑
	N Count	193 †	408 †	215	623	212 ↑	250 ↑	194 ↑
	Column Comparisons	a d	a		-	f	e f g	e f g
My child purchased or subscribed to something they shouldn't have	% within column	12%	13% ↑	12%	11%	12%	14%	12%
	N Count	69	168 †	97	244	75	99	65
	Column Comparisons				-			
My child spent more than they should have	% within column	13%	13% ↑	11%	11%	12%	13%	16% ↑
	N Count	73	174 †	84	239	75	93	85 †
	Column Comparisons		d		-		f	f
	% within column	11%	11% †	9%	10%	8%	10%	14% †
An argument or friction about spending money online N Count		64	142 †	71	207	55	77	75 †
	Column Comparisons				-			al

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 12 of 32

					BANNER			
P5 - Please tell us whether any of the follo	wing have				Gaming Type			
occurred with your child as a result of speronline? [MULTI]	_	Playing against one other person	Playing against multiple people/ teams	Creative and building games	Playing in a virtual worlds	Simulation experience	Fitness and dance	Sports
	% within column	387	822	1151	557	248	278	728
Weighted Base	N Count							
	Column Comparisons							
	% within column	395	802	1111	570	266	283	736
Unweighted Base	N Count							
	Column Comparisons							
	% within column	d	е	f	g	h	i	j
Column Names	N Count							
	Column Comparisons							
	% within column	37% ↑	28%	27%↓	28%	37% ↑	31%	33%↑
My child is now more careful about spending money	N Count	142 †	234	309↓	155	91 ↑	86	237🕇
	Column Comparisons	e f g					i 31% 86 15% 41 17%↑ 48↑	f
	% within column	17% ↑	13%	12%	13%	17% ↑	15%	12%
My child purchased or subscribed to something they shouldn't have	N Count	66 1	106	134	72	42 ↑	41	91
	Column Comparisons							
	% within column	16% †	12%	9%↓	13%	14%	17% ↑	13%
My child spent more than they should have	N Count	61 †	100	107↓	73	36	48 ↑	96
	Column Comparisons	f	f		f		f	f
	% within column	14% ↑	12% ↑	10%	11%	12%	11%	13%↑
An argument or friction about spending money online	e N Count	53 †	100 †	119	63	31	31	92 ↑
	Column Comparisons	al						al

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 13 of 32

					BANNER			
DE Disease tall we whather any of the falls	ina ha		Gaming Type		Gaming Fre	quency	Gaming Purc	hase Type
P5 - Please tell us whether any of the follo occurred with your child as a result of spenonline? [MULTI]	-	Interactive stories	Makeovers	NET: Playing against other people	NET: Daily	Weekly	NET: Character, skins, weapons, armour, tools	NET: Game expansion
	% within column	207	249	1027	1602	460	535	237
Weighted Base	N Count							
	Column Comparisons							
	% within column	218	257	1009	1567	480	549	250
Unweighted Base	N Count							
	Column Comparisons							
	% within column	k	1	m	а	b	а	b
olumn Names	N Count							
	Column Comparisons						549	
	% within column	38% ↑	36%↑	31%	30%	28%	34%	41%
My child is now more careful about spending money	N Count	79↑	89 ↑	316	483	128	181	98
	Column Comparisons	fg		-				
	% within column	16%	13%	14% ↑	12% ↑	7%↓	17%	18%
My child purchased or subscribed to something they shouldn't have	N Count	32	32	140 ↑	199 ↑	34↓	93	43
	Column Comparisons			-	b			
	% within column	16% ↑	15%	13%	12%	9%	21% ↑	23%1
My child spent more than they should have	N Count	34 ↑	36	131	189	41	113 ↑	55 1
	Column Comparisons	f		-				
	% within column	13%	7%	12% ↑	10%	8%	17% ↑	18%
An argument or friction about spending money online	e N Count	28	17	120 ↑	164	38	93 ↑	42
	Column Comparisons	a l		-				

BANNER

Gaming Purchase Type

Feelings about Gaming Purchase

				Gaming Pui	rchase Type			Gaming Purchase
P5 - Please tell us whether any of the follo occurred with your child as a result of spenonline? [MULTI]	_	Loot boxes/ packs/ chests/ bundles	In-game money	A standard version of the game	A subscription	Early access to a game	Battle Pass	Regret things I buy online
	% within column	151	447	147	302	122	205	346
Weighted Base	N Count							
	Column Comparisons							
	% within column	158	428	154	320	133	211	356
Unweighted Base	N Count							
	Column Comparisons							
	% within column	С	d	e	f	g	h	а
Column Names	N Count							
	Column Comparisons							
	% within column	36%	33%	41%	36%	40%	43%	35% ↑
My child is now more careful about spending money	N Count	54	149	61	110	49	87	121 ↑
	Column Comparisons							
	% within column	24% †	18%	13%	20% ↑	21%	14%	21% ↑
My child purchased or subscribed to something they shouldn't have	N Count	37 1	79	18	60 1	26	28	72 ↑
	Column Comparisons							
	% within column	26% †	17%	23%↑	19%	24%↑	23%	26% ↑
My child spent more than they should have	N Count	39 †	74	34 ↑	57	29 ↑	46 1	89 ↑
	Column Comparisons							b d e
	% within column	16%	16%	16%	13%	17%	19%	18% ↑
An argument or friction about spending money online	e N Count	24	71	24	39	21	38	62 †
	Column Comparisons							

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Parents of children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2050 (93%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 15 of 32

				BANNER		
			Feeling	s about Gaming P	urchase	
P5 - Please tell us whether any of the follo occurred with your child as a result of speconline? [MULTI]	_	What I buy is good value	I spend more than I should	I like the feeling	It's unfair that people who spend more, get further in games	It's not always clear what I'm going to get for my money in games
	% within column	772	445	720	715	449
Weighted Base	N Count					
	Column Comparisons					
	% within column	777	454	734	710	459
Unweighted Base	N Count					
	Column Comparisons					
	% within column	b	С	d	e	f
Column Names	N Count					
	Column Comparisons					
	% within column	37% ↑	37% ↑	37% 1	36%↑	37%1
My child is now more careful about spending money	N Count	282 ↑	165 ↑	267 1	257 ↑	1661
	Column Comparisons					
	% within column	15% ↑	19% ↑	16% †	17%↑	17%1
My child purchased or subscribed to something they shouldn't have	N Count	115 ↑	83 †	117 †	1201	781
	Column Comparisons					
	% within column	16% ↑	27%↑	19% 1	18%↑	23%1
My child spent more than they should have	N Count	123 ↑	122 †	137 1	128↑	1021
	Column Comparisons		b d e f	b		b
	% within column	13% ↑	19% ↑	17% 1	17%↑	19%1
An argument or friction about spending money online	e N Count	100 ↑	831	124 1	125↑	861
	Column Comparisons		b	b	b	b

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 16 of 32

P5 - Please tell us whether any of the follo	owing have				BANNER			
occurred with your child as a result of spe	ending money		Gender of child	respondent		Age of child re	espondent	
online? [MULTI]	_	Total	Male	Female	8-9	10-12	13-15	16-17
	% within column	7%	8%	7%	6%	9%	7%	8%
My child regretted or was negatively affected by spending money online	N Count	165	94	70	26	61	46	32
spending money online	Column Comparisons	-					13-15 7%	
	% within column	6%	7%	6%	8%	6%	5%	5%
Being grounded or not allowed to attend/ do something as a result of child's online spending	N Count	136	75	61	35	45	34	22
something as a result of clina's offine sperialing	Column Comparisons	-					% 4%	
folt nogatively financially impacted as a result of	% within column	5%	5%	4%	6%	5%	4%	3%
I felt negatively financially impacted as a result of your child's online spending	N Count	102	59	43	26	37	26	13
your crima's ornine speriaring	Column Comparisons	-					13-15 7% 46 5% 34 4% 26 41% 281 59% 403	
	% within column	45%	43%	47%	49%	45%	41%	47%
None of these	N Count	1,000	493	507	220	312	281	188
	Column Comparisons	-						
	% within column	55%	57%	53%	51%	55%	59%	53%
NET: Any	N Count	1,232	660	572	230	386	403	213
	Column Comparisons	-						
NET: An argument or friction about spending money online OR Child was grounded or not allowed to attend/ do something as a result of child's online	% within column	14%	16% ↑	12%↓	16%	13%	14%	14%
	N Count	320	187 ↑	133↓	72	93	99	56
	Column Comparisons	-	b					

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 17 of 32

P5 - Please tell us whether any of the foll	owing have		·		BANNER			
occurred with your child as a result of spo	ending money	Age of child	respondent		Age and g	ender of child res	pondent	
online? [MULTI]		NET: 8-12	NET: 13-17	Male 8-9	Female 8-9	Male 10-12	Female 10-12	Male 13-15
	% within column	8%	7%	6%	5%	11%↑	6%	7%
My child regretted or was negatively affected by spending money online	N Count	87	78	15	11	39 ↑	22	23
spending money online	Column Comparisons	-	-				Female 10-12 6%	
	% within column	7%	5%	9%	7%	6%	7%	5%
Being grounded or not allowed to attend/ do something as a result of child's online spending	N Count	80	56	20	15	23	22	17
something as a result of clina's offine sperialing	Column Comparisons	-	-				5% 5%	
folk constitution from stally inconstalling a second of	% within column	5%	4%	7%	4%	5%	5%	5%
I felt negatively financially impacted as a result of your child's online spending	N Count	63	39	15	10	19	18	18
your crima's ornine sperialing	Column Comparisons	-	-				Female 10-12 6% 22 7% 22 5% 18 47% 160 53% 177	
	% within column	46%	43%	44%	54% ↑	42%	47%	39%
None of these	N Count	532	469	99	121 ↑	152	160	135
	Column Comparisons	-	-		e			
	% within column	54%	57%	56%	46%↓	58%	53%	61%
NET: Any	N Count	616	616	127	103↓	209	177	207
	Column Comparisons	-	-					b
online OP Child was grounded or not allowed to	y % within column	14%	14%	19%	13%	15%	11%	16%
	N Count	165	155	43	30	55	38	53
spending	Column Comparisons	-	-					

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 18 of 32

					BANNER			
P5 - Please tell us whether any of the follo	-			Age and	gender of child re	spondent		
occurred with your child as a result of spe	nding money					NET: Female 8-		NET: Female 13-
online? [MULTI]		Female 13-15	Male 16-17	Female 16-17	NET: Male 8-12	12	NET: Male 13-17	17
	% within column	7%	8%	8%	9%	6%	7%	7%
My child regretted or was negatively affected by spending money online	N Count	23	18	15	54	33	41	38
openang mene, omme	Column Comparisons				-	-	NET: Male 13-17 6% 7% 33 41 - 7% 6% 37 32 - 5% 4% 28 25 - 0%† 43% 281† 242 - 0%↓ 57% 280↓ 325	-
	% within column	5%	7%	4%	7%	7%	6%	5%
Being grounded or not allowed to attend/ do something as a result of child's online spending	N Count	17	15	8	43	37	32	25
meaning as a result of clinic 5 offittle speriuling	Column Comparisons				-	-	-	-
felt negatively financially impacted as a result of your child's online spending	% within column	2%	3%	3%	6%	5%	4%	3%↓
	N Count	8	7	6	35	28	25	15↓
your child 5 offiline specialing	Column Comparisons				-	-	-	-
	% within column	43%	48%	47%	43%	50%	43%	44%
None of these	N Count	146	107	95	251	281	242	236
	Column Comparisons				-	-	-	-
	% within column	57%	52%	53%	57%	50%	57%	56%
NET: Any	N Count	196	118	106	336	280-	325	299
	Column Comparisons				-	-	-	-
NET: An argument or friction about spending money	% within column	13%	16%	11%	17%	12%	16%	13%
online OR Child was grounded or not allowed to attend/ do something as a result of child's online	N Count	46	36	22	98	67	89	68
	Column Comparisons				-	-	-	-

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 19 of 32

					BANNER			
P5 - Please tell us whether any of the follo		Urban/ R	ural		Working	status	D3	- Social grade
occurred with your child as a result of spe	nding money						NET: Not	
online? [MULTI]		NET: Urban	Rural	Full time	Part time	Student	working/ retired	AB
No. alcilator mentral anno anno accidente afficial afficial and be	% within column	7%	7%	9% ↑	7%	3%	4%	10%1
My child regretted or was negatively affected by spending money online	N Count	147	17	114 ↑	29	4	14	59 1
Specially mency similar	Column Comparisons							
	% within column	7% ↑	2%↓	8% ↑	4%	3%	3%↓	8%1
Being grounded or not allowed to attend/ do something as a result of child's online spending	N Count	132 †	4↓	107 †	18	3	81	52 1
something as a result of clina's offine spending	Column Comparisons	b		b c d				d
felt negatively financially impacted as a result of your child's online spending	% within column	5%	2%	5%	4%	3%	3%	5%
	N Count	98	5	70	18	3	10	32
your crima's ornine sperialing	Column Comparisons	b						
	% within column	44%↓	55% ↑	38%↓	56% †	45%	55% †	37%↓
None of these	N Count	865↓	135 ↑	509↓	242 †	50	169 †	233↓
	Column Comparisons		a		a		a	
	% within column	56% ↑	45%↓	62% †	44%↓	55%	45%↓	63% 1
NET: Any	N Count	1,121 †	110↓	823 †	188↓	62	141↓	392 1
	Column Comparisons	b		b d				b c d
online OR Child was grounded or not allowed to	% within column	15%	10%	18% ↑	10%↓	11%	8%↓	17% 1
	N Count	297	23	237 ↑	42↓	12	25↓	109 †
spending	Column Comparisons	b		b d				c d

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 20 of 32

P5 - Please tell us whether any of the follo	wing have				BANNER			
occurred with your child as a result of spe	nding money		D3	3 - Social grade			Financial w	ellbeing
online? [MULTI]	_	C1	C2	DE	NET: ABC1	NET: C2DE	Doing well	Getting by
	% within column	7%	6%	6%	8%	6%	7%	8%
My child regretted or was negatively affected by spending money online	N Count	41	30	34	101	64	30	88
sperialing money online	Column Comparisons				-	-	Doing well 7%	
	% within column	7%	5%	4%	7%↑	4%↓	10%↑	6%
Being grounded or not allowed to attend/ do something as a result of child's online spending	N Count	39	23	23	90 ↑	46↓	42 ↑	64
something as a result of clina's offine sperialing	Column Comparisons				-	-		
	% within column	5%	3%	4%	5%	4%	4%	4%
I felt negatively financially impacted as a result of your child's online spending	N Count	31	17	22	5% 64	39	18	44
your crima's orinine speriaring	Column Comparisons				-	-	Doing well 7% 30 10%† 42† bc 4% 18 35%↓ 141↓ 65%† 260† bc 19%† 75†	
	% within column	47%	45%	50% ↑	42%↓	48% ↑	35%↓	47%
None of these	N Count	275	223	269 ↑	507↓	493 †	141↓	542
	Column Comparisons	a	а	а	-	-		a
	% within column	53%	55%	50%↓	58% ↑	52%↓	65% ↑	53%
NET: Any	N Count	305	268	266↓	698 ↑	534↓	260 ↑	610
	Column Comparisons				-	-	b c	
online OR Child was grounded or not allowed to attend/ do something as a result of child's online	% within column	15%	12%	12%	16% ↑	12%↓	19% ↑	14%
	N Count	89	57	65	198 ↑	122↓	75 ↑	160
	Column Comparisons				-	-	b c	

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 21 of 32

					BANNER			
DE Blace tell us whether any of the fall	ovina hava	Financial wellbeing	Ethni	city	Chil	d identified need	/ impacting condit	ion
P5 - Please tell us whether any of the follo occurred with your child as a result of spe online? [MULTI]	_	Struggling	White British	NET: All other Ethnicities	Neurodiversity	Mental Health	NET: Identified need/ condition	NET: No identified need/ condition
	% within column	7%	8%	6%	13% ↑	14% †	13% ↑	6%
My child regretted or was negatively affected by spending money online	N Count	46	132	28	24 ↑	16 †	61 †	98↓
sperialing morrey crimic	Column Comparisons				d	d	-	
	% within column	5%	5%↓	10% ↑	2%	7%	7%	6%
Being grounded or not allowed to attend/ do something as a result of child's online spending	N Count	30	93↓	43 ↑	5	8	33	103
something as a result of time 5 offine spending	Column Comparisons			а			-	
	% within column	6%	4%	5%	6%	8%	8%↑	4%↓
I felt negatively financially impacted as a result of your child's online spending	N Count	41	78	23	12	8	38↑	63↓
your crima's ornine sperialing	Column Comparisons						NET: Identified need/ condition 13% 61	
	% within column	46%	47%↑	37%↓	46%	38%	38%↓	47% 1
None of these	N Count	300	816 †	168↓	89	42	181↓	808 1
	Column Comparisons	a	b				-	
	% within column	54%	53%↓	63% ↑	54%	62%	62% ↑	53%
NET: Any	N Count	355	926↓	285 ↑	104	68	293 ↑	918
	Column Comparisons			а			-	
NET: An argument or friction about spending money	/ % within column	13%	14%	16%	12%	22%	19% ↑	13%
online OR Child was grounded or not allowed to	N Count	85	244	73	23	24	90 †	227
end/ do something as a result of child's online ending	Column Comparisons					a d	-	

					BANNER			
P5 - Please tell us whether any of the follo	_	Disability/ Condi	tion in HH	Educational He (EH		Bene	fits	Parental Controls
occurred with your child as a result of spe online? [MULTI]	nding money	NET: Yes	No	Has an EHCP	Don't have an EHCP	NET: Household receives Benefits	No Benefits	NET: Has Parental Controls
	% within column	12% ↑	6%↓	14% ↑	7%↓	10%↑	6%	8% ↑
My child regretted or was negatively affected by spending money online	N Count	27 ↑	44↓	22 ↑	143↓	89 ↑	72	155↑
spending money chimic	Column Comparisons	b		b		b		b
	% within column	5%	5%	13% ↑	6%↓	8%↑	4%	7% ↑
Being grounded or not allowed to attend/ do something as a result of child's online spending	N Count	12	43	21 †	115↓	76 †	52	135 †
meaning as a result of clina's offine speriumg	Column Comparisons			b		b		b
	% within column	6%	3%↓	9% ↑	4%↓	5%	4%	5% ↑
I felt negatively financially impacted as a result of your child's online spending	N Count	14	22↓	15 ↑	881	50	48	95 ↑
your crima's orinine speriaring	Column Comparisons	b		b				b
	% within column	35%↓	46% ↑	33%↓	46% †	41%↓	48%1	40%↓
None of these	N Count	81↓	365 ↑	54↓	947 1	375↓	5751	742↓
	Column Comparisons		a		a		а	
	% within column	65% ↑	54%↓	67% ↑	54%↓	59%↑	52%	60% ↑
NET: Any	N Count	153 ↑	428↓	108 ↑	1,124↓	550 ↑	625	1,122 ↑
	Column Comparisons	b		b		b		b
NET: An argument or friction about spending money online OR Child was grounded or not allowed to attend/ do something as a result of child's online	% within column	20% ↑	13%	22%↑	14%↓	17%↑	13%	16% ↑
	N Count	47 ↑	103	36 ↑	284↓	155↑	152	307 †
	Column Comparisons	b		b		b		b

					BANNER			
DE Disease tell we what have a week the falls		Parental Controls	F	Parental Concern		Time Sp	ent Online (Week	day)
P5 - Please tell us whether any of the follo occurred with your child as a result of spe online? [MULTI]	_	No Controls	Not Concerned	A little Concerned	NET: Moderately / Very Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs
	% within column	3%↓	3%↓	12% †	12% ↑	4%↓	8%	14% †
My child regretted or was negatively affected by spending money online	N Count	91	28↓	65 †	70 †	36↓	77	38 1
spending money online	Column Comparisons			a	а		а	a b
	% within column	0%↓	1%↓	9% ↑	12% ↑	3%↓	8%↑	6%
Being grounded or not allowed to attend/ do something as a result of child's online spending	N Count	1↓	14↓	51 †	70 †	26↓	76 †	16
something as a result of clina's offine sperialing	Column Comparisons			a	а		а	а
	% within column	2%↓	2%↓	6%	8%1	3%↓	5%	9%1
I felt negatively financially impacted as a result of your child's online spending	N Count	7↓	21↓	31	50 †	27↓	42	25 1
your crima's ornine speriaring	Column Comparisons			a	а		8% 77 a 8% 1 76 1	a b
	% within column	69% ↑	67% †	25%↓	23%↓	54% ↑	40%↓	35%↓
None of these	N Count	235 ↑	702 †	140↓	139↓	468 †	376↓	97↓
	Column Comparisons	a	b c			b c d	d	
	% within column	31%↓	33%↓	75% ↑	77% ↑	46%↓	60% ↑	65% 1
NET: Any	N Count	105↓	351↓	410 †	466 †	405↓	562 †	181 1
	Column Comparisons			а	а		а	a
online OR Child was grounded or not allowed to attend/ do something as a result of child's online	% within column	4%↓	5%↓	23% ↑	24% ↑	8%↓	17% †	19% †
	N Count	12↓	50↓	124 †	144 †	71↓	162 †	53 1
	Column Comparisons			а	а		а	а

P5 - Please tell us whether any of the follo	owing have				BANNER			
occurred with your child as a result of spe	ending money	Time Spent Onl	ine (Weekday)		Time Sp	ent Online (Weel	kend)	
online? [MULTI]		6+ hrs	NET: 5+ Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6 hrs	NET: 5+ Hours
	% within column	13%	13%↑	5%	6%	9%	10%	9% 1
My child regretted or was negatively affected by spending money online	N Count	14	51 †	14	48	55	47	102 †
spending money online	Column Comparisons	а	-				Over 6 hrs 10% 47 8%† 41† 6% 31 40% 196 60% 296 a b	-
	% within column	16% †	9%	4%	5%	7%	8% ↑	8% ↑
Being grounded or not allowed to attend/ do something as a result of child's online spending	N Count	17 †	33	13	39	43	41 †	84 1
something as a result of child's offinite sperialing	Column Comparisons	a b c	-					-
	% within column	8%	9% †	4%	4%	4%	6%	5%
I felt negatively financially impacted as a result of your child's online spending	N Count	8	32 †	12	31	27	31	58
your crima 3 orinine speriaring	Column Comparisons	а	-				Over 6 hrs 10% 47 8%† 41† 6% 31 40% 196 60% 296 a b 22%† 108†	-
	% within column	26%↓	33%↓	51% †	47%	41%	40%	40%↓
None of these	N Count	26↓	124↓	149 †	371	252	196	448↓
	Column Comparisons		-	c d	c d			-
	% within column	74% ↑	67% †	49%↓	53%	59%	60%	60% †
NET: Any	N Count	76 1	256 †	142↓	414	370	296	666 1
	Column Comparisons	a b	-			a b	a b	-
NET: An argument or friction about spending money	/ % within column	31% ↑	22% †	9%↓	11%↓	16%	22% ↑	18% †
online OR Child was grounded or not allowed to attend/ do something as a result of child's online	N Count	32 †	85 †	25↓	881	98	108 ↑	2061
spending	Column Comparisons	a b c	-			a b	аbс	-

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 25 of 32

					BANNER			
				Spent Money			SM purchase	category
P5 - Please tell us whether any of the follo occurred with your child as a result of spe online? [MULTI]	_	Bought somet- hing on either Social Media, or while gaming	Bought something on social media	Bought something while Gaming	Bought something from both	Not bought from either	Product	Activity
	% within column	11%🕇	14% ↑	12% ↑	16% ↑	2%↓	14%	18%
My child regretted or was negatively affected by spending money online	N Count	146 †	107 †	135 †	96 ↑	18↓	59	28
spending money online	Column Comparisons	е	e	е	e			
	% within column	9% ↑	13% ↑	9% ↑	15% ↑	2%↓	14%	17%
Being grounded or not allowed to attend/ do something as a result of child's online spending	N Count	115 ↑	100 †	104 ↑	89 ↑	21↓	59	27
ornerming as a result of child's offiline speriding	Column Comparisons	е	c e	е	e			
	% within column	6% ↑	9% ↑	7% ↑	10% ↑	2%↓	7%	10%
I felt negatively financially impacted as a result of your child's online spending	N Count	84 1	69 1	77 †	62 ↑	19↓	31	16
your child's offiline speriding	Column Comparisons	е	e	е	e			
	% within column	28%↓	19%↓	27%↓	15%↓	68% ↑	20%	12%
None of these	N Count	358↓	143↓	305↓	89↓	642 ↑	88	19
	Column Comparisons					a b c d	c d	
	% within column	72% ↑	81% ↑	73% ↑	85% ↑	32%↓	80%	88%
NET: Any	N Count	930 †	625 †	820 †	515 ↑	301↓	341	135
	Column Comparisons	e	е	e	е			
NET: An argument or friction about spending money online OR Child was grounded or not allowed to	% within column	20%	25% ↑	21% ↑	29% ↑	6%↓	26%	31%
	N Count	261 †	196 †	240 †	174 ↑	59↓	110	48
attend/ do something as a result of child's online spending	Column Comparisons	e	e	e	е			

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 26 of 32

					BANNER			
P5 - Please tell us whether any of the follo	_	SM purchase	category		Feelings about	SM purchase		Gaming Method
occurred with your child as a result of spe online? [MULTI]	ending money	Subscription/ Upgrade	NET: Gift	Regret things I buy online	What I buy is good value	I spend more than I should	I like the feeling	Games console or games player
	% within column	14%	21% ↑	18% ↑	14% ↑	18% †	14%	8%
My child regretted or was negatively affected by spending money online	N Count	29	34 ↑	56 ↑	76 †	68 1	77 †	111
spending money online	Column Comparisons					b d		
	% within column	19% ↑	18%	18% ↑	14% ↑	17% 1	14% †	7%
Being grounded or not allowed to attend/ do something as a result of child's online spending	N Count	42 ↑	28	55 ↑	76 †	62 1	81 †	88
something as a result of clina's online spending	Column Comparisons							
	% within column	16% ↑	10%	14% ↑	10% ↑	14% †	10% †	4%
elt negatively financially impacted as a result of ur child's online spending	N Count	36 ↑	15	45 †	54 †	52 1	58 1	53
your crima's ornine sperialing	Column Comparisons	а						
	% within column	9%↓	7%↓	8%↓	18%↓	8%↓	16%↓	45%
None of these	N Count	20↓	11↓	24↓	98↓	31↓	91↓	601
	Column Comparisons				ас		ас	С
	% within column	91% ↑	93% ↑	92%	82% ↑	92% 1	84% †	55%
NET: Any	N Count	196 ↑	147 †	290 ↑	458 †	347 1	475 1	729
	Column Comparisons	а	a	b d		b d		
online OR Child was grounded or not allowed to	% within column	37%↑	34% ↑	32%↑	26% ↑	31% †	27% ↑	16%
	N Count	80 †	53 †	99 ↑	145 ↑	118 1	154 †	208
spending	Column Comparisons							

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 27 of 32

		BANNER								
DE Disease tell we subather some of the fello			Gaming M	ethod			Gaming Type			
P5 - Please tell us whether any of the follo occurred with your child as a result of spennline? [MULTI]	_	Desktop compu- ter, laptop or netbook	Mobile phone or smartphone	Tablet	NET: Any Gaming	Puzzles or quizzes	Action/ adventure	Shooters		
	% within column	10% ↑	8%	6%	8%	7%	10%↑	10% ↑		
My child regretted or was negatively affected by spending money online	N Count	58 1	107	51	163	45	71 †	56 ↑		
spending money online	Column Comparisons	d			-					
	% within column	10% †	7%	6%	6%	8%	8%↑	10% ↑		
Being grounded or not allowed to attend/ do something as a result of child's online spending	N Count	56 †	90	50	134	51	62 †	56 ↑		
something as a result of thind's offine spending	Column Comparisons				-	f	f	f		
	% within column	6%	5%	5%	5%	5%	5%	5%		
I felt negatively financially impacted as a result of your child's online spending	N Count	35	60	38	100	32	38	27		
your child's offiline sperialing	Column Comparisons				-					
	% within column	40%↓	42%↓	48%	44%↓	44%	40%↓	36%↓		
None of these	N Count	228↓	551↓	373	939↓	284	289↓	199↓		
	Column Comparisons			b c	-	c d k l				
	% within column	60% †	58% ↑	52%	56%↑	56%	60%↑	64% ↑		
NET: Any	N Count	343 ↑	765 ↑	410	1,202 ↑	366	442 ↑	348 ↑		
	Column Comparisons	d	a d		-		f	aefg		
NET: An argument or friction about spending money	% within column	19% †	16% ↑	14%	15%	15%	17%	22% ↑		
online OR Child was grounded or not allowed to	N Count	108 ↑	211†	109	316	97	125	121 ↑		
spending	Column Comparisons				-		f	afl		

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 28 of 32

					BANNER		·	
DE Diago tall us whather any of the folia	ina hawa				Gaming Type			
P5 - Please tell us whether any of the follo occurred with your child as a result of spe online? [MULTI]	_	Playing against one other person	Playing against multiple people/ teams	Creative and building games	Playing in a virtual worlds	Simulation experience	Fitness and dance	Sports
	% within column	12%1	8%	8%	9%	10%	11% ↑	9%
My child regretted or was negatively affected by spending money online	N Count	46 1	69	87	52	26	31 †	65
spending money online	Column Comparisons							
	% within column	13% 1	8%	4%↓	10% ↑	10% ↑	11% †	8% ↑
Being grounded or not allowed to attend/ do something as a result of child's online spending	N Count	49 1	63	50↓	55 †	24 ↑	31 †	59 †
neuming as a result of clinic sofiline spending	Column Comparisons	f	f		f	f	f	f
	% within column	7% 1	6%	4%	6%	7%	7%	4%
I felt negatively financially impacted as a result of your child's online spending	N Count	29 1	46	48	34	16	20	32
your critic 3 orinine speriating	Column Comparisons						dance 11%† 31† 11%† 31† f 7%	
	% within column	33%↓	43%	48% ↑	44%	33%↓	39%	40%↓
None of these	N Count	127↓	352	549 ↑	247	81↓	108	292↓
	Column Comparisons		c d h	bcdeghijkl	c d h k			
	% within column	67% 1	57%	52%↓	56%	67% ↑	61%	60% ↑
NET: Any	N Count	260 1	470	602↓	310	167 ↑	170	436 ↑
	Column Comparisons	aefg	f		f	e f g	f	f
NET: An argument or friction about spending money	% within column	24%1	18% ↑	14%	19% ↑	19%	19%	19% ↑
online OR Child was grounded or not allowed to	N Count	91 1	145 †	156	104 ↑	48	53	139 ↑
spending	Column Comparisons	afl	f		f	f	f	a f

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 29 of 32

					BANNER		· <u>·</u>	
DE Disease tell we whather any of the fello			Gaming Type		Gaming Fre	quency	Gaming Purc	hase Type
P5 - Please tell us whether any of the follo occurred with your child as a result of spe online? [MULTI]	_	Interactive stories	Makeovers	NET: Playing against other people	NET: Daily	Weekly	NET: Character, skins, weapons, armour, tools	NET: Game expansion
	% within column	12% ↑	8%	9% ↑	8%	6%	15% ↑	18% ↑
My child regretted or was negatively affected by spending money online	N Count	24 ↑	20	93 ↑	129	29	81 †	42 ↑
spending money online	Column Comparisons			-			f	f
	% within column	16% ↑	8%	8%↑	7%	5%	11%	15% ↑
Being grounded or not allowed to attend/ do something as a result of child's online spending	N Count	34 ↑	21	831	105	24	60	36 ↑
something as a result of thind 3 offine speriding	Column Comparisons	afl		-				
	% within column	9% ↑	5%	6%	4%	5%	8%	12% ↑
I felt negatively financially impacted as a result of your child's online spending	N Count	19 ↑	12	57	71	25	42	29 ↑
your critic 3 orinine speriumg	Column Comparisons			-				
	% within column	31%↓	36%↓	40%↓	42%↓	49% 1	25%	14%↓
None of these	N Count	64↓	881	412↓	674↓	225 1	135	34↓
	Column Comparisons			-		а		
	% within column	69% ↑	64%↑	60%↑	58% ↑	51%↓	75%	86% ↑
NET: Any	N Count	143 ↑	160 ↑	615 †	928 †	235↓	400	203 ↑
	Column Comparisons	a f g	a f	-	b			d f
NET: An argument or friction about spending money	% within column	25% ↑	13%	18%↑	16%	12%	26% ↑	29% ↑
online OR Child was grounded or not allowed to attend/ do something as a result of child's online	N Count	53 ↑	33	184 ↑	251	56	138 ↑	68 ↑
	Column Comparisons	afl		-				

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 30 of 32

BANNER

Gaming Purchase Type

Feelings about Gaming Purchase

DE Discussion of the Call	Gaming Purchase							
P5 - Please tell us whether any of the follo occurred with your child as a result of spe online? [MULTI]	_	Loot boxes/ packs/ chests/ bundles	In-game money	A standard version of the game	A subscription	Early access to a game	Battle Pass	Regret things I buy online
	% within column	18% ↑	12%	17%	10%	14%	19% ↑	19% ↑
My child regretted or was negatively affected by spending money online	N Count	27 †	54	24	31	17	39 ↑	66 †
spending money online	Column Comparisons						f	b
	% within column	16% ↑	10%	18% ↑	13%	22% ↑	15% ↑	14% ↑
Being grounded or not allowed to attend/ do something as a result of child's online spending	N Count	24 ↑	44	26 ↑	38	27 †	30 ↑	49 ↑
something as a result of crima's offinite sperialing	Column Comparisons					d f		
	% within column	13% ↑	8%	10%	6%	9%	12% ↑	13% ↑
I felt negatively financially impacted as a result of your child's online spending	N Count	19 †	38	15	18	12	24 ↑	46 †
your crima's orinine speriaring	Column Comparisons							d
	% within column	19%↓	29%	19%↓	28%	16%↓	15%↓	12%↓
None of these	N Count	28↓	130	28↓	85	20↓	31↓	40↓
	Column Comparisons		b g h		b h			
	% within column	81% †	71%	81% ↑	72%	84% ↑	85% ↑	88% ↑
NET: Any	N Count	123 †	317	119 ↑	218	102 †	175 ↑	306 ↑
	Column Comparisons					d	d f	b e
NET: An argument or friction about spending money	/ % within column	28%	23%	30% ↑	24%	34% ↑	29% ↑	29%↑
online OR Child was grounded or not allowed to attend/do something as a result of child's online	N Count	43	104	44 ↑	72	41 †	60 ↑	101 ↑
spending	Column Comparisons							

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Parents of children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2050 (93%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 31 of 32

				BANNER		
			Feeling	s about Gaming P	urchase	
P5 - Please tell us whether any of the foll occurred with your child as a result of sponline? [MULTI]	_	What I buy is good value	l spend more than l should	I like the feeling	It's unfair that people who spend more, get further in games	It's not always clear what I'm going to get for my money in games
	% within column	11% ↑	19% ↑	14% †	15%↑	19% ↑
My child regretted or was negatively affected by spending money online	N Count	83 ↑	82 ↑	102 †	105↑	83 †
	Column Comparisons		b	b	b	b
	% within column	11% ↑	15% ↑	11% †	11%↑	13%↑
Being grounded or not allowed to attend/ do something as a result of child's online spending	N Count	83 ↑	65 †	79 1	76 ↑	60 1
something as a result of arma's ornine sperially	Column Comparisons					
	% within column	7% ↑	12% ↑	8%1	9%↑	11% †
I felt negatively financially impacted as a result of your child's online spending	N Count	57 ↑	54 ↑	58 1	62↑	48 1
your crime spending	Column Comparisons		b d			
	% within column	27%↓	10%↓	21%↓	24%↓	15%↓
None of these	N Count	210↓	44↓	151↓	170↓	67↓
	Column Comparisons	a c d e f		С	a c f	С
	% within column	73% ↑	90% ↑	79% †	76%↑	85% †
NET: Any	N Count	561 †	401 †	570 †	546 ↑	382 †
	Column Comparisons		b d e f	b	b	b e
NET: An argument or friction about spending mone	/ % within column	22% ↑	31%↑	26% †	26%↑	29%
online OR Child was grounded or not allowed to attend/ do something as a result of child's online	N Count	168 †	136 ↑	187 †	185↑	132 †
spending	Column Comparisons		b	b	b	b

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 32 of 32

P5 - Please tell us whether any of the following have occurred with your child as a result of spending money online? [MULTI]

		My child is now more careful about	My child purchased or subscribed to something they		An argument or friction about spending	My child regretted or was negatively affected by spending	Being grounded or not allowed to attend/ do something as a result of	I felt negatively financially impacted as a result of your child's		
P4 - How concerned, if at all,	•	spending	shouldn't	than they	money	money	child's online	online	None of	
child's spending online? [SING	GLE]	money	have	should have	online	online	spending	spending	these	NET: Any
	% within column	646	249	242	209	165	136	102	1000	1232
Weighted Base	N Count									
	Column Comparisons									
	% within column	655	249	255	216	167	141	102	967	1238
Unweighted Base	N Count									
	Column Comparisons									
	% within column	a	b	С	d	e	f	g	h	i
Column Names	N Count									
	Column Comparisons									
	% within column	34%↓	28%↓	14%↓	18%↓	17%↓	10%↓	21%↓	70% ↑	29%↓
Not at all concerned	N Count	221↓	69↓	34↓	39↓	28↓	14↓	21↓	702 ↑	351↓
	Column Comparisons	cdefg	c f					f	abcdefg	-
	% within column	30% †	32% †	34% †	41%	40% 1	38%1	30%	14%↓	33% ↑
A little bit concerned	N Count	193 †	80 1	82 1	85 †	65 1	51 †	31	140↓	410 †
	Column Comparisons	h	h	h	a h	h	h	h		-
	% within column	20% ↑	18%	32% †	26% †	26%1	25% ↑	25% ↑	8%↓	22% ↑
Moderately concerned	N Count	131 ↑	46	77 †	53 †	43 1	341	26 ↑	79↓	267 †
	Column Comparisons	h	h	a b h	h	h	h	h		-
	% within column	15% †	21% ↑	20% †	15%	16%	26% ↑	24% ↑	6%↓	16% ↑
Very concerned	N Count	99 ↑	52 †	49 1	32	27	35 ↑	25 ↑	60↓	199 ↑
	Column Comparisons	h	h	h	h	h	a d h	h		-
	% within column	0%	1%	0%	0%	1%	1%	0%	2% ↑	0%↓
Don't know	N Count	2	3	0	0	1	2	0	20 †	4↓
	Column Comparisons									-

P5 - Please tell us whether any of the following have occurred with your child as a result of spending money online? [MULTI]

NET: An argument or friction about spending money online OR Child was grounded or not allowed to attend/ do something as a result of child's online spending

P4 - How concerned, if at all, are you about your child's spending online? [SINGLE]

	% within column	320
Weighted Base	N Count	
	Column Comparisons	
	% within column	328
Unweighted Base	N Count	
	Column Comparisons	

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Parents of children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2035 (92%)

P5 - Please tell us whether any of the following have occurred with your child as a result of spending money online? [MULTI]

P4 - How concerned, if at all, are child's spending online? [SINGLE]	•	My child is now more careful about spending money	My child purchased or subscribed to something they shouldn't have	My child spent more than they should have	An argument or friction about spending money online	negatively	Being grounded or not allowed to attend/ do something as a result of child's online spending	I felt negatively financially impacted as a result of your child's online spending	None of these	NET: Any
	% within column	а	b	С	d	е	f	g	h	i
Column Names	N Count									
	Column Comparisons									
	% within column	34%↓	28%↓	14%↓	18%↓	17%↓	10%↓	21%↓	70% †	29%↓
Not at all concerned	N Count	221↓	69↓	34↓	39↓	28↓	. 14↓	21↓	702 ↑	351↓
	Column Comparisons	cdefg	c f					f	abcdefg	-
	% within column	30% ↑	32% ↑	34% 1	41% †	40%1	38% ↑	30%	14%↓	33% ↑
A little bit concerned	N Count	193 ↑	80 †	82 1	85 1	65 1	51 †	31	140↓	410 ↑
	Column Comparisons	h	h	h	a h	h	h	h		-
	% within column	20% ↑	18%	32% 1	26% 1	26%1	25% ↑	25% ↑	8%↓	22%↑
Moderately concerned	N Count	131 ↑	46	77 1	53 1	431	34 ↑	26 ↑	79↓	267 ↑
	Column Comparisons	h	h	a b h	h	h	h	h		-
	% within column	15% †	21% ↑	20% †	15%	16%	26% ↑	24% ↑	6%↓	16% †
Very concerned	N Count	99 ↑	52 ↑	49 1	32	27	35 ↑	25 ↑	60↓	199 ↑
	Column Comparisons	h	h	h	h	h	a d h	h		-
	% within column	0%	1%	0%	0%	1%	1%	0%	2% ↑	0%↓
Don't know	N Count	2	3	0	0	1	2	0	20 ↑	4↓
	Column Comparisons									-
	% within column	36% ↑	39% ↑	52% 1	41% †	43%1	51% †	49% ↑	14%↓	38% ↑
NET: Moderately/ Very Concerned	N Count	230 ↑	98 ↑	126 1	85 1	70 1	70 †	50 †	139↓	466 ↑
	Column Comparisons	h	h	a b d h	h	h	a h	a h		-
	% within column	66% ↑	71% †	86% 1	82% †	82%1	89% †	79% ↑	28%↓	71% †
NET: A little bit concerned / Moderately	N Count	423 ↑	177 †	207 1	170 †	136 1	121	81 †	279↓	876 †
concerned / Very concerned	Column Comparisons	h	h	a b h	a b h	a b h	a b h	a h		-

P5 - Please tell us whether any of the following have occurred with your child as a result of spending money online? [MULTI] NET: An argument or friction about spending money online OR Child was grounded or not allowed to attend/ do something as a result of P4 - How concerned, if at all, are you about your child's online child's spending online? [SINGLE] spending % within column Column Names N Count **Column Comparisons** % within column 16%↓ 50↓ Not at all concerned N Count **Column Comparisons**

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Parents of children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2035 (92%)

P5 - Please tell us whether any of the following have occurred with your child as a result of spending money online? [MULTI]

						My child	Being	I felt		
			My child			regretted or	grounded or	negatively		
			purchased or		An argument	was	not allowed	financially		
		•	subscribed to		or friction	negatively	to attend/ do	impacted as		
		now more	something	My child	about	affected by	something as	a result of		
P4 - How concerned, if at all, are	vou about vour	careful about	they	spent more	spending	spending	a result of	your child's	Nama of	
child's spending online? [SINGLE]	= =	spending money	shouldn't have	than they should have	money online	money online	child's online spending	online spending	None of these	NET: Any
cinia s spending online: [SiNGLL]	% within column	30% †	32% †	34%1			·	30%	14% ↓	33% †
A little bit concerned	N Count	193 ↑	80 †	82 †				31	140↓	410 †
A little bit concerned	Column Comparisons	h	h	h	a h	h	h	h	140\$	4101
	% within column	20%↑	18%	32%↑				25% ↑	8%↓	22% ↑
Moderately concerned	N Count	131↑	46	77 †				25/01 26 ↑	79↓	267 †
violating concerned	Column Comparisons	h	h	a b h	h	h	h	h	754	2071
	% within column	15% ↑	21%↑	20%↑		16%	26%↑	24% ↑	6%↓	16% ↑
Very concerned	N Count	99 ↑	52 ↑	49 ↑		27	351	25 ↑	60 ↓	199 †
very concerned	Column Comparisons	h	h	h	h	h	a d h	h	00+	- 1551
	% within column	0%	1%	0%	0%	1%	1%	0%	2%↑	0%↓
Don't know	N Count	2	3	0	0	1	2	0	201	4↓
Bon (Know	Column Comparisons	2	3	· ·	· ·	-	_	Ü	201	-
	% within column	36% ↑	39% ↑	52%↑	41% †	43% 1	51% †	49% †	14%↓	38% ↑
NET: Moderately/ Very Concerned	N Count	230 ↑	98 ↑	126 ↑				50 ↑	139↓	466 †
,,	Column Comparisons	h	h	a b d h	h	h	a h	a h		-
	% within column	66% ↑	71%↑	86%↑	82% ↑	82% 1	89%	79% ↑	28%↓	71% †
NET: A little bit concerned / Moderately	N Count	423 ↑	177 ↑	207 ↑	170 †	136 1	121	81 †	279↓	876 †
concerned / Very concerned	Column Comparisons	h	h	a b h	a b h	a b h	a b h	a h		-
	% within column	64%↓	60%↓	48%↓				51%↓	84% ↑	62%↓
NET: Not at all concerned/ A little	N Count	414↓	148↓	116↓	124↓	93↓	65↓	52↓	841 †	762↓
concerned	Column Comparisons	cfg	С		С				abcdefg	

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 5 of 12

		P5 - Please
		tell us
		whether
		any of the
		following
		have
		occurred
		with your
		child as a
		result of
		spending
		money
		online?
		[MULTI]
		NET: An
		argument or
		friction
		about spend-
		ing money
		online OR Child was
		grounded or
		not allowed
		to attend/ do
		something as
D4 Harraman # at all are		a result of
P4 - How concerned, if at all, are	= =	child's online
child's spending online? [SINGLE]		spending
	% within column	39%↑
A little bit concerned	N Count	124 †
	Column Comparisons	-
Madanahali, aaraanad	% within column	25%
Moderately concerned	N Count	80 ↑
	Column Comparisons	-

P5 - Please tell us whether any of the following have occurred with your child as a result of spending money online? [MULTI]

						My child	Being	I felt		
			My child			regretted or	grounded or	negatively		
			purchased or		An argument		not allowed	financially		
		My child is	subscribed to		or friction	negatively	to attend/ do	impacted as		
		now more	something	My child	about	affected by	something as	a result of		
P4 - How concerned, if at all, are	vou about vour	careful about	they	spent more	spending	spending	a result of	your child's		
	-	spending	shouldn't	than they	money	money	child's online	online	None of	
child's spending online? [SINGLE]		money	have	should have	online	online	spending	spending	these	NET: Any
	% within column	15% ↑	21% ↑	20% ↑	15%	16%	26% ↑	24% ↑	6%↓	16% †
Very concerned	N Count	99 ↑	52 ↑	49 ↑	32	27	35 ↑	25 ↑	60↓	199 ↑
	Column Comparisons	h	h	h	h	h	a d h	h		-
	% within column	0%	1%	0%	0%	1%	1%	0%	2%↑	0%↓
Don't know	N Count	2	3	0	0	1	2	0	20 †	4↓
	Column Comparisons									-
	% within column	36% ↑	39% ↑	52% ↑	41% ↑	43% †	51% †	49% ↑	14%↓	38% ↑
NET: Moderately/ Very Concerned	N Count	230 ↑	98 ↑	126 †	85 †	70 1	70 †	50 ↑	139↓	466 ↑
	Column Comparisons	h	h	a b d h	h	h	a h	a h		-
NICT: A little bit concerned / Maderataly	% within column	66% ↑	71%↑	86% ↑	82% †	82% †	89% †	79% ↑	28%↓	71% †
NET: A little bit concerned / Moderately concerned / Very concerned	N Count	423 ↑	177 ↑	207 ↑	170 †	136 †	121🕇	81 ↑	279↓	876 †
	Column Comparisons	h	h	a b h	a b h	a b h	a b h	a h		-
NET. Net et elles es es es el / A Patie	% within column	64%↓	60%↓	48%↓	59%↓	57%↓	48%↓	51%↓	84% ↑	62%↓
NET: Not at all concerned/ A little	N Count	414↓	148↓	116↓	124↓	93↓	65↓	52↓	841 ↑	762↓
concerned	Column Comparisons	cfg	С		С				abcdefg	

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 7 of 12

P5 - Please tell us whether any of the following have occurred with your child as a result of spending money online? [MULTI] NET: An argument or friction about spending money online OR Child was grounded or not allowed to attend/ do something as a result of P4 - How concerned, if at all, are you about your child's online spending 20% 64**† Column Comparisons** 0%

child's spending online? [SINGLE]

Very concerned

Don't know

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Parents of children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2035 (92%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

2

% within column

% within column

Column Comparisons

N Count

N Count

P5 - Please tell us whether any of the following have occurred with your child as a result of spending money online? [MULTI]

P4 - How concerned, if at all, are child's spending online? [SINGLE]	-		My child purchased or subscribed to something they shouldn't have	My child spent more than they should have	An argument or friction about spending money online	My child regretted or was negatively affected by spending money online	Being grounded or not allowed to attend/ do something as a result of child's online spending	•	None of these	NET: Any
	% within column	36%↑	39% ↑	52% ↑	41% ↑	43% 1	51% ↑	49% ↑	14%↓	38%↑
NET: Moderately/ Very Concerned	N Count	230 ↑	98 ↑	126 †	85 ↑	70 1	70 ↑	50 ↑	139↓	466 ↑
	Column Comparisons	h	h	a b d h	h	h	a h	a h		-
NET: A little bit account of / A 4 a devetable	% within column	66% ↑	71%↑	86% †	82% ↑	82% 1	89% ↑	79% ↑	28%↓	71% ↑
NET: A little bit concerned / Moderately	N Count	423↑	177 ↑	207 †	170 ↑	136 1	121 †	81 †	279↓	876 †
concerned / Very concerned	Column Comparisons	h	h	a b h	a b h	a b h	a b h	a h		-
NET: Net et ellesses en el / A l'Alle	% within column	64%↓	60%↓	48% ↓	59%↓	57%↓	48%↓	51%↓	84% ↑	62%↓
NET: Not at all concerned/ A little	N Count	414↓	148↓	116↓	124↓	93↓	65↓	52↓	841 ↑	762↓
concerned	Column Comparisons	cfg	С		С				abcdefg	-

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Parents of children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2035 (92%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 9 of 12

		P5 - Please
		tell us
		whether
		any of the
		following
		have
		occurred
		with your
		child as a
		result of
		spending
		money
		online?
		[MULTI]
		NET: An argument or
		friction
		about spend-
		ing money
		online OR
		Child was
		grounded or
		not allowed
		to attend/ do
		something as
P4 - How concerned, if at all, are	vou about vour	a result of
child's spending online? [SINGLE]	child's online	
cinia s spending online: [SiNGLE]	% within column	spending 45% 1
NET: Moderately/ Very Concerned	N Count	45% 1 144 †
NET. Moderatery, very concerned	Column Comparisons	
	% within column	- 84% ↑
NET: A little bit concerned / Moderately	N Count	268 †
concerned / Very concerned	Column Comparisons	2001
	Columni Companisons	

P5 - Please tell us whether any of the following have occurred with your child as a result of spending money online? [MULTI]

		,	My child purchased or subscribed to		An argument or friction	was negatively	not allowed to attend/ do	•		
P4 - How concerned, if at all, are child's spending online? [SINGLE]	•	now more careful about spending money	something they shouldn't have	My child spent more than they should have	about spending money online	affected by spending money online	something as a result of child's online spending	a result of your child's online spending	None of these	NET: Any
NET: Not at all concerned/ A little concerned	% within column N Count Column Comparisons	64%↓ 414↓ cfg	60%↓ 148↓ c	48%↓ 116↓		57%↓ 93↓		51%↓ 52↓	84% † 841 † a b c d e f g	62%↓ 762↓ -

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Parents of children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2035 (92%)

P5 - Please
tell us
whether
any of the
following
have
occurred
with your
child as a
result of
spending
money
online?
[MULTI]

NET: An
argument or

argument or friction about spending money online OR Child was grounded or not allowed to attend/ do something as a result of child's online spending

P4 - How concerned, if at all, are you about your child's spending online? [SINGLE]

NET: Not at all concerned/ A little concerned

N Count

Column Comparisons

N Within column

174↓

Column Comparisons

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Parents of children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2035 (92%)

		Child spent money on social media or gaming						ning
P_1 - In the last month, has your	child spent any	Child		said the-	Child			
money on a social media site or a		said the-	Bought	y bought	said the-			
app where you can watch videos		y bought	somet-	somet-	y bought	Not		
		somet-	hing wh-	hing on	somet-	bought		Row
gaming? This could be using either		_	ile gami-		hing fro-	from		Popula-
money, your money or someone	• •	either	ng	media	m both	either	Row n	tion
	% within column	1289	1125	768	604	808		
Weighted Base	N Count							
	Column Comparisons							
	% within column	1296	1128	800	632	781		
Unweighted Base	N Count							
	Column Comparisons							
	% within column	а	b	С	d	е		
Column Names	N Count							
	Column Comparisons							
	% within column	47% †	48% ↑	52% 1	55% †	8%↓		
Yes – using their own money	N Count	606 1	540 ↑	398 1	3331	68↓	713	681
	Column Comparisons	e	е	е	e			
	% within column	41% †	43% ↑	42% 1	45% †	8%↓		
Yes – using my money or someone else's	N Count	533 †	479 ↑	324 1	269 ↑	68↓	611	615
	Column Comparisons	e	е	e	e			
	% within column	17%↓	16%↓	12%	9%↓	81% †		
No	N Count	219↓	178↓	94↓	53↓	656 †	938	982
	Column Comparisons					a b c d		
	% within column	1%	1%	1%	1%	1%		
Can't remember	N Count	13	11	8	5	10	27	28
	Column Comparisons							
	% within column	1%	1%	1%	0%↓	1%		
Don't know	N Count	18	11	9	2↓	10	31	32
	Column Comparisons							
	% within column	81% †	82% †	86% 1	90%†	16%↓		
NET: Yes	N Count	1,039 †	925 †	658 1	544 †	131↓	1,209	1,190
	Column Comparisons	e	е	e	e			

Child spent money on social media or gaming

P_1 - In the last month, has your child spent any money on a social media site or app, a website or app where you can watch videos, or whilst gaming? This could be using either their own money, your money or someone else's [MULTI]

% within column

N Count

Column Comparisons

NET: No or Don't know

		Child				
Child		said the-	Child			
said the-	Bought	y bought	said the-			
y bought	somet-	somet-	y bought	Not		
somet-	hing wh-	hing on	somet-	bought		Row
hing on	ile gami-	social	hing fro-	from		Popula-
either	ng	media	m both	either	Row n	tion
18%↓	17%↓	13%↓	9%↓	83%1		
237↓	189↓	103↓	55↓	667 †	969	1,014
				a b c d		

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Parents of children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2014 (91%)

		Child spent money on social media or gaming						ning
				Child				
P 1 - In the last month, has your	child spent any	Child		said the-	Child			
money on a social media site or	app. a website or	said the-	Bought	y bought	said the-			
app where you can watch videos		y bought	somet-	somet-	y bought	Not		
	•		hing wh-	_		bought		Row
gaming? This could be using eith		_	ile gami-		hing fro-	from		Popula-
money, your money or someone else's [MULTI]		either	ng	media	m both	either	Row n	tion
	% of total	1289	1125	768	604	808		
Weighted Base	N Count							
	Column Comparisons							
	% of total	1296	1128	800	632	781		
Unweighted Base	N Count							
	Column Comparisons							
	% of total	a	b	С	d	е		
Column Names	N Count							
	Column Comparisons							
	% of total	27% 1	24%1	18% 1	15%↑	3%↓		
Yes – using their own money	N Count	606 1	540 †	398 1	333 ↑	68↓	713	681
	Column Comparisons	e	e	e	e			
	% of total	24% †	21%†	14% †	12% †	3%↓		
Yes – using my money or someone else's	N Count	533 †	479 †	324 1	269 †	68↓	611	615
	Column Comparisons	e	е	e	е			
	% of total	10%↓	8%↓	4%↓	2%↓	29% ↑		
No	N Count	219↓	178↓	94↓	53↓	656 †	938	982
	Column Comparisons					a b c d		
	% of total	1%	0%	0%	0%	0%		
Can't remember	N Count	13	11	8	5	10	27	28
	Column Comparisons							
	% of total	1%	0%	0%	0%↓	0%		
Don't know	N Count	18	11	9	2↓	10	31	32
	Column Comparisons							
	% of total	47% †	41% †	29% 1	24% ↑	6%↓		
NET: Yes	N Count	1,039 †		658 1		131↓	1,209	1,190
	Column Comparisons	е	е	е	е		, -	,

Child spent money on social media or gaming Child Child said the- Child said the- Bought y bought said themoney on a social media site or app, a website or y bought somet- y bought somet- hing wh- hing on somet- bought Row hing on ile gami- social hing fro- from Populaeither ng media m both either Row n tion

2%↓

55↓

30%↑

667**†**

5%↓

103↓

% of total NET: No or Don't know N Count

P 1 - In the last month, has your child spent any

app where you can watch videos, or whilst

sample size = 2014 (91%)

gaming? This could be using either their own

money, your money or someone else's [MULTI]

969 Column Comparisons a b c d Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Parents of children aged 8-17; Weight: Based on Nat Rep Sample; effective

1,014

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, FS₁+t, U_DN, 2w, x, y, z (p <= 0.05)

11%↓

237↓

8%↓

189↓

Child Intro Questions

H2 - Please think about any reason you may have to go online – maybe watching videos on sites or apps like YouTube or TikTok, playing games online, for social media, or to do school or homework. Do you use any of these to go online at home or somewhere else? [MULTI]

BANNER

Gender of child respondent Age of child respondent

somewhere else? [MULTI]		Total	Male	Female	8-9	10-12	13-15	16-17	NET: 8-12
	% within column	2232	1153	1079	449	698	684	401	1147
Weighted Base	N Count								
	Column Comparisons								
	% within column	2205	1100	1105	439	662	659	445	1101
Unweighted Base	N Count								
	Column Comparisons								
	% within column	а	а	b	а	b	С	d	е
Column Names	N Count								
	Column Comparisons								
Nachila ohana / assastahana //ilaana iBhana	% within column	82%	82%	82%	55%↓	80%	95% ↑	94% ↑	70%↓
Mobile phone/ smartphone (like an iPhone	N Count	1,831	945	887	247↓	558	650 †	377 †	805↓
or Samsung Galaxy)	Column Comparisons	-				а	a b	a b	-
	% within column	54%	49%↓	59% ↑	74%↑	60% ↑	43%↓	39%↓	66% ↑
Tablet (like an iPad or Amazon Fire)	N Count	1,206	569↓	636 †	333 ↑	421 ↑	294↓	158↓	754↑
	Column Comparisons	-		а	b c d	c d			-
	% within column	48%	61% †	35%↓	45%	51%	47%	49%	49%
Games console or handheld games player	N Count	1,076	700 †	376↓	201	356	321	198	557
	Column Comparisons	-	b						-
	% within column	40%	40%	40%	29%↓	38%	44% ↑	48% ↑	34%↓
Laptop or netbook	N Count	887	456	431	129↓	264	300 ↑	194 †	393↓
	Column Comparisons	-				a	a b	a b	-
Desktop computer (one that is usually in a	% within column	16%	22% ↑	11%↓	14%	15%	18%	19%	14%↓
fixed place with a separate screen and	N Count	367	250 ↑	117↓	62	105	125	75	166↓
keyboard)	Column Comparisons	-	b						-
Other tune of device (please tune in view	% within column	1%	1%	1%	2%	1%	1%	1%	1%
Other type of device - (please type in your answer below)	N Count	24	14	10	9	7	5	3	16
answer below)	Column Comparisons	-							-

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2010 (91%)

H2 - Please think about any reason you may have to
go online – maybe watching videos on sites or apps
like YouTube or TikTok, playing games online, for _
social media, or to do school or homework. Do you
use any of these to go online at home or
somewhere else? [MULTI]

BANNER

Age and gender of child respondent

somewhere else? [MULTI]	ome or	NET: 13-17	Male 8-9	Female 8-9	Male 10-12	Female 10-12	Male 13-15	Female 13-15	Male 16-17
	% within column	1085	226	224	361	337	342	341	224
Weighted Base	N Count								
	Column Comparisons								
	% within column	1104	220	219	333	329	324	335	223
Unweighted Base	N Count								
	Column Comparisons								
	% within column	f	а	b	С	d	е	f	g
Column Names	N Count								
	Column Comparisons								
Male the selection of assessment and all the second the second	% within column	95% ↑	57%↓	52%↓	79%	81%	93% ↑	97% ↑	94% ↑
Mobile phone/ smartphone (like an iPhone	^e N Count	1,027 †	129↓	117↓	285	273	320 †	3301	210 ↑
or Samsung Galaxy)	Column Comparisons	-			a b	a b	a b c d	a b c d	a b c d
	% within column	42%↓	68% ↑	81% ↑	57%	64% ↑	38%↓	48%	37%↓
Tablet (like an iPad or Amazon Fire)	N Count	452↓	152 ↑	180 ↑	206	216 ↑	129↓	165	82↓
	Column Comparisons	-	cefgh	acdefgh	e f g h	e f g h		e g	
	% within column	48%	55%	34%↓	64% ↑	38%↓	62% ↑	32%↓	60% ↑
Games console or handheld games player	N Count	518	125	76↓	229 †	127↓	211 ↑	109↓	134 ↑
	Column Comparisons	-	bdfh		bdfh		bdfh		bdfh
	% within column	46% ↑	34%	23%↓	36%	40%	45%	43%	43%
Laptop or netbook	N Count	494 ↑	77	52↓	130	134	154	147	95
	Column Comparisons	-	b		b	b	a b	b	b
Desktop computer (one that is usually in a	% within column	18% ↑	16%	12%	19%	10%↓	26% 🕇	11%↓	25% ↑
fixed place with a separate screen and	N Count	200 ↑	36	26	69	35↓	88 1	37↓	56 †
keyboard)	Column Comparisons	-			bdfh		a b d f h		a b d f h
Other time of device /please time in visual	% within column	1%	1%	3%↑	2%	0%	1%	0%	1%
Other type of device - (please type in your answer below)	N Count	8	1	7 †	6	1	4	1	3
allower below)	Column Comparisons	-							

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2010 (91%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Age of child

respondent

H2 - Please think about any reason you may have to go online – maybe watching videos on sites or apps like YouTube or TikTok, playing games online, for social media, or to do school or homework. Do you use any of these to go online at home or somewhere else? [MULTI]

BANNER

Age and gender of child respondent Urban/ Rural Working status

NET: Female 8- NET: Male 13- NET: Female 13

somewhere else? [MULTI]		Female 16-17	NET: Male 8-12	12	17	-17	NET: Urban	Rural	Full time
	% within column	201	587	561	567	536	1986	246	1332
Weighted Base	N Count								
	Column Comparisons								
	% within column	253	553	548	547	580	1949	256	1376
Unweighted Base	N Count								
	Column Comparisons								
	% within column	h	i	j	k	1	a	b	a
Column Names	N Count								
	Column Comparisons								
Mobile phone/ smartphone (like an iPhone	% within column	94% 🕇		70%↓	94% ↑	96% ↑	82%	84%	83%
or Samsung Galaxy)	N Count	190 1	415↓	390↓	530 ↑	513 ↑	1,626	206	1,108
or carrieding carery,	Column Comparisons	a b c d	-	-	-	-			
	% within column	42%↓		71% ↑	37%↓	46%↓	54%	52%	55%
Tablet (like an iPad or Amazon Fire)	N Count	84.	358 ↑	396 ↑	211↓	246↓	1,079	127	737
	Column Comparisons		-	-	-	-			С
	% within column	38%↓		36%↓	61% ↑	35%↓	48%	49%	50%
Games console or handheld games player	N Count	77↓	354 ↑	203↓	345 ↑	185↓	956	120	666
	Column Comparisons		-	-	-	-			
	% within column	53% 1		33%↓	44%	47% ↑	40%	40%	41%
Laptop or netbook	N Count	106 †	207	186↓	249	251 ↑	788	99	549
	Column Comparisons	a b c d f	-	-	-	-			d
	% within column	12%	18%	11%↓	25% ↑	11%↓	17%	12%	18% ↑
fixed place with a separate screen and	N Count	24	105	61↓	144 ↑	59↓	337	29	243 †
keyboard)	Column Comparisons		-	-	-	-	b		b
Other type of device - (please type in your	% within column	0%	1%	2%	1%	0%	1%	2%	1%
answer below)	N Count	0	7	8	7	1	20	4	12

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2010 (91%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Column Comparisons

H2 - Please think about any reason	n you may have to				BANNI	ER			
go online - maybe watching video	s on sites or apps	,	Working status			D3	3 - Social grade		
like YouTube or TikTok, playing ga social media, or to do school or ho use any of these to go online at ho	mes online, for mework. Do you			NET: Not working/					
somewhere else? [MULTI]	=	Part time	Student	retired	AB	C1	C2	DE	NET: ABC1
Weighted Base	% within column N Count Column Comparisons	430	112	310	625	580	491	536	1205
Unweighted Base	% within column N Count Column Comparisons	388	113	286	885	483	357	480	1368
Column Names	% within column N Count Column Comparisons	b	С	d	a	b	С	d	е
Mobile phone/ smartphone (like an iPhone or Samsung Galaxy)	% within column	80% 343	89% 99	79% 245	84% 523	81% 472	84% 410	80% 426	83% 995 -
Tablet (like an iPad or Amazon Fire)	% within column N Count Column Comparisons	54% 234 c	38%↓ 43↓	56% 174 c	58% ↑ 364 ↑	54% 311	52% 256	51% 274	56% 675
Games console or handheld games player	% within column N Count Column Comparisons	46% 198	46% 52	45% 139	49% 307	46% 269	51% 253	46% 247	48% 576
Laptop or netbook	% within column N Count Column Comparisons	39% 166	52% † 58 † b d	33%↓ 102↓	48% ↑ 298 ↑ c d	42% 244 d	36% 177	31%↓ 168↓	45% 1 542 1
Desktop computer (one that is usually in a fixed place with a separate screen and keyboard)	•	11%↓ 49↓	20% 22	14% 42	24% † 149 † b c d	14% 80	15% 73	12%↓ 65↓	19%1 2291 -
Other type of device - (please type in your answer below)	% within column N Count Column Comparisons	1% 4	1% 1	2% 5	0% 2	1% 7	2% ↑ 12 ↑ a	1% 3	1% 9

H2 - Please think about any reaso	n you may have to				BAN	NER			
go online – maybe watching video like YouTube or TikTok, playing ga	• •	D3 - Social grade	Fi	nancial wellbeing	5	Ethn	icity	Child identified need/ impacting condition	
social media, or to do school or house any of these to go online at ho	•	NET CODE		o w	c. I		NET: All other		
somewhere else? [MULTI]	% within column	NET: C2DE 1027	Doing well	Getting by 1152	Struggling 655	White British 1742	Ethnicities 453	Neurodiversity	Mental Health 109
Weighted Base	N Count Column Comparisons	1027	401	1152	055	1742	453	194	109
Unweighted Base	% within column N Count	837	452	1121	611	1713	452	182	110
	Column Comparisons % within column	f	а	b	С	a	b	a	b
Column Names	N Count Column Comparisons								
Mobile phone/ smartphone (like an iPhone or Samsung Galaxy)	N Count	81% 837	80% 321	83% 959	81% 532	83% 1,438	80% 362	78% 151	93% ↑ 102 ↑
Tablet (like on iDed on Assessor Fire)	Column Comparisons % within column	- 52%	57%	54%	52%	55%	52%	58%	a d 53%
Tablet (like an iPad or Amazon Fire)	N Count Column Comparisons	530	229	628	341	960	236	112	59
Games console or handheld games player	% within column N Count Column Comparisons	49% 500 -	47% 188	48% 556	50% 325	52% ↑ 911 ↑ b	34%↓ 153↓		
Laptop or netbook	% within column N Count	34% ↓ 345 ↓	44% 178	39% 448	39% 253	38%↓ 670↓	46% 1 207 1	42%	43% 47
	Column Comparisons	-					а		
Desktop computer (one that is usually in a fixed place with a separate screen and keyboard)	N Count	13%↓ 137↓	24% ↑ 95 ↑	16% 187	13% ↓ 84 ↓		16% 74	13% 26	15% 17
-	Column Comparisons % within column	1%	b с 0%	1%	2%	1%	2%	1%	3%
answer below)	N Count Column Comparisons	15 -	1	12	11	16	8	2	4

H2 - Please think about any reaso	n you may have to				BAN	NER			
go online – maybe watching video like YouTube or TikTok, playing ga		Child identified n		Disability/ Cond	dition in HH	Educational Health Care Plan (EHCP)		Benefits	
social media, or to do school or house any of these to go online at hosomewhere else? [MULTI]	•	NET: Identified in need/condition	NET: No dentified need/ condition	NET: Yes	No	Has an EHCP	Don't have an EHCP	NET: Household receives Benefits	No Benefits
• •	% within column	474	1726	234	792	161	2071	925	1200
Weighted Base	N Count Column Comparisons								
	% within column	458	1713	238	806	157	2048	883	1222
Unweighted Base	N Count Column Comparisons								
	% within column	С	d	а	b	а	b	а	b
Column Names	N Count								
	Column Comparisons								
Makila akana / amantukana (lika an iBkana	% within column	82%	82%	93%	95%	82%	82%	82%	83%
Mobile phone/ smartphone (like an iPhone or Samsung Galaxy)	N Count	390	1,415	218	756	132	1,699	758	991
or Sarrisung Galaxy)	Column Comparisons	-							
	% within column	55%	54%	44%	42%	60%	54%	54%	56%
Tablet (like an iPad or Amazon Fire)	N Count	263	934	104	334	97	1,108	495	669
	Column Comparisons	-							
	% within column	53%	47%	51%	49%	57%	47%	50%	48%
Games console or handheld games player	N Count	252	813	120	385	92	983	461	576
	Column Comparisons	-				b			
	% within column	40%	40%	45%	47%	42%	40%	37%	43% ↑
Laptop or netbook	N Count	191	685	106	369	68	819	344	511 ↑
	Column Comparisons	-							а
Desktop computer (one that is usually in a	% within column	18%	16%	20%	18%	18%	16%	18%	16%
fixed place with a separate screen and	N Count	88	271	47	142	29	337	163	192
keyboard)	Column Comparisons	-							
Other type of device - (please type in your	% within column	1%	1%	1%	1%	1%	1%	1%	1%
answer below)	N Count	5	19	2	6	1	22	11	13
	Column Comparisons	-							

H2 - Please think about any reaso	n you may have to				BAN	INER			
go online – maybe watching video	s on sites or apps	Parental	Controls	F	Parental Concern	า	Time Spe	ent Online (Week	(day)
like YouTube or TikTok, playing gasocial media, or to do school or house any of these to go online at hosomewhere else? [MULTI]	omework. Do you	NET: Has Parental Controls	No Controls	Not Concerned	A little Concerned	NET: Moderately/ Very Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs
tomerment case. [oz]	% within column	1865	339	1053	550	605	873	938	278
Weighted Base	N Count								-
	Column Comparisons								
	% within column	1839	342	1016	555	614	855	924	282
Unweighted Base	N Count Column Comparisons								
	% within column	a	b	а	b	С	а	b	С
Column Names	N Count								-
	Column Comparisons								
Mobile phone/ smartphone (like an iPhone or Samsung Galaxy)	% within column	82%	86%	82%	87% 1	79%	72%↓	90% ↑	91% ↑
	N Count	1,526	292	862	476 1	478	627↓	843 †	253 ↑
or Sarrisung Galaxy)	Column Comparisons				ас			а	а
	% within column	56% ↑	45%	54%	54%	54%	57%	53%	49%
Tablet (like an iPad or Amazon Fire)	N Count	1,044 †	151	571	296	328	496	501	137
	Column Comparisons	b							
	% within column	49%	44%	49%	49%	47%	41%↓	54% ↑	57% ↑
Games console or handheld games player	N Count	916	151	518	268	283	354↓	504 ↑	160 ↑
	Column Comparisons							a	a
	% within column	39%	45%	39%	40%	42%	37%	41%	47%
Laptop or netbook	N Count	726	154	407	220	256	325	383	130
	Column Comparisons		а						а
Desktop computer (one that is usually in a		17%	14%	14%↓	18%	19%	12%↓	17%	26%↑
fixed place with a separate screen and	N Count	314	48	148↓	98	118	108↓	162	73 ↑
keyboard)	Column Comparisons	407	40/	201	40/	a	407	a 40/	a b
Other type of device - (please type in your	% within column	1%	1%	2%	1%	0%	1%	1%	1%
answer below)	N Count	21	2	17	4	3	12	7	3
	Column Comparisons								

H2 - Please think about any reason	n you may have to				BANN	IER			
go online – maybe watching video	s on sites or apps	Time Spent Or	lline (Weekday)		Time Sp	ent Online (Wee	kend)		Spent Money
like YouTube or TikTok, playing gasocial media, or to do school or house any of these to go online at house	omework. Do you								Bought somet- hing on either Social Media, or
somewhere else? [MULTI]		6+ hrs	NET: 5+ Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6 hrs	NET: 5+ Hours	while gaming
	% within column	102	380	291	785	622	492	1114	1289
Weighted Base	N Count								
	Column Comparisons								
	% within column	106	388	281	777	619	489	1108	1296
Unweighted Base	N Count								
	Column Comparisons								
	% within column	d	е	a	b	С	d	e	a
Column Names	N Count								
	Column Comparisons								
Mobile phone/ smartphone (like an iPhone	% within column	94%1	92% ↑	69%↓	78%↓	87% ↑	95% †	90%1	87% 1
or Samsung Galaxy)	N Count	96 1	349 ↑	199↓	611↓	541 ↑	466 1	1,0061	1,125 †
or surrising dulaxy)	Column Comparisons	a	-		a	a b	a b c	-	e
	% within column	57%	51%	49%	56%	58%	50%	55%	54%
Tablet (like an iPad or Amazon Fire)	N Count	58	195	143	440	360	248	609	698
	Column Comparisons		-					-	
	% within column	53%	56% ↑	30%↓	44%↓	56% †	59% †	57%1	
Games console or handheld games player	N Count	54	214 †	88↓	343↓	347 ↑	292 †	639 1	728 1
	Column Comparisons	а	-		a	a b	a b	-	e
	% within column	42%	46%	35%	39%	43%	42%	42%	42%
Laptop or netbook	N Count	43	173	103	303	268	204	473	538
	Column Comparisons		-					-	е
Desktop computer (one that is usually in a	% within column	21%	25% ↑	12%	15%	19%	19%	19%1	
fixed place with a separate screen and	N Count	22	95 †	34	119	117	94	211 1	263 1
keyboard)	Column Comparisons	a	-			а	a	-	е
Other type of device - (please type in your	% within column	1%	1%	2%	1%	1%	1%	1%	1%
answer below)	N Count	1	4	6	7	3	6	9	12
	Column Comparisons		-					-	

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 8 of 28

H2 - Please think about any reaso	n you may have to				BANI	NER			
go online – maybe watching video	= =		Spent	Money			SM purchas	se category	
like YouTube or TikTok, playing gasocial media, or to do school or house any of these to go online at hosomewhere else? [MULTI]	omework. Do you	Bought something on social media	Bought something while Gaming	Bought something from both	Not bought from either	Product	Activity	Subscription/ Upgrade	NET: Gift
,	% within column	768	1125	604	943	429	153	216	158
Weighted Base	N Count								
	Column Comparisons								
	% within column	800	1128	632	909	450	165	226	171
Unweighted Base	N Count								
	Column Comparisons								
	% within column	b	С	d	e	а	b	С	d
Column Names	N Count								
	Column Comparisons								
Mobile phone/ smartphone (like an iPhone or Samsung Galaxy)	% within column	88% ↑	87%1	88% 🕇	75%↓	92% ↑	87%	89%	83%
	N Count	674 ↑	9811	531 †	707↓	397 †	133	193	131
or Samsung Galaxy)	Column Comparisons	е	е	е		b d			
	% within column	55%	54%	55%	54%	59%	58%	59%	58%
Tablet (like an iPad or Amazon Fire)	N Count	425	604	331	507	251	89	128	92
	Column Comparisons								
	% within column	52%↑	59%1	56%↑	37%↓	55%	58%	60%↑	54%
Games console or handheld games player	N Count	399 ↑	6661	337 †	348↓	236	89	129 ↑	86
	Column Comparisons	е	b e	е					
	% within column	45% ↑	41%	45% †	37%	52% †	52%	47%	47%
Laptop or netbook	N Count	347 ↑	465	273↑	349	221 †	80	102	74
	Column Comparisons	е		е					
Desktop computer (one that is usually in a	% within column	22%↑	22%1	25%↑	11%↓	23%	39% ↑	27%	34% ↑
fixed place with a separate screen and	N Count	171 ↑	2441	152 ↑	104↓	100	59 †	59	53 †
keyboard)	Column Comparisons	е	е	е			а		
Other type of device - (please type in your	% within column	1%	1%	1%	1%	1%	0%	1%	0%
answer below)	N Count	6	10	4	12	4	0	2	0
unswer below)	Column Comparisons								

H2 - Please think about any reaso	n you may have to				BAN	INER				
go online – maybe watching video	= =		Feelings abou	t SM purchase			Gaming Method			
like YouTube or TikTok, playing gasocial media, or to do school or house any of these to go online at hosomewhere else? [MULTI]	omework. Do you	Regret things I	What I buy is good value	I spend more than I should	I like the feeling	Games console	Desktop computer, laptop or netbook	Mobile phone or smartphone	Tablet	
	% within column	314	556	378	565	1330	572	1316	782	
Weighted Base	N Count									
	Column Comparisons									
	% within column	329	585	402	596	1316	582	1317	774	
Unweighted Base	N Count									
	Column Comparisons									
	% within column	a	b	С	d	a	b	С	d	
Column Names	N Count									
	Column Comparisons									
Mobile phone/ smartphone (like an iPhone	% within column	87%	89% ↑	86%	89% †		85%	96% ↑	70%↓	
or Samsung Galaxy)	N Count	272	495 ↑	326	506 †	•	484	1,262 ↑	551↓	
or carried care.	Column Comparisons					d	d	a b d		
	% within column	51%	56%	56%	57%	57%↑	49%↓		89% ↑	
Tablet (like an iPad or Amazon Fire)	N Count	160	314	211	322	758 †	279↓		697 †	
	Column Comparisons		a			b c		b	a b c	
	% within column	51%	54%↑	50%	52%	71% 🕇	50%	51%↑	50%	
Games console or handheld games player	N Count	161	302↑	189	293	946 🕇	286	674 ↑	389	
	Column Comparisons					bcd		d		
	% within column	42%	46%↑	44%	46%1		65% 1		39%	
Laptop or netbook	N Count	132	257 ↑	167	257 †		374 1		305	
	Column Comparisons					d	acd	d	,	
Desktop computer (one that is usually in a		28%↑		27%			40% 1		15%	
fixed place with a separate screen and	N Count	89 ↑	125↑	1021	1231		2281		119	
keyboard)	Column Comparisons			,		d	a c d	d		
Other type of device - (please type in your	% within column	1%	1%	0%	1%	1%	1%	1%	1%	
answer below)	N Count	3	4	1	6	11	7	12	12	
(Column Comparisons									

H2 - Please think about any reaso	n you may have to				BAN	INER			
go online – maybe watching video like YouTube or TikTok, playing ga		Gaming Meth- od				Gaming Type			
social media, or to do school or house any of these to go online at house somewhere else? [MULTI]	•	NET: Any Gaming	Puzzles or quizzes	Action/ adventure	Shooters	Playing against one other person	Playing against multiple people / teams	Creative and building games	Playing in a virtual worlds
Weighted Base	% within column N Count Column Comparisons	2140	650	731	547	387	822	1151	557
Unweighted Base	% within column N Count Column Comparisons	2117	662	740	564	395	802	1111	570
Column Names	% within column N Count Column Comparisons	е	a	b	С	d	e	f	g
Mobile phone/ smartphone (like an iPhone or Samsung Galaxy)	% within column N Count Column Comparisons	83% 1,777 -	85% 555	81% 593	91% † 500 † a b f g h i j k l				84% 465
Tablet (like an iPad or Amazon Fire)	% within column N Count Column Comparisons	55% 1,172 -	58% 380 c	62% † 454 † c d e h j	53% 288	57% 219	54% 445	62% ↑ 718 ↑ a c d e j	64% ↑ 359 ↑ cdehj
Games console or handheld games player	% within column N Count Column Comparisons	50% ↑ 1,072 ↑	40%↓ 262↓	60% ↑ 442 ↑ aghikl	69% 1 375 1 a b d f g h i k l				55% ↑ 305 ↑ a l
Laptop or netbook	% within column N Count Column Comparisons	40% 858 -	45% ↑ 292 ↑	47% ↑ 342 ↑	50% 1 276 1 e l			44% ↑ 508 ↑	46% ↑ 258 ↑
Desktop computer (one that is usually in a fixed place with a separate screen and keyboard)	% within column N Count Column Comparisons	17% ↑ 363 ↑	17% 109	24%↑ 173↑ a f	26% 1 143 1 a f				21% ↑ 117 ↑
Other type of device - (please type in your answer below)	% within column N Count Column Comparisons	1% 21 -	1% 9	2% 11	0% 2	1% 4	1% 11	2% ↑ 19 ↑	1% 5

BANNER H2 - Please think about any reason you may have to go online – maybe watching videos on sites or apps **Gaming Type Gaming Frequency** like YouTube or TikTok, playing games online, for social media, or to do school or homework. Do you **NET: Playing** use any of these to go online at home or Simulation Fitness and Interactive against other somewhere else? [MULTI] experience dance **Sports** stories Makeovers people **NET: Daily** Weekly 248 278 728 207 249 1027 1602 % within column 460 Weighted Base N Count **Column Comparisons** % within column 266 283 736 218 257 1009 1567 480 **Unweighted Base** N Count Column Comparisons % within column h m а Column Names N Count **Column Comparisons** % within column 86% 82% 86%**†** 85% 83% 88% 1 85%**†** 80% Mobile phone/ smartphone (like an iPhone N Count 214 229 627**†** 177 207 9081 1.355 1 367 or Samsung Galaxy) **Column Comparisons** b f % within column 57% 71% 🕇 54% 66% 1 64% 1 54% 54% 58% Tablet (like an iPad or Amazon Fire) N Count 142 197**†** 391 137**†** 158**†** 556 871 265 **Column Comparisons** acdehi се 40%↓ % within column 59%**†** 57% 66% 1 59% 1 40%↓ 64% 1 54%**†** Games console or handheld games player N Count 145**†** 157 482**†** 122**†** 100↓ 657**†** 8671 186↓ **Column Comparisons** a l a l abdfghikl a l b % within column 54%**†** 47% 47%[†] 45% 41% 42% 40% 42% Laptop or netbook N Count 133**†** 130 339**†** 94 101 434 636 192 **Column Comparisons** % within column 31% 26% 1 21% 27% 1 21% 22% 1 18% Desktop computer (one that is usually in a 15% fixed place with a separate screen and 77**†** 73**†** 154**†** 57**†** 2221 291 67 N Count 53

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2010 (91%)

0%

1

a f

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

afgl

1%

3

Column Comparisons

Column Comparisons

% within column

N Count

keyboard)

answer below)

Other type of device - (please type in your

1%

3

1%

16

а

0%

4

а

1%

3

1%

3

1%

12

H2 - Please think about any reason you may have to go online – maybe watching videos on sites or apps like YouTube or TikTok, playing games online, for social media, or to do school or homework. Do you use any of these to go online at home or skins, weapons, somewhere also? [MILTI]

BANNER

Gaming Purchase Type

use any of these to go online at he somewhere else? [MULTI]	-	NET: Character, skins, weapons, armour, tools	NET: Game expansion	Loot boxes/ packs/ chests/ bundles	In-game money	A standard version of the game	A subscription	Early access to a game	Battle Pass
	% within column	535	237	151	447	147	302	122	205
Weighted Base	N Count								
	Column Comparisons								
	% within column	549	250	158	428	154	320	133	211
Unweighted Base	N Count								
	Column Comparisons								
	% within column	a	b	С	d	е	f	g	h
Column Names	N Count								
	Column Comparisons								
Mobile phone/ smartphone (like an iPhone	% within column	88%	89%	89%	87%	84%	90%	88%	88%
or Samsung Galaxy)	N Count	472	211	135	389	123	273	108	181
or Sarrisung Galaxy)	Column Comparisons								
	% within column	58% ↑	53%	55%	59% ↑	53%	53%	59%	56%
Tablet (like an iPad or Amazon Fire)	N Count	311 †	126	83	262 ↑	77	159	72	115
	Column Comparisons								
	% within column	61%	66%	60%	63%	54%	72% 1	63%	74%↑
Games console or handheld games player	N Count	327	156	91	283	79	218 1	77	152 ↑
	Column Comparisons	е	е		е		асе		acdeg
	% within column	43%	52% ↑	48%	41%	49%	48% 1	53%↑	45%
Laptop or netbook	N Count	231	123 ↑	73	181	72	144 1	65 ↑	93
	Column Comparisons								
Desktop computer (one that is usually in a	% within column	27% †	32% ↑	34%1	19%	26%	27% †	35% ↑	29% ↑
fixed place with a separate screen and	N Count	142 †	75 ↑	511	85	38	83 1	43 ↑	60 ↑
keyboard)	Column Comparisons	d	d	d			d	d	d
	% within column	1%	2%	1%	1%	0%	1%	0%	0%
Other type of device - (please type in your	N Count	5	5	2	5	0	2	0	0
answer below)	Column Comparisons								

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2010 (91%)

H2 - Please think about any reason	n you may have to			BAN	INER		
go online – maybe watching video				Feelings about (Gaming Purchase		
like YouTube or TikTok, playing gasocial media, or to do school or house any of these to go online at hosomewhere else? [MULTI]	mes online, for omework. Do you	Regret things I	What I buy is good value	I spend more than I should	I like the feeling	It's unfair that people who spend more, get further in games	It's not always clear what I'm going to get for my money in games
tomerate cook (mean)	% within column	346	772	445	720	715	449
Weighted Base	N Count Column Comparisons						
Unweighted Base	% within column N Count Column Comparisons	356	777	454	734	710	459
Column Names	% within column N Count Column Comparisons	а	b	С	d	е	f
	% within column	87% ↑	88% 🕇	88% †	88% 🕇	87% 1	86%
Mobile phone/ smartphone (like an iPhone or Samsung Galaxy)	e N Count Column Comparisons	303↑	679 ↑	392 †	632↑	625 1	385
	% within column	49%	54%	54%	57%	56%	55%
Tablet (like an iPad or Amazon Fire)	N Count	168	417	238	408	399	248
, , , , , , , , , , , , , , , , , , , ,	Column Comparisons				а	а	
	% within column	52%	61%	51%	59% ↑	60% 1	54% 1
Games console or handheld games player	N Count	180	471 ↑	225	427 ↑	429 1	243 1
	Column Comparisons		a c f		С	аcf	
	% within column	41%	41%	41%	42%	41%	40%
Laptop or netbook	N Count	142	313	184	303	295	181
	Column Comparisons						
Desktop computer (one that is usually in a	% within column	25% ↑	22% ↑	25% †	23%↑	22%1	23%1
fixed place with a separate screen and	N Count	87 †	173 †	110 †	168 †	158 1	102 1
keyboard)	Column Comparisons						
Other type of device - (please type in your	% within column	0%	1%	1%	1%	1%	0%
answer below)	N Count	2	9	2	6	9	1
	Column Comparisons						

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 14 of 28

H2 - Please think about any re	2 - Please think about any reason you may have to				BANN	IER			_	
go online – maybe watching vi	ideos on sites or apps		Gender of child	d respondent		Age of child respondent				
like YouTube or TikTok, playin social media, or to do school ouse any of these to go online a	r homework. Do you									
somewhere else? [MULTI]		Total	Male	Female	8-9	10-12	13-15	16-17	NET: 8-12	
	% within column	1%	1%	1%	2%	1%	0%	0%	1%↑	
None of these/ I do not go online	N Count	17	9	9	8	8	1	0	16 ↑	
	Column Comparisons	-			c d				-	
	% within column	0%	0%	0%	0%	0%	0%	1%	0%	
Don't know	N Count	6	2	3	0	2	0	3	2	
	Column Comparisons	-							-	
	% within column	99%	99%	99%	98%	98%	100%	99%	98%↓	
NET: Any	N Count	2,209	1,142	1,067	442	687	682	398	1,129↓	
	Column Comparisons	-					a b		-	

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 15 of 28

H2 - Please think about any re	ason you may have to				BAN	INER			
go online – maybe watching vi like YouTube or TikTok, playin	• •	Age of child respondent			Age and	gender of child re	spondent		
social media, or to do school of use any of these to go online a somewhere else? [MULTI]	r homework. Do you	NET: 13-17	Male 8-9	Female 8-9	Male 10-12	Female 10-12	Male 13-15	Female 13-15	Male 16-17
	% within column	0%↓	2%	1%	1%	2%	0%	0%	0%
None of these/ I do not go online	N Count Column Comparisons	1↓	5	3	3	5	1	0	0
	% within column	0%	0%	0%	0%	1%	0%	0%	1%
Don't know	N Count Column Comparisons	3	0	0	0	2	0	0	2
	% within column	100% ↑	98%	99%	99%	98%	100%	100%	99%
NET: Any	N Count Column Comparisons	1,080 †	221	221	358	329	341	341	222

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 16 of 28

H2 - Please think about any re	ason you may have to				BAI	NNER			
go online – maybe watching vi	deos on sites or apps		Age and	gender of child re	espondent		Urban/	Working status	
like YouTube or TikTok, playing social media, or to do school of								-	
use any of these to go online a	it home or			NET: Female 8-	NET: Male 13-	NET: Female 13			
somewhere else? [MULTI]		Female 16-17	NET: Male 8-12	12	17	-17	NET: Urban	Rural	Full time
	% within column	0%	1%	2%	0%	0%	1%	1%	0%
None of these/ I do not go online	N Count	0	7	9	1	0	15	2	6
	Column Comparisons		-	-	-	-			
	% within column	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	N Count	1	0	2	2	1	5	1	3
	Column Comparisons		-	-	-	-			
	% within column	100%	99%	98%	99%	100%	99%	99%	99%
NET: Any	N Count	200	579	550	563	535	1,967	242	1,323
	Column Comparisons		_	_	_	_			

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 17 of 28

H2 - Please think about any re	ason you may have to				BANN	ER			
go online – maybe watching v	ideos on sites or apps		Working status			D3	3 - Social grade		
like YouTube or TikTok, playing games online, for social media, or to do school or homework. Do you use any of these to go online at home or somewhere else? [MULTI]		Part time	Student	NET: Not working/ retired	AB	C1	C2	DE	NET: ABC1
	% within column	1%	0%	2%	0%	0%	1%	2%↑	0%↓
None of these/ I do not go online	N Count	4	0	5	2	1	5	10 †	3↓
	Column Comparisons							a b	-
	% within column	0%	0%	0%	0%	0%	0%	1%	0%
Don't know	N Count	1	0	1	0	3	0	3	3
	Column Comparisons								-
	% within column	99%	100%	98%	100%	99%	99%	98%↓	100% 🕇
NET: Any	N Count	425	112	304	623	577	486	523↓	1,200↑
	Column Comparisons				d				-

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 18 of 28

H2 - Please think about any rea	ason you may have to				BAN	INER			
go online – maybe watching videos on sites or apps like YouTube or TikTok, playing games online, for social media, or to do school or homework. Do you use any of these to go online at home or somewhere else? [MULTI]		D3 - Social grade	Fi	nancial wellbein	3	Ethr	nicity	Child identified need/ impacting condition	
		NET: C2DE	Doing well	Getting by	Struggling	White British	NET: All other Ethnicities	Neurodiversity	Mental Health
	% within column	1%↑	1%	1%	0%	1%	1%	0%	1%
None of these/ I do not go online	N Count Column Comparisons	14↑	6	7	3	12	4	0	1
	% within column	0%	0%	0%	1%	0%	0%	0%	0%
Don't know	N Count Column Comparisons	3	0	1	5	4	1	0	0
	% within column	98%↓	99%	99%	99%	99%	99%	100%	99%
NET: Any N Count Column Comparisons		1,009↓	395	1,144	647	1,726	447	194	108

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 19 of 28

H2 - Please think about any re	ason you may have to)			BAN	INER			
go online – maybe watching videos on sites or apps like YouTube or TikTok, playing games online, for social media, or to do school or homework. Do you use any of these to go online at home or somewhere else? [MULTI]		Child identified n		Disability/ Cond	dition in HH		ealth Care Plan ICP)	Benefits	
		NET: Identified in	NET: No dentified need/ condition	NET: Yes	No	Has an EHCP	Don't have an EHCP	NET: Household receives Benefits	No Benefits
	% within column	0%	1%	0%	0%	2%	1%	1%	0%
None of these/ I do not go online	N Count Column Comparisons	- 1	16	0	1	3	14	11	5
	% within column	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	N Count Column Comparisons	0	5	0	1	0	6	2	3
	% within column	100%	99%	100%	100%	98%	99%	99%	99%
NET: Any	N Count Column Comparisons	473	1,705	234	790	158	2,051	912	1,192

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 20 of 28

H2 - Please think about any re	ason you may have to				ВА	NNER				
go online – maybe watching vi	deos on sites or apps	Parental	Controls	F	Parental Conce	rn	Time Spent Online (Weekday)			
like YouTube or TikTok, playing games online, for social media, or to do school or homework. Do you use any of these to go online at home or somewhere else? [MULTI]		NET: Has Parental Controls	No Controls	Not Concerned	A little Concerned	NET: Moderately/ Very Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs	
	% within column	1%	1%	1%	0%	1%	0%	0%	0%	
None of these/ I do not go online	N Count	11	3	9	2	4	0	0	0	
	Column Comparisons						-	-	-	
	% within column	0%↓	0%	0%	0%	0%	0%	0%	0%	
Don't know	N Count	2↓	1	2	0	2	1	1	0	
	Column Comparisons									
	% within column	99% ↑	99%	99%	100%	99%	100%	100%	100%	
NET: Any	N Count	1,851 †	335	1,042	548	599	872	937	278	
	Column Comparisons									

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 21 of 28

H2 - Please think about any rea	son you may have to				BANI	NER			
go online – maybe watching vi	deos on sites or apps	Time Spent O	nline (Weekday)		Time Sp	ent Online (Wee	ekend)		Spent Money
like YouTube or TikTok, playing games online, for social media, or to do school or homework. Do you use any of these to go online at home or somewhere else? [MULTI]		61 brs	NET: E. Hours	0 2hrs	2 Abro	E Chro	Over 6 hrs	NET: E. Hours	Bought something on either Social Media, or
somewhere else! [INIOL11]	0/	6+ hrs	NET: 5+ Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6 hrs	NET: 5+ Hours	- 0- 0
	% within column	0%	0%	0%	0%	0%	0%	0%	0%↓
None of these/ I do not go online	N Count	0	0	0	0	0	0	0	01
	Column Comparisons	-	-	-	-	-	-	-	
	% within column	0%	0%	1%	0%	0%	0%	0%	0%
Don't know	N Count	0	0	2	1	0	0	0	1
	Column Comparisons		-					-	
	% within column	100%	100%	99%	100%	100%	100%	100%	100% ↑
NET: Any	N Count	102	380	288	784	622	492	1,114	1,288 †
	Column Comparisons		-					-	е

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 22 of 28

H2 - Please think about any rea	ason you may have to		BANNER									
go online – maybe watching vi	deos on sites or apps		Spent	Money		SM purchase category						
like YouTube or TikTok, playing games online, for social media, or to do school or homework. Do you use any of these to go online at home or somewhere else? [MULTI]		Bought something on social media	Bought something while Gaming	Bought something from both	Not bought from either	Product	Activity	Subscription/ Upgrade	NET: Gift			
	% within column	0%↓		0%	2%↑	0%	0%	0%	0%			
None of these/ I do not go online	N Count	01	01	0	17 ↑	0	0	0	0			
	Column Comparisons				a b c d	-	-	-	-			
	% within column	0%	0%	0%	1%	0%	1%	0%	0%			
Don't know	N Count	1	0	0	5	0	1	0	0			
	Column Comparisons											
	% within column	100%↑	100%1	100%↑	98%↓	100%	99%	100%	100%			
NET: Any	N Count	767 ↑	1,1251	604 ↑	921↓	429	152	216	158			
	Column Comparisons	е	е	e								

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 23 of 28

H2 - Please think about any re	ason you may have to)			BANI	NER			
go online – maybe watching vi	ideos on sites or apps		Feelings abou	it SM purchase			Gaming Method		
like YouTube or TikTok, playing games online, for social media, or to do school or homework. Do you use any of these to go online at home or somewhere else? [MULTI]		Regret things I	What I buy is good value	I spend more than I should	I like the feeling o	Games console or games player	Desktop computer, laptop or netbook	Mobile phone or smartphone	Tablet
	% within column	0%	0%	0%	0%	0%	0%	0%	0%
None of these/ I do not go online	N Count	0	0	0	0	0	0	0	0
	Column Comparisons	-	-	-	-	-	-	-	-
	% within column	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	N Count	0	1	1	1	1	1	1	1
	Column Comparisons								
	% within column	100%	100%	100%	100% 🕇	100%	100%	100%	100%
NET: Any	N Count	314	555	377	564 †	1,329	571	1,315	781
	Column Comparisons								

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 24 of 28

H2 - Please think about any re	ason you may have to				BAN	NNER			
go online – maybe watching vi like YouTube or TikTok, playin		Gaming Meth- od				Gaming Type			
social media, or to do school or homework. Do you use any of these to go online at home or somewhere else? [MULTI]		NET: Any Gaming	Puzzles or quizzes	Action/ adventure	Shooters	Playing against one other person	Playing against multiple people / teams	Creative and building games	Playing in a virtual worlds
	% within column	0%	0%	0%	0%	0%	0%	0%	0%
None of these/ I do not go online	N Count	0	0	0	0	0	0	0	0
	Column Comparisons	-	-	-	-	-	-	-	-
	% within column	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	N Count	6	0	0	0	0	0	0	0
	Column Comparisons	-							
	% within column	100%	100%	100%	100%	100%	100%	100%	100%
NET: Any	N Count	2,135	650	731	547	387	822	1,151	557
·	Column Comparisons	-	1	1			1	1	1

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 25 of 28

H2 - Please think about any re	H2 - Please think about any reason you may have to			BANNER								
go online – maybe watching vi	deos on sites or apps			Gamin	g Туре			Gaming Frequency				
like YouTube or TikTok, playing social media, or to do school or use any of these to go online a somewhere else? [MULTI]	Simulation experience	Fitness and dance	Sports	Interactive stories	Makeovers	NET: Playing against other people	NET: Daily	Weekly				
	% within column	0%	0%	0%	0%	0%	0%	0%	0%			
None of these/ I do not go online	N Count	0	0	0	0	0	0	0	0			
	Column Comparisons	-	-	-	-	-	-	-	-			
	% within column	0%	0%	0%	0%	1%	0%	0%	0%			
Don't know	N Count	0	0	1	0	2	0	4	0			
	Column Comparisons					abefg	-					
	% within column	100%	100%	100%	100%	99%	100%	100%	100%			
NET: Any	N Count	248	278	727	207	246	1,027	1,598	460			
•	Column Comparisons						<u>.</u>					

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 26 of 28

H2 - Please think about any reason you may have to go online — maybe watching videos on sites or apps like YouTube or TikTok, playing games online, for social media, or to do school or homework. Do you use any of these to go online at home or somewhere else? [MULTI]

BANNER

Gaming Purchase Type

use any of these to go online at	•	NET: Character, skins, weapons,	NET: Game	Loot boxes/ packs/ chests/		A standard version of the		Early access to	
somewhere else? [MULTI]		armour, tools	expansion	bundles	In-game money	game	A subscription	a game	Battle Pass
	% within column	0%	0%	0%	0%	0%	0%	0%	0%
None of these/ I do not go online	N Count	0	0	0	0	0	0	0	0
	Column Comparisons	-	-	-	-	-	-	-	-
	% within column	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	N Count	0	0	0	0	0	0	0	0
	Column Comparisons	-	-	-	-	-	-	-	-
	% within column	100%	100%	100%	100%	100%	100%	100%	100%
NET: Any	N Count	535	237	151	447	147	302	122	205
	Column Comparisons	-	-	-	-	_	-	-	-

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2010 (91%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 27 of 28

H2 - Please think about any rea	son you may have to			BAN	NNER		
go online – maybe watching vi	= =			Feelings about	Gaming Purchase		
like YouTube or TikTok, playing social media, or to do school o use any of these to go online a	like YouTube or TikTok, playing games online, for social media, or to do school or homework. Do you use any of these to go online at home or somewhere else? [MULTI]			I spend more		It's unfair that people who spend more, get further in	It's not always clear what I'm going to get for my money in
somewhere else? [MULTI]		buy online	good value	than I should	I like the feeling	games	games
	% within column	0%	0%↓	0%	0%↓	0%↓	0%
None of these/ I do not go online	N Count	0	01	0	01	01	0
	Column Comparisons	-	-	-	-	-	-
	% within column	0%	0%	0%	0%	0%	0%
Don't know	N Count	0	0	0	0	0	0
	Column Comparisons	-	-	-	-	-	-
	% within column	100%	100%↑	100%	100%↑	100% †	100%
NET: Any	N Count	346	772↑	445	720 ↑	715 ↑	449
	Column Comparisons	-	-	-	-	-	-

Q1 - How mu	ch time do you					BANNER				
	nd online on a		Gender of child	respondent			Age of child re	spondent		
normal day a	t the weekend?			<u> </u>						
This can be a										
	tablet, computer									
•	sole. [SINGLE]	Total	Male	Female	8-9	10-12	13-15	16-17	NET: 8-12	NET: 13-17
or garries corr	% within column	2209	1142	1067	442	687	682	398	1129	1080
Weighted Base	N Count						302			2000
	Column Comparisons									
	% within column	2184	1091	1093	431	653	658	442	1084	1100
Unweighted Base	e N Count									
o .	Column Comparisons									
	% within column	a	a	b	a	b	С	d	е	f
Column Names	N Count									
	Column Comparisons									
	% within column	13%	13%	14%	20%↑	13%	11%	10%	16% ↑	10%↓
0 - 2hrs (1)	N Count	288	144	144	87 †	88	74	38	176 †	113↓
	Column Comparisons	-			b c d				-	-
	% within column	35%	36%	35%	41%	39%	32%	29%↓	40% ↑	31%↓
3 - 4hrs (3.5)	N Count	784	407	377	180	269	220	115↓	449 ↑	335↓
	Column Comparisons	-			c d	c d			-	-
	% within column	28%	28%	28%	25%	27%	30%	32%	26%	30%
5 - 6hrs (5.5)	N Count	622	325	297	111	183	202	126	295	327
	Column Comparisons	-							-	-
	% within column	22%	22%	22%	14%↓	20%	26% ↑	29% ↑	18%↓	27% ↑
6+ hrs (7.5)	N Count	492	256	236	60↓	139	177 ↑	117 ↑	199↓	294 ↑
	Column Comparisons	-				a	a b	a b	-	-
	% within column	50%	51%	50%	39%↓	47%	55% ↑	61% ↑	44%↓	57% ↑
NET: 5+ Hours	N Count	1,114	581	533	171↓	322	379 ↑	242 ↑	493↓	621 †
	Column Comparisons	-				a	a b	a b	-	-
	% within column	1%	1%	1%	1%	1%	1%	0%	1%	1%
Don't know	N Count	22	9	13	3	8	9	2	12	11
	Column Comparisons	-							-	-
Mean		4.6	4.6	4.6	4.0↓	4.5	4.8 †	5.1 †	4.3↓	4.9 ↑

Q1 - How much time do you	BANNER
think you spend online on a	Age and gender of child respondent

This can be across a smartphone, tablet, computer or games console. [SINGLE]

normal day at the weekend?

or games con	sole. [SINGLE]	Male 8-9	Female 8-9	Male 10-12	Female 10-12	Male 13-15	Female 13-15	Male 16-17	Female 16-17	NET: Male 8-12
	% within column	221	221	358	329	341	341	222	200	579
Weighted Base	N Count									
	Column Comparisons									
	% within column	216	215	331	322	323	335	221	252	547
Unweighted Base										
	Column Comparisons									
	% within column	a	b	С	d	е	f	g	h	i
Column Names	N Count									
	Column Comparisons									
	% within column	18%	22%↑	11%	15%	12%	10%	11%	8%	14%
0 - 2hrs (1)	N Count	39	48 ↑	39	49	42	33	24	16	78
	Column Comparisons	f h	cefgh							-
	% within column	40%	41%	39%	39%	32%	33%	31%	27%↓	40%
3 - 4hrs (3.5)	N Count	90	90	141	128	108	112	69	55↓	231
	Column Comparisons	h	h	h	h					-
	% within column	27%	23%	27%	26%	30%	30%	30%	31%	27%
5 - 6hrs (5.5)	N Count	60	51	97	86	101	101	67	62	158
	Column Comparisons									-
	% within column	14%↓	13%↓	21%	19%	25%	27%	28%	32%↑	19%
6+ hrs (7.5)	N Count	32↓	28↓	77	62	85	92	62	65↑	109
	Column Comparisons			b		a b	a b d	a b d	a b c d	-
	% within column	42%↓	36%↓	49%	45%	55%	56%	58%	64%↑	46%
NET: 5+ Hours	N Count	92↓	79↓	174	148	186	193	129	127🕇	266
	Column Comparisons			b		a b d	a b d	a b d	a b c d	-
	% within column	0%	2%	1%	1%	2%	1%	0%	1%	1%
Don't know	N Count	0	3	4	4	6	4	0	2	4
	Column Comparisons									-
Mean		4.2↓	3.9↓	4.6	4.4	4.7	4.9 ↑	5.01	5.2 ↑	4.4

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17 AND who go online; Weight: Based on Nat Rep Sample; effective sample size = 1990 (91%)

Q1 - How mu	ch time do you					BANNER				
think you spe	end online on a	Age and	gender of child resp	ondent	Urban/	Rural		Working	status	
• •	t the weekend?			-	,				,	
This can be a										
	tablet, computer	NET: Female 8-		IET: Female 13-						NET: Not
•	sole. [SINGLE]	12	NET: Male 13-17	17	NET: Urban	Rural	Full time	Part time	Student	working/ retired
or garries con	% within column	550	563	535	1967	242	1323	425	112	304
Weighted Base	N Count	330	303	333	1307	272	1323	423	112	304
Weighted Base	Column Comparisons									
	% within column	537	544	579	1931	253	1368	383	113	280
Unweighted Bas										
Ü	Column Comparisons									
	% within column	j	k	1	a	b	а	b	С	d
Column Names	N Count	-								
	Column Comparisons									
	% within column	18% †	12%	9%↓	13%	13%	13%	12%	14%	14%
0 - 2hrs (1)	N Count	97 †	66	49↓	258	31	174	51	15	41
	Column Comparisons	-	-	-						
	% within column	40%	31%	31%	36%	35%	37%	37%	27%	31%
3 - 4hrs (3.5)	N Count	218	176	166	700	84	484	159	31	95
	Column Comparisons	-	-	-						
	% within column	25%	30%	30%	28%	27%	28%	29%	29%	27%
5 - 6hrs (5.5)	N Count	137	168	162	557	65	373	122	32	83
	Column Comparisons	-	-	-						
	% within column	16%↓		28% ↑	22%	25%	21%	21%	28%	25%
6+ hrs (7.5)	N Count	901	148 †	152 ↑	432	61	284	90	31	77
	Column Comparisons	-	-	-						
	% within column	41% ↓		59% ↑	50%	52%	50%	50%	57%	53%
NET: 5+ Hours	N Count	227↓	315 ↑	314 ↑	988	126	657	211	63	160
	Column Comparisons	-	-	-						
	% within column	1%	1%	1%	1%	1%	1%	1%	2%	3%↑
Don't know	N Count	8	6	5	21	1	8	4	3	8 ↑
	Column Comparisons	-	-	-						a
Mean		4.2↓	4.8 †	5.0 †	4.6	4.7	4.6	4.6	4.8	4.6

Q1 - How mu	ch time do you					BANNER				_
think you spe	end online on a			D3 - Social	grade			Fi	nancial wellbeing	
normal day a	t the weekend?						<u> </u>			
This can be a										
	tablet, computer									
•	sole. [SINGLE]	АВ	C1	C2	DE	NET: ABC1	NET: C2DE	Doing well	Getting by	Struggling
or garries con	% within column	623	577	486	523	1200	1009	395	1144	647
Weighted Base	N Count	023	3	100	323	1200	1003	333		017
	Column Comparisons									
	% within column	882	480	354	468	1362	822	447	1113	604
Unweighted Bas									-	
0 111	Column Comparisons									
	% within column	а	b	С	d	е	f	а	b	С
Column Names	N Count									
	Column Comparisons									
	% within column	13%	14%	13%	12%	13%	13%	13%	14%	12%
0 - 2hrs (1)	N Count	84	78	62	65	162	126	50	155	77
	Column Comparisons					-	-			
	% within column	38%	38%	35%	31%	38%	33%	41% ↑	35%	34%
3 - 4hrs (3.5)	N Count	234	217	169	163	451	333	163 †	395	217
	Column Comparisons					-	-	b c		
	% within column	29%	27%	30%	27%	28%	28%	27%	29%	28%
5 - 6hrs (5.5)	N Count	181	153	147	141	334	288	105	332	180
	Column Comparisons					-	-			
	% within column	20%	21%	22%	27% ↑	20%	25%	19%	22%	26%
6+ hrs (7.5)	N Count	122	121	106	143 †	243	249	75	247	167
	Column Comparisons				a	-	-			a
	% within column	49%	48%	52%	54%	48%	53%	46%	51%	54%
NET: 5+ Hours	N Count	303	275	253	283	578	536	180	579	347
	Column Comparisons					-	-			a
	% within column	0%↓	1%	0%	2%↑	1%	1%	0%	1%	1%
Don't know	N Count	1↓	7	2	12 ↑	9	14	1	15	6
	Column Comparisons				a	-	-			
Mean		4.5	4.5	4.6	4.7	4.5	4.7	4.5	4.6	4.8 ↑

O1 - How mu	ch time do you					BANNER				
think you spe normal day a	end online on a the the weekend?	Ethni	city	Chil	d identified need	/ impacting condi	tion	Disability/ Con	dition in HH	Educational Health Care Plan (EHCP)
•	tablet, computer	Mhite Duitiele	NET: All other	No di	Named Health	NET: Identified	•	NET: Voc	Na	
or games con	sole. [SINGLE] % within column	White British 1726	Ethnicities 447	Neurodiversity 194	Mental Health 108	need/ condition 473	condition 1705	NET: Yes	No 790	Has an EHCP
Weighted Base	N Count	1/20	447	194	108	4/3	1705	234	790	158
weignteu base	Column Comparisons									
	% within column	1698	448	182	109	457	1694	238	804	154
Unweighted Bas		1050	440	102	103	437	1054	230	004	154
onweighted bas	Column Comparisons									
	% within column	a	b	а	b	С	d	а	b	а
Column Names	N Count									
	Column Comparisons									
	% within column	12%↓	17% ↑	6%↓	4%↓	8%↓	15% ↑	6%↓	12%	10%
0 - 2hrs (1)	N Count	205↓	78 †	12↓	4.	364	248 ↑	13↓	92	16
	Column Comparisons		а			-	a b		а	
	% within column	35%	37%	28%	25%	31%	37%	24%↓	34%1	26%↓
3 - 4hrs (3.5)	N Count	608	163	54	27	145	629	56↓	2651	41↓
	Column Comparisons					-	a b		a	
	% within column	29%	27%	30%	29%	32%	27%	34%	29%	32%
5 - 6hrs (5.5)	N Count	494	121	59	31	152	465	79	231	51
	Column Comparisons					-				
	% within column	23%	18%	34%↑				36% ↑	25%	
6+ hrs (7.5)	N Count	402	82	65 ↑		1341	350↓	83 ↑	196	
	Column Comparisons	b		d	d	-		b		b
	% within column	52%↑	45%	64%↑				69%↑	54%	
NET: 5+ Hours	N Count	896 ↑	203	124 ↑		2861	814↓	162 ↑	428	
	Column Comparisons	b		d	d	-		b		b
	% within column	1%	1%	2%	2%	1%	1%	1%	1%	2%
Don't know	N Count	18	3	4	3	6	14	3	5	2
	Column Comparisons	•			•	-	•			
Mean		4.7 ↑	4.3↓	5.2 †	5.5 1	5.01	4.5↓	5.4 ↑	4.8	5.1 †

O1 - How mu	ch time do you					BANNER				
think you spe normal day a	end online on a the the weekend?	Educational Health Care Plan (EHCP)	Bene	fits	Parental	Controls	ı	Parental Concern		Time Spent Online (Week- day)
This can be a					NET: Has				NET: Moderately	
•	tablet, computer	Don't have an	NET: Household		Parental			A little	/ Very	
or games con	sole. [SINGLE]	EHCP	receives Benefits	No Benefits	Controls	No Controls	Not Concerned	Concerned	Concerned	0 - 2hrs
	% within column	2051	912	1192	1851	335	1042	548	599	872
Weighted Base	N Count									
	Column Comparisons									
	% within column	2030	872	1214	1826	338	1005	554	608	854
Unweighted Bas										
	Column Comparisons									
	% within column	b	а	b	а	b	a	b	С	a
Column Names	N Count									
	Column Comparisons									
	% within column	13%	8%↓	16%↑	13%	15%	15%	8%↓	15%	28%↑
0 - 2hrs (1)	N Count	273	75↓	195 ↑	234	50	154	45↓	87	245↑
	Column Comparisons			а			b		b	b c d
	% within column	36%1		37%	36%	31%	34%	37%	37%	53%↑
3 - 4hrs (3.5)	N Count	743 1	301	447	674	102	350	205	223	458 ↑
	Column Comparisons	a		a	b					b c d
	% within column	28%	31%	26%	29%	25%	26%	32%	28%	17%↓
5 - 6hrs (5.5)	N Count	571	279	311	535	84	276	175	166	145↓
	Column Comparisons		b							
	% within column	22%	27% ↑	19%↓	22%	27%	24%	22%	20%	2%↓
6+ hrs (7.5)	N Count	444	246 ↑	231↓	398	90	249	119	120	18↓
	Column Comparisons		b			a				
	% within column	49%	58% ↑	45%↓	50%	52%	50%	54%	48%	19%↓
NET: 5+ Hours	N Count	1,015	<i>-</i> 525 ↑	542↓	933	174	525	295	286	163↓
	Column Comparisons		b							
	% within column	1%	1%	1%	1%↓	3%1	1%	1%	0%	1%
Don't know	N Count	20	11	8	10↓	9 1	13	4	2	6
	Column Comparisons					а				
Mean		4.6	4.9 †	4.4↓	4.6	4.6	4.6	4.8 †	4.5	3.2↓

Q1 - How mu	ch time do you					BANNER				
think you spe	end online on a		Time Spent Onlin	e (Weekday)			Time Sp	ent Online (Weel	kend)	
normal day a	t the weekend?									
This can be a	cross a									
smartphone.	tablet, computer									
=	sole. [SINGLE]	3 - 4hrs	5 - 6hrs	6+ hrs	NET: 5+ Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6 hrs	NET: 5+ Hours
or games con	% within column	937	278	102	380	288	784	622	492	1114
Weighted Base	N Count									
0	Column Comparisons									
	% within column	923	282	106	388	279	776	619	489	1108
Unweighted Bas	e N Count									
_	Column Comparisons									
	% within column	b	С	d	е	а	b	С	d	е
Column Names	N Count									
	Column Comparisons									
	% within column	4%↓	1%↓	1%↓	1%↓	100%↑	0%↓	0%↓	0%↓	0%↓
0 - 2hrs (1)	N Count	37↓	3↓	1↓	4↓	288 ↑	01	01	01	01
	Column Comparisons	С			-	b c d				-
	% within column	31%↓	12%↓	5%↓	10%↓	0%↓	100% 🕇	0%↓	0%↓	0%↓
3 - 4hrs (3.5)	N Count	287↓	32↓	5↓	37↓	01	784 ↑	01	01	01
	Column Comparisons	c d			-		a c d			-
	% within column	42% ↑	25%	13%↓	22%↓	0%↓	0%↓	100%↑	0%↓	56% ↑
5 - 6hrs (5.5)	N Count	392 ↑	69	14↓	82↓	01	01	622 †	01	622 †
	Column Comparisons	a c d	a d		-			a b d		-
	% within column	23%	62% ↑	79% ↑	67% ↑	0%↓	0%↓	0%↓	100% ↑	44% ↑
6+ hrs (7.5)	N Count	218	173 †	81 ↑	253 ↑	01	01	01	492 ↑	492 ↑
	Column Comparisons	a	a b	a b c	-				a b c	-
	% within column	65%↑	87%↑	93%↑	88%↑	0%↓	0%↓	100%↑	100%↑	100%↑
NET: 5+ Hours	N Count	610 †	241 ↑	94 ↑	336 ↑	01	01	622 †	492 ↑	1,114 ↑
	Column Comparisons	a	a b	a b	-			a b	a b	-
	% within column	0%↓	0%	1%	1%	0%	0%↓	0%↓	0%	0%↓
Don't know	N Count	3↓	1	1	2	0	01	01	0	01
	Column Comparisons		•		<u>-</u>	-	-		<u>-</u>	-
Mean		5.2 ↑	6.4 †	6.9 ↑	6.61	1.0↓	3.5↓	5.5 †	7.5 ↑	6.41

Q1 - How mu	ch time do you					BANNER				
	nd online on a			Spent Money				SM purchas	se category	
This can be a smartphone,	t the weekend? cross a tablet, computer sole. [SINGLE]	Bought somet- hing on either Social Media, or while gaming	Bought something on social media	Bought something while Gaming	Bought something from both	Not bought from either	Product	Activity	Subscription/ Upgrade	NET: Gift
51 6 355	% within column	1288	767	1125	604	921	429	152	216	158
Weighted Base	N Count									
	Column Comparisons									
	% within column	1295	799	1128	632	889	450	164	226	171
Unweighted Base	e N Count									
	Column Comparisons									
	% within column	а	b	С	d	е	а	b	С	d
Column Names	N Count									
	Column Comparisons									
	% within column	9%↓	10%↓				9%	10%	9%	12%
0 - 2hrs (1)	N Count	119↓	77↓	99↓	56		37	16	20	19
	Column Comparisons					a b c d				
	% within column	33%↓	32%	34%	34%	39%↑	29%	36%	29%	35%
3 - 4hrs (3.5)	N Count	426↓	248	380	203	358 ↑	123	55	62	55
	Column Comparisons					a b c		а		
	% within column	30%↑	32%1		32%	25%↓	34%	33%	33%	35%
5 - 6hrs (5.5)	N Count	391 ↑	242 1		191	231↓	145	50	71	55
	Column Comparisons	е	е	е	е					
6 1 (7.5)	% within column	27%↑	26%1			16%↓	28%	21%	29%	18%
6+ hrs (7.5)	N Count	346 ↑	199 †			146↓	122	32	63	29
	Column Comparisons	e	e	e 57 0/ 4	e	440/	b	F 40/	d	530/
NET: E. Harris	% within column	57%↑	57%1				62% ↑	54%	62%	53%
NET: 5+ Hours	N Count	737 ↑	440 1			377↓	268 ↑	82	134	84
	Column Comparisons	e 00/ I	e	e ov I	e 0%4	20/ 🛧	b	00/	00/	00/
Don't know	% within column N Count	6 ↓	0%↓ 2↓				0%	0%	0%	0%
DOU £ KNOW	Column Comparisons	b÷	2.↓	5 ♦	. 13		2	0	0	0
N.4	Columni Compansons	4.04	4.04		4.04	a b c d	E 4 🕭	4.7	F 4	4.6
Mean		4.9 ↑	4.9 1	4.9 1	4.91	4.1↓	5.1 †	4.7	5.1	4.6

Q1 - How mu	ch time do you					BANNER				
think you spe	end online on a		Feelings about	SM purchase				Gaming Method		
•	t the weekend?			'						
This can be a							Desktop			
	tablet, computer	Regret things I	What I buy is	I spend more		Games console	computer, laptop or	Mobile phone or		NET: Any
•	sole. [SINGLE]	buy online	good value	than I should	I like the feeling	or games player	netbook	smartphone	Tablet	Gaming
or garnes corr	% within column	314	555	377	564	1329	571	1315	781	2135
Weighted Base	N Count			_						
G	Column Comparisons									
	% within column	329	584	401	595	1315	581	1316	773	2112
Unweighted Base	e N Count									
	Column Comparisons									
	% within column	a	b	С	d	a	b	С	d	е
Column Names	N Count									
	Column Comparisons									
	% within column	12%	10%	11%	9%↓		12%	9%↓	13%	13%↓
0 - 2hrs (1)	N Count	38	57	41	50 ↓	130↓	70	120↓	104	270↓
	Column Comparisons						ас		ас	-
	% within column	40%	30%↓	36%	33%	33%↓	33%	33%	39%	36%
3 - 4hrs (3.5)	N Count	124	168↓	135	185	440↓	186	438	303	759
	Column Comparisons								a b c	-
	% within column	29%	32%	30%	31%	31% ↑	30%	30%	26%	29%
5 - 6hrs (5.5)	N Count	90	177	111	175	408 ↑	171	394	201	609
	Column Comparisons					d		d		-
	% within column	20%	27%↑	23%	27%1		24%	27%↑	21%	22%
6+ hrs (7.5)	N Count	62	152 ↑	88	153 1		138	352 ↑	165	479
	Column Comparisons		=00/ A	50 0/	- 00/ -	d -	= 40/	b d	470/	-
NET: E. Harris	% within column	48%	59% ↑	53%	58%1		54%	57%↑	47%	51%↑
NET: 5+ Hours	N Count	152	329 ↑	199	328 1		310	745 ↑	366	1,088↑
	Column Comparisons	201	00/	00/	00/	b d	d	b d	401	-
Dan't langua	% within column	0%	0%	0%	0%	1%	1%	1%	1%	1%↓
Don't know	N Count Column Comparisons	0	1	1	2	11	5	11	8	18↓
N.4	Columni Companisons	4.6	F 0 4	4.7	E 0.4	4.04	4 7	4.04	4.5	-
Mean		4.6	5.0↑	4.7	5.0 1	4.9 ↑	4.7	4.9 †	4.5	4.6 ↑

Q1 - How mu	ch time do you					BANNER				
think you spe	end online on a					Gaming Type				
normal day a	t the weekend?					<u> </u>				
This can be a smartphone,		Puzzles or quizzes	Action/ adventure	Shooters	Playing against one other person	Playing against multiple people/ teams	Creative and building games	Playing in a virtual worlds	Simulation experience	Fitness and dance
J	% within column	650	731	547	387	822	1151	557	248	278
Weighted Base	N Count									
	Column Comparisons									
	% within column	662	740	564	395	802	1111	570	266	283
Unweighted Bas										
	Column Comparisons			_			ſ		ı.	
Caluman Namas	% within column N Count	а	b	С	d	е	f	g	h	I
Column Names	Column Comparisons									
	% within column	14%	12%	8%↓	9%↓	. 8%↓	10%↓	10%	15%	13%
0 - 2hrs (1)	N Count	92	86	44 ↓	341		111↓	55	38	36
c =c (=)	Column Comparisons	cefgj	е		.	52.			c d e f g j	е
	% within column	36%	34%	30%↓	34%	28%↓	34%	39%	33%	35%
3 - 4hrs (3.5)	N Count	237	248	167↓	131	234↓	388	217	82	98
	Column Comparisons	е	е					c e		
	% within column	26%	30%	31%	32%	32%	31%	28%	22%	27%
5 - 6hrs (5.5)	N Count	171	220	172	124	260	353	157	55	75
	Column Comparisons			h						
	% within column	23%	23%	29%↑	25%	32% ↑	25% ↑	23%	29% ↑	24%
6+ hrs (7.5)	N Count	147	170	161 ↑	97	261 ↑	287 ↑	126	72 ↑	66
	Column Comparisons			abgj		abcdfgijk				
	% within column	49%	53%	61% ↑	57%1		56% ↑	51%	51%	51%
NET: 5+ Hours	N Count	318	390	333↑	2211		640 ↑	283	128	141
	Column Comparisons			abghijl	a	abcdfghijl	a g			
	% within column	1%	1%	1%	0%	1%	1%	0%	0%	1%
Don't know	N Count Column Comparisons	3	7	4	2	4	11	2	1	3
Mean	·	4.6	4.7	5.1 †	4.91	5.2 ↑	4.8 ↑	4.7	4.7	4.6

Q1 - How mu	ch time do you					BANNER				
	nd online on a		Gaming	Туре		Gaming Fre	quency	Gar	ming Purchase Ty	pe
normal day at	t the weekend?									<u>. </u>
This can be ac	cross a				NET. Dlavias			NIET. Chausatau		Last barras/
smartphone,	tablet, computer	1	nteractive		NET: Playing against other			NET: Character, skins, weapons,	NET: Game	Loot boxes/ packs/ chests/
or games con	•	Sports	stories	Makeovers	people	NET: Daily	Weekly	armour, tools	expansion	bundles
	% within column	727	207	246	1027	1598	460	535	237	151
Weighted Base	N Count									
	Column Comparisons									
	% within column	735	218	255	1009	1564	480	549	250	158
Unweighted Base	N Count									
	Column Comparisons									
	% within column	j	k	I	m	a	b	a	b	С
Column Names	N Count									
	Column Comparisons									
	% within column	10%↓	9%	12%	9%↓	10%↓	21%†		8%	7%
0 - 2hrs (1)	N Count	72↓	19	30	90↓	156↓	97 †	40	19	11
	Column Comparisons			е	-		а			
	% within column	37%	31%	37%	30%↓	34%↓	44%		34%	33%
3 - 4hrs (3.5)	N Count	267	64	90	311↓	538↓	201 †	179	80	50
	Column Comparisons	c e	222/	e	-	2001	a and I	240/	2221	2.40/
5 GL (5 5)	% within column	30%	33%	24%	31%↑	30%	23%↓		32%	34%
5 - 6hrs (5.5)	N Count	218	68	58	323↑	479	107↓	165	76	51
	Column Comparisons	220/	270/	270/	- 200/ A	b	440/1	270/	200/	260/
C : h == (7.5)	% within column N Count	23%	27%	27%	29%↑	26% ↑	11%↓		26%	26%
6+ hrs (7.5)	Column Comparisons	168	56	66	297 ↑	415 ↑ b	51↓	147	63	39
	% within column	53%	60% ↑	50%	- 60% †	56% ↑	34%↓	58%	59%	59%
NET: 5+ Hours	N Count	386	123 🕇	124	620 †	894 †	157↓		139	90
NET. 3+ Hours	Column Comparisons	360	a 1231	124	0201	b	137 \$	312	139	90
	% within column	0%	a 0%	1%	- 1%	1%	1%	1%	0%	1%
Don't know	N Count	2	0	2	6	10	5	4	0%	1
DOI! CKNOW	Column Comparisons	۷	U	2	-	10	3	4	O	1
Mean		4.8 ↑	5.0 †	4.7	5.0 †	4.9 ↑	3.8↓	5.0	5.0	5.0

Q1 - How mu	ch time do you					BANNER				
-	end online on a		Ga	aming Purchase Ty	pe			Feelings about G	aming Purchase	
	t the weekend?	-		,	r -		-	<u> </u>	0 1 1 1 1 1	
This can be a										
	tablet, computer		A standard version of the		Early access to a		Regret things I	What I buy is	I spend more	
=	sole. [SINGLE]	In-game money	game	A subscription	game	Battle Pass	buy online	good value	than I should	I like the feeling
or garries con	% within column	447	147	302	122	205	346	772	445	720
Weighted Base	N Count		,	552			0.0	,,_		, =0
	Column Comparisons									
	% within column	428	154	320	133	211	356	777	454	734
Unweighted Bas	e N Count									
_	Column Comparisons									
	% within column	d	е	f	g	h	a	b	С	d
Column Names	N Count									
	Column Comparisons									
	% within column	7%	14%	8%	8%	9%	10%	9%↓	10%	9%↓
0 - 2hrs (1)	N Count	31	20	24	9	19	35	67↓	46	62↓
	Column Comparisons									
	% within column	29%	29%	26%↓		30%	42% ↑	34%	34%	33%
3 - 4hrs (3.5)	N Count	131	43	78↓		63	146 ↑	265	149	241
	Column Comparisons				d f		c d f			
	% within column	29%	31%	32%	23%	30%	27%	30%	32%	30%
5 - 6hrs (5.5)	N Count	132	46	95	28	62	95	234	140	220
	Column Comparisons									
	% within column	33%↑	26%	34%↑		29%	21%	26%↑	24%	27%↑
6+ hrs (7.5)	N Count	149 ↑	38	104 †	34	61	71	203 ↑	109	195 ↑
	Column Comparisons									
	% within column	63%↑	57%	66%1		59%	48%	57%↑	56%1	
NET: 5+ Hours	N Count	281 ↑	83	199 ↑	62	122	166	437 ↑	249 1	415↑
	Column Comparisons	g 40/	20/	g	20/	40/	20/	00/	00/	00/
D = =/4 l == = = =	% within column	1%	0%	0%	0%	1%	0%	0%	0%	0%
Don't know	N Count	4	0	2	0	2	0	3	0	3
	Column Comparisons	F 0 A								
Mean		5.2 †	4.8	5.3 †	4.9	5.0	4.6	4.9 ↑	4.9 1	5.0 †

Q1 - How muc	h time do vou	BAN	NER
think you sper	-	Feelings about G	iaming Purchase
normal day at This can be ac	the weekend? ross a ablet, computer ole. [SINGLE]	It's unfair that people who spend more, get further in games	It's not always clear what I'm going to get for my money in games
Weighted Base	% within column N Count Column Comparisons	715	449
Unweighted Base	% within column N Count Column Comparisons	710	459
Column Names	% within column N Count Column Comparisons	e	f
0 - 2hrs (1)	% within column N Count Column Comparisons	8%↓ 57↓	10% 44
3 - 4hrs (3.5)	% within column N Count Column Comparisons	35% 250	33% 146
5 - 6hrs (5.5)	% within column N Count Column Comparisons	32% 226	35% ↑ 159 ↑ a
6+ hrs (7.5)	% within column N Count Column Comparisons	25% 178	22% 99
NET: 5+ Hours	% within column N Count Column Comparisons	56% † 404 †	57% ↑ 258 ↑ a
Don't know	% within column N Count Column Comparisons	0% 4	0% 1
Mean		4.9 ↑	4.8 ↑

Q2 - How mu	ch time do you						BANNER					
	end online on a ol day? This can be		Gender of child	respondent			Age of child r	espondent			Age and gen	
	rtphone, tablet, games console.											
[SINGLE]	Burnes comporer	Total	Male	Female	8-9	10-12	13-15	16-17	NET: 8-12	NET: 13-17	Male 8-9	Female 8-9
[5111022]	% within column	2215	1145	1070	442	690	682	401	1131	1083	221	221
Weighted Base	N Count		11.0	1070		030	332	101	1131	1000		
Treignted base	Column Comparisons											
	% within column	2189	1093	1096	431	655	658	445	1086	1103	216	215
Unweighted Bas												
	Column Comparisons											
	% within column	а	а	b	а	b	С	d	е	f	а	b
Column Names	N Count											
	Column Comparisons											
	% within column	39%	40%	39%	56% ↑	43% ↑	32%↓	27%↓	48% †	30%↓	54% ↑	59% †
0 - 2hrs (1)	N Count	873	458	415	249 †	299 †	218↓	107↓	548 †	325↓	119 †	129 †
	Column Comparisons	-			bcd	c d			-	_	cdefgh	cdefgh
	% within column	42%	42%	42%	33%↓	43%	46%	45%	39%↓	45% ↑	36%	30%↓
3 - 4hrs (3.5)	N Count	938	486	453	147↓	299	312	180	446↓	492 †	80	66 ↓
	Column Comparisons	-				а	а	а	-	-		
	% within column	13%	13%	13%	7%↓	9%↓	17% ↑	18% ↑	8%↓	17% ↑	7%↓	7%↓
5 - 6hrs (5.5)	N Count	278	144	134	31↓	60↓	114 †	73 †	91↓	187 †	16↓	15.
	Column Comparisons	-					a b	a b	-	-		
	% within column	5%	5%	5%	2%↓	3%	5%	9% ↑	3%↓	6% ↑	2%	2%
6+ hrs (7.5)	N Count	102	52	50	10↓	24	33	35 †	33↓	68 1	5	4
	Column Comparisons	-					а	a b c	-	-		
	% within column	1%	0%↓	2% ↑	1%	1%	1%	1%	1%	1%	0%	2%
Don't know	N Count	23	5↓	18 †	5	7	5	6	12	11	0	5
	Column Comparisons	-		а					-	-		
	% within column	17%	17%	17%	9%↓	12%↓	22% ↑	27% ↑	11%↓	24%	10%↓	9%↓
NET: 5+ Hours	N Count	380	196	184	41↓	84↓	147 †	108 †	125↓	255 ↑	21↓	20
	Column Comparisons	-					a b	a b	-	-		
Mean		2.9	2.9	2.9	2.3↓	2.7↓	3.21	3.5 ↑	2.5↓	3.31	2.4↓	2.2↓

Q2 - How much time do you	BANNER	
think you spend online on a	Age and gender of child respondent	Urban/ Rural
normal school day? This can be		

across a smartphone, tablet, computer or games console.

NET: Male 8- NET: Female NET: Male 13 NET: Female [SINGLE] Male 10-12 Female 10-12 Male 13-15 Female 13-15 Male 16-17 Female 16-17 12 8-12 -17 13-17 NET: Urban % within column 358 332 341 341 224 201 579 552 565 536 1971 Weighted Base N Count Column Comparisons % within column 331 324 323 335 223 253 547 539 546 580 1935 Unweighted Base N Count **Column Comparisons** d k % within column h С e g а Column Names N Count **Column Comparisons** % within column 43% 44% 35% 29%↓ 29%↓ 26%↓ 47%**†** 50%↑ 33%↓ 28%↓ 39% 654 0 - 2hrs (1) N Count 154 145 119 991 52↓ 274**†** 274**†** 184↓ 148↓ 773 Column Comparisons fgh efgh h % within column 46% 41% 42% 49%[†] 43% 46% 42% 37%↓ 43% 48%**†** 43% 3 - 4hrs (3.5) N Count 164 136 144 168[†] 98 93 244 202↓ 242 257**†** 839 **Column Comparisons** b b a b b b % within column 8%4 8%↓ 8%4 10% 18%[†] 15% 17% 19%[†] 18%**†** 17%**†** 13% 5 - 6hrs (5.5) N Count 29↓ 32 62**†** 52 38 381 45↓ 47↓ 1001 911 250 Column Comparisons a b c d abc a b c d a b c d 3%↓ % within column 3% 4% 4% 6% 10% 7% 3% 6%**†** 6% 4% 15↓ N Count 221 14 18 33 6+ hrs (7.5) 10 14 14 19 36**†** 88 a b c d **Column Comparisons** b % within column 0% 2% 0% 1% 1% 2% 0% 2% 1% 1% 1% Don't know N Count 1 5 2 4 2 4 1 11 4 7 21 Column Comparisons 12%↓ % within column 11%↓ 14% 22% 21% 27% 26% 10%↓ 24%[†] 23% 17% NET: 5+ Hours N Count 39↓ 45 76**†** 71 60**†** 531 60**↓** 654 136**†** 124**†** 339 **Column Comparisons** a b c d a b c d a b c d a b c d 2.7↓ 2.7↓ 3.1 3.31 3.51 3.51 2.6↓ 2.5↓ 3.31 3.31 2.9 Mean

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2034 (93%)

Q2 - How mu	ch time do you						BANNER					
think you spe	end online on a	Urban/ Rural		Working	g status				D3 - Social	grade		
normal school	ol day? This can be									<u> </u>		
across a smar	rtphone, tablet, games console.					NET: Not working/						
[SINGLE]		Rural	Full time	Part time	Student	retired	AB	C1	C2	DE	NET: ABC1	NET: C2DE
	% within column	244	1326	426	112	305	623	580	486	526	1202	1013
Weighted Base	N Count											
	Column Comparisons											
	% within column	254	1370	384	113	281	882	482	354	471	1364	825
Unweighted Base												
	Column Comparisons											•
	% within column	b	a	b	С	d	а	b	С	d	е	f
Column Names	N Count											
	Column Comparisons	440/	400/	400/	200/	200/	440/	400/4	270/	220/ [420/4	250/1
0 2hrs (1)	% within column	41%	40%	40%	36%	39%	41% 253	46% ↑ 264 ↑	37% 182	33% ↓ 174 ↓	43% †	35% ↓ 356 ↓
0 - 2hrs (1)	N Count Column Comparisons	100	524	169	40	120	253 d	264 I c d	182	1/4❖	518 †	350₹
	% within column	41%	43%	43%	39%	40%	u 41%	39%	46%	43%	40%	450/
3 - 4hrs (3.5)	N Count	100	43% 569	43% 184	39% 44	40% 122	41% 257	39% 229	46% 226	43% 227	40%	45% 453
3 - 41113 (3.3)	Column Comparisons	100	309	104	44	122	257	229	220	221	465	455
	% within column	11%	13%	12%	16%	11%	13%	10%	13%	14%	- 12%	- 14%
5 - 6hrs (5.5)	N Count	28	171	49	18	35	82	59	65	73	141	137
3 - 01113 (3.3)	Column Comparisons	28	1/1	49	18	33	82	39	03	73	141	-
	% within column	6%	4%	3%	8%	6%	5%	4%	2%↓	7% ↑	5%	5%
6+ hrs (7.5)	N Count	14	59	14	8	19	30	25	270 ↓ 11 ↓	36 †	55	47
0.1113 (7.5)	Column Comparisons	1-1	33	1-7	G	13	30	23	114	С	-	-
	% within column	1%	0%↓	2%	1%	3%↑	0%↓	1%	1%	3%↑	0%↓	2%1
Don't know	N Count	3	3↓	9	1	91	1↓	3	4	16 †	4↓	
	Column Comparisons	•		a	_	a	_,	-	-	a b c	-	-
	% within column	17%	17%	15%	24%	18%	18%	14%	15%	21%	16%	18%
NET: 5+ Hours	N Count	42	230	63	27	54	112	84	75	109 †	195	185
-	Column Comparisons										-	-
Mean		2.9	2.9	2.8	3.2	2.9	2.9	2.7↓	2.9	3.1 ↑	2.8↓	3.0 1

Q2 - How mu	ch time do you						BANNER					
think you spe	end online on a	Fi	nancial wellbei	ng	Ethn	icity	Child ide	entified need/	'impacting cor	ndition	Disability/ Con	dition in HH
across a smai	ol day? This can be rtphone, tablet, games console.					NET: All	Neurodiv-	Mental	NET: Identified need/	NET: No identified need/		
[SINGLE]	_	Doing well	Getting by	Struggling	White British	Ethnicities	ersity	Health	condition	condition	NET: Yes	No
	% within column	395	1145	652	1730	448	194	108	473	1710	234	791
Weighted Base	N Count											
	Column Comparisons											
	% within column	447	1114	608	1701	449	182	109	457	1698	238	805
Unweighted Base	e N Count											
	Column Comparisons											
	% within column	a	b	С	a	b	a	b	С	d	a	b
Column Names	N Count											
	Column Comparisons											
	% within column	41%	41%	35%↓		47% ↑	34%	20%↓	29%↓	43% †		33% ↑
0 - 2hrs (1)	N Count	161	473	227↓	651↓	211 ↑	65	22↓	137↓	727 †	49↓	259 ↑
	Column Comparisons		С			а	b		-	a b		a
	% within column	41%	42%	45%	44% †	37%↓	38%	43%	44%	42%	42%	47%
3 - 4hrs (3.5)	N Count	161	477	295	759 †	165↓	74	46	208	718	99	371
	Column Comparisons				b				-			
	% within column	13%	12%	14%	13%	11%	20% ↑	25% ↑	18% ↑	11%↓	25% ↑	15%↓
5 - 6hrs (5.5)	N Count	53	133	91	223	48	38 †	27 †	87 †	184↓	· 58 †	119↓
	Column Comparisons						d	d	-		b	
	% within column	5%	5%	4%	4%	5%	6%	11% ↑	8% ↑	4%↓		5%↓
6+ hrs (7.5)	N Count	20	53	27	78	23	11	12 ↑	37 †	64↓	· 27 †	37↓
	Column Comparisons							d	-		b	
	% within column	0%	1%	2% 1		0%	3%	1%	1%	1%	1%	1%
Don't know	N Count	0	9	13 †	20	1	5	1	5	17	1	5
	Column Comparisons			a					-			
	% within column	18%	16%	18%	17%	16%	25% ↑	36% ↑	26% ↑	14%↓		20%↓
NET: 5+ Hours	N Count	73	186	118	300	71	49 1	39 ↑	124 †	247↓	85 †	156↓
	Column Comparisons						d	d	-		b	
Mean		2.9	2.9	3.0	3.01	2.7	3.2	3.9 ↑	3.4 ↑	2.8↓	3.9 ↑	3.1↓

Q2 - How mu	ch time do you						BANNER					
think you spe	end online on a	Educational Plan (Ben	efits	Parental	Controls	Pa	arental Conce	rn	Time Spen (Week	
across a smai	ol day? This can be rtphone, tablet, games console.	Fian (NET: House-		NET: Has Parental		Not	A little	NET: Moder- ately/ Very	(WEEK	uay)
[SINGLE]		Has an EHCP	an EHCP	Benefits	No Benefits	Controls	No Controls	Concerned	Concerned	Concerned	0 - 2hrs	3 - 4hrs
-	% within column	158	2057	915	1195	1853	336	1045	548	601	873	938
Weighted Base	N Count											
	Column Comparisons											
	% within column	154	2035	874	1216	1828	339	1007	554	610	855	924
Unweighted Bas	e N Count											
	Column Comparisons											
	% within column	a	b	a	b	a	b	a	b	С	a	b
Column Names	N Count											
	Column Comparisons											
	% within column	29%↓	40%1	30%↓	47% ↑	40%	36%	44% ↑	32%↓	38%	100% ↑	0%↓
0 - 2hrs (1)	N Count	46↓	8271	276↓	557 †	741	120	462 †	173↓	229	873 †	01
	Column Comparisons		a		a			b c		b	b c d	
	% within column	42%	42%	45%	40%	43%	42%	40%	50% †	40%	0%↓	100% †
3 - 4hrs (3.5)	N Count	66	872	415	479	793	140	417	276 †	240	01	938 †
	Column Comparisons			b					ас			a c d
	% within column	17%	12%	17%↑	9%↓	12%	15%	11%	12%	15%	0%↓	0%↓
5 - 6hrs (5.5)	N Count	26	252	156 ↑	110↓	226	50	120	67	90	01	01
	Column Comparisons			b								
	% within column	12% ↑	4%	6%↑	4%	4%	6%	3%↓	5%	6% ↑	0%↓	0%↓
6+ hrs (7.5)	N Count	18 †	831	551	44	83	19	32↓	28	39 ↑	01	01
	Column Comparisons	b		b						a		
	% within column	1%	1%	1%	0%↓	1%↓			1%	0%	0%↓	0%↓
Don't know	N Count	1	22	13	6↓	10↓	· 8 1	13	4	2	01	01
	Column Comparisons			b			a				-	-
	% within column	28% ↑	16%		13%↓	17%	20%	15%↓	17%	22% ↑	0%↓	0%↓
NET: 5+ Hours	N Count	45 ↑	335	211↑	153↓	309	69	152↓	95	129 ↑	01	01
	Column Comparisons	b		b						a		
Mean		3.5 ↑	2.9	3.31	2.6↓	2.9	3.0	2.7↓	3.1 †	3.11	1.0↓	3.5 ↑

							BANNER					
Q2 - How mu	ch time do you	Time Spe	nt Online (We	ekday)		Time Spe	ent Online (Wo	eekend)			Spent Money	
normal school across a small computer or	end online on a ol day? This can be ortphone, tablet, games console.	5 - 6hrs		NET: 5+					NET: 5+	Bought something on either Social Media, or while	on social	Bought something while
[SINGLE]	% within column		6+ hrs	Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6 hrs	Hours	gaming	media	Gaming
Weighted Base	% within column N Count Column Comparisons	278	102	380	291	785	622	492	1114	1289	768	1125
Unweighted Bas	% within column N Count Column Comparisons	282	106	388	281	777	619	489	1108	1296	800	1128
Column Names	% within column N Count Column Comparisons	С	d	е	а	b	С	d	е	a	b	С
	% within column	0%↓	0%↓	0%↓	85% †	58% ↑	23%↓	4%↓	15%	29%↓	25%↓	29%↓
0 - 2hrs (1)	N Count	01	01	01	246 ↑	458 ↑	145↓	18↓	163	371↓	191↓	321↓
	Column Comparisons	00/1	00/ 1	- 00/1	b c d	c d	d cox(A	4.40/	-	400/4	400/4	400/4
3 - 4hrs (3.5)	% within column N Count	0↑ 0%↑	0 ↑ 0% ↑	0%↓ 0↓	13% ↓ 37 ↓	37% ↓ 288 ↓	63% ↑ 392 ↑	44% 218	55% 1 610 1		49% ↑ 380 ↑	49% ↑ 547 ↑
3 - 41113 (3.3)	Column Comparisons	0.	0\$	-	3/♥	200 ♥	a b d	a b	- 0101	e	e	e 9471
	% within column	100% ↑	0%↓	73% †	1%↓	4%↓	11%	35% ↑	22%1		18%	16% ↑
5 - 6hrs (5.5)	N Count	278 †	01	278 †	3↓	32↓	69	173 †	2411	205 ↑	141 †	182 ↑
	Column Comparisons	a b d		-		а	a b	аbс	-	е	е	e
	% within column	0%↓	100% †	27% ↑	0%↓	1%↓	2%↓	16% ↑	8%1		7% ↑	6% ↑
6+ hrs (7.5)	N Count	01	102 ↑	102 ↑	1↓	5↓	14↓		941	78 ↑	54 ↑	70 †
	Column Comparisons		a b c	-			b	a b c	-	е	е	е
	% within column	0%	0%	0%	1%	0%↓	0%	1%	0%		0%↓	0%↓
Don't know	N Count Column Comparisons	-	-	- -	3	1↓	2	3	5. -	5↓	3↓	41
	% within column	100% ↑	100% ↑	100% ↑	1%↓	5%↓	13%↓	51%↑	30%1	22%↑	25% ↑	22%↑
NET: 5+ Hours	N Count	278 ↑	102 †	380 †	4↓	37↓	82↓	253 ↑	3361	283 ↑	195 †	253 ↑
	Column Comparisons	a b	a b	-		a	a b	a b c	-	e	е	е
Mean		5.5 †	7.5 ↑	6.0 †	1.4↓	2.1↓	3.2 ↑	4.7 ↑	3.91	3.31	3.5 ↑	3.3 ↑

Q2 - How mu	ch time do you						BANNER					
•	nd online on a ol day? This can be	Spent	Money		SM purcha	se category			Feelings abou	t SM purchase		Gaming Method
	tphone, tablet, games console.	Bought something from both	Not bought from either	Product	Activity	Subscription/ Upgrade	NET: Gift	Regret things I buy online	•	I spend more than I should	I like the feeling	Games console or games player
	% within column	604	926	429	153	216	158	314	556	378	565	1330
Weighted Base	N Count											
	Column Comparisons											
	% within column	632	893	450	165	226	171	329	585	402	596	1316
Unweighted Base	e N Count											
	Column Comparisons											
	% within column	d	e	а	b	С	d	a	b	С	d	а
Column Names	N Count											
	Column Comparisons											
	% within column	23%↓		24%	18%	18%↓	22%	23%↓			23%	
0 - 2hrs (1)	N Count	141↓		104	28	39↓	35	72↓	129↓	86↓	132	493↓
	Column Comparisons		a b c d									С
	% within column	49% ↑		49%	45%	51%	43%	47%	51% †		48%1	
3 - 4hrs (3.5)	N Count	298 †	309↓	210	69	109	68	149	286 †	180	2731	585
	Column Comparisons	е										
	% within column	20% ↑		18%	29%		24%	22%1			20%1	
5 - 6hrs (5.5)	N Count	118 †	73↓	78	44 1	53 ↑	37	69 1	101	77 ↑	1161	177
	Column Comparisons	е										d
	% within column	8% †		8%	8%	7%	11%1				7%1	
6+ hrs (7.5)	N Count	46 1	24↓	35	12	15	18 1	24 1	39 1	33↑	411	66
	Column Comparisons	е										
	% within column	0%↓		0%	1%	0%	0%	0%	0%	0%	0%	1%
Don't know	N Count	1↓		2	1	0	0	0	2	2	3	9
	Column Comparisons		a b c d									
	% within column	27%↑		26%	36%		35%1				28%1	
NET: 5+ Hours	N Count	164 †	97↓	113	55 †	68 1	55 1	93 1	140 †	1101	157 1	
	Column Comparisons	е										d
Mean		3.6 †	2.3↓	3.6	3.9 1	3.81	3.91	3.7 1	3.5 1	3.7 †	3.61	3.01

Q2 - How mu	ch time do you						BANNER					
think you spe	nd online on a		Gaming N	/lethod					Gaming Type			
across a smar	l day? This can be tphone, tablet, games console.	Desktop computer, laptop or netbook	Mobile phone or smartphone	Tablet	NET: Any Gaming	Puzzles or quizzes	Action/ adventure	Shooters	Playing	Playing against multiple peo-	Creative and building games	Playing in a virtual worlds
[% within column	572	1316	782	2140	650	731	547	387	822	1151	557
Weighted Base	N Count Column Comparisons											
	% within column	582	1317	774	2117	662	740	564	395	802	1111	570
Unweighted Base	N Count Column Comparisons											
Column Names	% within column N Count Column Comparisons	b	С	d	е	а	b	С	d	е	f	g
	% within column	38%	34%↓	45% ↑	39%	42%	38%	27%	28%↓	28%↓	38%	39%
0 - 2hrs (1)	N Count	216	451↓	349 †	839	271	281	150↓	. 108↓	233↓	439	215
	Column Comparisons	С		a b c	-	c d e k	c d e				c d e	c d e
	% within column	42%	45% ↑	40%	43%	40%	42%	49% 1	49% 1	50% †	43%	42%
3 - 4hrs (3.5)	N Count	242	597 †	310	912	257	306	270 1	188 1	412 1	498	233
	Column Comparisons		d		-			abghijl	abfgil	abfghijl		
	% within column	14%	14% ↑	10%↓	13%	12%	13%	15%	16%	15%	13%	15%
5 - 6hrs (5.5)	N Count	83	189 ↑	79↓	271	81	98	83	61	122	154	82
	Column Comparisons	d	d		-							
	% within column	5%	5%	4%	5%	6%	6%	8%1	7%1	6% 1	4%	4%
6+ hrs (7.5)	N Count Column Comparisons	26	69	34	99	36	42	42 1	27 1	51 †	49	24
	% within column	1%	1%	1%	1%↓	1%	1%	0%	0%	1%	1%	0%
Don't know	N Count Column Comparisons	5	10	11	19 ↓ -	5	5	2	2	5	12	2
	% within column	19%	20% ↑	14%↓	17%	18%	19%	23%1	23%	21%	18%	19%
NET: 5+ Hours	N Count	109	258 ↑	112↓	371	117	140	125 1	88 1	173 †	202	107
	Column Comparisons	d	d		-							
Mean		3.0	3.1 †	2.7↓	2.9	2.9	3.0	3.4 1	3.4 1	3.3 1	2.9	3.0

Q2 - How mu	ch time do you						BANNER					
think you spe	end online on a			Gamin	g Type			Gaming Fr	equency	Gam	ing Purchase	Туре
across a smar	ol day? This can be rtphone, tablet, games console.	Simulation experience	Fitness and dance	Sports	Interactive stories	Makeovers	NET: Playing against other people	NET: Daily	Weekly	NET: Character, skins, weapons, armour, tools	NET: Game expansion	Loot boxes/ packs/ chests / bundles
[Ontole]	% within column	248	278	728	207	249	1027	1602	460	535	237	151
Weighted Base	N Count Column Comparisons											
	% within column	266	283	736	218	257	1009	1567	480	549	250	158
Unweighted Base	Column Comparisons											
Column Names	% within column N Count Column Comparisons	h	i	j	k	I	m	a	b	а	b	С
	% within column	36%	39%	37%	32%	35%	29%↓	34%↓	55%1	25%↓	23%	22%
0 - 2hrs (1)	N Count	89	108	268	65	86	301↓	552↓	2551	134↓	54	34
	Column Comparisons	c d e	c d e	c e		c e	-		а			
	% within column	41%	39%	44%	40%	38%	49% ↑	45%↑	34%	50%	45%	49%
3 - 4hrs (3.5)	N Count Column Comparisons	102	107	320	82	95	504 ↑ -	720 † b	157		108	74
	% within column	15%	15%	14%	20% ↑			14% ↑	7%		22%1	
5 - 6hrs (5.5)	N Count Column Comparisons	38	41	100	40 †	44 1	152 ↑ -	232 ↑ b	33	93	52 1	30
	% within column	8% ↑		5%	9% ↑			5% ↑	2%		10%1	
6+ hrs (7.5)	N Count Column Comparisons	19 ↑	18	38	19 †	21 †	64 ↑	84 1 b	11	35	24 1 d	13
	% within column	0%	1%	0%	0%	1%	1%	1%	1%	1%	0%	1%
Don't know	N Count Column Comparisons	1	3	2	0	2	. 7 -	13	4	4	0	1
	% within column	23% ↑	22%	19%	29% ↑	26%	21%↑	20% ↑	10%	24%	32% 1	28%
NET: 5+ Hours	N Count Column Comparisons	57 †	60	138	59 †	65 1	216 †	317 ↑ b	44.	128	76 1	43
Mean		3.2 ↑	3.1	3.1 †	3.5 †	3.3 1	3.31	3.1	2.3	3.5	3.8 1	3.7 1

							BANNER					
Q2 - How mu	ch time do you		Gar	ning Purchase 1	Гуре			F	eelings about G	aming Purcha	se	
normal school across a small computer or	nd online on a ol day? This can be tphone, tablet, games console.	In-game	A standard version of	A	Early access			•	I spend more	I like the	It's unfair that people who spend more, get further in	It's not always clear what I'm going to get for my mon-
[SINGLE]		money	the game	subscription	to a game	Battle Pass	I buy online	. •	than I should	feeling	games	ey in games
Weighted Base	% within column N Count Column Comparisons	447	147	302	122	205	346	772	445	720	715	449
Unweighted Bas	% within column N Count Column Comparisons	428	154	320	133	211	356	777	454	734	710	459
Column Names	% within column N Count Column Comparisons	d	е	f	g	h	а	b	С	d	е	f
0 - 2hrs (1)	% within column N Count	26% 114	30% 44	22%↓ 68↓	19% ↓ 24 ↓	24% 50	26%↓ 89↓			29%↓ 209↓	28%↓ 201↓	
0 - 21113 (1)	Column Comparisons											
3 - 4hrs (3.5)	% within column N Count Column Comparisons	51% 228	43% 63	46% 138	48% 59	46% 94	49% † 171 †			47% ↑ 338 ↑	48% 1 345 1	
5 - 6hrs (5.5)	% within column N Count	19% 86	17% 26	22% † 65 †	20% 24	20% 42	19% † 66 †			17% ↑ 122 ↑	17% † 122 †	
	Column Comparisons % within column	4%↓	10%	10%†	13%↑	9%	6%	6%	8%↑	7%↑	6%	7%↑
6+ hrs (7.5)	N Count Column Comparisons	16↓	14 d	30 † d	15 ↑ d	18 d	20	43	37 ↑ a	49 ↑	43	30↑
	% within column	1%	0%	0%	0%	1%	0%	0%	0%↓	0%	0%	0%↓
Don't know	N Count Column Comparisons	3	0	2	0	2	0	31	01	3	4	1↓
	% within column	23%	27%	31% ↑	32% ↑	29%1	25%1	21%1	28% ↑	24%↑	23%1	26% ↑
NET: 5+ Hours	N Count Column Comparisons	102	40	95 ↑	39 ↑	601	861	165 1	123↑	171 †	166 1	115↑
Mean		3.4	3.5	3.7 ↑	3.9 ↑	3.61	3.51	3.31	3.61	3.4 ↑	3.4 1	3.5 ↑

					BANNER			
J1 - What are your three f	favourite things to		Gender of child	respondent		Age of child res	spondent	
do in your free time? [MU	JLTI]	Total	Male	Female	8-9	10-12	13-15	16-17
	% within column	2232	1153	1079	449	698	684	401
Weighted Base	N Count							
	Column Comparisons							
	% within column	2205	1100	1105	439	662	659	445
Jnweighted Base	N Count							
	Column Comparisons							
	% within column	a	a	b	a	b	С	d
Column Names	N Count							
	Column Comparisons							
	% within column	46%	62% ↑	28%↓	47%	49%	46%	39%
Gaming	N Count	1,020	715 †	304↓	211	339	312	158
_	Column Comparisons	-	b			d		
	% within column	35%	36%	35%	35%	35%	36%	36%
Watching TV or films	N Count	792	415	377	159	245	244	145
G	Column Comparisons	-						
	% within column	28%	28%	26%	25%	29%	26%	30%
Playing or hanging out with	N Count	614	328	286	113	205	177	119
friends in person	Column Comparisons	-						
	% within column	26%	23%↓	30% ↑	37% ↑	28%	20%↓	22%
Being with family	N Count	589	270↓	319 ↑	166 ↑	197	140↓	86
,	Column Comparisons	-		а	b c d	c d		
	% within column	24%	19%↓	29% ↑	16%↓	21%	26%	33%
Playing or listening to music	N Count	536	222↓	313 ↑	72↓	149	181	134
, ,	Column Comparisons	-		а		а	a b	аЬс
	% within column	23%	21%	25%	14%↓	25%	28% ↑	22%
Chatting with friends on calls or	N Count	516	242	274	63↓	176	190 ↑	87
video games	Column Comparisons	-		а		а	a d	а
	% within column	22%	34% ↑	10%↓	21%	20%	24%	24%
Sports	N Count	493	390 ↑	103↓	93	140	162	97
	Column Comparisons	-	b					
	% within column	18%	14%↓	22% ↑	8%↓	13%↓	25% ↑	25%
Browsing social media	N Count	401	166↓	234 †	37↓	93↓	171 ↑	99
<u>-</u>	Column Comparisons	-		а		а	a b	a b

					BANNER			
J1 - What are your three f	favourite things to	Age of child r	espondent		Age and g	gender of child resp	ondent	
do in your free time? [MU	JLTI]	NET: 8-12	NET: 13-17	Male 8-9	Female 8-9	Male 10-12	Female 10-12	Male 13-15
	% within column	1147	1085	226	224	361	337	342
Weighted Base	N Count							
	Column Comparisons							
	% within column	1101	1104	220	219	333	329	324
Jnweighted Base	N Count							
	Column Comparisons							
	% within column	е	f	а	b	С	d	e
Column Names	N Count							
	Column Comparisons							
	% within column	48%	43%	60% ↑	34%↓	62% ↑	34%↓	68%
Gaming	N Count	550	470	135 †	76↓	225 ↑	114↓	234
	Column Comparisons	-	-	bdfh	f h	bdfh	fh	bdfgh
	% within column	35%	36%	36%	34%	35%	35%	37%
Watching TV or films	N Count	404	388	82	77	128	118	125
	Column Comparisons	-	-					
	% within column	28%	27%	31%	19%↓	27%	32%	27%
Playing or hanging out with	N Count	318	296	70	42↓	98	107	92
riends in person	Column Comparisons	-	-				b	
	% within column	32% ↑	21%↓	32%	42% †	27%	29%	18%
Being with family	N Count	362 ↑	226↓	72	94 ↑	97	99	61
	Column Comparisons	-	-	e g	cdefgh	e g	e g	
	% within column	19%↓	29% ↑	11%↓	21%	16%↓	27%	22%
Playing or listening to music	N Count	221↓	315 †	26↓	46	57↓	92	76
	Column Comparisons	-	-		a		ас	a
	% within column	21%	26%	15%↓	13%↓	23%	28%	23%
Chatting with friends on calls or	N Count	239	277	33↓	30↓	82	94	79
rideo games	Column Comparisons	-	-			b	a b	b
	% within column	20%	24%	32% ↑	9%↓	32% ↑	8%↓	35%
ports	N Count	233	260	72 †	21↓	114 ↑	26↓	119
	Column Comparisons	-	-	bdfh		bdfh		bdfh
	% within column	11%↓	25% ↑	7%↓	9%↓	10%↓	17%	20%
Browsing social media	N Count	131↓	270 ↑	16↓	21↓	38↓	56	68
-	Column Comparisons	-	-				аbс	аbс

-					BANNER			
J1 - What are your three f	avourite things to			Age and	gender of child res	pondent		
do in your free time? [MU	JLTI]	Female 13-15	Male 16-17	Female 16-17	NET: Male 8-12	NET: Female 8-12	NET: Male 13-17	NET: Female 13-17
	% within column	341	224	201	587	561	567	536
Weighted Base	N Count							
	Column Comparisons							
	% within column	335	223	253	553	548	547	580
Unweighted Base	N Count							
	Column Comparisons							
	% within column	f	g	h	i	j	k	1
Column Names	N Count							
	Column Comparisons							
	% within column	23%↓	54%	25%↓	61% †	34%↓	63%1	23%↓
Gaming	N Count	78↓	121	49↓	360 1	189↓	3551	125↓
	Column Comparisons		bdfh		-	-	-	-
	% within column	35%	36%	38%	36%	35%	36%	36%
Watching TV or films	N Count	119	80	77	210	194	205	192
	Column Comparisons				-	-	-	-
Discours of the section of the section	% within column	25%	31%	29%	29%	27%	28%	26%
Playing or hanging out with	N Count	85	69	59	168	150	160	141
friends in person	Column Comparisons				-	-	-	-
	% within column	23%	18%↓	26%	29%	34% ↑	18%	24%
Being with family	N Count	79	39↓	52	169	193 †	101	130
	Column Comparisons				-	-	-	-
	% within column	31% ↑	28%	41% ↑	14%↓	25%	25%	34% ↑
Playing or listening to music	N Count	105 †	64	81 †	82↓	138	140	181 †
	Column Comparisons	аьсе	ас	a b c d e f g	-	-	-	-
	% within column	32% †	21%	21%	20%	22%	22%	28% ↑
Chatting with friends on calls or	N Count	111 †	47	43	115	124	127	151 †
video games	Column Comparisons	abcegh			-	-	-	-
	% within column	13%↓	38% ↑	10%↓	32% †	8%↓	36%1	12%↓
Sports	N Count	43↓	84 †	20↓	186 †	47↓	2031	63↓
	Column Comparisons		bdfh		-	-	-	-
	% within column	30% ↑	20%	28% ↑	9%↓	14%↓	20%	30% ↑
Browsing social media	N Count	103 †	45	56 †	54↓	77↓	112	159 ↑
	Column Comparisons	abcdeg	аbс	a b c d e	-	-	-	-

					BANNER			
		Urban/ R	ural		Working s	tatus		D3 - Social grade
J1 - What are your three f	avourite things to					NI	ET: Not working/	
do in your free time? [MU	JLTI]	NET: Urban	Rural	Full time	Part time	Student	retired	AB
	% within column	1986	246	1332	430	112	310	625
Weighted Base	N Count							
	Column Comparisons							
	% within column	1949	256	1376	388	113	286	885
Unweighted Base	N Count							
	Column Comparisons							
	% within column	a	b	a	b	С	d	a
Column Names	N Count							
	Column Comparisons							
	% within column	46%	46%	46%	44%	40%	49%	45%
Gaming	N Count	906	113	617	189	45	151	280
	Column Comparisons							
	% within column	36%	32%	37%	32%	30%	35%	38%
Watching TV or films	N Count	714	78	495	136	34	110	237
	Column Comparisons							
Playing or hanging out with	% within column	27%	34%	27%	29%	25%	28%	25%
friends in person	N Count	530	85	360	125	28	87	158
menus in person	Column Comparisons		a					
	% within column	26%	26%	22%↓	32% ↑	28%	33% †	22%
Being with family	N Count	526	63	298↓	137 ↑	31	102 †	137
	Column Comparisons				a		a	
	% within column	24%	21%	24%	23%	27%	26%	21%
Playing or listening to music	N Count	485	50	318	97	30	80	131
	Column Comparisons							
Chatting with friends on calls or	% within column	23%	25%	23%	23%	28%	22%	21%
Chatting with friends on calls or	N Count	456	61	307	97	31	69	128
video games	Column Comparisons							
	% within column	22%	22%	25% ↑	21%	20%	14%↓	28%1
Sports	N Count	439	54	331 ↑	91	23	43↓	1741
	Column Comparisons			d				c d

					BANNER			
J1 - What are your three f	favourite things to		D	3 - Social grade			Financial w	ellbeing
do in your free time? [Ml	JLTI]	C1	C2	DE	NET: ABC1	NET: C2DE	Doing well	Getting by
	% within column	580	491	536	1205	1027	401	1152
Weighted Base	N Count							
	Column Comparisons							
	% within column	483	357	480	1368	837	452	1121
Unweighted Base	N Count							
	Column Comparisons							
	% within column	b	С	d	e	f	a	b
Column Names	N Count							
	Column Comparisons							
	% within column	47%	43%	48%	46%	46%	45%	46%
Gaming	N Count	271	211	258	551	469	180	531
	Column Comparisons				-	-		
	% within column	33%	37%	34%	35%	36%	32%	37%
Watching TV or films	N Count	190	182	183	427	365	127	423
	Column Comparisons				-	-		
District and the section of the section	% within column	32% ↑	26%	26%	29%	26%	23%	29%
Playing or hanging out with	N Count	187 ↑	129	140	345	269	93	329
friends in person	Column Comparisons	а			-	-		
	% within column	26%	25%	33% ↑	24%↓	29% ↑	24%	25%
Being with family	N Count	150	122	179 †	288↓	301 ↑	97	285
	Column Comparisons			a b c	-	-		
	% within column	25%	24%	27%	23%	25%	20%	25%
Playing or listening to music	N Count	143	118	144	274	261	81	286
	Column Comparisons				-	-		
	% within column	23%	26%	23%	22%	25%	20%	24%
Chatting with friends on calls or	N Count	136	129	123	264	252	79	274
video games	Column Comparisons				-	-		
	% within column	24%	21%	15%↓	26% ↑	18%↓	27%	23%
Sports	N Count	137	103	80↓	311 †	182↓	107	267
	Column Comparisons	d	d		-	-	С	С

					BANNER			
		Financial wellbeing	Ethnic	ity	CI	nild identified need,	/ impacting conditio	n
J1 - What are your three	favourite things to			NET: All other			NET: Identified	NET: No identified
do in your free time? [Ml	JLTI]	Struggling	White British	Ethnicities	Neurodiversity	Mental Health	need/ condition	need/ condition
	% within column	655	1742	453	194	109	474	1726
Weighted Base	N Count							
	Column Comparisons							
	% within column	611	1713	452	182	110	458	1713
Unweighted Base	N Count							
	Column Comparisons							
	% within column	С	a	b	a	b	С	d
Column Names	N Count							
	Column Comparisons							
	% within column	46%	46%	45%	56% ↑	42%	48%	45%
Gaming	N Count	302	805	202	108 ↑	46	228	780
	Column Comparisons				b d		-	
	% within column	36%	34%↓	42% †	32%	26%	30%↓	37% ↑
Watching TV or films	N Count	235	591↓	188 ↑	61	28	140↓	643 †
	Column Comparisons			а			-	
BI : 1 :	% within column	28%	29%	23%	24%	26%	25%	28%
Playing or hanging out with	N Count	185	500	103	46	28	118	488
friends in person	Column Comparisons		b				-	
	% within column	30% ↑	25%	30%	25%	32%	26%	27%
Being with family	N Count	199 ↑	441	137	49	35	122	457
	Column Comparisons	b		а			-	
	% within column	25%	26% ↑	18%↓	28%	40% †	30% ↑	23%↓
Playing or listening to music	N Count	165	449 ↑	81↓	54	44 ↑	140 †	390↓
	Column Comparisons		b			a d	-	
	% within column	24%	24%	20%	30%	29%	28% ↑	22%
Chatting with friends on calls or	N Count	159	422	89	57	32	133 †	377
video games	Column Comparisons						-	
	% within column	17%↓	22%	23%	12%↓	13%	16%↓	24% ↑
Sports	N Count	112↓	382	103	24↓	14	77↓	407 †
	Column Comparisons						-	a b

					BANNER			
		Disability/ Condi	tion in HH	Educational Health	n Care Plan (EHCP)	Bene	fits	Parental Controls
J1 - What are your three f	_				Don't have an	NET: Household		NET: Has Parental
do in your free time? [MU	JLTI]	NET: Yes	No	Has an EHCP	EHCP	receives Benefits	No Benefits	Controls
	% within column	234	792	161	2071	925	1200	1865
Weighted Base	N Count							
	Column Comparisons							
	% within column	238	806	157	2048	883	1222	1839
Unweighted Base	N Count							
	Column Comparisons							
	% within column	a	b	а	b	а	b	a
Column Names	N Count							
	Column Comparisons							
	% within column	45%	43%	51%	45%	47%	46%	47%1
Gaming	N Count	106	343	82	938	435	549	8801
	Column Comparisons							b
	% within column	26%↓	39% ↑	40%	35%	34%	37%	35%
Watching TV or films	N Count	60↓	312 ↑	64	728	311	448	650
	Column Comparisons		a					
District and hearth and the state	% within column	24%	29%	25%	28%	27%	28%	27%
Playing or hanging out with	N Count	56	226	41	573	247	339	507
friends in person	Column Comparisons							
	% within column	22%	20%	23%	27%	27%	25%	27%
Being with family	N Count	52	159	37	551	254	299	499
	Column Comparisons							
	% within column	35%	28%	22%	24%	26%	22%	22%
Playing or listening to music	N Count	82	218	35	501	239	269	414
	Column Comparisons	b						
	% within column	29%	25%	22%	23%	23%	22%	23%
Chatting with friends on calls or	N Count	67	199	35	481	211	270	429
video games	Column Comparisons							
	% within column	21%	25%	19%	22%	19%↓	24%1	23%
Sports	N Count	48	201	30	462	175↓	2941	422
	Column Comparisons						а	

					BANNER			
		Parental Controls		Parental Concern		Time Sp	oent Online (Weekda	ay)
J1 - What are your three f	favourite things to				NET: Moderately/			
do in your free time? [Ml	JLTI]	No Controls	Not Concerned	A little Concerned	Very Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs
	% within column	339	1053	550	605	873	938	278
Weighted Base	N Count							
	Column Comparisons							
	% within column	342	1016	555	614	855	924	282
Jnweighted Base	N Count							
	Column Comparisons							
	% within column	b	a	b	С	a	b	С
Column Names	N Count							
	Column Comparisons							
	% within column	39%↓	44%	48%	47%	39%↓	52% ↑	48%
Gaming	N Count	131↓	465	262	285	343↓	491 ↑	132
	Column Comparisons						a d	а
	% within column	40%	35%	34%	39%	40% ↑	32%↓	36%
Watching TV or films	N Count	135	367	185	237	346 †	297↓	99
	Column Comparisons					b		
Olas da a a a la casada a casta da la	% within column	30%	30%↑	27%	23%	27%	31% ↑	21%
Playing or hanging out with riends in person	N Count	103	320 †	149	142	236	288 ↑	58
rienas in person	Column Comparisons		С				С	
	% within column	25%	31%↑	23%	21%↓	31% ↑	25%	19%
Being with family	N Count	85	325 ↑	128	129↓	272 ↑	230	54
	Column Comparisons		b c			b c d		
	% within column	33% ↑	25%	25%	22%	22%	24%	28%
Playing or listening to music	N Count	112 ↑	263	138	130	191	227	79
	Column Comparisons	а						
Chatting with friends are as II	% within column	24%	25%	25%	18%↓	15%↓	27% ↑	30%
Chatting with friends on calls or	N Count	81	266	139	108↓	135↓	256 ↑	85
video games	Column Comparisons		С	С			а	а
	% within column	20%	23%	20%	23%	26% ↑	20%	20%
Sports	N Count	67	237	113	138	226 †	187	57
	Column Comparisons					b		

					BANNER			
J1 - What are your three f	avourite things to	Time Spent On	line (Weekday)		nd)			
do in your free time? [Ml	JLTI]	6+ hrs	NET: 5+ Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6 hrs	NET: 5+ Hours
-	% within column	102	380	291	785	622	492	1114
Weighted Base	N Count							
	Column Comparisons							
	% within column	106	388	281	777	619	489	1108
Jnweighted Base	N Count							
	Column Comparisons							
	% within column	d	е	а	b	С	d	e
Column Names	N Count							
	Column Comparisons							
	% within column	39%	45%	27%↓	44%	51% ↑	55% ↑	52%
Gaming	N Count	39	172	77↓	345	315 †	269 ↑	584
	Column Comparisons		-		а	a b	a b	-
	% within column	35%	35%	40%	37%	34%	33%	33%
Watching TV or films	N Count	35	134	115	294	210	161	370
	Column Comparisons		-					-
N	% within column	23%	21%↓	21%	28%	29%	30%	29%
Playing or hanging out with	N Count	23	81↓	62	217	178	147	325
riends in person	Column Comparisons		-					-
	% within column	20%	20%↓	39% ↑	27%	25%	18%↓	22%
Being with family	N Count	20	74↓	114 †	216	157	90↓	247
	Column Comparisons		-	b c d	d	d		-
	% within column	32%	29%	22%	21%	25%	29% ↑	27%
Playing or listening to music	N Count	32	111	65	164	155	142 ↑	297
	Column Comparisons		-				b	-
N	% within column	30%	30% ↑	13%↓	16%↓	27%	36% ↑	31%
Chatting with friends on calls or	N Count	30	115 †	38↓	128↓	165	177 †	342
video games	Column Comparisons	a	-			a b	аbс	-
	% within column	17%	19%	25%	24%	23%	17%↓	20%
Sports	N Count	17	74	73	189	141	82↓	223
	Column Comparisons		-	d	d	d		_

					BANNER			
				Spent Money			SM purchase	category
J1 - What are your three f	_	Bought something on either Social Media, or while gaming	Bought something on social media	Bought something while Gaming	Bought something from both	Not bought from either	Product	Activity
,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	% within column	1289	768	1125	604	943	429	153
Weighted Base	N Count Column Comparisons							
Unweighted Base	% within column N Count Column Comparisons	1296	800	1128	632	909	450	165
Column Names	% within column N Count Column Comparisons	а	b	С	d	е	a	b
	% within column	51% †	44%	55% †	49%	38%↓	42%	39%
Gaming	N Count Column Comparisons	661 ↑ e	339 e	620 † b e	298 e	358↓	182	59
	% within column	31%↓	31%↓	32%↓	32%	41% ↑	33%	36%
Watching TV or films	N Count Column Comparisons	406↓	240↓	358↓	193	386 † a b c d	140	54
	% within column	27%	24%↓	26%	21%↓	29%	26%	20%
Playing or hanging out with friends in person	N Count Column Comparisons	345	181↓	291	127↓	269 d	111	30
	% within column	22%↓	21%↓	21%↓	19%↓	32% ↑	20%	18%
Being with family	N Count Column Comparisons	290↓	165↓	240↓	115↓	299 † a b c d	87	27
	% within column	23%	25%	22%	24%	25%	28%	20%
Playing or listening to music	N Count Column Comparisons	300	193	251	143	235	119	31
	% within column	25%	23%	24%	21%	21%	24%	20%
Chatting with friends on calls or video games	N Count Column Comparisons	319	178	267	126	198	104	30
	% within column	23%	23%	24%	24%	21%	20%	29%
Sports	N Count Column Comparisons	293	173	265	145	200	86	45 a

					BANNER			
		SM purchase	category		Feelings abou	t SM purchase		Gaming Method
J1 - What are your three f	_	Subscription/		Regret things I buy	What I buy is good	I spend more than		Games console or
do in your free time? [MU	JLTI]	Upgrade	NET: Gift	online	value	I should	I like the feeling	games player
	% within column	216	158	314	556	378	565	1330
Weighted Base	N Count							
	Column Comparisons							
	% within column	226	171	329	585	402	596	1316
Unweighted Base	N Count							
	Column Comparisons							
	% within column	С	d	a	b	С	d	a
Column Names	N Count							
	Column Comparisons							
	% within column	49%	46%	44%	45%	45%	44%	56%1
Gaming	N Count	105	73	137	248	171	250	7421
	Column Comparisons							b c d
	% within column	34%	29%	33%	31%	32%	33%	35%
Watching TV or films	N Count	73	46	103	174	122	187	464
	Column Comparisons							
Discourse in the second second second	% within column	26%	17%	18%↓	23%	19%↓	21%↓	30%1
Playing or hanging out with	N Count	56	27	58 ↓	130	70↓	120↓	3981
friends in person	Column Comparisons							b
	% within column	16%	10%↓	19%↓	20%↓	17%↓	20%↓	24%
Being with family	N Count	35	17↓	59 ↓	112↓	64↓	112↓	321
	Column Comparisons							
	% within column	21%	24%	22%	27%	24%	26%	25%
Playing or listening to music	N Count	44	38	69	147	91	145	326
	Column Comparisons							
	% within column	26%	19%	20%	22%	21%	24%	24%
hatting with friends on calls or	N Count	56	30	63	121	78	133	325
video games	Column Comparisons							
	% within column	28%	26%	28%	23%	23%	24%	26%1
Sports	N Count	60	41	86	126	89	134	348 1
	Column Comparisons	а						b c d

					BANNER			
			Gaming M	ethod			Gaming Type	
J1 - What are your three do in your free time? [MI	favourite things to ULTI]	Desktop computer, laptop or netbook	Mobile phone or smartphone	Tablet	NET: Any Gaming	Puzzles or quizzes	Action/ adventure	Shooters
	% within column	572	1316	782	2140	650	731	547
Weighted Base	N Count Column Comparisons							
	% within column	582	1317	774	2117	662	740	564
Unweighted Base	N Count Column Comparisons							
	% within column	b	С	d	е	а	b	С
Column Names	N Count Column Comparisons							
	% within column	54%↑	46%	44%	47% †	35%↓	55% ↑	62%1
Gaming	N Count	308↑	606	347	1,010 †			341 1
	Column Comparisons	c d		0	-		agikl	abdfghikl
	% within column	35%	35%	36%	35%	38%	37%	36%
Watching TV or films	N Count	200	462	281	747	249	274	198
	Column Comparisons				-			
Dlavina an hanaina ave vith	% within column	26%	28%	28%	28%	26%	27%	28%
Playing or hanging out with	N Count	148	373	222	593	170	195	152
friends in person	Column Comparisons				-			
	% within column	23%	24%	32% ↑	26%↓	28%	23%	17%
Being with family	N Count	131	320	248 †	552↓	184	171	92↓
	Column Comparisons			аbс	-	b c e j	С	
	% within column	23%	25%	23%	24%	27%	23%	26%
Playing or listening to music	N Count	133	331	178	517	174	166	144
	Column Comparisons				-			
Chatting with friends on calls or	% within column	26%	27%↑	21%	23%	22%	21%	24%
hatting with friends on calls or ideo games	N Count	148	349 ↑	168	499	142	154	133
video gaines	Column Comparisons		d		-			
	% within column	20%	20%	17%↓	22%	18%↓	25%	29%1
Sports	N Count	116	268	134↓	478	115↓	181	161 1
	Column Comparisons				-		afgikl	adfghikl

BANNER

Gaming Type

					Gaming Type			
J1 - What are your three f	_	Playing against one other person	Playing against multiple people/ teams	Creative and building games	Playing in a virtual worlds	Simulation experience	Fitness and dance	Sports
•	% within column	387	822	1151	557	248	278	728
Weighted Base	N Count							
S	Column Comparisons							
	% within column	395	802	1111	570	266	283	736
Unweighted Base	N Count							
_	Column Comparisons							
	% within column	d	е	f	g	h	i	j
Column Names	N Count							
	Column Comparisons							
	% within column	52%	62%↑	51% †	45%	54%	34%↓	61% ↑
Gaming	N Count	201	509 ↑	592 1	253	134	93↓	443 ↑
	Column Comparisons	ail	abdfghikl	ail	ail	agil		abdfghikl
	% within column	35%	31%↓	33%	37%	36%	32%	35%
Watching TV or films	N Count	136	257↓	380	203	90	88	253
	Column Comparisons							
Diamina and banasina and middle	% within column	25%	31%	30%	28%	25%	25%	31%
Playing or hanging out with friends in person	N Count	98	252	344	153	63	68	223
menus in person	Column Comparisons							
	% within column	22%	20%↓	28%	28%	21%	28%	19%↓
Being with family	N Count	85	165↓	320	153	52	78	142↓
	Column Comparisons	С		b c e j	c e j		сеj	
	% within column	22%	24%	24%	25%	23%	28%	22%
Playing or listening to music	N Count	86	195	271	139	57	76	164
	Column Comparisons							
Chatting with friends on calls or	% within column	27%	30%↑	27%1	21%	23%	24%	20%
Chatting with friends on calls or	N Count	105	248 ↑	314 1	115	58	67	149
ideo games	Column Comparisons	gj	abcghj	abgj				
	% within column	23%	26%↑	17%↓		21%	18%	44% ↑
Sports	N Count	90	215 ↑	195↓	98↓	52	51	320 ↑
	Column Comparisons	afgkl	afgikl		l	fl	<u> </u>	abcdefghikl

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2014 (91%)

					BANNER			
			Gaming Type		Gaming Fred	quency	Gaming Purc	hase Type
J1 - What are your three do in your free time? [MI	_	Interactive stories	NET: Playing against other		NET: Daily Weekly		NET: Character, skins, weapons,	NET: Game
do ili your free tilile: [ivit	-	207	Makeovers	people 1027	•	· · · · · ·	armour, tools	expansion 237
Weighted Base	% within column N Count	207	249	1027	1602	460	535	23
Weighted base	Column Comparisons							
	% within column	218	257	1009	1567	480	549	25
Jnweighted Base	N Count	210	237	1003	1307	.00	3.13	23
	Column Comparisons							
	% within column	k	1	m	a	b	а	I
Column Names	N Count							
	Column Comparisons							
	% within column	53%	33%↓	58% ↑	55% ↑	28%↓	58%	529
Gaming	N Count	109	81↓	601 †	874 †	128↓	312	12
•	Column Comparisons	ail		-	b		b e	
	% within column	38%	30%	32%	33%↓	40% ↑	32%	339
Watching TV or films	N Count	78	74	332	533↓	186 ↑	169	7
	Column Comparisons			-		a		
Playing or hanging out with	% within column	21%	28%	29%	28%	28%	26%	20%
friends in person	N Count	43	70	297	451	127	141	4
Tienus in person	Column Comparisons			-				
	% within column	27%	30%	21%↓	25%	30%	19%	15%
Being with family	N Count	56	75	216↓	394	137	100	3
	Column Comparisons	сеј	c d e h j	-		a		
	% within column	26%	29%	23%	23%↓	28%	23%	20%
Playing or listening to music	N Count	54	72	238	363↓	131	124	4
	Column Comparisons			-		a		
Chatting with friends on calls or	% within column	23%	24%	29% ↑	26% ↑	17%↓	22%	219
rideo games	N Count	48	61	301 ↑	415 ↑	76↓	120	5
riaco gairies	Column Comparisons			-	b			
	% within column	17%	11%↓	25% ↑	22%	23%	25%	28%
Sports	N Count	35	28↓	260 ↑	356	105	135	66
	Column Comparisons			_				

BANNER

Gaming Purchase Type

Feelings about Gaming Purchase

								Gaming Purchase
J1 - What are your three f	avourite things to	Loot boxes/ packs/		A standard version		Early access to a		Regret things I buy
do in your free time? [MU	JLTI]	chests/ bundles	In-game money	of the game	A subscription	game	Battle Pass	online
	% within column	151	447	147	302	122	205	346
Weighted Base	N Count							
	Column Comparisons							
	% within column	158	428	154	320	133	211	356
Unweighted Base	N Count							
	Column Comparisons							
	% within column	С	d	е	f	g	h	a
Column Names	N Count							
	Column Comparisons							
	% within column	57%	63%↑	47%	61%	54%	66% †	43%
Gaming	N Count	87	283 ↑	69	185	66	136 †	149
	Column Comparisons		b e		b e		beg	
	% within column	42% ↑	30%	40%	33%	35%	37%	33%
Watching TV or films	N Count	64 ↑	135	59	100	43	76	116
	Column Comparisons							
Diamina and an airea and middle	% within column	25%	28%	26%	26%	24%	23%	19%
Playing or hanging out with friends in person	N Count	38	127	38	78	29	48	661
menus in person	Column Comparisons							
	% within column	16%	23%	18%	20%	17%	16%	19%↓
Being with family	N Count	24	103	26	61	21	33	64
	Column Comparisons							
	% within column	20%	20%	24%	24%	17%	20%	25%
Playing or listening to music	N Count	30	91	35	72	21	41	85
	Column Comparisons							
Chatting with friends on salls and	% within column	23%	27%	19%	23%	25%	27%	23%
Chatting with friends on calls or	N Count	35	123	28	69	30	55	79
video games	Column Comparisons							
	% within column	30%	20%	29%	28%	29%	27%	24%
Sports	N Count	46	90	42	83	35	56	81
	Column Comparisons							

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2014 (91%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 15 of 48

BANNER	
Feelings about Gaming Purchase	

J1 - What are your three	favourite things to	What I buy is good	I spend more than		It's unfair that people who spend more, get further	It's not always clear what I'm going to get for my
do in your free time? [MU	JLTI]	value	I should	I like the feeling	in games	money in games
	% within column	772	445	720	715	449
Weighted Base	N Count					
	Column Comparisons					
	% within column	777	454	734	710	459
Unweighted Base	N Count					
	Column Comparisons					
	% within column	b	С	d	e	f
Column Names	N Count					
	Column Comparisons					
	% within column	57% ↑	50%	57% ↑	55% 1	52% ↑
Gaming	N Count	438 ↑	224	409 †	394 1	233↑
	Column Comparisons	a c		a c	a	a
	% within column	34%	34%	33%	33%	33%
Watching TV or films	N Count	260	152	236	237	147
	Column Comparisons					
Dlaving or hanging out with	% within column	25%	19%↓	23%↓	25%	22%↓
Playing or hanging out with friends in person	N Count	195	86↓	168↓	177	97↓
menus in person	Column Comparisons					
	% within column	22%↓	16%↓	20%↓	20%↓	19%↓
Being with family	N Count	167↓	73↓	144↓	145↓	85↓
	Column Comparisons					
	% within column	22%	22%	21%	21%	24%
Playing or listening to music	N Count	172	98	155	152	108
	Column Comparisons					
Chatting with friends on calls on	% within column	23%	22%	24%	22%	22%
Chatting with friends on calls or	N Count	177	98	171	158	99
video games	Column Comparisons					
	% within column	23%	26%	25%	27% †	24%
Sports	N Count	179	117	178	192 †	107
	Column Comparisons					

					BANNER			
J1 - What are your thre	ee favourite things to		Gender of child	respondent		Age of child res	pondent	
do in your free time? [MULTI]	Total	Male	Female	8-9	10-12	13-15	16-17
	% within column	18%	14%↓	22%↑	8%↓	13%↓	25% 🕇	25% ↑
Browsing social media	N Count	401	166↓	234 †	37↓	93↓	171 ↑	99 1
	Column Comparisons	-		а		a	a b	a b
	% within column	13%	9%↓	17%↑	14%	12%	12%	11%
Being with pets/ animals	N Count	282	102↓	180 ↑	64	87	85	46
	Column Comparisons	-		а				
	% within column	11%	10%	12%	16% ↑	14%	9%	6%↓
Reading comics or books	N Count	250	121	129	70 ↑	96	60	24↓
	Column Comparisons	-			c d	c d		
	% within column	11%	7%↓	15% ↑	18% ↑	13%	7%↓	6%↓
Being creative	N Count	247	86↓	161 ↑	80 †	94	49↓	26↓
-	Column Comparisons	-		а	c d	c d		
	% within column	10%	10%	10%	17% ↑	8%	8%	7%
Nature/ being outside	N Count	221	117	105	78 ↑	59	56	29
, 0	Column Comparisons	-			b c d			
	% within column	7%	5%↓	9% ↑	7%	6%	7%	9%
Cooking	N Count	159	61↓	97 ↑	32	39	51	36
	Column Comparisons	-		а				
	% within column	7%	5%↓	9% ↑	3%↓	4%↓	10% ↑	12% †
Sleeping/ napping	N Count	156	58↓	97 ↑	15↓	26↓	67 †	48 1
	Column Comparisons	-		a			a b	a b
	% within column	7%	2%↓	12% ↑	10% ↑	9%	5%	3%↓
Dance	N Count	154	26↓	128 †	45↑	61	37	11↓
	Column Comparisons	-		а	c d	c d	d	
	% within column	1%	1%	1%	0%	1%	1%	1%
Something else	N Count	16	8	8	2	6	6	3
	Column Comparisons	-						
	% within column	0%	0%	0%	1%	0%	1%	0%
None of these	N Count	7	4	3	3	0	4	0
	Column Comparisons	-						
	% within column	0%	0%	0%	0%	0%	0%	0%
Don't know	N Count	5	2	3	1	3	0	1
	Column Comparisons	-						

					BANNER			
J1 - What are your thre	e favourite things to	Age of child re	espondent		Age and g	ender of child resp	ondent	
do in your free time? [MULTI]	NET: 8-12	NET: 13-17	Male 8-9	Female 8-9	Male 10-12	Female 10-12	Male 13-15
	% within column	11%↓	25% ↑	7%↓	9%↓	10%↓	17%	20%
Browsing social media	N Count	131↓	270 †	16↓	21↓	38↓	56	68
	Column Comparisons	-	-				a b c	a b c
	% within column	13%	12%	11%	18%	9%	16%	8%↓
Being with pets/ animals	N Count	151	131	24	40	34	53	27↓
	Column Comparisons	-	-		ceg		c e g	
	% within column	14% ↑	8%↓	16%	16%	14%	13%	6%↓
Reading comics or books	N Count	166 †	84↓	36	35	52	43	20↓
	Column Comparisons	-	-	e g h	e g h	e g h	e g h	
	% within column	15%↑	7%↓	10%	26% ↑	9%	18% ↑	5%↓
Being creative	N Count	173 †	74↓	22	58 †	34	60 ↑	17↓
	Column Comparisons	-	-		acefgh		acefgh	
	% within column	12% †	8%↓	17% ↑	17% ↑	9%	7%	9%
Nature/ being outside	N Count	137 †	85↓	39 †	39 ↑	33	25	30
. 0	Column Comparisons	-	-	cdefgh	cdefgh			
	% within column	6%	8%	6%	8%	4%↓	8%	6%
Cooking	N Count	71	87	14	18	13↓	26	20
	Column Comparisons	-	-					
	% within column	4%↓	11% ↑	4%	3%	3%↓	4%	6%
Sleeping/ napping	N Count	41↓	115 ↑	9	6	11↓	15	20
	Column Comparisons	-	-					
	% within column	9% ↑	4%↓	3%	17% ↑	2%↓	16% ↑	3%↓
Dance	N Count	106 †	48↓	6	38 †	81	53 †	91
	Column Comparisons	-	-		acefgh		acefgh	
	% within column	1%	1%	1%	0%	1%	1%	1%
Something else	N Count	7	9	2	0	3	3	3
	Column Comparisons	-	-					
	% within column	0%	0%	1%	1%	0%	0%	1%
None of these	N Count	3	4	2	1	0	0	3
	Column Comparisons	-	-					
	% within column	0%	0%	0%	1%	0%	0%	0%
Don't know	N Count	4	1	0	1	1	1	0
	Column Comparisons	-	-					

					BANNER			
J1 - What are your thre	e favourite things to			Age and	gender of child res	pondent		
do in your free time? [MULTI]	Female 13-15	Male 16-17	Female 16-17	NET: Male 8-12	NET: Female 8-12	NET: Male 13-17	NET: Female 13-17
	% within column	30%↑	20%	28%↑	9%↓	14%↓	20%	30%1
Browsing social media	N Count	103 ↑	45	56 ↑	54↓	77↓	112	1591
	Column Comparisons	a b c d e g	аbс	a b c d e	-	-	-	-
	% within column	17%	7%	17%	10%	17%↑	8%↓	17%1
Being with pets/ animals	N Count	58	17	35	58	93 ↑	44.	921
	Column Comparisons	ceg		c e g	-	-	-	-
	% within column	12%	6%↓	5%↓	15% †	14%	6%↓	9%
Reading comics or books	N Count	40	13↓	11↓	88 1	78	33↓	51
	Column Comparisons	e g h			-	-	-	-
	% within column	9%	6%	7%	9%	21% ↑	5%↓	8%
Being creative	N Count	32	13	13	56	118 ↑	301	44
	Column Comparisons				-	-	-	-
	% within column	8%	7%	8%	12%	11%	8%	8%
Nature/ being outside	N Count	26	15	17	73	64	44	42
	Column Comparisons				-	-	-	-
	% within column	9%	6%	11%↑	5%	8%	6%	10%1
Cooking	N Count	31	14	231	27	44	34	54 1
	Column Comparisons			С	-	-	-	-
	% within column	14% ↑	8%	15% ↑	3%↓	4%↓	7%	14%1
Sleeping/ napping	N Count	47 ↑	18	30 ↑	20↓	21↓	38	771
	Column Comparisons	a b c d e	С	a b c d e	-	-	-	-
	% within column	8%	1%↓	4%	2%↓	16% ↑	2%↓	7%
Dance	N Count	29	3↓	9	14↓	92 ↑	12↓	37
	Column Comparisons	aceg			-	-	-	-
	% within column	1%	0%	1%	1%	0%	1%	1%
Something else	N Count	3	1	2	5	3	4	5
	Column Comparisons				-	-	-	-
	% within column	0%	0%	0%	0%	0%	0%	0%
None of these	N Count	1	0	0	2	1	3	1
	Column Comparisons				-	-	-	-
	% within column	0%	1%	0%	0%	0%	0%	0%
Don't know	N Count	0	1	0	1	3	1	0
	Column Comparisons				-	-	-	-

_		BANNER							
		Urban/ Rural		Working status				D3 - Social grade	
J1 - What are your three favourite things to			NET: Not working						
do in your free time? [MULTI]		NET: Urban	Rural	Full time	Part time	Student	retired	AB	
	% within column	18%	15%	19%	16%	28% ↑	12%↓	21%↑	
Browsing social media	N Count	364	36	256	70	31 †	37↓	133 ↑	
	Column Comparisons			d		b d			
	% within column	12%	18%	11%↓	17% ↑	18%	12%	12%	
Being with pets/ animals	N Count	239	43	142↓	74↑	20	39	77	
	Column Comparisons	a a							
	% within column	11%	10%	12%	10%	9%	10%	14%	
Reading comics or books	N Count	226	24	159	43	10	31	85	
	Column Comparisons							d	
	% within column	11%	12%	10%	15%	6%	14%	12%	
Being creative	N Count	218	29	130	62	6	45	72	
	Column Comparisons				ас	ас			
	% within column	9%	15%	10%	9%	7%	13%	10%	
Nature/ being outside	N Count	186	36	133	38	8	40	60	
	Column Comparisons		а						
	% within column	7%	5%	8%	5%	9%	7%	7%	
Cooking	N Count	147	12	105	20	10	21	43	
	Column Comparisons								
	% within column	7%	5%	7%	6%	9%	8%	6%	
Sleeping/ napping	N Count	143	13	93	24	10	26	37	
	Column Comparisons								
	% within column	7%	5%	7%	7%	6%	4%	9% ↑	
Dance	N Count	142	12	99	31	6	12	57↑	
	Column Comparisons							d	
	% within column	1%	1%	0%	1%	2%	1%	1%	
Something else	N Count	15	2	6	6	2	2	7	
	Column Comparisons								
	% within column	0%	0%	0%	0%	1%	0%	0%	
None of these	N Count	7	0	4	1	1	0	0	
	Column Comparisons								

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 20 of 48

					BANNER			
J1 - What are your thre	ee favourite things to		D	3 - Social grade			Financial w	ellbeing
do in your free time? [MULTI]	C1	C2	DE	NET: ABC1	NET: C2DE	Doing well	Getting by
	% within column	18%	17%	16%	20%	16%	22% ↑	179
Browsing social media	N Count	102	81	84	235	166	90 ↑	193
	Column Comparisons				-	-	b	
	% within column	12%	13%	14%	12%	13%	11%	139
Being with pets/ animals	N Count	69	62	74	146	136	46	15:
	Column Comparisons				-	-		
	% within column	12%	12%	7%↓	13%	9%	16% ↑	129
Reading comics or books	N Count	69	59	37↓	154	96	64 ↑	14:
	Column Comparisons	d	d		-	-	С	С
	% within column	11%	11%	11%	11%	11%	12%	129
Being creative	N Count	64	54	57	137	111	48	13
	Column Comparisons				-	-		
	% within column	8%	12%	11%	9%	11%	9%	119
Nature/ being outside	N Count	46	57	58	106	115	37	122
	Column Comparisons				-	-		
	% within column	6%	7%	8%	7%	8%	8%	6%
Cooking	N Count	36	37	42	80	79	33	7
	Column Comparisons				-	-		
	% within column	6%	7%	9%	6%	8%	4%↓	6%
Sleeping/ napping	N Count	34	34	51	71	84	16↓	7.
	Column Comparisons				-	-		
	% within column	8%	6%	5%	8% ↑	5%↓	10%	6%
Dance	N Count	44	28	26	100 ↑	54↓	39	70
	Column Comparisons				-	-	b	
	% within column	0%	1%	1%	1%	1%	1%	19
omething else	N Count	1	4	4	8	8	2	!
-	Column Comparisons				-	-		
	% within column	1%	1%	0%	0%	0%	1%	0%
None of these	N Count	4	3	0	4	3	3	:
ne of these	Column Comparisons				-	-		

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 21 of 48

					BANNER			·
_		Financial wellbeing	Ethnic	city	CI	nild identified need	/ impacting condition	on
J1 - What are your thre	_			NET: All other			NET: Identified	NET: No identified
do in your free time? [MULTI]	Struggling	White British	Ethnicities	Neurodiversity	Mental Health	need/ condition	need/ condition
	% within column	18%	17%	22%↑	12%	19%	16%	19%
Browsing social media	N Count	117	293	101 ↑	24	21	74	321
	Column Comparisons			а			-	
	% within column	13%	14% ↑	6%↓	17%	18%	13%	13%
Being with pets/ animals	N Count	84	251 ↑	26↓	32	20	60	218
	Column Comparisons		b				-	
	% within column	7%↓	9%↓	18% ↑	8%	8%	9%	12%
Reading comics or books	N Count	43↓	163↓	84 ↑	16	9	44	203
	Column Comparisons			а			-	
	% within column	9%	11%	12%	21%↑	13%	14%	10%
Being creative	N Count	60	190	53	41 ↑	14	64	179
	Column Comparisons				d		-	
	% within column	9%	11% ↑	6%↓	10%	4%	9%	10%
Nature/ being outside	N Count	58	188 †	28↓	20	4	43	174
	Column Comparisons		b		b		-	b
	% within column	8%	7%	7%	5%	8%	10%	6%
Cooking	N Count	52	123	33	10	9	45	110
	Column Comparisons						-	
	% within column	9% ↑	7%	6%	9%	19% ↑	9%	6%
Sleeping/ napping	N Count	62 †	125	28	17	201	45	109
	Column Comparisons	a b				a d	-	
	% within column	7%	6%	9%	4%	3%	7%	7%
Dance	N Count	44	113	39	8	3	32	121
	Column Comparisons						-	
	% within column	1%	1%	0%	1%	1%	2%	1%
Something else	N Count	5	14	2	2	2	7	9
	Column Comparisons						-	
	% within column	0%	0%	0%	0%	0%	0%	0%
None of these	N Count	2	6	0	0	0	0	6
	Column Comparisons						_	

					BANNER			
		Disability/ Condit	tion in HH	Educational Health	n Care Plan (EHCP)	Bene	fits	Parental Controls
J1 - What are your thre	_				Don't have an	NET: Household		NET: Has Parental
do in your free time? [MULTI]	NET: Yes	No	Has an EHCP	EHCP	receives Benefits	No Benefits	Controls
	% within column	22%	26%	15%	18%	16%	20% 🕇	17%
Browsing social media	N Count	52	204	23	377	146	243 †	322
	Column Comparisons						a	
	% within column	13%	12%	13%	13%	14%	12%	13%
Being with pets/ animals	N Count	30	92	22	260	126	148	233
	Column Comparisons							
	% within column	10%	7%	12%	11%	10%	11%	12%
Reading comics or books	N Count	22	59	20	230	95	136	222
	Column Comparisons							
	% within column	9%	6%	16%	11%	12%	11%	12%
Being creative	N Count	21	50	26	221	115	126	217
	Column Comparisons			b				
	% within column	8%	8%	9%	10%	10%	10%	11%
Nature/ being outside	N Count	18	64	15	207	89	124	197
	Column Comparisons							b
	% within column	9%	7%	12%	7%	9%	6%	7%
Cooking	N Count	21	58	20	139	81	70	133
	Column Comparisons			b		b		
	% within column	15% †	9%↓	7%	7%	8%	6%	6%
Sleeping/ napping	N Count	36 †	68↓	11	144	75	73	117-
	Column Comparisons	b						
	% within column	3%	5%	8%	7%	6%	7%	8%
Dance	N Count	6	39	12	142	56	89	143
	Column Comparisons							b
	% within column	1%	1%	1%	1%	0%	1%	1%
Something else	N Count	3	6	2	14	4	9	12
-	Column Comparisons							
	% within column	0%	0%	0%	0%	0%	0%	0%-
None of these	N Count	0	3	0	7	0	4	1
	Column Comparisons							

					BANNER			
		Parental Controls		Parental Concern		Time Sp	oent Online (Weekda	ay)
J1 - What are your thre	_				NET: Moderately/			
do in your free time? [MULTI]	No Controls	Not Concerned	A little Concerned	Very Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs
	% within column	22%	15%↓	19%	22% ↑	13%↓	20%	24%
Browsing social media	N Count	76	159↓	106	134 ↑	116↓	191	66
	Column Comparisons	a			a		a	a
	% within column	14%	14%	12%	11%	14%	12%	12%
Being with pets/ animals	N Count	48	146	69	66	120	112	34
	Column Comparisons							
	% within column	8%	10%	10%	15% †	15% ↑	9%↓	7%
Reading comics or books	N Count	28	100	55	93 ↑	135 ↑	81↓	18
	Column Comparisons				a b	b c		
	% within column	8%	12%	11%	10%	16% ↑	8%↓	9%
Being creative	N Count	27	126	61	60	135 ↑	73↓	25
	Column Comparisons					b c		
	% within column	6%	10%	9%	9%	12% ↑	8%↓	8%
Nature/ being outside	N Count	20	110	51	52	107 †	73↓	23
	Column Comparisons					b		
	% within column	5%	5%↓	8%	8%	6%	8%	7%
Cooking	N Count	18	58↓	45	51	55	71	21
	Column Comparisons							
	% within column	10% ↑	7%	6%	8%	4%↓	7%	11%
Sleeping/ napping	N Count	35 ↑	74	31	46	35↓	70	30
	Column Comparisons	a					a	a
	% within column	2%↓	6%	7%	7%	7%	7%	7%
Dance	N Count	81	64	41	45	65	61	20
	Column Comparisons							
	% within column	1%	1%	1%	1%	1%	1%	1%
Something else	N Count	4	7	4	5	5	7	3
-	Column Comparisons							
	% within column	2%↑	0%	1%	0%	0%	0%	0%
None of these	N Count	6 ↑	1	3	3	4	3	0
	Column Comparisons	а						

					BANNER			
J1 - What are your thre	ee favourite things to	Time Spent On	line (Weekday)		Time S	pent Online (Weeke	end)	
do in your free time? [MULTI]	6+ hrs	NET: 5+ Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6 hrs	NET: 5+ Hours
	% within column	27%	24% ↑	12%↓	17%	19%	24%↑	21%
Browsing social media	N Count	27	93 ↑	34↓	130	118	117 ↑	236
	Column Comparisons	а	-			а	a b	-
	% within column	9%	11%	13%	15%	12%	10%	11%
Being with pets/ animals	N Count	9	43	37	117	75	48	123
	Column Comparisons		-					-
	% within column	12%	8%	18% ↑	12%	11%	6%↓	9%
Reading comics or books	N Count	12	31	52 †	96	66	32↓	98-
	Column Comparisons		-	b c d	d	d		-
	% within column	9%	9%	14%	12%	10%	9%	9%
Being creative	N Count	9	34	42	95	64	42	106
	Column Comparisons		-					-
	% within column	9%	9%	14%↑	12%	8%	6%↓	7%
Nature/ being outside	N Count	9	32	42 †	92	50	27↓	77-
	Column Comparisons		-	c d	c d			-
	% within column	7%	7%	9%	8%	7%	5%	6%
Cooking	N Count	7	28	26	63	43	22	65
	Column Comparisons		-					-
	% within column	13%	11% †	6%	5%	6%	11% ↑	8%
Sleeping/ napping	N Count	13	43 ↑	17	39	39	54 ↑	93
	Column Comparisons	a	-				аbс	-
	% within column	6%	7%	8%	8%	6%	5%	6%-
Dance	N Count	6	26	25	66	36	26	61
	Column Comparisons		-					-
	% within column	1%	1%	0%	1%	0%	2% ↑	1%
omething else	N Count	1	4	1	5	2	81	11
-	Column Comparisons		-					-
	% within column	0%	0%	1%	0%	0%	0%	0%
None of these	N Count	0	0	3	1	0	0	0
	Column Comparisons		-					_

 $Multiple\ comparison\ correction:\ False\ Discovery\ Rate\ (FDR);\ Column\ comparison\ symbols:\ a,\ b,\ c,\ d,\ e,\ f,\ g,\ h,\ i,\ j,\ k,\ l,\ m,\ n,\ o,\ p,\ q,\ r,\ s,\ t,\ u,\ v,\ w,\ x,\ y,\ z\ (p <= 0.05)$

Part 25 of 48

					BANNER			
				Spent Money			SM purchase	category
J1 - What are your thre		Bought something on either Social Media, or while gaming	Bought something on social media	Bought something while Gaming	Bought something from both	Not bought from either	Product	Activity
do ili your free tilile: [% within column	20%			22%	15%↓	29%1	21%
Browsing social media	N Count	262 †	23%↑ 179 ↑		132↑	139↓	123 †	32
browsing social inleada	Column Comparisons	e 2021	c e	e	e e	1554	b	32
	% within column	13%	12%	13%	12%	13%	13%	12%
Being with pets/ animals	N Count	163	91	147	75	119	56	18
being with pets/ animals	Column Comparisons	103	31	147	75	113	30	10
	% within column	11%	10%	12%	11%	12%	10%	14%
Reading comics or books	N Count	141	78	130	67	109	43	21
nedding connes or books	Column Comparisons	111	, 0	130	0,	103	.5	
	% within column	9%↓	11%	9%	12%	13% ↑	10%	14%
Being creative	N Count	122↓	87	107	72	126 †	43	21
	Column Comparisons					ас		
	% within column	8%↓	9%	9%	10%	12% ↑	7%	11%
Nature/ being outside	N Count	109↓	68	101	61	113†	30	17
, 0	Column Comparisons					а		
	% within column	8%	11%↑	7%	10%↑	6%	9%	14%
Cooking	N Count	100	83↑	76	59 ↑	58	40	21
· ·	Column Comparisons		c e		e			
	% within column	7%	8%	6%	7%	7%	9%	9%
Sleeping/ napping	N Count	90	60	73	43	66	40	13
	Column Comparisons							
	% within column	8%	9% ↑	7%	10% ↑	6%	9%	10%
Dance	N Count	97	72 ↑	84	58 ↑	57	39	15
	Column Comparisons		е		е			
	% within column	1%	1%	1%	1%	1%	1%	1%
Something else	N Count	9	5	8	4	7	2	2
Column Comparisons								
	% within column	0%	0%	0%	0%	1%	0%	0%
None of these	N Count	1	1	1	1	6	1	0
	Column Comparisons							

					BANNER			
		SM purchase	category		Feelings about	SM purchase		Gaming Method
J1 - What are your thre	ee favourite things to	Subscription/		Regret things I buy	What I buy is good	I spend more than		Games console or
do in your free time? [MULTI]	Upgrade	NET: Gift	online	value	I should	I like the feeling	games player
	% within column	23%	25%	20%	23%↑	24%↑	25% ↑	17%
Browsing social media	N Count	50	39	64	128 ↑	91 †	144 ↑	226
	Column Comparisons							
	% within column	8%	15%	11%	13%	10%	12%	12%
Being with pets/ animals	N Count	16	24	34	72	38	70	160
	Column Comparisons						С	
	% within column	12%	14%	9%	10%	11%	9%	9%↓
Reading comics or books	N Count	27	23	29	56	40	50	125↓
	Column Comparisons							
	% within column	14%	15%	11%	11%	11%	10%	10%
Being creative	N Count	31	23	34	62	42	59	135
	Column Comparisons							
	% within column	6%	11%	9%	8%	9%	8%	8%↓
Nature/ being outside	N Count	13	18	29	45	34	48	104↓
	Column Comparisons							
	% within column	10%	14%	14% †	12% ↑	13% ↑	11%	5%↓
Cooking	N Count	22	22	43 1	641	51 †	62 †	70↓
	Column Comparisons							
	% within column	6%	8%	9%	7%	9%	8%	6%
Sleeping/ napping	N Count	14	13	29	40	33	44	79
	Column Comparisons							
	% within column	7%	8%	11% †	11%	10%	10% ↑	6%↓
Dance	N Count	16	13	35 1	59 ↑	37	58 ↑	74↓
	Column Comparisons							
	% within column	0%	1%	0%	1%	1%	1%	1%
Something else	N Count	0	2	1	4	3	5	10
	Column Comparisons							
	% within column	0%	0%	0%	0%	0%	0%	0%
None of these	N Count	0	0	1	1	1	1	1
	Column Comparisons			-	-	-	-	

					BANNER			_
			Gaming Me	ethod			Gaming Type	
J1 - What are your three	ee favourite things to	Desktop computer,	Mobile phone or					
do in your free time? [MULTI]	laptop or netbook	smartphone	Tablet	NET: Any Gaming	Puzzles or quizzes	Action/ adventure	Shooters
	% within column	20%	22%↑	14%↓	18%	23% ↑	17%	22%
Browsing social media	N Count	114	288 ↑	108↓	389	147 ↑	125	119
	Column Comparisons	d	a d		-	b e		
	% within column	13%	13%	15%	13%	15%	12%	10%
Being with pets/ animals	N Count	73	173	115	268	95	85	57
	Column Comparisons				-	j		
	% within column	13%	11%	14%↑	11%	14% ↑	15% ↑	10%
Reading comics or books	N Count	75	148	109 ↑	237	93 ↑	108 ↑	57
	Column Comparisons	a	a	ас	-	d e j	c d e g j	
	% within column	11%	10%	15% ↑	11%	14%	12%	7%↓
Being creative	N Count	61	134	114 ↑	234	88	91	39↓
	Column Comparisons			a b c	-	сеј	сеј	
	% within column	9%	9%	12%	9%	9%	10%	8%
Nature/ being outside	N Count	50	113	90	203	59	73	44
	Column Comparisons			ас	-			
	% within column	8%	6%	6%	7%	8%	5%	6%
Cooking	N Count	45	77	43	147	54	39	30
	Column Comparisons	ас			-	j		
	% within column	6%	7%	5%	7%	7%	5%	6%
Sleeping/ napping	N Count	33	95	41	142	43	39	32
	Column Comparisons		d		-			
	% within column	5%	7%	9% ↑	7%	9% ↑	5%↓	3%↓
Dance	N Count	27	89	74 ↑	149	60 ↑	35↓	18↓
	Column Comparisons			a b c	-	b c e j		
	% within column	1%	1%	1%	1%	1%	1%	1%
Something else	N Count	4	9	6	16	3	7	3
	Column Comparisons				-			
	% within column	0%	0%	0%	0%	0%	0%	0%
None of these	N Count	2	4	0	6	0	0	0
	Column Comparisons				-			

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 28 of 48

BANNER

Gaming Type

					Gaming Type			
J1 - What are your thre	_	Playing against one	Playing against multiple people/	Creative and	Playing in a virtual	Simulation		
do in your free time? [I	MULTI]	other person	teams	building games	worlds	experience	Fitness and dance	Sports
	% within column	27%↑	17%	18%	18%	20%	20%	18%
Browsing social media	N Count	103 ↑	142	204	101	50	57	130
	Column Comparisons	befgj						
	% within column	12%	11%	13%	18% ↑	12%	15%	9%↓
Being with pets/animals	N Count	48	88	149	101 ↑	30	41	65↓
	Column Comparisons	j		j	b c d e h j		j	
	% within column	10%	9%↓	12%	11%	18% ↑	13%	10%
Reading comics or books	N Count	38	71↓	134	61	46 1	35	70
	Column Comparisons			e		cdegj		
	% within column	10%	9%↓	13%↑	13%	13%	15%	6%↓
Being creative	N Count	37	71↓	150 †	74	32	42	44↓
	Column Comparisons	j		c d e j	сеj	сj	сеj	
	% within column	7%	7%↓	10%	11%	9%	9%	7%↓
Nature/ being outside	N Count	28	59↓	110	59	22	25	52↓
	Column Comparisons							
	% within column	7%	6%	6%	7%	6%	7%	4%↓
Cooking	N Count	26	45	66	38	15	19	28↓
	Column Comparisons							
	% within column	5%	6%	6%	7%	4%	5%	4%↓
Sleeping/ napping	N Count	19	47	63	38	11	15	31↓
	Column Comparisons							
	% within column	8%	5%↓	7%	9%	8%	21% ↑	3%↓
Dance	N Count	31	38↓	79	48	19	59 ↑	21↓
	Column Comparisons	b c e j		сј	b c e j	сj	a b c d e f g h j k l	
	% within column	1%	1%	1%	1%	1%	0%	0%
Something else	N Count	2	4	11	6	1	1	3
	Column Comparisons							
	% within column	0%	0%	0%	0%	0%	0%	0%
None of these	N Count	0	1	3	1	0	0	0
	Column Comparisons							

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2014 (91%)

					BANNER			
			Gaming Type		Gaming Fred	quency	Gaming Purd	chase Type
J1 - What are your thre	ee favourite things to)		NET: Playing against other			NET: Character, skins, weapons,	NET: Game
do in your free time? [MULTI]	Interactive stories	Makeovers	people	NET: Daily	Weekly	armour, tools	expansion
	% within column	24%	22%	19%	19%	15%	21%	25%
Browsing social media	N Count	49	54	192	298	71	111	58
	Column Comparisons			-				
	% within column	13%	18% ↑	11%	13%	13%	14%	14%
Being with pets/animals	N Count	28	44 ↑	111	205	58	74	34
	Column Comparisons		bсеј	-				
	% within column	18% ↑	14%	9%↓	10%	13%	11%	15%
Reading comics or books	N Count	37↑	35	91↓	167	61	59	35
	Column Comparisons	c d e j	е	-				
	% within column	12%	15%	9%↓	9%↓	15% ↑	10%	8%
Being creative	N Count	25	36	89↓	150↓	70 †	52	18
	Column Comparisons	сj	сеj	-		а		
	% within column	6%	8%	8%	8%↓	13% ↑	10%	11%
Nature/ being outside	N Count	13	19	80	134↓	61 †	52	26
	Column Comparisons			-		а		
	% within column	5%	6%	6%	6%	8%	6%	8%
Cooking	N Count	10	15	63	103	37	33	19
	Column Comparisons			-				
	% within column	3%	9%	6%	6%	8%	6%	7%
Sleeping/ napping	N Count	6	22	61	102	36	33	17
	Column Comparisons		k	-				
	% within column	10%	16%↑	6%	7%	9%	7%	9%
Dance	N Count	20	39 ↑	57	106	42	40	21
	Column Comparisons	b c e j	abcdefghj	-				
	% within column	1%	0%	0%	1%	1%	1%	1%
Something else	N Count	1	1	5	9	6	3	2
	Column Comparisons			-				
	% within column	0%	0%	0%	0%	0%	0%	0%
None of these	N Count	0	0	1	0	1	0	0
	Column Comparisons			-				

BANNER

Gaming Purchase Type

Feelings about Gaming Purchase

				J	,·			Gaming Purchase
J1 - What are your thre	e favourite things to	Loot boxes/ packs/		A standard version		Early access to a		Regret things I buy
do in your free time? [I	MULTI]	chests/bundles	In-game money	of the game	A subscription	game	Battle Pass	online
	% within column	19%	16%	23%	18%	25%	25%	23%
Browsing social media	N Count	28	73	34	56	31	51	78
	Column Comparisons						d	b f
	% within column	12%	14%	14%	11%	6%↓	10%	14%
Being with pets/ animals	N Count	19	61	20	34	7↓	20	47
	Column Comparisons							
	% within column	11%	11%	14%	13%	19% ↑	10%	11%
Reading comics or books	N Count	17	49	20	38	23 ↑	20	38
	Column Comparisons							
	% within column	9%	12%	9%	9%	10%	6%	11%
Being creative	N Count	13	53	13	27	12	12	37
	Column Comparisons							
	% within column	10%	7%	11%	9%	10%	8%	11%
Nature/ being outside	N Count	14	33	17	26	13	17	37
	Column Comparisons							
	% within column	8%	6%	7%	7%	6%	5%	11% ↑
Cooking	N Count	12	25	10	20	7	11	40 ↑
	Column Comparisons							b d
	% within column	6%	6%	3%	6%	2%↓	4%	8%
Sleeping/ napping	N Count	10	27	4	19	2↓	8	27
	Column Comparisons							
	% within column	6%	7%	5%	5%	8%	4%	8%
Dance	N Count	8	31	8	16	9	9	28
	Column Comparisons							
	% within column	0%	1%	0%	1%	0%	0%	0%
Something else	N Count	0	3	0	3	0	0	2
	Column Comparisons							
	% within column	0%	0%	1%↑	0%	0%	0%	0%
None of these	N Count	0	0	1†	0	0	0	1
	Column Comparisons							

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2014 (91%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 31 of 48

BANNER

Feelings about Gaming Purchase

J1 - What are your thre	_		I spend more than	-	_	It's not always clear what I'm going to get for my
do in your free time? [I	-	value	I should	I like the feeling	in games	money in games
	% within column	18%	22%	21%	18%	18%
Browsing social media	N Count	141	98	151	132	81
	Column Comparisons		b e	b		
	% within column	13%	13%	13%	14%	14%
Being with pets/ animals	N Count	101	60	94	99	63
	Column Comparisons					
	% within column	12%	10%	11%	11%	11%
Reading comics or books	N Count	93	43	80	78	49
	Column Comparisons					
	% within column	10%	10%	10%	9%	11%
Being creative	N Count	74	46	69	65	50
	Column Comparisons					
	% within column	9%	9%	9%	8%	10%
Nature/ being outside	N Count	72	40	65	61	44
	Column Comparisons					
	% within column	6%	10%	7%	8%	10%
Cooking	N Count	49	43	49	55	47 †
	Column Comparisons		b			b d
	% within column	5%	7%	6%	7%	7%
Sleeping/ napping	N Count	41	29	43	51	33
	Column Comparisons					
	% within column	8%	10%	8%	8%	8%
Dance	N Count	63	42	58	57	38
	Column Comparisons					
	% within column	1%	0%	0%	1%	0%
Something else	N Count	6	2	2	5	2
G	Column Comparisons					
	% within column	0%	0%	0%	0%	0%
None of these	N Count	0	1	0	1	0
	Column Comparisons	-		_		-

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2014 (91%)

		BANNER						
J1 - What are you	r three favourite things to		Gender of child	respondent		Age of child re	spondent	
do in your free tin	ne? [MULTI]	Total	Male	Female	8-9	8-9 10-12 13-15		16-17
	% within column	0%	0%	0%	0%	0%	0%	0%
Don't know	N Count	5	2	3	1	3	0	1
	Column Comparisons	-						

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 33 of 48

		BANNER						
J1 - What are your	three favourite things to	Age of child r	espondent		Age and	gender of child resp	ondent	
do in your free time	e? [MULTI]	NET: 8-12	NET: 13-17	Male 8-9 Female 8-9 Male 10-12 Female 10-12 Mal			Male 13-15	
	% within column	0%	0%	0%	1%	0%	0%	0%
Don't know	N Count	4	1	0	1	1	1	0
	Column Comparisons	-	-					

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 34 of 48

			BANNER					
J1 - What are your t	hree favourite things to			Age and	gender of child res	pondent		
do in your free time	? [MULTI]	Female 13-15	Male 16-17	Female 16-17	NET: Male 8-12	NET: Female 8-12	NET: Male 13-17	NET: Female 13-17
	% within column	0%	1%	0%	0%	0%	0%	0%
Don't know	N Count	0	1	0	1	3	1	0
	Column Comparisons				-	-	-	-

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 35 of 48

			BANNER							
		Urban/ R	ural		Working s	status		D3 - Social grade		
J1 - What are your three favourite things to						N	ET: Not working/			
do in your free time	e? [MULTI]	NET: Urban	Rural	Full time	Part time	Student	retired	AB		
	% within column	0%	0%	0%	0%	0%	1% ↑	0%		
Don't know	N Count	4	1	1	0	0	41	0		
	Column Comparisons						a			

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 36 of 48

		BANNER						
J1 - What are your three favourite things to			D	3 - Social grade			Financial w	vellbeing
do in your free tim	ne? [MULTI]	C1	C2	DE	NET: ABC1	NET: C2DE	Doing well Getting by	
	% within column	0%	0%	1%	0%	1%	0%	0%
Don't know	N Count	0	1	4	0	5	1	1
	Column Comparisons				-	-		

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 37 of 48

			BANNER						
		Financial wellbeing	Ethni	city	С	hild identified need,	/ impacting condition	on	
J1 - What are your three favourite things to				NET: All other	NET: Identified NET: No ide				
do in your free time	e? [MULTI]	Struggling	White British	Ethnicities	Neurodiversity	Mental Health	need/ condition	need/ condition	
	% within column	0%	0%	1%	0%	0%	0%	0%	
Don't know	N Count	1	2	3	0	0	0	5	
	Column Comparisons						-		

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 38 of 48

			BANNER							
		Disability/ Condi	Disability/ Condition in HH Educational Health Care Plan (EHCP) Benefits							
J1 - What are your three favourite things to					Don't have an	NET: Household		NET: Has Parental		
do in your free tin	ne? [MULTI]	NET: Yes	No	Has an EHCP	EHCP	receives Benefits	No Benefits	Controls		
	% within column	0%	0%	0%	0%	0%	0%	0%↓		
Don't know	N Count	0	0	0	5	4	0	1↓		
	Column Comparisons	-	-			b				

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 39 of 48

_			BANNER						
		Parental Controls	ental Controls Parental Concern Time Spent Online (Weekday)						
J1 - What are your three favourite things to					NET: Moderately/				
do in your free time	n your free time? [MULTI]		Not Concerned	A little Concerned	Very Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs	
	% within column	0%	0%	0%	0%	0%	0%	0%	
Don't know	N Count	0	1	1	0	4	0	0	
	Column Comparisons								

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 40 of 48

			BANNER					
J1 - What are your	three favourite things to	Time Spent On	line (Weekday)		Time S _l	pent Online (Weeke	nd)	
do in your free tim	ie? [MULTI]	6+ hrs	NET: 5+ Hours	s 0 - 2hrs 3 - 4hrs 5 - 6hrs Over 6 hrs NET:				NET: 5+ Hours
	% within column	0%	0%	1%	0%	0%	0%	0%
Don't know	N Count	0	0	3	1	0	0	0
	Column Comparisons		-					-

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 41 of 48

			BANNER					
		Spent Money				SM purchase category		
J1 - What are your do in your free tim	three favourite things to e? [MULTI]	Bought something on either Social Media, or while gaming		Bought something while Gaming	Bought something from both	Not bought from either	Product	Activity
-	% within column	0%	0%	0%	0%	0%	0%	1%
Don't know	N Count	1	1	1	1	4	0	1
	Column Comparisons							

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 42 of 48

			BANNER						
		SM purchase	SM purchase category Feelings about SM purchase						
J1 - What are your three favourite things to		Subscription/		Regret things I buy	What I buy is good	I spend more than		Gaming Method Games console or games player	
do in your free tim	ie? [MULTI]	Upgrade	NET: Gift	online	value	I should	I like the feeling	games player	
	% within column	0%	0%	0%	0%	0%	0%	0%	
Don't know	N Count	0	0	0	1	0	1	0	
	Column Comparisons								

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 43 of 48

_		BANNER							
_		Gaming Method Gaming Type							
J1 - What are your three favourite things to		Desktop computer,	Mobile phone or						
do in your free time	e? [MULTI]	laptop or netbook	smartphone	Tablet	NET: Any Gaming	Puzzles or quizzes	Action/ adventure	Shooters	
	% within column	0%	0%	0%	0%	0%	0%	0%	
Don't know	N Count	0	4	3	5	1	1	0	
	Column Comparisons				-				

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 44 of 48

					BANNER			
					Gaming Type			
J1 - What are your three favourite things t do in your free time? [MULTI]		Playing against one other person	Playing against multiple people/ teams	Creative and building games	Playing in a virtual worlds	Simulation experience	Fitness and dance	Sports
	% within column	0%	0%	0%	0%	1%	0%	0%
Don't know	N Count	0	0	0	0	1	0	1
	Column Comparisons							

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 45 of 48

					BANNER			
			Gaming Type		Gaming Fre	quency	Gaming Purchase Type	
J1 - What are your three favourite things to do in your free time? [MULTI]		Interactive stories	Makeovers	NET: Playing against other people	NET: Daily	Weekly	NET: Character, skins, weapons, armour, tools	NET: Game expansion
	% within column	0%	0%	0%	0%	0%	0%	0%
Don't know	N Count	0	0	0	3	0	0	0
	Column Comparisons			-				

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 46 of 48

-					BANNER			_
				Gaming Pure	chase Type			Feelings about Gaming Purchase
J1 - What are you	r three favourite things to	Loot boxes/ packs/		A standard version Early access to a				Regret things I buy
do in your free tin	ne? [MULTI]	chests/bundles	In-game money	of the game	A subscription	game	Battle Pass	online
	% within column	0%	0%	0%	0%	1%↑	0%	0%
Don't know	N Count	0	0	0	0	11	0	0
	Column Comparisons					а		

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 47 of 48

				BANNER		
			Feeling	gs about Gaming Pu	ırchase	
					It's unfair that	It's not always
14 144 1					people who spend	clear what I'm
J1 - What are your	three favourite things to	What I buy is good	I spend more than		more, get further	going to get for my
do in your free tin	ne? [MULTI]	value	I should	I like the feeling	in games	money in games
	% within column	0%	0%	0%	0%	0%
Don't know	N Count	1	1	0	0	0
	Column Comparisons					

					BANNER			
			Gender of child	respondent		Age of child re	espondent	
Child spent money on social media or ga	aming	Total	Male	Female	8-9	10-12	13-15	16-17
Weighted Base	% within column N Count Column Comparisons	2232	1153	1079	449	698	684	401
Unweighted Base	% within column N Count Column Comparisons	2205	1100	1105	439	662	659	445
Column Names	% within column N Count Column Comparisons	a	а	b	a	b	С	d
Child said they bought something on either	% within column N Count Column Comparisons	58% 1,289	63% † 724 † b	52% ↓ 564 ↓	51% ↓ 227 ↓	57% 394	64% † 436 † a b	58% 231
Bought something while gaming	% within column N Count Column Comparisons	50% 1,125	59% † 681 † b	41% ↓ 444 ↓	45%↓ 202↓	51% 358	55% ↑ 377 ↑ a d	47% 188
Child said they bought something on social media	% within column N Count Column Comparisons	34% 768	32% ↓ 365 ↓	37% ↑ 402 ↑ a	30% 137	32% 227	38%↑ 263↑ a	35% 141
Child said they bought something from both	% within column N Count Column Comparisons	27% 604	28% 322	26% 282	25% 111	27% 190	30% 204	25% 99
Not bought from either	% within column N Count Column Comparisons	36% 808	33%↓ 380↓	40% ↑ 427 ↑ a	39% 177 c	39% 269 c	31%↓ 214↓	37% 148

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 1 of 16

					BANNER			
		Age of child r	espondent		Age and g	ender of child res	pondent	
Child spent money on social media or ga	nming	NET: 8-12	NET: 13-17	Male 8-9	Female 8-9	Male 10-12	Female 10-12	Male 13-15
	% within column	1147	1085	226	224	361	337	342
Weighted Base	N Count							
	Column Comparisons							
	% within column	1101	1104	220	219	333	329	324
Jnweighted Base	N Count							
	Column Comparisons							
	% within column	е	f	а	b	С	d	е
Column Names	N Count							
	Column Comparisons							
	% within column	54%↓	62% †	54%	47%↓	63%	50%↓	70%1
Child said they bought something on either	N Count	622↓	667 †	122	105↓	226	168↓	2391
	Column Comparisons	-	-			b d		a b d f h
	% within column	49%	52%	52%	37%↓	58% ↑	44%↓	66%1
Bought something while gaming	N Count	560	565	118	84↓	209 ↑	149↓	2251
	Column Comparisons	-	-	b h		bdfh	h	a b d f h
	% within column	32%↓	37% ↑	27%↓	34%	32%	33%	35%
Child said they bought something on social media	N Count	363↓	405 †	61↓	75	114	113	119
	Column Comparisons	-	-					
	% within column	26%	28%	25%	24%	27%	28%	31%
Child said they bought something from both	N Count	301	303	57	54	97	93	105
	Column Comparisons	-	-					
	% within column	39% ↑	33%↓	38%	41%	33%	44% ↑	28%
Not bought from either	N Count	446 ↑	362↓	85	92	119	150 ↑	95
-	Column Comparisons	-	-		е		c e	

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 2 of 16

BANNERAge and gender of child respondent

				Age and	genaer or erma res	ponacii		
						NET: Female 8-		NET: Female 13-
Child spent money on social media or ga	nming	Female 13-15	Male 16-17	Female 16-17	NET: Male 8-12	12	NET: Male 13-17	17
	% within column	341	224	201	587	561	567	536
Weighted Base	N Count							
	Column Comparisons							
	% within column	335	223	253	553	548	547	580
Unweighted Base	N Count							
	Column Comparisons							
	% within column	f	g	h	i	j	k	1
Column Names	N Count							
	Column Comparisons							
	% within column	58%	61%	53%	59%	49%	66% ↑	56%
Child said they bought something on either	N Count	197	137	107	348	273↓	376 †	300
	Column Comparisons		b d		-	-	-	-
	% within column	44%↓	57% ↑	34%↓	56% ↑	41%	63%↑	41%↓
Bought something while gaming	N Count	152↓	129 ↑	68↓	327 †	233↓	354 ↑	217↓
	Column Comparisons	h	bdfh		-	-	-	-
	% within column	42% ↑	32%	39%	30%↓	34%	34%	41% †
Child said they bought something on social media	N Count	144 †	71	79	175↓	188	190	221 †
	Column Comparisons	а			-	-	-	-
	% within column	29%	28%	20%↓	26%	26%	30%	26%
Child said they bought something from both	N Count	99	63	40↓	154	147	168	138
	Column Comparisons				-	-	-	-
	% within column	35%	36%	39%	35%	43% 1	31%↓	36%
Not bought from either	N Count	118	80	78	205	241 1	176↓	194
	Column Comparisons			e	-	-	-	_

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2039 (92%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 3 of 16

	_	_	_		BANNER			
		Urban/ R	ural		Working s	status		D3 - Social grade
							NET: Not	
Child spent money on social media or ga	ıming	NET: Urban	Rural	Full time	Part time	Student	working/ retired	AB
	% within column	1986	246	1332	430	112	310	625
Weighted Base	N Count							
	Column Comparisons							
	% within column	1949	256	1376	388	113	286	885
Unweighted Base	N Count							
	Column Comparisons							
	% within column	a	b	а	b	С	d	а
Column Names	N Count							
	Column Comparisons						45%↓	
	% within column	59% ↑	48%↓	64% ↑	50%↓	55%	45%↓	66% ↑
Child said they bought something on either	N Count	1,171 †	118↓	849 †	213↓	61	141↓	414 †
	Column Comparisons	b		b d				b c d
	% within column	52% ↑	39%↓	57% ↑	42%↓	42%	37%↓	59% ↑
Bought something while gaming	N Count	1,029 †	96↓	757 †	180↓	47	116↓	370 †
	Column Comparisons	b		b c d				b c d
	% within column	35% ↑	27%↓	42% †	26%↓	32%	20%↓	46% †
Child said they bought something on social media	N Count	703 †	65↓	554 †	113↓	35	62↓	286 †
	Column Comparisons	b		b d		d		b c d
	% within column	28% ↑	18%↓	35% ↑	19%↓	19%	12%↓	39% ↑
Child said they bought something from both	N Count	561 ↑	43↓	461 ↑	80↓	21	37↓	242 ↑
	Column Comparisons	b		bcd	d			b c d
	% within column	35%↓	44% ↑	31%↓	43% ↑	41%	48% 1	29%↓
Not bought from either	N Count	700↓	107 †	411↓	185 ↑	45	148 †	184↓
	Column Comparisons		а		а		а	

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 4 of 16

					BANNER			
			D3	- Social grade			Financial w	ellbeing
Child spent money on social media or ga	ıming	C1	C2	DE	NET: ABC1	NET: C2DE	Doing well	Getting by
	% within column	580	491	536	1205	1027	401	1152
Weighted Base	N Count							
	Column Comparisons							
	% within column	483	357	480	1368	837	452	1121
Unweighted Base	N Count							
	Column Comparisons							
	% within column	b	С	d	е	f	а	b
Column Names	N Count							
	Column Comparisons							
	% within column	54%↓	56%	54%	60% ↑	55%↓	69% ↑	56%
Child said they bought something on either	N Count	312↓	273	290	726 †	563↓	277 ↑	640
	Column Comparisons				-	-	b c	
	% within column	47%	46%↓	48%	53% ↑	47%↓	61% †	48%
Bought something while gaming	N Count	274	224↓	257	644 ↑	481↓	245 ↑	558
	Column Comparisons				-	-	b c	
	% within column	30%↓	36%	25%↓	38% ↑	30%↓	52% ↑	31%
Child said they bought something on social media	N Count	175↓	175	132↓	461 †	307↓	209 ↑	353↓
, -	Column Comparisons		d		-	-	b c	
	% within column	24%	26%	19%↓	31% ↑	22%↓	44% ↑	24%
Child said they bought something from both	N Count	137	126	100↓	378 †	225↓	178 †	272
, ,	Column Comparisons		d		-	-	b c	
	% within column	40% ↑	37%	39%	35%	38%	26%↓	39%1
Not bought from either	N Count	233 ↑	181	210	417	390	104↓	448 1
-	Column Comparisons	а	а	а	_	_		а

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 5 of 16

					BANNER			
		Financial wellbeing	Ethn	icity	Chi	ld identified need	/ impacting condit	ion
Child spent money on social media or ga	aming	Struggling	White British	NET: All other Ethnicities	Neurodiversity	Mental Health	NET: Identified need/ condition	NET: No identified need/condition
cima spent money on social media of go	% within column	655	1742	453	194	109	474	1726
Weighted Base	N Count	033	1772	455	134	103	7/7	1720
Weighted Base	Column Comparisons							
	% within column	611	1713	452	182	110	458	1713
Unweighted Base	N Count	VII		.52			.55	
	Column Comparisons							
	% within column	С	а	b	а	b	С	d
Column Names	N Count							
	Column Comparisons							
	% within column	56%	57%	59%	57%	69% 1	67% ↑	55%
Child said they bought something on either	N Count	366	1,000	266	111	76 1	317 †	951
	Column Comparisons					d	-	
	% within column	48%	50%	51%	50%	54%	57% ↑	48%
Bought something while gaming	N Count	316	873	231	96	59	272 †	834
	Column Comparisons						-	
	% within column	31%↓	33%	39% ↑	26%↓	42%	43% ↑	32%
Child said they bought something on social media	N Count	201↓	579	176 †	50↓	46	205 †	551
	Column Comparisons			а		a d	-	
	% within column	23%↓	26%	31% ↑		27%	34% ↑	
Child said they bought something from both	N Count	151↓	452	141 †	35↓	29	160 †	434
	Column Comparisons			а			-	
	% within column	37%	37%	35%	39%	28%	30%↓	
Not bought from either	N Count	244	639	160	76	31	143↓	6581
	Column Comparisons	а					-	

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 6 of 16

					BANNER			
		Disability/ Condi	tion in HH	Educational He (EH		Bene	fits	Parental Controls
	_				Don't have an	NET: Household		NET: Has
Child spent money on social media or ga	_	NET: Yes	No	Has an EHCP	EHCP	receives Benefits	No Benefits	Parental Controls
	% within column	234	792	161	2071	925	1200	1865
Weighted Base	N Count							
	Column Comparisons							
	% within column	238	806	157	2048	883	1222	1839
Unweighted Base	N Count							
	Column Comparisons							
	% within column	a	b	а	b	а	b	а
Column Names	N Count							
	Column Comparisons							
	% within column	70% ↑	59%↓	70% ↑	57%	64% †	53%	62% 1
Child said they bought something on either	N Count	163 ↑	465↓	113 †	1,176	588 †	641	1,161 †
	Column Comparisons	b		b		b		b
	% within column	60% ↑	49%↓	63% ↑	49%	55% ↑	47%	55% 1
Bought something while gaming	N Count	140 ↑	391↓	101 †	1,024	513 †	562	1,033 1
	Column Comparisons	b		b		b		b
	% within column	46% ↑	34%↓	43% ↑	34%	41% ↑	30%	37% 1
Child said they bought something on social media	N Count	109 ↑	267↓	70 †	698	376 †	358	693 1
, 5	Column Comparisons	b		b		b		b
	% within column	37% ↑	24%↓	36% ↑	26%	33%	23%	30%1
Child said they bought something from both	N Count	85 ↑	194↓	58 †	546		279	
, 5	Column Comparisons	b		b		b		b
	% within column	28%	36% ↑	27%↓	37%1		39%	33%
Not bought from either	N Count	66	286 †	44↓	7631		472	
 	Column Comparisons		a		a	2554	a	310 0

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 7 of 16

					BANNER			
		Parental Controls	F	Parental Concern		Time Sp	ent Online (Weeko	day)
				۱ A little	NET: Moderately / Very			
Child spent money on social media or ga	ıming	No Controls	Not Concerned	Concerned	Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs
	% within column	339	1053	550	605	873	938	278
Weighted Base	N Count							
	Column Comparisons							
	% within column	342	1016	555	614	855	924	282
Unweighted Base	N Count							
	Column Comparisons							
	% within column	b	а	b	С	a	b	С
Column Names	N Count							
	Column Comparisons							
	% within column	36%↓	45%↓	69% ↑	71%↑	42%↓	67%↑	74% 1
Child said they bought something on either	N Count	123↓	474↓	381 †	427 †	371↓	629 †	2051
	Column Comparisons			а	a		а	а
	% within column	26%↓	37%↓	62% †	64% †	37%↓	58% †	66%1
Bought something while gaming	N Count	90↓	394↓	342 ↑	385 †	321↓	547 †	182 1
	Column Comparisons			а	а		а	а
	% within column	21%↓	20%↓	45 % ↑	51% †	22%↓	40% †	51% 1
Child said they bought something on social media	N Count	72↓	207↓	246 ↑	310 †	191↓	380 ↑	141 1
	Column Comparisons			а	a b		а	a b
	% within column	11%↓	12%↓	37% ↑	44% ↑	16%↓	32% ↑	42%1
Child said they bought something from both	N Count	39↓	127↓	206 ↑	268 ↑	141↓	298 ↑	118 1
,	Column Comparisons			а	a b		а	a b
	% within column	54% ↑	47% ↑	27%↓	25%↓	50% †	29%↓	24%
Not bought from either	N Count	184 †	499 ↑	148↓	149↓	438 †	272↓	67.
•	Column Comparisons	а	bс			b c d		

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 8 of 16

					BANNER			
		Time Spent On	ine (Weekday)		Time Sp	ent Online (Week	end)	
Child spent money on social media or ga	ıming	6+ hrs	NET: 5+ Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6 hrs	NET: 5+ Hours
	% within column	102	380	291	785	622	492	1114
Weighted Base	N Count							
	Column Comparisons							
	% within column	106	388	281	777	619	489	1108
Unweighted Base	N Count							
	Column Comparisons							
	% within column	d	е	а	b	С	d	е
Column Names	N Count							
	Column Comparisons							
	% within column	76% †	74% ↑	41%↓	54%↓	63% †	70% ↑	66%1
Child said they bought something on either	N Count	78 ↑	283 ↑	119↓	426↓	391 ↑	346 †	7371
	Column Comparisons	a	-		а	a b	a b c	-
	% within column	69% ↑	66% ↑	34%↓	48%	55% ↑	61% ↑	58%1
Bought something while gaming	N Count	70 †	253 ↑	99↓	380	341 ↑	301 †	6411
	Column Comparisons	a	-		a	a b	a b c	-
	% within column	53% †	51% †	26%↓	32%↓	39% ↑	40% ↑	40%1
Child said they bought something on social media	N Count	54 ↑	195 ↑	77↓	248↓	242 ↑	199 ↑	4401
	Column Comparisons	a b	-			a b	a b	-
	% within column	45% ↑	43% ↑	19%↓	26%	31% †	31% ↑	31%1
Child said they bought something from both	N Count	46 †	164 †	56↓	203	191 ↑	153 †	3451
	Column Comparisons	a b	-			а	а	-
	% within column	21%↓	23%↓	46% †	41% ↑	34%	27%↓	31%
Not bought from either	N Count	21↓	88↓	135 †	319 ↑	210	134↓	344
	Column Comparisons		-	c d	c d	d		_

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 9 of 16

					BANNER			
				Spent Money			SM purchase	category
Child spent money on social media or ga	aming	Bought somet- hing on either Social Media, or while gaming	Bought something on social media	Bought something while Gaming	Bought something from both	Not bought from either	Product	Activity
	% within column	1289	768	1125	604	943	429	153
Weighted Base	N Count							
5	Column Comparisons							
	% within column	1296	800	1128	632	909	450	165
Unweighted Base	N Count							
	Column Comparisons							
	% within column	а	b	С	d	e	а	b
Column Names	N Count							
	Column Comparisons							
	% within column	100% ↑	100% 1	100% †	100%	0%↓	100%	100%
Child said they bought something on either	N Count	1,289 †	768 1	1,125 †	604 1	01	429	153
	Column Comparisons	е	е	е	е		-	-
	% within column	87% ↑	79% 1				72%↓	90%1
Bought something while gaming	N Count	1,125 ↑	604 1	•	604 1	01	309↓	138 1
	Column Comparisons	е	е	b e	е			а
	% within column	60% ↑	100%1				100%	100%
Child said they bought something on social media	N Count	768 ↑	768 1	604 1	604 1	01	429	153
	Column Comparisons	е	c e	е	е		-	-
	% within column	47%↑	79%1				72%↓	90%1
Child said they bought something from both	N Count	604 ↑	604 1	604 1	604 1	01	309↓	138 1
	Column Comparisons	е	е	е	е			а
	% within column	0%↓	0%				0%	0%
Not bought from either	N Count	01	01	01	01		0	0
	Column Comparisons					a b c d	-	-

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 10 of 16

					BANNER			
		SM purchase	category		Feelings about	SM purchase		Gaming Method
		Subscription/		Regret things I	What I buy is	I spend more		Games console
Child spent money on social media or ga	nming	Upgrade	NET: Gift	buy online	good value	than I should	I like the feeling	or games player
	% within column	216	158	314	556	378	565	1330
Weighted Base	N Count							
	Column Comparisons							
	% within column	226	171	329	585	402	596	1316
Unweighted Base	N Count							
	Column Comparisons							
	% within column	С	d	а	b	С	d	а
Column Names	N Count							
	Column Comparisons							
	% within column	100%	100%	100% ↑	100%↑	100% †	100% ↑	63% 1
Child said they bought something on either	N Count	216	158	314 †	556 †	378 †	565 †	838 1
	Column Comparisons	-	-	-	-	-	-	d
	% within column	90% ↑	93% ↑	89% ↑	80%↑	89% †	81% †	57% 1
Bought something while gaming	N Count	195 ↑	148 †	279 ↑	447 †	337 †	456 †	761 †
	Column Comparisons	а	а	b d		b d		c d
	% within column	100%	100%	100% ↑	100%↑	100% ↑	100%↑	32%↓
Child said they bought something on social media	N Count	216	158	314 †	556 †	378 †	565 †	432↓
	Column Comparisons	-	-	-	-	-	-	
	% within column	90% ↑	93%	89% ↑	80% ↑	89% ↑	81% †	27%
Child said they bought something from both	N Count	195 ↑	148 †	279 ↑	447 †	337 †	456 †	355
· -	Column Comparisons	a	а	b d		b d		
	% within column	0%	0%	0%↓	0%↓	0%↓	0%↓	35%
Not bought from either	N Count	0	0	01	01	01		
-	Column Comparisons	_	_	_	_	_	_	

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 11 of 16

					BANNER			_
			Gaming M	ethod			Gaming Type	
Child spent money on social media or ga	nming	Desktop compu- ter, laptop or netbook	Mobile phone or smartphone	Tablet	NET: Any Gaming	Puzzles or quizzes	Action/ adventure	Shooters
. ,	% within column	572	1316	782	2140	650	731	547
Weighted Base	N Count Column Comparisons							
Unweighted Base	% within column N Count Column Comparisons	582	1317	774	2117	662	740	564
Column Names	% within column N Count Column Comparisons	b	С	d	e	а	b	С
	% within column	65%1		58%	60%↑	56%	65%↑	75%↑
Child said they bought something on either	N Count Column Comparisons	3741 d	825 ↑ d	451	1,276 ↑ -	365	472 ↑ a f	408 † a b f g i j k l
Bought something while gaming	% within column N Count	60%1 3451		51% 401	53% ↑ 1,125 ↑	47%↓ 306↓	60% ↑ 439 ↑	70% ↑ 383 ↑
	Column Comparisons % within column	d 38%1	d 37% ↑	35%	- 35% ↑	41%↑	a f 38%	abfgijkl 42% ↑
Child said they bought something on social media	N Count Column Comparisons	2201		277	755↑	265 ↑ e f	276 f	230 ↑ e f j
	% within column	33%1	29%↑	29%	28% ↑	32% ↑	33% ↑	38%↑
Child said they bought something from both	N Count Column Comparisons	1901	382↑	227	604 ↑ -	207 ↑ f	243 † f	205 ↑ e f j
Not bought from either	% within column N Count	33%\ 187\		39% 303	38% ↑ 808 ↑	43% ↑ 280 ↑	34% ↓ 247 ↓	25%↓ 137↓
	Column Comparisons	107		a b c		b c d e g h i j k l	C	237 4

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 12 of 16

					BANNER			
					Gaming Type			
Child spent money on social media or ga	ıming	Playing against one other person	Playing against multiple people/ teams	Creative and building games	Playing in a virtual worlds	Simulation experience	Fitness and dance	Sports
Weighted Base	% within column N Count Column Comparisons	387	822	1151	557	248	278	728
Unweighted Base	% within column N Count Column Comparisons	395	802	1111	570	266	283	736
Column Names	% within column N Count Column Comparisons	d	е	f	g	h	i	j
Child said they bought something on either	% within column N Count Column Comparisons	73% ↑ 282 ↑ a b f		59% 677	65% † 364 † a f	72% † 178 † a f	67% † 185 † a f	66% ↑ 483 ↑ a f
Bought something while gaming	% within column N Count Column Comparisons	68% ↑ 263 ↑ a b f g i l	65% ↑	52% 600 a	60% † 332 † a f	68% ↑ 170 ↑ afl	60% ↑ 167 ↑ af	62% † 451 † afl
Child said they bought something on social media	% within column N Count Column Comparisons	53% ↑ 203 ↑ a b c e f g j	35% 287 f	32%↓ 363↓	41% † 228 † f	49% ↑ 122 ↑ befj	51% ↑ 140 ↑ a b e f g j	36% 263 f
Child said they bought something from both	% within column N Count Column Comparisons	48% ↑ 185 ↑ a b c e f g j l	31% 252 f	25%↓ 286↓	35% ↑ 196 ↑ f	46% ↑ 114 ↑ a b e f j	44% ↑ 123 ↑ a e f j	32% ↑ 232 ↑ f
Not bought from either	% within column N Count Column Comparisons	26%↓ 102↓		39% 451 b c d e g h i j l	33%↓ 186↓ c e	27%↓ 66↓	30%↓ 83↓	33%↓ 237↓ c

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 13 of 16

					BANNER			
			Gaming Type		Gaming Fre	quency	Gaming Pure	chase Type
Child spent money on social media or ga	aming	Interactive stories	Makeovers	NET: Playing against other people	NET: Daily	Weekly	NET: Character, skins, weapons, armour, tools	NET: Game expansion
. , ,	% within column	207	249	1027	1602	460	535	237
Weighted Base	N Count							
S .	Column Comparisons							
	% within column	218	257	1009	1567	480	549	250
Unweighted Base	N Count							
-	Column Comparisons							
	% within column	k	1	m	а	b	a	b
Column Names	N Count							
	Column Comparisons							
	% within column	71%↑	67% †	69% ↑	64% ↑	46%↓	100%	100%
Child said they bought something on either	N Count	147 †	167 †	705 ↑	1,031 †	214↓	535	237
	Column Comparisons	а	a f	-	b		-	-
	% within column	66% ↑	55%	64% ↑	58% ↑	38%↓	100%	100%
Bought something while gaming	N Count	138 ↑	136	659 ↑	935 ↑	173↓	535	237
	Column Comparisons	al	a	-	b		-	-
	% within column	51%↑	51% ↑	38% ↑	37% ↑	30% ↓	57%	77% 1
Child said they bought something on social media	N Count	105 ↑	127 ↑	392 ↑	587 †	139 ↓	303	182 1
	Column Comparisons	b e f	abefgj	-	b		d	acdefh
	% within column	46% †	38%1	34% ↑	31% ↑	21%↓	57%	77% 1
Child said they bought something from both	N Count	95 †	961	347 ↑	491 ↑	98 ↓	303	182 1
	Column Comparisons	abefg	a f	-	b		d	acdefh
	% within column	28%↓	31%↓	31%↓	35%↓	51% †	0%	0%
Not bought from either	N Count	58↓	77↓	315↓	554↓	233 1	0	0
	Column Comparisons	С	С	-		a	-	-

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 14 of 16

BANNER

Gaming Purchase Type

Feelings about Gaming Purchase

Child spent money on social media or ga	aming	Loot boxes/ packs/ chests/ bundles	In-game money	A standard version of the game	A subscription	Early access to a game	Battle Pass	Regret things I buy online
	% within column	151	447	147	302	122	205	346
Weighted Base	N Count							
	Column Comparisons							
	% within column	158	428	154	320	133	211	356
Unweighted Base	N Count							
	Column Comparisons							
	% within column	С	d	e	f	g	h	a
Column Names	N Count							
	Column Comparisons							
	% within column	100%	100%	100%	100%	100%	100%	100% ↑
Child said they bought something on either	N Count	151	447	147	302	122	205	346 ↑
	Column Comparisons	-	-	-	-	-	-	-
	% within column	100%	100%	100%	100%	100%	100%	100% ↑
Bought something while gaming	N Count	151	447	147	302	122	205	346 ↑
	Column Comparisons	-	-	-	-	-	-	-
	% within column	64% 1	47%↓	64% ↑	56%	76%↑	59%	74%↑
Child said they bought something on social media	N Count	97 1	212↓	94 ↑	170	93 ↑	120	256 ↑
	Column Comparisons	d		d	d	d f h	d	b d e
	% within column	64% 1	47%↓	64% ↑	56%	76%↑	59%	74%↑
Child said they bought something from both	N Count	97 1	212↓	94 ↑	170	93 ↑	120	256 ↑
	Column Comparisons	d		d	d	d f h	d	b d e
	% within column	0%	0%	0%	0%	0%	0%	0%↓
Not bought from either	N Count	0	0	0	0	0	0	01
	Column Comparisons	-		-	-	-	-	

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2039 (92%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 15 of 16

				BANNER		
			Feeling	s about Gaming P	urchase	
Child spent money on social media or ga	nming	What I buy is good value	I spend more than I should	I like the feeling	It's unfair that people who spend more, get further in games	It's not always clear what I'm going to get for my money in games
	% within column	772	445	720	715	449
Weighted Base	N Count					
	Column Comparisons					
	% within column	777	454	734	710	459
Unweighted Base	N Count					
	Column Comparisons					
	% within column	b	С	d	е	f
Column Names	N Count					
	Column Comparisons					
	% within column	100%↑	100%↑	100% †	100%↑	100%↑
Child said they bought something on either	N Count	772 ↑	445 ↑	720 †	715 †	449 ↑
	Column Comparisons	-	-	-	-	-
	% within column	100%	100% ↑	100% ↑		100% ↑
Bought something while gaming	N Count	772 ↑	445 ↑	720 †	715 ↑	449 ↑
	Column Comparisons	-	-	-	-	-
	% within column	57% ↑	73% ↑	60% †	57% ↑	69% ↑
Child said they bought something on social media	N Count	438 ↑	326 ↑	432 †	404 ↑	311 ↑
	Column Comparisons		b d e	е		b d e
	% within column	57% ↑	73% ↑	60% †	57% ↑	69% ↑
Child said they bought something from both	N Count	438 †	326 ↑	432 †	404 ↑	311 ↑
	Column Comparisons		b d e	е		b d e
	% within column	0%↓	0%↓	0%↓		0%↓
Not bought from either	N Count	01	01	01	01	01

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 16 of 16

Column Comparisons

Gaming Questions

G1 - Now we have some questions about g	gaming. Do you				BANNER			
play games at home or elsewhere in any o	f these ways?		Gender of child	respondent		Age of child re	spondent	
[MULTI]	_	 Total	Male	Female	8-9	10-12	13-15	16-17
	% within column	2215	1145	1070	442	690	682	401
Weighted Base	N Count							
	Column Comparisons							
	% within column	2189	1093	1096	431	655	658	445
Unweighted Base	N Count							
-	Column Comparisons							
	% within column	а	а	b	a	b	С	d
Column Names	N Count							
	Column Comparisons							
	% within column	60%	72% ↑	47%↓	56%	60%	60%	63%
On a games console or games player (e.g. PlayStation	' N Count	1,330	825 ↑	505↓	248	415	412	254
ox or Nintendo Switch)	Column Comparisons	-	b					
	% within column	59%	56%↓	63% ↑	44%↓	62%	66% ↑	62%
On a mobile phone or smartphone	N Count	1,316	637↓	679 †	195↓	425	448 †	248
	Column Comparisons	-		а		а	а	а
	% within column	35%	31%↓	40% ↑	59% ↑	41% †	25%↓	18%↓
On a tablet	N Count	782	353↓	429 ↑	262 †	280 †	169↓	72
	Column Comparisons	-		а	b c d	c d	d	
	% within column	26%	29% ↑	22%↓	23%	26%	27%	26%
On a desktop computer, laptop, or netbook	N Count	572	334 ↑	238↓	101	182	185	104
	Column Comparisons	-	b					
On a vistoral results, provide a based and desired as	% within column	13%	16% ↑	9%↓	10%	14%	14%	10%
On a virtual reality gaming headset/device (e.g.	N Count	277	182 †	95↓	44	99	95	40
Oculus, Samsung Gear VR)	Column Comparisons	-	b					
	% within column	11%	12%	10%	15% ↑	11%	10%	9%
Through an app on a smart TV	N Count	244	135	109	65 †	75	69	35
	Column Comparisons	-			d			
Helman and the Araba alam 19	% within column	5%	5%	5%	5%	4%	7%	5%
Using wearable technology like a smartwatch (such a	S N Count	111	60	51	20	28	44	19
an Apple Watch)	Column Comparisons	-						

G1 - Now we have some questions about g	gaming. Do you				BANNER			
play games at home or elsewhere in any o	f these ways?	Age of child	respondent		Age and ge	ender of child re	spondent	
[MULTI]		NET: 8-12	NET: 13-17	Male 8-9	Female 8-9	Male 10-12	Female 10-12	Male 13-15
	% within column	1131	1083	221	221	358	332	341
Weighted Base	N Count							
	Column Comparisons							
	% within column	1086	1103	216	215	331	324	323
Unweighted Base	N Count							
	Column Comparisons							
	% within column	е	f	а	b	С	d	е
Column Names	N Count							
	Column Comparisons							
Out a service and a service an	% within column	59%	62%	67%	46%↓	72% ↑	47%↓	74% 1
On a games console or games player (e.g. PlayStation	' N Count	663	667	148	101↓	260 ↑	155↓	2511
ox or Nintendo Switch)	Column Comparisons	-	-	bdfh		bdfh		bdfh
	% within column	55%↓	64% ↑	45%↓	43%↓	57%	66% ↑	60%
On a mobile phone or smartphone	N Count	620↓	697 ↑	99↓	96↓	206	219 ↑	204
	Column Comparisons	-	-			a b	a b	a b
	% within column	48% ↑	22%↓	52% ↑	66% ↑	36%	46% ↑	21%
On a tablet	N Count	542 ↑	241↓	116 ↑	146 ↑	129	151 ↑	73
	Column Comparisons	-	-	cefgh	acdefgh	efgh	cefgh	
	% within column	25%	27%	26%	20%	28%	25%	33%1
On a desktop computer, laptop, or netbook	N Count	283	288	57	45	99	83	1121
	Column Comparisons	-	-					bfh
	% within column	13%	12%	11%	9%	19% ↑	9%	19% 1
On a virtual reality gaming headset/device (e.g.	N Count	142	135	24	20	68 ↑	31	64 1
Oculus, Samsung Gear VR)	Column Comparisons	-	-			bdfh		bdfh
	% within column	12%	10%	13%	16%↑	12%	10%	11%
Through an app on a smart TV	N Count	140	104	29	36 †	43	32	38
	Column Comparisons	-	-	h	h	h		
Helenova and de Araba alam 19	% within column	4%	6%	4%	5%	3%↓	6%	9%1
Using wearable technology like a smartwatch (such a	S N Count	48	63	9	11	9↓	19	31 1
an Apple Watch)	Column Comparisons	-	-					С

					BANNER			
G1 - Now we have some questions about g				Age and	gender of child re	spondent		
play games at home or elsewhere in any o	f these ways?					NET: Female 8-	NET: Male 13-	NET: Female 13
[MULTI]		Female 13-15	Male 16-17	Female 16-17	NET: Male 8-12	12	17	-17
	% within column	341	224	201	579	552	565	536
Weighted Base	N Count							
	Column Comparisons							
	% within column	335	223	253	547	539	546	580
Unweighted Base	N Count							
	Column Comparisons							
	% within column	f	g	h	i	j	k	1
Column Names	N Count							
	Column Comparisons							
On a service consoler on service alexander of Richtigan	% within column	47%↓	74% ↑	51%	70% ↑	46%↓	74%1	49%
On a games console or games player (e.g. PlayStation Xbox or Nintendo Switch)	' N Count	161↓	167 †	103	407 †	256↓	418 1	263
ox or Nintendo Switch)	Column Comparisons		bdfh		-	-	-	-
	% within column	72% ↑	57%	67% 1	53%↓	57%	59%	70%1
On a mobile phone or smartphone	N Count	245 ↑	129	134 1	305↓	315	333	3741
	Column Comparisons	abceg	a b	a b c	-	-	-	-
	% within column	28%↓	16%↓	20%	42% †	54% ↑	19%	25%
On a tablet	N Count	96↓	35↓	40↓	244 ↑	297 †	109↓	135
	Column Comparisons	g h			-	-	-	-
	% within column	21%	29%	22%	27%	23%	31%1	21%
On a desktop computer, laptop, or netbook	N Count	73	66	44	156	127	178 1	115
	Column Comparisons				-	-	-	-
On a virtual reality gaming handest/device /e a	% within column	9%	12%	8%	16% †	9%↓	16% 1	9%
On a virtual reality gaming headset/device (e.g. Oculus, Samsung Gear VR)	N Count	31	26	17	92 †	50↓	901	48
Oculus, Sallisung Geal VK)	Column Comparisons				-	-	-	-
	% within column	9%	11%	5%↓	12%	12%	11%	8%
Through an app on a smart TV	N Count	32	25	10	72	68	62	42
	Column Comparisons				-	-	-	-
Heing was walle to should go like a smooth watch favor a	% within column	4%	5%	4%	3%↓	5%	7%1	4%
sing wearable technology like a smartwatch (such as _N	S N Count	13	10	9	18↓	30	42 1	22
an Apple Watch)	Column Comparisons				-	-	-	-

					BANNER			
G1 - Now we have some questions about g		Urban/ F	tural		Working	status		D3 - Social grade
play games at home or elsewhere in any o	f these ways?						NET: Not work-	
[MULTI]		NET: Urban	Rural	Full time	Part time	Student	ing/ retired	AB
	% within column	1971	244	1326	426	112	305	623
Weighted Base	N Count							
	Column Comparisons							
	% within column	1935	254	1370	384	113	281	882
Unweighted Base	N Count							
	Column Comparisons							
	% within column	a	b	a	b	С	d	a
Column Names	N Count							
	Column Comparisons							
On a games consolo or games player to a PlayStation	% within column	60%	60%	61%	59%	57%	58%	61%
n a games console or games player (e.g. PlayStation box or Nintendo Switch)	' N Count	1,184	146	812	251	64	176	381
Abox of Militeriao Switch)	Column Comparisons							
	% within column	59%	61%	60%	56%	64%	60%	61%
On a mobile phone or smartphone	N Count	1,168	148	796	238	71	183	378
	Column Comparisons							
	% within column	35%	41%	35%	36%	25%	40%	39%↑
On a tablet	N Count	682	101	466	151	28	122	246 ↑
	Column Comparisons		а					b
	% within column	26%	26%	27%	21%↓	35%	23%	33%1
On a desktop computer, laptop, or netbook	N Count	507	64	357	87↓	40	71	203 ↑
	Column Comparisons			b		b d		b c d
	% within column	13%	12%	15% ↑	9%↓	11%	7%↓	16% ↑
On a virtual reality gaming headset/device (e.g. Oculus, Samsung Gear VR)	N Count	248	30	200 ↑	37↓	13	23↓	100 ↑
Oculus, Sallisung Geal VK)	Column Comparisons			b d				b d
	% within column	12% ↑	5%↓	12%	10%	12%	8%	14% ↑
Through an app on a smart TV	N Count	233↑	11↓	162	43	13	24	85 ↑
	Column Comparisons	b						
Hele and a second laborate and the analysis of the first	% within column	5%	3%	7% ↑	3%	4%	1%↓	9% ↑
Using wearable technology like a smartwatch (such a	S N Count	104	8	89 †	14	5	3↓	56 †
an Apple Watch)	Column Comparisons			d				b d

G1 - Now we have some questions about g	aming. Do you				BANNER			
play games at home or elsewhere in any o	f these ways?		D3	3 - Social grade			Financial w	vellbeing
[MULTI]	_	C1	C2	DE	NET: ABC1	NET: C2DE	Doing well	Getting by
	% within column	580	486	526	1202	1013	395	1145
Weighted Base	N Count							
	Column Comparisons							
	% within column	482	354	471	1364	825	447	1114
Unweighted Base	N Count							
	Column Comparisons						DE Doing well 013 395 825 447 f a 60% 57% 604 223 59% 57% 601 226 35% 39% 353 155 22%↓ 33%↑ 221↓ 131↑ b c 12% 17%↑ 122 67↑ b c	
	% within column	b	С	d	е	f	а	b
Column Names	N Count							
	Column Comparisons							
	% within column	60%	58%	61%	60%	60%	57%	62%
On a games console or games player (e.g. PlayStation	' N Count	345	281	323	726	604	223	706
x or Nintendo Switch)	Column Comparisons				-	-		
	% within column	58%	62%	57%	59%	59%	57%	61%
On a mobile phone or smartphone	N Count	337	301	301	715	601	226	701
	Column Comparisons				-	-		
	% within column	32%	35%	35%	36%	35%	39%	35%
On a tablet	N Count	184	168	185	429	353	155	403
	Column Comparisons				-	-		
	% within column	26%	22%	21%↓	29% ↑	22%↓	33% ↑	25%
On a desktop computer, laptop, or netbook	N Count	148	108	113↓	351 †	221↓	131 †	291
	Column Comparisons				-	-	b c	
	% within column	9%↓	16%	9%↓	13%	12%	17%↑	12%
On a virtual reality gaming headset/device (e.g.	N Count	54↓	77	45↓	155	122	67 †	138
Oculus, Samsung Gear VR)	Column Comparisons		b d		-	-	b c	
	% within column	10%	10%	10%	12%	10%	16% †	10%
Through an app on a smart TV	N Count	57	47	55	142	102	64 ↑	119
•	Column Comparisons				-	-	bс	
	% within column	3%↓	5%	3%↓	6%	4%	10%↑	4%
Using wearable technology like a smartwatch (such a	N Count	15↓	25	16↓	70	41	39↑	52
an Apple Watch)	Column Comparisons				-	-	bс	

					BANNER			
		Financial wellbeing	Ethn	icity	Chile	d identified need	/ impacting condi	tion
G1 - Now we have some questions about g play games at home or elsewhere in any o [MULTI]		Struggling	White British	NET: All other Ethnicities	Neurodiversity	Mantal Haalth	NET: Identified in	NET: No dentified need/ condition
[MOEII]	% within column	652	1730	448	194	108	473	1710
Weighted Base	N Count Column Comparisons	032	1,30	440	134	100	473	1710
Unweighted Base	% within column N Count Column Comparisons	608	1701	449	182	109	457	1698
Column Names	% within column N Count Column Comparisons	С	a	b	а	b	С	d
On a games console or games player (e.g. PlayStation Xbox or Nintendo Switch)		60% 392	65% † 1,117 † b	45%↓ 203↓			63% 298	60% 1,022
On a mobile phone or smartphone	% within column N Count Column Comparisons	58% 377	59% 1,017	62% 278	59% 115	78% 1 85 1 a d		59% 1,017
On a tablet	% within column N Count Column Comparisons	34% 219	34% 596	39% 177	44% ↑ 85 ↑ b d	31%	38% 178	35% 596
On a desktop computer, laptop, or netbook	% within column N Count Column Comparisons	23% 148	25% 430	29% 132	27% 51	29% 31	28% 135	25% 427
On a virtual reality gaming headset/device (e.g. Oculus, Samsung Gear VR)	% within column N Count Column Comparisons	10% 68	13%† 231†	9%↓ 40↓		14% 15	17% ↑ 79 ↑	11%↓ 192↓
Through an app on a smart TV	% within column N Count Column Comparisons	9% 62	b 10%↓ 165↓	17% † 76 †		11% 12	12% 56	11% 186
Using wearable technology like a smartwatch (such a an Apple Watch)	% within column	3%↓ 20↓		a 4% 20	4% 7	4% 5	8% ↑ 40 ↑	4%↓ 68↓

					BANNER			
C1. Navyyya hayya ayya ya ayya kana ahayya	andra Barrar	Disability/ Cond	ition in HH		ealth Care Plan ICP)	Bene	efits	Parental Controls
G1 - Now we have some questions about g play games at home or elsewhere in any o [MULTI]	•	NET: Yes	No	Has an EHCP	Don't have an EHCP	NET: Household receives Benefits	No Benefits	NET: Has Parental Controls
Weighted Base	% within column N Count Column Comparisons	234	791	158	2057	915	1195	1853
Unweighted Base	% within column N Count Column Comparisons	238	805	154	2035	874	1216	1828
Column Names	% within column N Count Column Comparisons	а	b	а	b	a	b	а
On a games console or games player (e.g. PlayStation Xbox or Nintendo Switch)	% within column	64% 151	63% 499	65% 103	60% 1,226	61% 555	60% 719	60% 1,120
On a mobile phone or smartphone	% within column N Count	64% 150	65% 516	59% 93	59% 1,223	61% 560	58% 695	60% 1,111
On a tablet	Column Comparisons % within column N Count	26% 62	20% 162	44% 69	35% 713	38% 345	34% 406	37% 1 690 1
On a desktop computer, laptop, or netbook	Column Comparisons % within column N Count	31% 72	25% 202	b 28% 45	26% 527	26% 238	26% 305	b 26% 488
On a virtual reality gaming headset/device (e.g.	Column Comparisons % within column N Count	17% ↑ 40 ↑	11% 90	22% ↑ 35 ↑		15% ↑ 138 ↑	11% 134	13% 246
Oculus, Samsung Gear VR)	Column Comparisons % within column	b 10%	9%	b 15%	11%	b 12%	10%	b 12%
Through an app on a smart TV	N Count Column Comparisons % within column	24 8%	73 5%	23 12% †	221 5% ↓	111 7% ↑	118 4% ↓	218 b 6%1
Using wearable technology like a smartwatch (such as an Apple Watch)	N Count Column Comparisons	19	39	19 ↑ b	93↓	63 ↑ b	46↓	104 1 b

_					BANNER			
		Parental Controls	Р	arental Concer	n	Time Sp	ent Online (Weel	kday)
G1 - Now we have some questions about a play games at home or elsewhere in any or				A little	NET: Moderately/			
[MULTI]		No Controls	Not Concerned	Concerned	Very Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs
	% within column	336	1045	548	601	873	938	278
Weighted Base	N Count							
	Column Comparisons							
	% within column	339	1007	554	610	855	924	282
Unweighted Base	N Count							
	Column Comparisons							
	% within column	b	a	b	С	a	b	С
Column Names	N Count							
	Column Comparisons							
On a games console or games player (e.g. PlayStation	% within column	60%	64% ↑	60%	54%↓	56%↓	62%	64%
On a games console or games player (e.g. PlayStation Xbox or Nintendo Switch)	', N Count	203	670 †	329	324↓	493↓	585	177
Abox of Wittendo Switchy	Column Comparisons		С					
	% within column	58%	59%	59%	60%	52%↓	64% 🕇	68% ↑
On a mobile phone or smartphone	N Count	194	618	323	362	451↓	597 †	189 ↑
	Column Comparisons						a	a
	% within column	25%↓	35%	32%	39%	40% ↑	33%	28%↓
On a tablet	N Count	83↓	366	175	234	349 ↑	310	79↓
	Column Comparisons					b c		
	% within column	24%	22%↓	29%	30%↑	25%	26%	30%
On a desktop computer, laptop, or netbook	N Count	80	228↓	159	183 †	216	242	83
	Column Comparisons			a	a			
On a virtual reality gaming headset/device (e.g.	% within column	9%	10%↓	15%	15%	8%↓	14%	21%↑
Oculus, Samsung Gear VR)	N Count	30	105↓	81	90	66↓	135	58 ↑
Octilus, Samsting Gear VIV)	Column Comparisons			a	a		a	a b
	% within column	7%↓	7%↓	14%	↑ 16%↑	9%↓	10%	16%↑
Through an app on a smart TV	N Count	24.	69↓	76 °	↑ 96↑	78↓	98	45 ↑
	Column Comparisons			а	a			a b
Heing waarahla tachnalagu lika a smartusatah (such a	% within column	2%↓	2%↓	5%	10%↑	2%↓	6%	10%↑
Using wearable technology like a smartwatch (such a an Apple Watch)	N Count	6 ↓	22↓	28	59 ↑	19↓	52	29 ↑
an Apple Water,	Column Comparisons			а	a b		а	a b

G1 - Now we have some questions about g	gaming. Do you				BANNER			
play games at home or elsewhere in any o	f these ways?	Time Spent Or	iline (Weekday)		Time Spe	ent Online (Wee	kend)	
[MULTI]		6+ hrs	NET: 5+ Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6 hrs	NET: 5+ Hours
	% within column	102	380	291	785	622	492	1114
Weighted Base	N Count							
	Column Comparisons							
	% within column	106	388	281	777	619	489	1108
Unweighted Base	N Count							
	Column Comparisons							
	% within column	d	е	a	b	С	d	e
Column Names	N Count							
	Column Comparisons							
On a service and a service along the Station	% within column	64%	64%	45%↓	56%↓	66% ↑	69% ↑	67% 1
On a games console or games player (e.g. PlayStation	' N Count	66	243	132↓	440↓	408 ↑	339 ↑	747 1
ox or Nintendo Switch)	Column Comparisons		-		а	a b	a b	-
	% within column	68%	68% ↑	41%↓	56%↓	63%	71%↑	67% 1
On a mobile phone or smartphone	N Count	69	258 ↑	120↓	438↓	394	352 ↑	745 1
	Column Comparisons	а	-		а	a b	a b c	-
	% within column	33%	30%↓	36%	39% ↑	32%	34%	33%↓
On a tablet	N Count	34	112↓	106	303 ↑	201	165	366↓
	Column Comparisons		-					-
	% within column	25%	29%	24%	24%	28%	28%	28%
On a desktop computer, laptop, or netbook	N Count	26	109	70	187	171	138	310
	Column Comparisons		-					-
	% within column	17%	20% ↑	7%↓	10%↓	14%	18% ↑	16% 1
On a virtual reality gaming headset/device (e.g.	N Count	17	75↑	22↓	78↓	89	87 1	177 †
Oculus, Samsung Gear VR)	Column Comparisons	а	-			a b	a b	-
	% within column	20%1	17% ↑	10%	11%	12%	11%	11%
Through an app on a smart TV	N Count	201	65 ↑	29	87	72	55	127
	Column Comparisons	a b	-					-
Haine was able to should as 195- a sure of control of	% within column	11%1	11%†	5%	5%	7%	3%	5%
Using wearable technology like a smartwatch (such a an Apple Watch)	^S N Count	121	40 ↑	15	39	42	16	57
an Apple water)	Column Comparisons	a b	-			d		-

					BANNER			
				Spent Money			SM purchase	category
G1 - Now we have some questions about play games at home or elsewhere in any o [MULTI]		Bought somet- hing on either Social Media, or while gaming	Bought something on social media	Bought something while Gaming	Bought something from both	Not bought from either	Product	Activity
	% within column	1289	768	1125	604	926	429	153
Weighted Base	N Count							
	Column Comparisons							
	% within column	1296	800	1128	632	893	450	165
Unweighted Base	N Count							
	Column Comparisons							
	% within column	а	b	С	d	е	a	b
Column Names	N Count							
	Column Comparisons							
On a games console or games player (e.g. PlayStatio	% within column	65%↑	56%↓			53%↓	61% 🕇	62%
Xbox or Nintendo Switch)	N Count	838↑	432↓			492↓	261 ↑	95
,	Column Comparisons	е		b e	e	_	d	d
	% within column	64%↑	64% ↑			53%↓	71% 🕇	62%
On a mobile phone or smartphone	N Count	825 ↑	490 †	717		491↓	303↑	95
	Column Comparisons	е	е	е	e		b d	
	% within column	35%	36%	36%	38%	36%	39%	37%
On a tablet	N Count	451	277	401	227	331	169	56
	Column Comparisons							
	% within column	29% ↑	29%	31%		21%↓	29%	36%
On a desktop computer, laptop, or netbook	N Count	374 ↑	220	3451	↑ 190↑	198↓	126	55
	Column Comparisons	е	е	b e	е			
On a virtual reality gaming headset/device (e.g.	% within column	17%↑	20% 🕇			6%↓	19%	28% ↑
Oculus, Samsung Gear VR)	N Count	221 ↑	151 †	2071	137 †	56↓	80	43 ↑
Scaras, Samsang Scar Vily	Column Comparisons	е	е	е	е			
	% within column	14% ↑	18% †	15%		7%↓	18%	40% ↑
Through an app on a smart TV	N Count	183 †	140 †	1711	1281	61↓	78	61 †
	Column Comparisons	е	е	е	е			ас
Using wearable technology like a smartwatch (such a	% within column	8%↑	12% †	9%1	14%↑	1%↓	11%	20% ↑
an Apple Watch)	N Count	105↑	89 1	1031	† 87 †	7↓	45	31 ↑
an Apple Waterly	Column Comparisons	е	е	е	е			а

					BANNER			
G1 - Now we have some questions about g		SM purchase	category		Feelings about	: SM purchase		Gaming Meth- od
play games at home or elsewhere in any o [MULTI]	f these ways?	Subscription/ Upgrade	NET: Gift	Regret things I buy online	What I buy is good value	I spend more than I should	I like the feeling	Games console or games player
Weighted Base	% within column N Count	216	158	314	556	378	565	1330
weighteu base	Column Comparisons							
Unweighted Base	% within column N Count	226	171	329	585	402	596	1316
	Column Comparisons							
Column Names	% within column N Count Column Comparisons	С	d	а	b	С	d	а
On a games cancala or games player (e.g. BlayStation	0/ 1111 1	58%	50%	51%↓	58%	51%	56%	100%
a games console or games player (e.g. PlayStatio ox or Nintendo Switch)	' N Count Column Comparisons	125	78	161↓	321	194	319	1,330 † b c d
	% within column	66%	54%↓	55%	65% ↑	60%	64% †	60%
On a mobile phone or smartphone	N Count Column Comparisons	143 d	86 †	173	363↑	228	361 †	800
	% within column	a 36%	33%	34%	a 37%	35%	38%	34%
On a tablet	N Count Column Comparisons	79	52	106	206	132	214	449
On a desktop computer, laptop, or netbook	% within column N Count	33% 71	38% † 60 †		29% 161	32%1 1191		25% 326
on a desktop comparer, laptop, or network	Column Comparisons	,-	33.	03	101	d	101	323
On a virtual reality gaming headset/device (e.g.	% within column N Count	27% ↑ 59 ↑	36% ↑ 57 ↑		21% ↑ 115 ↑	23%1 851		
Oculus, Samsung Gear VR)	Column Comparisons		а					c d
Through an app on a smart TV	% within column N Count	21% 44	33% ↑ 52 ↑		19% ↑ 104 ↑	23%1 871		
	Column Comparisons		ас					
Using wearable technology like a smartwatch (such a an Apple Watch)	% within column S N Count	20% ↑ 43 ↑	26% ↑ 42 ↑		13% ↑ 73 ↑	17%1 651		
an Apple Wattiij	Column Comparisons	a	a	d		d		

					BANNER			
			Gaming M	lethod			Gaming Type	
G1 - Now we have some questions about g play games at home or elsewhere in any o [MULTI]		Desktop computer, laptop or netbook	Mobile phone or smartphone	Tablet	NET: Any Gaming	Puzzles or quizzes	Action/ adventure	Shooters
	% within column	572	1316	782	2140	650	731	547
Weighted Base	N Count Column Comparisons							
Unweighted Base	% within column N Count Column Comparisons	582	1317	774	2117	662	740	564
Column Names	% within column N Count Column Comparisons	b	С	d	е	a	b	С
		57%	61%	57%	62% †	52%↓	77%↑	81% †
On a games console or games player (e.g. PlayStation Xbox or Nintendo Switch)	N Count Column Comparisons	326	800 b d	449	1,330 🕇	338↓	Action/adventure 550 731 662 740 a b 2%↓ 77%† 338↓ 564† adfghikl 6%† 66%† 494† 482† j 4%† 43%† 289† 315† cdej 0% 31%† 295 226† 0%↓ 18%† 67↓ 135† a 4%† 17%† 94† 126† efj	443 1 a d f g h i k l
	% within column	64% 1		60%	61% †	76%↑		68% ↑
On a mobile phone or smartphone	N Count	366 1	1,316 †	471	1,316↑	494 †		374 ↑
	Column Comparisons % within column	32%	a b d 36%	100% ↑	37%↑	b c e f g j	420/ 🕈	32%↓
On a tablet	N Count	183	36% 471	782 †	782 †			175↓
On a tablet	Column Comparisons	103	b	a b c	7021	c d e j		1/5*
	% within column	100% 1		23%	27%↑	30%	=	35% ↑
On a desktop computer, laptop, or netbook	N Count	572 1		183	572 †	195		194 †
on a desktop compately laptopy of netbook	Column Comparisons	a c d	a d	100	-	133	220.	23
	% within column	20%1		13%	13%↑	10%↓	18% ↑	23% ↑
On a virtual reality gaming headset/device (e.g.	N Count	1121		100	277 †			124 †
Oculus, Samsung Gear VR)	Column Comparisons	c d	d		-			ajl
	% within column	13%	11%	15% ↑	11% ↑	14%↑	17%↑	17%↑
Through an app on a smart TV	N Count	76	149	118 †	244↑			91 ↑
	Column Comparisons			а	-			e f
	% within column	7%1	5%	5%	5%	6%	=	7% ↑
Using wearable technology like a smartwatch (such a	^S N Count	42 1	61	41	111	41	53↑	39 ↑
an Apple Watch)	Column Comparisons	ас			-		f	f

					BANNER			
C1. New we have some guestions shout	romina Dovev				Gaming Type			
G1 - Now we have some questions about a play games at home or elsewhere in any o [MULTI]		Playing against one other person	Playing against multiple people / teams		Playing in a virtual worlds	Simulation experience	Fitness and dance	Sports
	% within column	387	822	1151	557	248	278	728
Weighted Base	N Count Column Comparisons							
Unweighted Base	% within column N Count	395	802	1111	570	266	283	736
	Column Comparisons							
Column Names	% within column N Count Column Comparisons	d	е	Ť	g	h	I	j
		67%	81% †	67%↑	69% ↑	69%	71%↑	82% 🕇
a games console or games player (e.g. PlayStatio ox or Nintendo Switch)	¹ , N Count	259	664 1	772 †	385 †	171	196 ↑	595 ↑
XDOX OF NINTENDO SWITCH)	Column Comparisons	akl	abdfghikl	akl	akl	akl	akl	abdfghikl
	% within column	72% 1	65%	66% ↑	66% ↑	73% ↑	71% ↑	63%
On a mobile phone or smartphone	N Count	280 1	532	758 †	370 †	182 †	198 ↑	460
	Column Comparisons							
	% within column	37%	33%↓	44% ↑	46% ↑	45% ↑	49% ↑	33%
On a tablet	N Count	144	268↓	503 †	255 ↑	113 †	135 ↑	241
	Column Comparisons			c d e j	c d e j	c e	c d e j	
	% within column	37% 1	30% †	31% ↑	31% ↑	41% †	33% ↑	30%
On a desktop computer, laptop, or netbook	N Count	143 1	244	353 ↑	175 †	102 ↑	93 ↑	217
	Column Comparisons					1		
	% within column	21% 1	20% 🕇	15% †	19% ↑	26% ↑	21% 🕇	16% ↑
On a virtual reality gaming headset/device (e.g.	N Count	83 1	165 †	178 †	105 †	64 †	59 ↑	120 †
Oculus, Samsung Gear VR)	Column Comparisons	а	a f j l	a	а	a l	а	а
	% within column	23%1	12%	11%	18% ↑	22% ↑	22%↑	13%
Through an app on a smart TV	N Count	88 1	100	132	99 ↑	55 †	61 ↑	98
	Column Comparisons	a e f j			e f	e f j	e f j	
Hele a consequent to the selection of the second of the se	% within column	12% 1	5%	4%	7%	12% ↑	14%↑	8%1
Using wearable technology like a smartwatch (such a	^S N Count	45 1	44	49	39	30 †	39 ↑	57↑
an Apple Watch)	Column Comparisons	acefg			f	aefg	abcefg	e f

					BANNER			
G1 Now we have some questions about a	raming Do you		Gaming Type		Gaming Fre	quency	Gaming Purd	chase Type
G1 - Now we have some questions about g play games at home or elsewhere in any o [MULTI]		Interactive stories	Makeovers	NET: Playing against other people	NET: Daily	Weekly	NET: Character, skins, weapons, armour, tools	NET: Game expansion
Weighted Base	% within column N Count Column Comparisons	207	249	1027	1602	460	535	237
Unweighted Base	% within column N Count Column Comparisons	218	257	1009	1567	480	549	250
Column Names	% within column N Count Column Comparisons	k	I	m	a	b	a	b
On a games console or games player (e.g. PlayStation Xbox or Nintendo Switch)	% within column ' N Count Column Comparisons	60% 124 a	53%↓ 131↓	76% ↑ 776 ↑	63% 1,015	62% 287	71% 378 c e	70% 165
On a mobile phone or smartphone	% within column N Count Column Comparisons	72% ↑ 150 ↑	74% ↑ 183 ↑	66% ↑ 673 ↑	65% ↑ 1,034 ↑ b	52%↓ 240↓		64% 152
On a tablet	% within column N Count Column Comparisons	45% ↑ 94 ↑ cej	53% ↑ 131 ↑ cdej	33%↓ 341↓	38% 606	33% 154	36% 194	36% 85
On a desktop computer, laptop, or netbook	% within column N Count Column Comparisons	33% 69	27% 67	30%↑ 309↑	27% 429	27% 122	36% ↑ 191 ↑	40% ↑ 95 ↑
On a virtual reality gaming headset/device (e.g. Oculus, Samsung Gear VR)	% within column N Count Column Comparisons	25% ↑ 52 ↑ a l	16% 41 a	19% ↑ 193 ↑	15% ↑ 240 ↑ b	7%↓ 32↓		30% ↑ 71 ↑
Through an app on a smart TV	% within column N Count Column Comparisons	27%↑ 57↑ a e f j	21% ↑ 53 ↑ e f	14% ↑ 145 ↑	12% 196 b	8%↓ 37↓		28% ↑ 66 ↑ d
Using wearable technology like a smartwatch (such a an Apple Watch)	% within column S N Count	16% † 32 †	10% ↑ 25 ↑	6% 61	5% 86	5% 21	10% 55	16% ↑ 37 ↑
an Apple Watch)	Column Comparisons	abcefg	a f	-		21	33	d f

BANNER

Gaming Purchase Type

A standard

Feelings about Gaming Purchase

	11	Look bones,		, i starraara				
play games at home or elsewhere in any of	tnese ways?	packs/ chests/		version of the	I	Early access to		Regret things I
[MULTI]		bundles	In-game money	game	A subscription	a game	Battle Pass	buy online
	% within column	151	447	147	302	122	205	346
Weighted Base	N Count							
	Column Comparisons							
	% within column	158	428	154	320	133	211	356
Unweighted Base	N Count							
	Column Comparisons							
	% within column	С	d	е	f	g	h	а
Column Names	N Count							
	Column Comparisons							
On a service service and servi	% within column	66%	69%	63%	83% ↑	70%	75% ↑	54%
On a games console or games player (e.g. PlayStation, Xbox or Nintendo Switch)	N Count	99	307	92	250 ↑	86	154 ↑	188
Abox of Militeriao Switch)	Column Comparisons				abcdegh		е	
	% within column	64%	69% ↑	63%	67%	71%	65%	59%
On a mobile phone or smartphone	N Count	96	309↑	92	203	86	133	203
	Column Comparisons							

41%

62

39%**†**

23%

35

22%**†**

34**†**

59**†**

40%

180**†**

32%

141

20%

14%

63

90

40%

59

44% 1

24%

35

24%

36**†**

64**†**

32%

35%

104

26%

21%

62**†**

78**†**

95

44%

54

47%**†**

27%↑

27%**†**

33**†**

33**†**

57**†**

39%

80

38%

28%

21% 🕇

43**†**

58**†**

77**†**

Loot boxes/

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2018 (92%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

% within column

Column Comparisons % within column

Column Comparisons % within column

Column Comparisons % within column

Column Comparisons

N Count

N Count

N Count

N Count

G1 - Now we have some questions about gaming. Do you

On a tablet

On a desktop computer, laptop, or netbook

Oculus, Samsung Gear VR)

Through an app on a smart TV

On a virtual reality gaming headset/device (e.g.

Part 15 of 32

e

36%

123

30%

104

20%

71**†**

22%**†**

77**†**

				BANNER		
			Feeling	s about Gaming P	urchase	
G1 - Now we have some questions about g play games at home or elsewhere in any o [MULTI]		What I buy is	I spend more than I should	I like the feeling	It's unfair that people who spend more, get further in games	It's not always clear what I'm going to get for my money in games
	% within column	772	445	720	715	449
Weighted Base	N Count					
	Column Comparisons					
	% within column	777	454	734	710	459
Unweighted Base	N Count					
	Column Comparisons					
	% within column	b	С	d	е	f
Column Names	N Count					
	Column Comparisons					
On a service and	% within column	67% ↑	58%	68% ↑	66% 1	63%
On a games console or games player (e.g. PlayStation Xbox or Nintendo Switch)	' N Count	521 ↑	256	492 ↑	472 1	282
Abox of Militeriao Switch)	Column Comparisons	ас		ас	ас	ас
	% within column	63%↑	59%	62%	64% 1	62%
On a mobile phone or smartphone	N Count	489 ↑	264	448	456 1	276
	Column Comparisons					
	% within column	38%	35%	37%	36%	36%
On a tablet	N Count	292	157	269	259	162
	Column Comparisons					
	% within column	30% ↑	33%1	32% ↑	30% 1	32%1
On a desktop computer, laptop, or netbook	N Count	232 ↑	1481	230 ↑	217 †	1451
	Column Comparisons					
On a virtual reality gaming headset/device (e.g.	% within column	20% ↑			19% †	
Oculus, Samsung Gear VR)	N Count	152 ↑	971	143 †	139 1	951
country con vivy	Column Comparisons					
	% within column	17% ↑			15% 1	
Through an app on a smart TV	N Count	133↑	971	123 †	107 1	89 1
	Column Comparisons		е			е

G1 - Now we have some questions about				BANNER				
play games at home or elsewhere in any	of these ways?		Gender of child respondent			Age of child re	spondent	
[MULTI]	_	Total	otal Male Female 8-9 10-12 13-15				13-15	16-17
Helen was and he washing along the account washing for all	% within column	5%	5%	5%	5%	4%	7%	5%
Using wearable technology like a smartwatch (such an Apple Watch)	n as N Count	111	60	51	20	28	44	19
an Apple Watch)	Column Comparisons	-						
	% within column	3%	1%↓	6% ↑	4%	2%↓	4%	4%
No, I never play games in these ways	N Count	74	14↓	60 ↑	20	13↓	26	16
	Column Comparisons	-		а				
	% within column	97%	99% ↑	94%↓	96%	98% 🕇	96%	96%
NET: Any Gaming	N Count	2,140	1,130 †	1,010↓	422	677 †	656	385
	Column Comparisons	-	b					

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 17 of 32

G1 - Now we have some questions about	it gaming. Do you				BANNER			
play games at home or elsewhere in any	Age of child	Age of child respondent Age and gender of child respond						
[MULTI]		NET: 8-12 NET: 13-17 Male 8-9 Female 8-9 Male 10-12 Female 10-1				Female 10-12	Male 13-15	
Helman was and he has been been the account which force	% within column	4%	6%	4%	5%	3%↓	6%	9%↑
Using wearable technology like a smartwatch (suc	n as N Count	48	63	9	11	9↓	19	31 †
an Apple Watch)	Column Comparisons	-	-					С
	% within column	3%	4%	3%	6% ↑	2%	2%	0%↓
No, I never play games in these ways	N Count	32	42	6	14 ↑	5	7	2↓
	Column Comparisons	-	-		ceg			
	% within column	97%	96%	97%	94%↓	98%	98%	100%↑
NET: Any Gaming	N Count	1,099	1,041	215	207↓	353	324	339 ↑
	Column Comparisons	-	-	h		b f h	f h	b f h

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 18 of 32

		_		_	BANNER	_		_
G1 - Now we have some questions about				Age and a	gender of child re	spondent		
play games at home or elsewhere in any o	of these ways?					NET: Female 8-	NET: Male 13-	NET: Female 13
[MULTI]		Female 13-15	Male 16-17	Female 16-17	NET: Male 8-12	12	17	-17
Using was able to shool and like a support watch (such	% within column	4%	5%	4%	3%↓	5%	7% 1	4%
Using wearable technology like a smartwatch (such an Apple Watch)	N Count	13	10	9	18↓	30	42 1	22
an Apple Watch)	Column Comparisons				-	-	-	-
	% within column	7%↑	1%↓	8%1	2%	4%	1%↓	7%↑
No, I never play games in these ways	N Count	24 ↑	1↓	17 1	11	21	3↓	40 ↑
	Column Comparisons	c d e g		acdeg	-	-	-	-
	% within column	93%↓	99% ↑	92%↓	98%	96%	99% 1	93%↓
NET: Any Gaming	N Count	317↓	223 ↑	184↓	568	531	562 1	496↓
	Column Comparisons		b f h		-	-	-	-

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 19 of 32

					BANNER				
G1 - Now we have some questions about gaming. Do you play games at home or elsewhere in any of these ways?		Urban/	Urban/ Rural Working status						
							NET: Not work-		
[MULTI]		NET: Urban	Rural	Full time	Part time	Student	ing/ retired	AB	
Heire was related to shoot a sufficiency state (s	% within column	5%	3%	7%↑	3%	4%	1%↓	9% ↑	
Using wearable technology like a smartwatch (such an Apple Watch)	N Count	104	8	89 ↑	14	5	3↓	56 †	
an Apple Watch)	Column Comparisons			d				b d	
	% within column	3%	4%	3%	4%	1%	3%	3%	
No, I never play games in these ways	N Count	64	11	46	15	2	10	16	
	Column Comparisons								
	% within column	97%	96%	97%	96%	99%	97%	97%	
NET: Any Gaming	N Count	1,908	233	1,280	411	110	295	606	
	Column Comparisons								

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 20 of 32

G1 - Now we have some questions about	ıt gaming. Do you				BANNER			
play games at home or elsewhere in any	or elsewhere in any of these ways?			3 - Social grade			Financial wellbeing	
[MULTI]		C1 C2 DE NET: ABO				NET: C2DE	Doing well	Getting by
		3%↓	5%	3%↓	6%	4%	10% ↑	4%
Using wearable technology like a smartwatch (suc	n as N Count	15↓	25	16↓	70	41	39 ↑	52
an Apple Watch)	Column Comparisons				-	-	bс	
	% within column	4%	5%	3%	3%	4%	3%	3%
No, I never play games in these ways	N Count	21	23	15	37	37	12	37
	Column Comparisons				-	-		
	% within column	96%	95%	97%	97%	96%	97%	97%
NET: Any Gaming	N Count	559	464	511	1,165	975	383	1,108
	Column Comparisons				-	-		

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 21 of 32

					BANNER			
		Financial wellbeing	Ethr	nicity	Chile	d identified need	d/ impacting condit	ion
G1 - Now we have some questions about gaming. Do you play games at home or elsewhere in any of these ways?								NET: No
play games at nome or elsewhere in any o	of these ways?			NET: All other			NET: Identified id	dentified need/
[MULTI]		Struggling	White British	Ethnicities	Neurodiversity	Mental Health	need/ condition	condition
Hele and the second sec	% within column	3%↓	5%	4%	4%	4%	8% ↑	4%↓
Jsing wearable technology like a smartwatch (suc in Apple Watch)	N Count	20↓	88	20	7	5	40 †	68↓
an Apple water)	Column Comparisons						-	
	% within column	4%	3%	4%	2%	2%	1%↓	4%
No, I never play games in these ways	N Count	24	53	17	5	2	7↓	63
	Column Comparisons						-	
	% within column	96%	97%	96%	98%	98%	99% ↑	96%
NET: Any Gaming	N Count	628	1,677	431	189	106	467 †	1,646
	Column Comparisons						_	

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2018 (92%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 22 of 32

					BANNER			
		Disability/ Cond	ition in HH	Educational Health Care Plan (EHCP)		Benefits		Parental Controls
G1 - Now we have some questions about gaming. Do you play games at home or elsewhere in any of these ways?					Don't have an	NET: Household receives		NET: Has Parental
[MULTI]		NET: Yes	No	Has an EHCP	EHCP	Benefits	No Benefits	Controls
Using wearable technology like a smartwatch (such as	% within column	8%	5%	12%↑	5%↓	7%↑	4%↓	6%↑
	n as N Count	19	39	19 ↑	93↓	63 ↑	46↓	104 †
an Apple Watch)	Column Comparisons			b		b		b
	% within column	1%	4%	0%↓	4%↑	2%↓	4% ↑	3%
No, I never play games in these ways	N Count	3	33	1↓	74 ↑	20↓	52 ↑	56
	Column Comparisons		а		a		а	
	% within column	99%	96%	100%↑	96%↓	98% ↑	96%↓	97%
NET: Any Gaming	N Count	231	758	157 ↑	1,983↓	894 †	1,143↓	1,797
	Column Comparisons	b		b		b		

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2018 (92%)

					BANNER			
		Parental Controls	Р	arental Concer	rn	Time Spe	ent Online (Wee	kday)
G1 - Now we have some questions about gaming. Do you play games at home or elsewhere in any of these ways?				A little	NET: Moderately/			
[MULTI]		No Controls	Not Concerned	Concerned	Very Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs
Using wearable technology like a smartwatch (such	% within column	2%↓	2%↓	5%	10%↑	2%↓	6%	10%↑
	N Count	61	. 22↓	28	59 ↑	19↓	52	29 ↑
an Apple Watch)	Column Comparisons	2%↓ 2%↓ 5% 10%↑ 2%↓ 6% 6↓ 22↓ 28 59↑ 19↓ 52 a ab	a b					
	% within column	5%	5% ↑	2%	3%	4%	3%	2%
No, I never play games in these ways	N Count	16	47 ↑	11	15	34	27	7
	Column Comparisons		b					
	% within column	95%	95%↓	98%	97%	96%	97%	98%
NET: Any Gaming	N Count	321	998↓	538	586	839	912	271
	Column Comparisons			а				

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 24 of 32

G1 - Now we have some questions abou	ıt gaming. Do you				BANNER			
play games at home or elsewhere in an	Time Spent On	Fime Spent Online (Weekday) Time Spent Online (Weekend)						
[MULTI]		6+ hrs NET: 5+ Hours 0 - 2hrs 3 - 4hrs 5 - 6hrs Over 6 hrs				Over 6 hrs	NET: 5+ Hours	
Hele a consequent to the standard of the second control of the	% within column	11% 🕇	11%↑	5%	5%	7%	3%	5%
Using wearable technology like a smartwatch (suc an Apple Watch)	n as N Count	12 †	40 ↑	15	39	42	16	57
an Apple Watch)	Column Comparisons	a b	-			d		-
	% within column	2%	2%	6% ↑	3%	2%	3%	2%↓
No, I never play games in these ways	N Count	2	9	19 ↑	25	13	13	26↓
	Column Comparisons		-	c d				-
	% within column	98%	98%	94%↓	97%	98%	97%	98% ↑
NET: Any Gaming	N Count	99	371	272↓	760	609	479	1,088 †
	Column Comparisons		-			а	a	-

					BANNER			
				Spent Money			SM purchase	e category
G1 - Now we have some questions about gaming. Do you play games at home or elsewhere in any of these ways? [MULTI]		Bought somet- hing on either Social Media, or while gaming	Bought something on social media	Bought something while Gaming	Bought something from both	Not bought from either	Product	Activity
Using wearable technology like a smartwatch (such	% within column	8%↑	12%↑	9%1	14%↑	1%↓	11%	20%↑
	N Count	105↑	89 †	103 1	87 †	7↓	45	31 ↑
an Apple Watch)	Column Comparisons	е	е	e	е			a
	% within column	1%↓	2%↓	0%↓	0%↓	7%↑	2%	1%
No, I never play games in these ways	N Count	13↓	13↓	01	. 01	62 †	7	2
	Column Comparisons		С			a b c d		
	% within column	99% ↑	98% ↑	100% †	100% 🕇	93%↓	98%	99%
NET: Any Gaming	N Count	1,276 †	755↑	1,125 †	6041	864↓	422	151
	Column Comparisons	е	е	b e	е			

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 26 of 32

					BANNER			
G1 - Now we have some questions about gaming. Do you play games at home or elsewhere in any of these ways? [MULTI]		SM purchase	category		Feelings about	: SM purchase		Gaming Meth- od
		Subscription/ Upgrade	NET: Gift	Regret things I buy online	What I buy is good value	I spend more than I should	I like the feeling	Games console or games player
Helman and his tracking law than a surrection table found	% within column	20%↑	26% ↑	19% ↑	13%↑	17% †	12%1	4%
Using wearable technology like a smartwatch (such	N Count	43 ↑	42 ↑	60 †	73 †	65 1	65 1	56
an Apple Watch)	Column Comparisons	a	а	d		d		
	% within column	1%	1%	1%	1%↓	2%	2%	0%↓
No, I never play games in these ways	N Count	2	2	4	81	6	11	01
	Column Comparisons							-
	% within column	99%	99%	99%	99% ↑	98%	98%	100%↑
NET: Any Gaming	N Count	214	157	310	548 †	372	555	1,330 †
	Column Comparisons							-

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 27 of 32

					BANNER			
			Gaming M	lethod				
G1 - Now we have some questions about gaming. Do you play games at home or elsewhere in any of these ways? [MULTI]		Desktop computer, laptop or netbook	Mobile phone or smartphone	Tablet	NET: Any Gaming	Puzzles or quizzes	Action/ adventure	Shooters
-	% within column	7% 1	5%	5%	5%	6%	7%↑	7%↑
Using wearable technology like a smartwatch (such	n as N Count	42 1	61	41	111	41	53 †	39 †
an Apple Watch)	Column Comparisons	ас			-		f	f
	% within column	0%↓	0%↓	0%↓	0%↓	0%	0%	0%
No, I never play games in these ways	N Count	01	01	01	01	0	0	0
	Column Comparisons	-	-	-	-	-	-	-
	% within column	100% †	100%↑	100% †	100%↑	100%	100%	100%
NET: Any Gaming	N Count	572 †	1,316 †	782 †	2,140 †	650	731	547
	Column Comparisons	-	_	_	_	_	-	-

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 28 of 32

					BANNER			
C4. Navova hava sava svenski svenska st	i D				Gaming Type			
G1 - Now we have some questions about gaming. Do you play games at home or elsewhere in any of these ways? [MULTI]			Playing against multiple people / teams	Creative and building games	Playing in a virtual worlds	Simulation experience	Fitness and dance	Sports
	% within column	12% 🕇	5%	4%	7%	12%↑	14% ↑	8%↑
Using wearable technology like a smartwatch (such	as N Count	45↑	44	49	39	30 †	39 ↑	57 †
an Apple Watch)	Column Comparisons	acefg			f	aefg	abcefg	e f
	% within column	0%	0%	0%	0%	0%	0%	0%
No, I never play games in these ways	N Count	0	0	0	0	0	0	0
	Column Comparisons	-	-	-	-	-	-	-
	% within column	100%	100%	100%	100%	100%	100%	100%
NET: Any Gaming	N Count	387	822	1,151	557	248	278	728
	Column Comparisons	-	-	-	-	-	-	-

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 29 of 32

					BANNER			
C1 November of the control of the co			Gaming Type		Gaming Fr	equency	Gaming Purchase Type	
G1 - Now we have some questions about gaming. Do you play games at home or elsewhere in any of these ways? [MULTI]		Interactive stories	Makeovers	NET: Playing against other people	NET: Daily	Weekly	NET: Character, skins, weapons, armour, tools	NET: Game expansion
[MOZII]	% within column	16% 1	10% 🕇	6%	5%	5%	10%	16%↑
Using wearable technology like a smartwatch (such	as N Count	32 †	25↑	61	86	21	55	37 †
an Apple Watch)	Column Comparisons	abcefg	a f	-				d f
	% within column	0%	0%	0%	0%	0%	0%	0%
No, I never play games in these ways	N Count	0	0	0	0	0	0	0
	Column Comparisons	-	-	-	-	-	-	-
	% within column	100%	100%	100%	100%	100%	100%	100%
NET: Any Gaming	N Count	207	249	1,027	1,602	460	535	237
	Column Comparisons	-	-	-	-	-	-	-

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 30 of 32

BANNER

Gaming Purchase Type

A standard

Feelings about Gaming Purchase

G1 - Now we have some questions about gaming. Do you
play games at home or elsewhere in any of these ways?
[MULTI]

play games at home or elsewhere in any o	f these ways?	packs/ chests/		version of the		Early access to		Regret things I
[MULTI]		bundles	In-game money	game	A subscription	a game	Battle Pass	buy online
	% within column	18% †	8%	17%↑	9%	17%↑	13%↑	17% 🕇
Using wearable technology like a smartwatch (such a an Apple Watch)	N Count	28 †	36	25 ↑	27	21🕇	28 ↑	60↑
an Apple Watch)	Column Comparisons	a d f		d f		f		d e
	% within column	0%	0%	0%	0%	0%	0%	0%↓
No, I never play games in these ways	N Count	0	0	0	0	0	0	01
	Column Comparisons	-	-	-	-	-	-	-
	% within column	100%	100%	100%	100%	100%	100%	100% ↑
NET: Any Gaming	N Count	151	447	147	302	122	205	346 ↑
	Column Comparisons	-	-	-	-	-	-	-

Loot boxes/

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2018 (92%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 31 of 32

				BANNER		
			Feelings	about Gaming P	urchase	
G1 - Now we have some questions about g play games at home or elsewhere in any of [MULTI]	•	What I buy is	I spend more than I should	I like the feeling	It's unfair that people who spend more, get further in games	It's not always clear what I'm going to get for my money in games
	% within column	10% 🕇	16% †	10%1	10%↑	13%↑
Using wearable technology like a smartwatch (such as	N Count	79 ↑	71 †	72 ↑	71 †	58 †
an Apple Watch)	Column Comparisons		b d e			
	% within column	0%↓	0%↓	0%↓	0%↓	0%↓
No, I never play games in these ways	N Count	01	01	01	01	01
	Column Comparisons	-	-	-	-	-
	% within column	100%↑	100% †	100%↑	100%↑	100%↑
NET: Any Gaming	N Count	772 ↑	445 1	720 ↑	715 ↑	449 ↑
· -	Column Comparisons	_	_	-	-	-

				BANNE	R		
G2 - Which of the following types of games	s do you play?		Gender of child	respondent	Age o	of child respondent	
[MULTI]	_	Total	Male	Female	8-9	10-12	13-15
	% within column	2140	1130	1010	422	677	656
Weighted Base	N Count						
	Column Comparisons						
	% within column	2117	1080	1037	413	643	636
Unweighted Base	N Count						
	Column Comparisons						
	% within column	a	a	b	a	b	С
Column Names	N Count						
	Column Comparisons						
	% within column	54%	52%	56%	64% ↑	59% ↑	52%
Creative and building games (e.g. Roblox, Minecraft)	N Count	1,151	587	564	268 ↑	400 †	343
	Column Comparisons	-			c d	c d	d
	% within column	38%	48% ↑	28%↓	35%	35%	40%
Playing against multiple people/ teams (e.g. Fortnite,	N Count	822	540 †	282↓	149	239	264
Fall Guys, Among Us)	Column Comparisons	-	b				
	% within column	34%	39% ↑	29%↓	42% ↑	36%	29%↓
Action/adventure (Super Mario Odyssey, Legend of	N Count	731	441 †	289↓	179 †	241	193↓
Zelda: Breath of the Wild, Subway Surfer)	Column Comparisons	-	b		bcd	C	
	% within column	34%	50% ↑	17%↓	29%↓	32%	36%
Sports (e.g. FIFA, EA Sports FC, NBA, Rocket League)	N Count	728	560 †	168↓	121↓	218	239
oporto (e.g. r ii r ij z r oporto r oj r oz r ij r ocket zedgac)	Column Comparisons	-	b	200 *	1211	210	a
	% within column	30%	20%↓	42% ↑	31%	27%	32%
Puzzles or quizzes (e.g. Trivia 360, Sudoku, Candy	N Count	650	227↓	423 †	132	186	212
Crush)	Column Comparisons	-	22, 4	a	102	100	
	% within column	26%	19%↓	33% ↑	32% ↑	27%	24%
Playing in a virtual world (e.g. Animal Crossing, World	N Count	557	220↓	337 †	134 †	185	157
of Warcraft, Sims)	Column Comparisons	-	220♥	a 3371	c d	103	137
	% within column	26%	36% ↑	14%↓	16%↓	22%↓	31% †
Shooters (e.g. Star Wars: Battlefront, Call of Duty)	N Count	547	409 †	138↓	10% ↓	149↓	204 †
Shooters (e.g. star wars. battlefront, Can of Duty)	Column Comparisons	-	b	130◆	07♥		a b
	% within column	18%	19%	17%	16%	a 18%	a b 20%
Playing against one other person (e.g. Words with	N Count	387	211	17%	68	122	131
Friends, Online chess)		38/	211	1/0	δδ	122	151
	Column Comparisons	-					

				BANN	IER		
G2 - Which of the following types of games	s do you play?	Age	of child respondent	t	Age and g	gender of child respo	ondent
[MULTI]	_	16-17	NET: 8-12	NET: 13-17	Male 8-9	Female 8-9	Male 10-12
	% within column	385	1099	1041	215	207	353
Weighted Base	N Count						
	Column Comparisons						
	% within column	425	1056	1061	211	202	326
Unweighted Base	N Count						
	Column Comparisons						
	% within column	d	е	f	a	b	С
Column Names	N Count						
	Column Comparisons						
	% within column	36%↓	61% †	46%↓	60%	67% ↑	60%↑
Creative and building games (e.g. Roblox, Minecraft)	N Count	140↓	668 †	483↓	130	138 ↑	212 ↑
30	Column Comparisons		_	-	g h	e f g h	g h
	% within column	44% ↑	35%↓	42% ↑	44%	26%↓	46% ↑
Playing against multiple people/ teams (e.g. Fortnite,	N Count	170 ↑	388↓	434↑	96	54↓	161 †
Fall Guys, Among Us)	Column Comparisons	a b	-	-	bdf		bdfh
	% within column	31%	38% ↑	30%↓	50% ↑	34%	39%
Action/adventure (Super Mario Odyssey, Legend of	N Count	119	419 ↑	311↓	109 ↑	70	138
Zelda: Breath of the Wild, Subway Surfer)	Column Comparisons		-	-	bcdefgh		f h
	% within column	39%	31%↓	37% ↑	44%↑	13%↓	45% ↑
Sports (e.g. FIFA, EA Sports FC, NBA, Rocket League)	N Count	149	340↓	388↑	941	27↓	160 †
oper to (e.g , oper to . o, , contet _ cagac,	Column Comparisons	a	-	-	b d f h		b d f h
	% within column	31%	29%	32%	24%	39% ↑	19%↓
Puzzles or quizzes (e.g. Trivia 360, Sudoku, Candy	N Count	121	318	332	51	81†	68\$
Crush)	Column Comparisons		-	-	71	aceg	001
	% within column	21%↓	29% ↑	23%↓	26%	37%↑	20%↓
Playing in a virtual world (e.g. Animal Crossing, World	N Count	82 ↓	318 †	239↓	57	77 †	70↓
of Warcraft, Sims)	Column Comparisons	02 .	- 3101	255 🗸	g	ceg	704
	% within column	33% ↑	20%↓	32%↑	ء 21%	11%↓	33% ↑
Shooters (e.g. Star Wars: Battlefront, Call of Duty)	N Count	127 †	216↓	331†	45	22↓	117 ↑
Shooters (e.g. Star Wars. Dattierront, Can or Duty)	Column Comparisons	a b	210\$	2311	b d	∠∠♥	a b d f h
	% within column	a b 17%	- 17%	19%	17%	15%	18%
Playing against one other person (e.g. Words with	N Count	65	17%	19%	37	31	
Friends, Online chess)		05	190	197	37	31	64
,	Column Comparisons		-	-			

				BANN	NER .		
G2 - Which of the following types of game	s do you play?			Age and gender of	child respondent		
[MULTI]		Female 10-12	Male 13-15	Female 13-15	Male 16-17	Female 16-17	NET: Male 8-12
-	% within column	324	339	317	223	184	568
Weighted Base	N Count						
_	Column Comparisons						
	% within column	317	322	314	221	233	537
Unweighted Base	N Count						
	Column Comparisons						
	% within column	d	e	f	g	h	i
Column Names	N Count				_		
	Column Comparisons						
	% within column	58%	52%	53%	31%↓	45%↓	60%↑
Creative and building games (e.g. Roblox, Minecraft)	N Count	187	175	168	69↓	83↓	343 ↑
	Column Comparisons	g h	g	g		g	-
	% within column	24%↓	50% ↑	30%↓	51% ↑	34%	45% ↑
Playing against multiple people/ teams (e.g. Fortnite, Fall Guys, Among Us)	N Count	78↓	170 ↑	94↓	113 ↑	63	256↑
	Column Comparisons		bdfh		bdfh	d	-
	% within column	32%	34%	25%↓	36%	25%↓	43%↑
Action/adventure (Super Mario Odyssey, Legend of	N Count	102	114	78↓	80	46↓	247 ↑
Zelda: Breath of the Wild, Subway Surfer)	Column Comparisons		f		f h		-
	% within column	18%↓	56% ↑	16%↓	52% ↑	21%↓	45% ↑
Sports (e.g. FIFA, EA Sports FC, NBA, Rocket League)	N Count	58↓	189 ↑	50↓	1161	39↓	254 ↑
	Column Comparisons		a b c d f h		bdfh		-
	% within column	36% ↑	20%↓	45% ↑	18%↓	47%↑	21%↓
Puzzles or quizzes (e.g. Trivia 360, Sudoku, Candy	N Count	118↑	68↓	144 †	40↓	87 †	119↓
Crush)	Column Comparisons	aceg		acdeg		acdeg	-
	% within column	36%↑	18%↓	30%	14%↓	30%	22%
Playing in a virtual world (e.g. Animal Crossing, World	N Count	115↑	62↓	95	31↓	56	126
of Warcraft, Sims)	Column Comparisons	c e g		c e g		c e g	-
	% within column	10%↓	46% ↑	16%↓	41% ↑	22%	29%
Shooters (e.g. Star Wars: Battlefront, Call of Duty)	N Count	32↓	155↑	49↓	921	40	162
, , , , , , , , , , , , , , , , , , , ,	Column Comparisons		a b c d f h	d	a b d f h	b d	-
	% within column	18%	20%	20%	19%	16%	18%
Playing against one other person (e.g. Words with	N Count	58	69	62	41	29	101
Friends, Online chess)	Column Comparisons					-	-

				BANN	IER		
G2 - Which of the following types of game	s do you play?	Age and	gender of child res	spondent	Urban/ R	ural	Working status
[MULTI]		NET: Female 8-12	NET: Male 13-17	NET: Female 13-17	NET: Urban	Rural	Full time
	% within column	531	562	496	1908	233	1280
Weighted Base	N Count						
	Column Comparisons						
	% within column	519	543	540	1876	241	1327
Unweighted Base	N Count						
	Column Comparisons						
	% within column	j	k	1	a	b	a
Column Names	N Count						
	Column Comparisons						
	% within column	61% †	43%	50%	53%	59%	49%↓
Creative and building games (e.g. Roblox, Minecraft)	N Count	325 †	244	247	1,013	138	629↓
(-10	Column Comparisons	-	-	-	•		
	% within column	25%↓	50%1	31%↓	38%	44%	38%
Playing against multiple people/ teams (e.g. Fortnite,	N Count	132↓	2841	156↓	720	102	483
Fall Guys, Among Us)	Column Comparisons	-	-	-			
	% within column	33%	35%	25%↓	35% ↑	24%↓	38%↑
Action/adventure (Super Mario Odyssey, Legend of	N Count	173	195	124↓	674 †	57↓	491 ↑
Zelda: Breath of the Wild, Subway Surfer)	Column Comparisons	-	-	-	b		b d
	% within column	16%↓	54%1	18%↓	35%	29%	38%↑
Sports (e.g. FIFA, EA Sports FC, NBA, Rocket League)	N Count	85↓			660	68	490↑
	Column Comparisons	-	-	-			b d
	% within column	37% ↑	19%	46% ↑	31%	27%	31%
Puzzles or quizzes (e.g. Trivia 360, Sudoku, Candy	N Count	198 †			586	64	402
Crush)	Column Comparisons	-	-	-		-	
	% within column	36% ↑	17%	30%↑	26%	23%	27%
Playing in a virtual world (e.g. Animal Crossing, World	N Count	192 †			503	54	343
of Warcraft, Sims)	Column Comparisons	-	-	-			0.0
	% within column	10%↓	44%1	18%↓	26%	22%	30%↑
Shooters (e.g. Star Wars: Battlefront, Call of Duty)	N Count	54 ↓			496	51	378 †
one of the state o	Column Comparisons	-	-	-	.55	31	b d
	% within column	17%	20%	18%	19%	13%	21%↑
Playing against one other person (e.g. Words with	N Count	89	110	91	356	31	271 †
Friends, Online chess)	Column Comparisons	-	-	-	b	31	b d

				BANNE	R		
			Working status		D3	3 - Social grade	
G2 - Which of the following types of game	s do you play?		N	ET: Not working/			
[MULTI]		Part time	Student	retired	AB	C1	C2
	% within column	411	110	295	606	559	464
Weighted Base	N Count						
	Column Comparisons						
	% within column	368	111	272	858	464	338
Unweighted Base	N Count						
	Column Comparisons						
	% within column	b	С	d	a	b	С
Column Names	N Count						
	Column Comparisons						
	% within column	63% ↑	45%	62% ↑	49%↓	57%	55%
Creative and building games (e.g. Roblox, Minecraft)	N Count	257 ↑	49	184 ↑	297↓	319	255
	Column Comparisons	ас		ас		а	
	% within column	40%	42%	37%	36%	39%	42%
Playing against multiple people/ teams (e.g. Fortnite, Fall Guys, Among Us)	N Count	165	47	108	220	217	197
Tall Guys, Altiong Osy	Column Comparisons						
Action/adventure (Super Mario Odyssey, Legend of	% within column	26%↓	31%	29%	41% ↑	31%	32%
Zelda: Breath of the Wild, Subway Surfer)	N Count	108↓	34	86	252 ↑	174	150
Zeida. Breath of the Wild, Subway Surrery	Column Comparisons				b c d		
	% within column	31%	34%	22%↓	42% ↑	35%	29%
Sports (e.g. FIFA, EA Sports FC, NBA, Rocket League)	N Count	127	37	65↓	256 ↑	196	133
	Column Comparisons	d	d		b c d	d	
Puzzles or quizzes (e.g. Trivia 360, Sudoku, Candy	% within column	27%	33%	30%	34% ↑	32%	29%
Crush)	N Count	110	36	88	206 ↑	177	134
Crusily	Column Comparisons				d		
Playing in a virtual world (o.g. Animal Crossing, World	% within column	25%	29%	23%	31% ↑	22%↓	26%
Playing in a virtual world (e.g. Animal Crossing, World of Warcraft, Sims)	N Count	105	32	69	190 ↑	122↓	121
or wardar, Jilisj	Column Comparisons				b d		
	% within column	18%↓	27%	20%↓	33% ↑	22%	21%
Shooters (e.g. Star Wars: Battlefront, Call of Duty)	N Count	75↓	30	58↓	201 ↑	124	96
	Column Comparisons				b c d		

				BANN	ER		
G2 - Which of the following types of game	s do you play?		D3 - Social grade		F	inancial wellbeing	
[MULTI]	_	DE	NET: ABC1	NET: C2DE	Doing well	Getting by	Struggling
	% within column	511	1165	975	383	1108	628
Weighted Base	N Count						
	Column Comparisons						
	% within column	457	1322	795	436	1079	584
Jnweighted Base	N Count						
	Column Comparisons						
	% within column	d	е	f	a	b	С
Column Names	N Count						
	Column Comparisons						
	% within column	55%	53%	55%	46%↓	55%	58%
Creative and building games (e.g. Roblox, Minecraft)	N Count	281	615	535	175↓	604	365
	Column Comparisons		-	-		а	а
	% within column	37%	38%	39%	37%	39%	39%
Playing against multiple people/ teams (e.g. Fortnite,	N Count	188	437	385	141	430	246
Fall Guys, Among Us)	Column Comparisons		-	-			
	% within column	30%	37%↑	31%↓	41% ↑	36%	28%
Action/adventure (Super Mario Odyssey, Legend of	N Count	155	426 †	305↓	159 ↑	395	176
Zelda: Breath of the Wild, Subway Surfer)	Column Comparisons		-	-	bс	С	
	% within column	28%↓	39% ↑	28%↓	42% ↑	34%	31%
Sports (e.g. FIFA, EA Sports FC, NBA, Rocket League)	N Count	144↓	452 ↑	277↓	160 †	371	192
,, ,,	Column Comparisons		-	-	bс		
	% within column	26%↓	33%↑	27%↓	35% ↑	30%	29%
Puzzles or quizzes (e.g. Trivia 360, Sudoku, Candy	N Count	133↓	383↑	267↓	135↑	331	180
Crush)	Column Comparisons		-	-			
	% within column	24%	27%	25%	28%	27%	24%
Playing in a virtual world (e.g. Animal Crossing, World	N Count	125	312	245	108	295	151
of Warcraft, Sims)	Column Comparisons	-	<u>-</u>	-		, ,	
	% within column	24%	28% ↑	23%↓	32% ↑	24%	24%
Shooters (e.g. Star Wars: Battlefront, Call of Duty)	N Count	125	325 †	222↓	121 †	270	152
and the star trains buttle to the butty	Column Comparisons	123			b c	270	132

				BANI	NER		
		Ethnic	ity	Cł	nild identified need,	/ impacting conditio	n
G2 - Which of the following types of game	s do you play?		NET: All other			NET: Identified	NET: No identified
[MULTI]		White British	Ethnicities	Neurodiversity	Mental Health	need/ condition	need/ condition
	% within column	1677	431	189	106	467	1646
Weighted Base	N Count						
	Column Comparisons						
	% within column	1648	435	177	107	450	1638
Unweighted Base	N Count						
	Column Comparisons						
	% within column	а	b	а	b	С	d
Column Names	N Count						
	Column Comparisons						
	% within column	54%	53%	71%↑	64%	58%	52%
Creative and building games (e.g. Roblox, Minecraft)	N Count	904	228	133 ↑	68	271	863
	Column Comparisons			d	d	-	
	% within column	41% ↑	31%↓	44%	46%	43%	37%
Playing against multiple people/ teams (e.g. Fortnite,	N Count	681 †	133↓	83	49	199	616
Fall Guys, Among Us)	Column Comparisons	b				-	
	% within column	33%	39% ↑	34%	28%	32%	35%
Action/adventure (Super Mario Odyssey, Legend of	N Count	556	169 ↑	65	30	148	578
Zelda: Breath of the Wild, Subway Surfer)	Column Comparisons		а			-	
	% within column	34%	35%	22%↓	27%	25%↓	37%1
Sports (e.g. FIFA, EA Sports FC, NBA, Rocket League)	N Count	568	152	42↓	29	118↓	6031
	Column Comparisons					-	а
Durales as suizas /e a Tri is 200 Sudeliu Cond.	% within column	28%↓	40% ↑	25%	37%	26%	32%1
Puzzles or quizzes (e.g. Trivia 360, Sudoku, Candy Crush)	N Count	473↓	171 †	48	39	122	5231
Crusii)	Column Comparisons		а			-	
Playing in a virtual world (e.g. Animal Crossing, World of Warcraft, Sims)	% within column	27%	22%	30%	42% ↑	31% †	25%
	N Count	457	96	56	45 ↑	145 †	407
or ward art, sillisj	Column Comparisons	b			a d	-	
	% within column	26%	26%	22%	27%	26%	25%
Shooters (e.g. Star Wars: Battlefront, Call of Duty)	N Count	429	114	42	29	123	420
	Column Comparisons					-	

				BANN	NER		
		Disability/ Condit	tion in HH	Educational Health	Care Plan (EHCP)	Bene	fits
G2 - Which of the following types of game [MULTI]	s do you play?	NET: Yes	No	Has an EHCP	Don't have an EHCP	NET: Household receives Benefits	No Benefits
-	% within column	231	758	157	1983	894	1143
Weighted Base	N Count Column Comparisons						
	% within column	234	774	153	1964	854	1166
Unweighted Base	N Count						
	Column Comparisons						
	% within column	a	b	a	b	a	b
Column Names	N Count						
	Column Comparisons						
	% within column	53%	45%	62%	53%	55%	54%
Creative and building games (e.g. Roblox, Minecraft)	N Count	122	344	97	1,053	488	612
cative and bunding games (e.g. nobiox, willectall	Column Comparisons	b		b			
and a second model in the second of the seco	% within column	46%	41%	39%	38%	39%	38%
Playing against multiple people/ teams (e.g. Fortnite,	N Count	107	309	62	761	350	433
Fall Guys, Among Us)	Column Comparisons						
	% within column	24%↓	33% ↑	39%	34%	32%	36%
Action/adventure (Super Mario Odyssey, Legend of	N Count	55↓	250 ↑	61	670	288	406
Zelda: Breath of the Wild, Subway Surfer)	Column Comparisons		а				
	% within column	28%↓	40% ↑	29%	34%	31%↓	36%1
Sports (e.g. FIFA, EA Sports FC, NBA, Rocket League)	N Count	64↓	307 †	46	682	276↓	4161
	Column Comparisons		а				a
Duralis and military (s. p. Tribita 200 Contains Contains	% within column	32%	32%	29%	30%	30%	30%
Puzzles or quizzes (e.g. Trivia 360, Sudoku, Candy	N Count	73	244	45	605	272	345
Crush)	Column Comparisons						
Planta di ancienti di una del de la Antiera I Conseila a Manda	% within column	29%	22%	37% ↑	25%↓	28%	26%
Playing in a virtual world (e.g. Animal Crossing, World of Warrenaft Sime)	N Count	67	169	58 ↑	499↓	249	298
of Warcraft, Sims)	Column Comparisons	b		b			
	% within column	34%	32%	30%	25%	26%	25%
Shooters (e.g. Star Wars: Battlefront, Call of Duty)	N Count	78	245	47	500	236	284
	Column Comparisons						

				BAN	INER		_
		Parental (Controls		Parental Concern		Time Spent Online (Weekday)
G2 - Which of the following types of games	s do you play?	NET: Has Parental				NET: Moderately/	
[MULTI]		Controls	No Controls	Not Concerned	A little Concerned	Very Concerned	0 - 2hrs
	% within column	1797	321	998	538	586	839
Weighted Base	N Count						
	Column Comparisons						
	% within column	1775	322	960	544	596	820
Unweighted Base	N Count						
	Column Comparisons						
	% within column	a	b	a	b	С	a
Column Names	N Count						
	Column Comparisons						
	% within column	54%	52%	60% †	53%	45%	52%
Creative and building games (e.g. Roblox, Minecraft)	N Count	975	168	596 †	284	262	439
(0.6	Column Comparisons			b c	С		
Distinct and thinks are all the same to a Fortille	% within column	39%	37%	41%	39%	35%	28%↓
Playing against multiple people/ teams (e.g. Fortnite, Fall Guys, Among Us)	N Count	696	119	405	209	204	233↓
rail duys, Alliong os)	Column Comparisons						
Antique / a descriptions (Company Marcia Orders and 15	% within column	35%	29%	32%	35%	38%	33%
Action/adventure (Super Mario Odyssey, Legend of Zelda: Breath of the Wild, Subway Surfer)	N Count	631	94	315	188	221	281
Zelua. Breath of the whu, Subway Surfer)	Column Comparisons					a	
	% within column	34%	33%	31%↓	35%	38% 1	32%
Sports (e.g. FIFA, EA Sports FC, NBA, Rocket League)	N Count	618	105	312↓	189	224 1	268
	Column Comparisons					a	
Purelan an anima (a a Tricia 200 Cadalar Canda	% within column	31%	30%	29%	28%	36% 1	32%
Puzzles or quizzes (e.g. Trivia 360, Sudoku, Candy	N Count	549	97	287	148	208 1	271
Crush)	Column Comparisons					a b	
Plantage to a victoral consult (a.g. Antique) Consultage Mandal	% within column	27%	24%	26%	27%	26%	26%
Playing in a virtual world (e.g. Animal Crossing, World	N Count	478	77	255	146	153	215
of Warcraft, Sims)	Column Comparisons						
	% within column	25%	26%	22%↓	27%	30% 1	18%↓
Shooters (e.g. Star Wars: Battlefront, Call of Duty)	N Count	458	84	221↓	146	177 1	150↓
	Column Comparisons					a	

				BANI	NER		
G2 - Which of the following types of games	do you play?		Time Spent Onlin	e (Weekday)		Time Spent Onlin	e (Weekend)
[MULTI]	_	3 - 4hrs	5 - 6hrs	6+ hrs	NET: 5+ Hours	0 - 2hrs	3 - 4hrs
Weighted Base	% within column N Count Column Comparisons	912	271	99	371	272	760
Unweighted Base	% within column N Count Column Comparisons	900	276	103	379	262	753
Column Names	% within column N Count Column Comparisons	b	С	d	е	а	b
Creative and building games (e.g. Roblox, Minecraft)	% within column N Count Column Comparisons	55% 498	57% 154	49% 49	55% 202 -	41%↓ 111↓	51% 388 a
Playing against multiple people/ teams (e.g. Fortnite, Fall Guys, Among Us)	% within column N Count Column Comparisons	45% ↑ 412 ↑ a	45% 122 a	51% ↑ 51 ↑ a	47% ↑ 173 ↑	23%↓ 62↓	31%- 234- a
Action/adventure (Super Mario Odyssey, Legend of Zelda: Breath of the Wild, Subway Surfer)	% within column N Count Column Comparisons	34% 306	36% 98	42% 42	38% 140	31% 86	33% 248
Sports (e.g. FIFA, EA Sports FC, NBA, Rocket League)	% within column N Count Column Comparisons	35% 320	37% 100	38% 38	37% 138	27%↓ 74↓	35% 267
Puzzles or quizzes (e.g. Trivia 360, Sudoku, Candy Crush)	% within column N Count Column Comparisons	28% 257	30% 81	36% 36	32% 117	34% 92	31% 237
Playing in a virtual world (e.g. Animal Crossing, World of Warcraft, Sims)	% within column	26% 233	30% 82	25% 24	29% 107	20% 55	29% 217
Shooters (e.g. Star Wars: Battlefront, Call of Duty)	% within column N Count Column Comparisons	30% ↑ 270 ↑ a	31% 83 a	42% ↑ 42 ↑ a b	34% ↑ 125 ↑	16%↓ 44↓	22% 167

				BAN	NER		
	_	Time S	pent Online (Weeke	end)		Spent Money	
G2 - Which of the following types of games [MULTI]	s do you play?	5 - 6hrs	Over 6 hrs	NET: 5+ Hours	Bought something on either Social Media, or while gaming		Bought something while Gaming
[MOETI]	% within column	609	479	1088	1276	755	1125
Weighted Base	N Count Column Comparisons	003	473	1086	1270	733	1123
Unweighted Base	% within column N Count Column Comparisons	606	477	1083	1283	787	1128
Column Names	% within column N Count Column Comparisons	С	d	е	а	b	С
	% within column	58% ↑	60% †	59% †	53%	48%↓	53%
Creative and building games (e.g. Roblox, Minecraft)	N Count Column Comparisons	353 ↑ a b	287 †	640 ↑	677	363↓	
Playing against multiple people/ teams (e.g. Fortnite, Fall Guys, Among Us)	% within column N Count	43% ↑ 260 ↑	54% ↑ 261 ↑	48% ↑ 522 ↑	45% 1 573 1		48% ↑ 537 ↑
	Column Comparisons % within column	a b 36%	a b c 35%	- 36%	e 37% 1	e 37%	b e 39% ↑
Action/adventure (Super Mario Odyssey, Legend of Zelda: Breath of the Wild, Subway Surfer)	N Count Column Comparisons	220	170	390	472 1		439 ↑ b e
Sports (e.g. FIFA, EA Sports FC, NBA, Rocket League)	% within column N Count	36% 218	35% 168	35% 386	38% 1 483 1	35%	40% ↑ 451 ↑
sports (e.g. 1117), Erroports Fe, North Hocket League,	Column Comparisons			-	e	e	b e
Puzzles or quizzes (e.g. Trivia 360, Sudoku, Candy Crush)	% within column N Count Column Comparisons	28% 171	31% 147	29% 318	29% 365	35% ↑ 265 ↑	
Playing in a virtual world (e.g. Animal Crossing, World	% within column	26% 157	26% 126	- 26% 283	29% 1 364 1		
of Warcraft, Sims)	Column Comparisons			-	e	e	е
Shooters (e.g. Star Wars: Battlefront, Call of Duty)	% within column N Count	28% 172	34% ↑ 161 ↑	31% † 333 †	32% 1 408 1		383↑
	Column Comparisons	a b	a b	-	е	е	b e

				BANN	ER		
		Spent I	Money		SM purchase	category	
G2 - Which of the following types of game	s do you play?	Bought something	Not bought from		·	Subscription/	
[MULTI]		from both	either	Product	Activity	Upgrade	NET: Gift
	% within column	604	864	422	151	214	157
Weighted Base	N Count						
	Column Comparisons						
	% within column	632	834	443	163	224	169
Unweighted Base	N Count						
	Column Comparisons						
	% within column	d	е	а	b	С	d
Column Names	N Count						
	Column Comparisons						
	% within column	47%↓	55%	54%↑	40%	45%	40%
Creative and building games (e.g. Roblox, Minecraft)	N Count	286↓	473	230🕇	61	97	63
	Column Comparisons		b d	b c d			
	% within column	42%	29%↓	39%	37%	44%	40%
Playing against multiple people/ teams (e.g. Fortnite,	N Count	252	249↓	164	55	94	63
Fall Guys, Among Us)	Column Comparisons	е					
	% within column	40% ↑	30%↓	35%	51% ↑	41%	44%
Action/adventure (Super Mario Odyssey, Legend of	N Count	243 ↑	259↓	149	76↑	88	68
Zelda: Breath of the Wild, Subway Surfer)	Column Comparisons	е			а		
	% within column	38% ↑	28%↓	37%	43% ↑	43% ↑	41%
Sports (e.g. FIFA, EA Sports FC, NBA, Rocket League)	N Count	232 ↑	245↓	158	65 ↑	93 †	65
	Column Comparisons	е					
	% within column	34% ↑	33%	40% ↑	41%	35%	37%
Puzzles or quizzes (e.g. Trivia 360, Sudoku, Candy	N Count	207 ↑	285	167 †	62	74	58
Crush)	Column Comparisons		С				
	% within column	32% ↑	22%↓	31%	33%	37% ↑	43%
Playing in a virtual world (e.g. Animal Crossing, World	N Count	196 ↑	193↓	130	49	7 9 ↑	68
of Warcraft, Sims)	Column Comparisons	е					
	% within column	34%↑	16%↓	32%	39%↑	35%	39%
Shooters (e.g. Star Wars: Battlefront, Call of Duty)	N Count	205 ↑	139↓	136	59 ↑	74	61
,,	Column Comparisons	e					

				BAN	NER		
			Feelings abou	t SM purchase		Gaming	Method
G2 - Which of the following types of game	s do you play?	Regret things I buy V	Vhat I buy is good	I spend more than		Games console or	Desktop computer
[MULTI]		online	value	I should	I like the feeling	games player	laptop or netbook
	% within column	310	548	372	555	1330	572
Weighted Base	N Count						
	Column Comparisons						
	% within column	325	578	396	585	1316	582
Unweighted Base	N Count						
	Column Comparisons						
	% within column	a	b	С	d	а	b
Column Names	N Count						
	Column Comparisons						
	% within column	38%↓	48%↓	42%↓	48%↓	58%1	62%
Creative and building games (e.g. Roblox, Minecraft)	N Count	117↓	262↓	155↓	265↓	7721	353
	Column Comparisons						
	% within column	36%	39%	36%	38%	50%1	43%
Playing against multiple people/ teams (e.g. Fortnite,	N Count	113	215	133	209	6641	244
Fall Guys, Among Us)	Column Comparisons					b c d	d
	% within column	38%	37%	39% ↑	38%	42%1	
Action/adventure (Super Mario Odyssey, Legend of	N Count	117	204	147 ↑	210	5641	
Zelda: Breath of the Wild, Subway Surfer)	Column Comparisons					b c d	
	% within column	35%	37%	36%	36%	45%1	38%
Sports (e.g. FIFA, EA Sports FC, NBA, Rocket League)	N Count	108	204	133	202	5951	
	Column Comparisons					b c d	d
	% within column	35%	37%↑	34%	37%↑	25%	
Puzzles or quizzes (e.g. Trivia 360, Sudoku, Candy	N Count	107	205↑		207 †		
Crush)	Column Comparisons						а
	% within column	32% ↑	33%↑	34% ↑	32%↑	29%1	
Playing in a virtual world (e.g. Animal Crossing, World	N Count	99 †	178 †		178 †	3851	
of Warcraft, Sims)	Column Comparisons						
	% within column	29%	33%↑	32% ↑	31% ↑	33%1	34%
Shooters (e.g. Star Wars: Battlefront, Call of Duty)	N Count	90	178 †		172 †	4431	
, 3	Column Comparisons					b c d	d

				BAN	INER		
		G	Saming Method			Gaming Type	
G2 - Which of the following types of game [MULTI]	s do you play?	Mobile phone or smartphone	Tablet	NET: Any Gaming	Puzzles or quizzes	Action/ adventure	Shooters
	% within column	1316	782	2140	650	731	547
Weighted Base	N Count						
	Column Comparisons						
	% within column	1317	774	2117	662	740	564
Unweighted Base	N Count						
	Column Comparisons						
	% within column	С	d	e	a	b	С
Column Names	N Count						
	Column Comparisons						
	% within column	58% ↑	64% ↑	54%	50%↓	57%	49%↓
Creative and building games (e.g. Roblox, Minecraft)	N Count	758 ↑	503 †	1,151	324↓	417	267
	Column Comparisons			-		a c d j	
District and instructions are also because to a Fortwite	% within column	40%	34%↓	38%	30%↓	42%	55% 1
Playing against multiple people/ teams (e.g. Fortnite, Fall Guys, Among Us)	N Count	532	268↓	822	197↓	304	299 1
rail Guys, Altiong Osj	Column Comparisons	d		-		aikl	abdghikl
Action / Advantura / Super Maria Oduscov Lagand of	% within column	37% ↑	40% ↑	34%	36%	100% ↑	46% 1
Action/adventure (Super Mario Odyssey, Legend of Zelda: Breath of the Wild, Subway Surfer)	N Count	482 ↑	315 ↑	731	231	731 †	253 1
Zeida. Breatii oi tile Wild, Subway Surier)	Column Comparisons			-		acdefghijkl	aefjl
	% within column	35%	31%	34%	33%	39%↑	57% 1
Sports (e.g. FIFA, EA Sports FC, NBA, Rocket League)	N Count	460	241	728	212	286 ↑	314 1
	Column Comparisons	d		-	1	afgikl	abdefghikl
Durales on suitage /e a Trivie 200 Cudelus Condu	% within column	38%↑	37% ↑	30%	100% 🕇	32%	27%
Puzzles or quizzes (e.g. Trivia 360, Sudoku, Candy Crush)	N Count	494 ↑	289 ↑	650	650 †	231	150
Ciusiij	Column Comparisons	a b d	а	-	bcdefghijkl	c e	
Playing in a virtual world (o.g. Animal Crassing, Marle	% within column	28% ↑	33% ↑	26%	34% ↑	33%↑	28%
Playing in a virtual world (e.g. Animal Crossing, World of Warcraft, Sims)	N Count	370 †	255 ↑	557	218 †	241 ↑	156
or wardar, Jilisj	Column Comparisons			-	c e j	c e j	j
	% within column	28% ↑	22%↓	26%	23%	35% ↑	100%
Shooters (e.g. Star Wars: Battlefront, Call of Duty)	N Count	374 †	175↓	547	150	253 ↑	547 1
	Column Comparisons	d		-		afgil	abdefghijkl

				BAN	INER		
				Gamin	ng Type		
G2 - Which of the following types of games [MULTI]	s do you play?	Playing against one other person	Playing against multiple people/ teams	Creative and building games	Playing in a virtual worlds	Simulation experience	Fitness and dance
Weighted Base	% within column N Count Column Comparisons	387	822	1151	557	248	278
Unweighted Base	% within column N Count Column Comparisons	395	802	1111	570	266	283
Column Names	% within column N Count Column Comparisons	d	е	f	g	h	i
Creative and building games (e.g. Roblox, Minecraft)	% within column N Count Column Comparisons	51% 199	62% ↑ 512 ↑ a b c d j l	100%↑ 1,151↑ abcdeghijkl		58% 143	56% 157
Playing against multiple people/ teams (e.g. Fortnite, Fall Guys, Among Us)	% within column N Count Column Comparisons	47% ↑ 182 ↑ a h i k l	100% † 822 † a b c d f g h i j k l	44%↑ 512↑ abgikl	41%	42% 106 ail	34% 93
Action/adventure (Super Mario Odyssey, Legend of Zelda: Breath of the Wild, Subway Surfer)	% within column N Count Column Comparisons	48% ↑ 185 ↑ a e f l	37% 304	36% 417	43% ↑ 241 ↑ a∣	48% ↑ 120 ↑ I	
Sports (e.g. FIFA, EA Sports FC, NBA, Rocket League)	% within column N Count Column Comparisons	43% ↑ 167 ↑ afgikl	45% † 370 † a b d f g i k l	31%↓ 353↓		48% † 120 † afgikl	
Puzzles or quizzes (e.g. Trivia 360, Sudoku, Candy Crush)	% within column N Count Column Comparisons	40% † 156 † cefj	24%↓ 197↓	28%↓ 324↓ e		44% † 110 † cej	

33%1

129**†**

38%**†**

146**†**

afgil

28%

227

36%**†**

299**†**

adfgikl

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

% within column

% within column

Column Comparisons

Column Comparisons

N Count

N Count

Playing in a virtual world (e.g. Animal Crossing, World

Shooters (e.g. Star Wars: Battlefront, Call of Duty)

of Warcraft, Sims)

acdefj

45%↑

125**†**

23%

64

41%**†**

101**†**

45%**†**

1111

Сj

afgil

29%↑

337**†**

23%↓

267↓

сj

100%

28%

156

abcdefhijkl

ail

557**†**

				BANN	IER		
			Gaming	Туре		Gaming Free	quency
G2 - Which of the following types of game	s do you play?				NET: Playing against other		
[MULTI]		Sports	Interactive stories	Makeovers	people	NET: Daily	Weekly
	% within column	728	207	249	1027	1602	460
Weighted Base	N Count						
	Column Comparisons						
	% within column	736	218	257	1009	1567	480
Unweighted Base	N Count						
	Column Comparisons						
	% within column	j	k	I	m	a	b
Column Names	N Count						
	Column Comparisons						
	% within column	48%↓	59%	53%	57% ↑	57% ↑	47%↓
Creative and building games (e.g. Roblox, Minecraft)	N Count	353↓	123	131	590 ↑	908 †	215↓
	Column Comparisons		С		-	b	
Disting against multiple mapple / tooms /o g. Fortnite	% within column	51% ↑	39%	29%↓	80%1	43% ↑	27%↓
Playing against multiple people/ teams (e.g. Fortnite, Fall Guys, Among Us)	N Count	370 †	82	73↓	822 †	686 †	126↓
rail Guys, Altiong Os)	Column Comparisons	abdghikl	a l		-	b	
Ashion (salvountura (Como a Nanio Oduraco I assaud of	% within column	39% ↑	51% ↑	32%	38% ↑	35%	36%
Action/adventure (Super Mario Odyssey, Legend of	N Count	286 ↑	107 ↑	81	393 ↑	556	164
Zelda: Breath of the Wild, Subway Surfer)	Column Comparisons	1	a l		-		
	% within column	100%	34%	20%↓	42% ↑	36% ↑	29%↓
Sports (e.g. FIFA, EA Sports FC, NBA, Rocket League)	N Count	728 ↑	71	50↓	431 †	583 †	135↓
	Column Comparisons	abcdefghikl	1		-	b	
	% within column	29%	45 % ↑	49% †	27%↓	30%	33%
Puzzles or quizzes (e.g. Trivia 360, Sudoku, Candy	N Count	212	93 ↑	121 †	277↓	482	154
Crush)	Column Comparisons	e	b c e f j	bcefj	-		
	% within column	23%	46% ↑	43% ↑	27%	27%	24%
Playing in a virtual world (e.g. Animal Crossing, World	N Count	169	96 ↑	107 ↑	276	434	110
of Warcraft, Sims)	Column Comparisons		a c d e j	сеj	-		
	% within column	43%↑	38% ↑	20%	34% ↑	28% ↑	20%↓
Shooters (e.g. Star Wars: Battlefront, Call of Duty)	N Count	314 ↑	79 ↑	50	347 †	448 †	91.
· - · · · · · · · · · · · · · · · · · ·	Column Comparisons	abdefghikl	afil		_	b	

BANNER

Gaming Purchase Type

				Garring i ai	chase Type		
G2 - Which of the following types of game: [MULTI]	s do you play?	NET: Character, skins, weapons, armour, tools	NET: Game expansion	Loot boxes/ packs/ chests/ bundles	In-game money	A standard version of the game	A subscription
	% within column	535	237	151	447	147	302
Weighted Base	N Count				,		332
Weighted base	Column Comparisons						
	% within column	549	250	158	428	154	320
Unweighted Base	N Count	3.13	230	130	.20	13.	323
onweighted base	Column Comparisons						
	% within column	a	b	С	d	е	f
Column Names	N Count	G	~	C	ū	C	·
Column Numes	Column Comparisons						
	% within column	55%	44%	56%	69% †	46%	52%
Creative and building games (e.g. Roblox, Minecraft)	N Count	292	105		307 1		158
or cause and banding games (e.g. mostery minestary	Column Comparisons	g		g	abcefgh	.	
	% within column	54%↑	43%	51%	56% 1	47%	61%
Playing against multiple people/ teams (e.g. Fortnite,	N Count	290 ↑	103	77	251 †		184 ↑
Fall Guys, Among Us)	Column Comparisons	bсg			bceg		bceg
	% within column	42%	51%1	46%	41%	46%	45% ↑
Action/adventure (Super Mario Odyssey, Legend of	N Count	223	1221		185	67	137 ↑
Zelda: Breath of the Wild, Subway Surfer)	Column Comparisons						
	% within column	46% †	46%	42%	34%↓	49% ↑	53% ↑
Sports (e.g. FIFA, EA Sports FC, NBA, Rocket League)	N Count	247 ↑	109	64	152↓		160 ↑
	Column Comparisons	d	d			d	d
	% within column	28%	32%	27%	25%	38% ↑	31%
Puzzles or quizzes (e.g. Trivia 360, Sudoku, Candy	N Count	152	75	41	112	56 †	94
Crush)	Column Comparisons					d h	
Plantage to a status love did to a Astroph Connette a Manda	% within column	35% ↑	35%	36%	30%	35%	31%
Playing in a virtual world (e.g. Animal Crossing, World of Warcraft, Sims)	N Count	185 †	84	55	136	52	95
of Warciait, Sillis)	Column Comparisons						
	% within column	38% ↑	47%1	43% ↑	30%	44% ↑	44% ↑
Shooters (e.g. Star Wars: Battlefront, Call of Duty)	N Count	205 ↑	1121	661	135	64 ↑	132 ↑
	Column Comparisons	d	d			d	d

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 1971 (93%)

				BAN	INER		
		Gaming Purc	hase Type		Feelings about 0	Gaming Purchase	
G2 - Which of the following types of game	s do you play?	Early access to a		Regret things I buy	What I buy is good	I spend more than	
[MULTI]		game	Battle Pass	online	value	I should	I like the feeling
	% within column	122	205	346	772	445	720
Weighted Base	N Count						
	Column Comparisons						
	% within column	133	211	356	777	454	734
Unweighted Base	N Count						
	Column Comparisons						
	% within column	g	h	a	b	С	d
Column Names	N Count						
	Column Comparisons						
	% within column	43%↓	50%	44%↓	54%	44%↓	53%
Creative and building games (e.g. Roblox, Minecraft)	N Count	52↓	103	152↓	413	195↓	380
	Column Comparisons						
District against multiple needs / teams / a a Fortnite	% within column	41%	59% 1	40%	48% †	42%	48%1
Playing against multiple people/ teams (e.g. Fortnite, Fall Guys, Among Us)	N Count	51	121 1	139	374 †	185	3471
Tall Guys, Alliong Osy	Column Comparisons		b e g				
Action/adventure (Super Mario Odyssey, Legend of	% within column	54% ↑	45%	38%	39% ↑	38%	40%1
Zelda: Breath of the Wild, Subway Surfer)	N Count	66 ↑	93	130	301 †	170	2911
Zeida. Breath of the Wild, Subway Surfery	Column Comparisons						
	% within column	51% ↑	48%1	38%	42% ↑	41%↑	43%1
Sports (e.g. FIFA, EA Sports FC, NBA, Rocket League)	N Count	62 ↑	991	131	325 †	183 ↑	3121
	Column Comparisons	d	d				
Puzzles or quizzes (e.g. Trivia 360, Sudoku, Candy	% within column	44% ↑	23%	31%	27%	29%	28%
Crush)	N Count	54 ↑	48	108	210	127	203
Crushij	Column Comparisons	c d h					
Distinct in a vietual world (a.g. Animal Crassing, Marle	% within column	39% ↑	39%1	32%1	30%↑	32% ↑	31%1
Playing in a virtual world (e.g. Animal Crossing, World of Warcraft, Sims)	N Count	48 ↑	80 1	112 1	2281	143 ↑	2221
or wardait, Jimsj	Column Comparisons						
	% within column	45% ↑	47% 1	29%	35% ↑	32%↑	36%1
Shooters (e.g. Star Wars: Battlefront, Call of Duty)	N Count	55 ↑	97 1	102	268 †	143 ↑	2611
	Column Comparisons	d	d				a c f

		BAN	INER
		Feelings about (Gaming Purchase
G2 - Which of the following types of games [MULTI]	s do you play?	It's unfair that people who spend more, get further in games	It's not always clear what I'm going to get for my money in games
	% within column	715	449
Weighted Base	N Count		
	Column Comparisons		
	% within column	710	459
Unweighted Base	N Count		
	Column Comparisons		
	% within column	e	f
Column Names	N Count		
	Column Comparisons		
	% within column	54%	46%↓
Creative and building games (e.g. Roblox, Minecraft)	N Count	383	207↓
	Column Comparisons		
	% within column	50% †	43%
Playing against multiple people/ teams (e.g. Fortnite,	N Count	355 †	194
Fall Guys, Among Us)	Column Comparisons	ас	
A 11 / 1 / 1 / 1 / 1 / 1 / 1 / 1 / 1 / 1	% within column	38% 1	37%
Action/adventure (Super Mario Odyssey, Legend of	N Count	271 †	167
Zelda: Breath of the Wild, Subway Surfer)	Column Comparisons		
	% within column	39% †	39% ↑
Sports (e.g. FIFA, EA Sports FC, NBA, Rocket League)	N Count	280 †	177 †
	Column Comparisons		
2 1 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2	% within column	26%↓	29%
Puzzles or quizzes (e.g. Trivia 360, Sudoku, Candy	N Count	189↓	129
Crush)	Column Comparisons		
	% within column	28%	34% ↑
Playing in a virtual world (e.g. Animal Crossing, World	N Count	202	151 ↑
of Warcraft, Sims)	Column Comparisons		
	% within column	33% †	29%
Shooters (e.g. Star Wars: Battlefront, Call of Duty)	N Count	237 †	132
	Column Comparisons		

				BANNE	R		
G2 - Which of the following types of game	es do you play?		Gender of child i	respondent	Age	of child respondent	
[MULTI]		Total	Male	Female	8-9	10-12	13-15
District and the second of the	% within column	18%	19%	17%	16%	18%	20%
Playing against one other person (e.g. Words with Friends, Online chess)	N Count	387	211	176	68	122	131
Friends, Offinie Criess)	Column Comparisons	-					
	% within column	13%	7%↓	20% ↑	15%	14%	11%
Fitness and dance (e.g. Wii Fit, Just Dance etc.)	N Count	278	80↓	198 ↑	65	97	73
	Column Comparisons	-		а			
	% within column	12%	3%↓	21% ↑	13%	13%	12%
Makeovers (e.g. Glamm'd, Homescapes)	N Count	249	37↓	211 ↑	56	85	78
	Column Comparisons	-		а	d	d	
	% within column	12%	13%	10%	10%	13%	11%
Simulation experience (e.g. flying a plane)	N Count	248	143	106	44	85	74
	Column Comparisons	-					
	% within column	10%	8%↓	11% ↑	11%	10%	10%
Interactive stories (e.g. Episode, Chapters)	N Count	207	93↓	114 ↑	45	68	68
	Column Comparisons	-		а			
	% within column	1%	0%↓	1% ↑	1%	1%	0%↓
Other type of games	N Count	15	3↓	12 †	5	9	1.
	Column Comparisons	-		а	c d	c d	
	% within column	1%	1%	1%	1%	1%	1%
Don't know	N Count	23	10	14	6	4	9
	Column Comparisons	-					
	% within column	48%	57%↑	38%↓	44%	45%	51%
NET: Playing against other people / competitive	N Count	1,027	647 ↑	381↓	188	307	333
	Column Comparisons	-	b				
	% within column	99%	99%	99%	99%	99%	99%
NET: Any	N Count	2,117	1,121	996	416	673	648
	Column Comparisons	-					

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 20 of 38

				BANN	ER		
G2 - Which of the following types of game	es do you play?	Age	of child respondent		Age and a	gender of child respo	ondent
[MULTI]	_	16-17	NET: 8-12	NET: 13-17	Male 8-9	Female 8-9	Male 10-12
District and other manage (a.g. Manda with	% within column	17%	17%	19%	17%	15%	18%
Playing against one other person (e.g. Words with Friends, Online chess)	N Count	65	190	197	37	31	64
Friends, Offinie Cless)	Column Comparisons		-	-			
	% within column	11%	15% ↑	11%↓	10%	21% ↑	7%↓
Fitness and dance (e.g. Wii Fit, Just Dance etc.)	N Count	43	161 †	116↓	21	44 ↑	26↓
	Column Comparisons		-	-		aceg	
	% within column	8%↓	13%	10%	3%↓	23% ↑	3%↓
Makeovers (e.g. Glamm'd, Homescapes)	N Count	30↓	140	108	7↓	48 ↑	10↓
	Column Comparisons		-	-		acegh	
	% within column	12%	12%	11%	13%	8%	14%
Simulation experience (e.g. flying a plane)	N Count	45	129	119	28	16	49
	Column Comparisons		-	-			
	% within column	7%	10%	9%	9%	12%	8%
Interactive stories (e.g. Episode, Chapters)	N Count	26	113	94	20	24	27
	Column Comparisons		-	-			
	% within column	0%↓	1% ↑	0%↓	1%	2%	0%
Other type of games	N Count	01	14 ↑	1↓	2	4	1
	Column Comparisons		-	-			
	% within column	1%	1%	1%	1%	2%	0%
Don't know	N Count	5	10	14	1	5	1
	Column Comparisons		-	-			
	% within column	52%	45%↓	51% ↑	53%	36%↓	56% 1
NET: Playing against other people / competitive	N Count	199	494↓	533 †	114	74↓	197 †
	Column Comparisons		-	-	bdfh		bdfh
	% within column	99%	99%	99%	99%	98%	100%
NET: Any	N Count	380	1,089	1,028	214	202	351
•	Column Comparisons		- -	<u>-</u>			

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 21 of 38

				BANN	IER		
G2 - Which of the following types of game	es do you play?			Age and gender of	child respondent		
[MULTI]		Female 10-12	Male 13-15	Female 13-15	Male 16-17	Female 16-17	NET: Male 8-12
District and other server (a.g. Manda with	% within column	18%	20%	20%	19%	16%	18%
Playing against one other person (e.g. Words with Friends, Online chess)	N Count	58	69	62	41	29	101
riferius, Offilire Chess)	Column Comparisons						-
	% within column	22% ↑	6%↓	16%	5%↓	19% ↑	8%↓
Fitness and dance (e.g. Wii Fit, Just Dance etc.)	N Count	71 ↑	21↓	52	12↓	34 ↑	47↓
	Column Comparisons	aceg		c e g		aceg	-
	% within column	23% ↑	4%↓	21% ↑	3%↓	14%	3%↓
Makeovers (e.g. Glamm'd, Homescapes)	N Count	75 ↑	13↓	66 ↑	81	26	17↓
	Column Comparisons	acegh		aceg		aceg	-
	% within column	11%	11%	12%	13%	11%	14%
Simulation experience (e.g. flying a plane)	N Count	36	38	37	29	20	77
	Column Comparisons						-
	% within column	13%	10%	11%	6%	9%	8%
Interactive stories (e.g. Episode, Chapters)	N Count	41	33	35	13	17	47
	Column Comparisons						-
	% within column	2% ↑	0%	0%	0%	0%	1%
Other type of games	N Count	7↑	0	1	0	0	3
	Column Comparisons						-
	% within column	1%	1%	2%	1%	1%	0%
Don't know	N Count	2	4	5	3	2	3
	Column Comparisons						-
	% within column	34%↓	60% ↑	41%↓	59% ↑	41%	55% ↑
NET: Playing against other people / competitive	N Count	110↓	204 †	129↓	132 ↑	76	311 ↑
	Column Comparisons		bdfh		bdfh		-
	% within column	99%	99%	98%	99%	99%	100%
NET: Any	N Count	322	336	312	220	182	565
	Column Comparisons						-

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 22 of 38

		BANNER					
G2 - Which of the following types of game	es do you play?	Age and	gender of child res	pondent	Urban/ F	Rural	Working status
[MULTI]		NET: Female 8-12		NET: Female 13-17	NET: Urban	Rural	Full time
District and the second of the Manda with	% within column	17%	20%	18%	19%	13%	21%↑
Playing against one other person (e.g. Words with Friends, Online chess)	N Count	89	110	91	356	31	271 †
Friends, Online chess)	Column Comparisons	-	-	-	b		b d
	% within column	22% ↑	6%↓	17%↑	13%	9%	14%
Fitness and dance (e.g. Wii Fit, Just Dance etc.)	N Count	115 ↑	33↓	841	256	21	184
	Column Comparisons	-	-	-			
	% within column	23% ↑	4%↓	18% ↑	12%	11%	12%
Makeovers (e.g. Glamm'd, Homescapes)	N Count	123 ↑	20.	90↑	222	26	150
	Column Comparisons	-	-	-			
	% within column	10%	12%	11%	12%	10%	13%↑
Simulation experience (e.g. flying a plane)	N Count	52	66	55	226	22	171 †
	Column Comparisons	-	-	-			
	% within column	12%	8%	10%	10%	8%	11% ↑
Interactive stories (e.g. Episode, Chapters)	N Count	65	46	50	188	19	142 †
	Column Comparisons	-	-	-			d
	% within column	2% ↑	0%	0%	1%	1%	0%↓
Other type of games	N Count	11↑	0	1	12	2	2↓
	Column Comparisons	-	-	-			
	% within column	1%	1%	1%	1%	0%	1%
Don't know	N Count	7	7	7	22	1	9
	Column Comparisons	-	-	-			
	% within column	35%↓	60% 1	41%↓	48%	50%	49%
NET: Playing against other people / competitive	N Count	184↓	336 1	205↓	910	117	627
	Column Comparisons	-	-	-			
	% within column	99%	99%	99%	99%	100%	99%
NET: Any	N Count	524	555	489	1,885	232	1,271
	Column Comparisons	-	-	-			d

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 23 of 38

				BANNE	R		
		,	Working status		D:	3 - Social grade	
G2 - Which of the following types of game	es do you play?		N	IET: Not working/			
[MULTI]	_	Part time	Student	retired	AB	C1	C2
Playing against one other person (e.g. Words with	% within column	13%↓	17%	13%	23% ↑	16%	16%
Friends, Online chess)	N Count	53↓	19	40	139 ↑	92	73
Thenas, online chessy	Column Comparisons				b c d		
	% within column	11%	14%	8%↓	14%	14%	11%
Fitness and dance (e.g. Wii Fit, Just Dance etc.)	N Count	47	16	24↓	86	78	50
	Column Comparisons						
	% within column	13%	13%	9%	14%	11%	12%
Makeovers (e.g. Glamm'd, Homescapes)	N Count	55	15	27	85	64	55
	Column Comparisons						
	% within column	9%	14%	8%	18% ↑	9%	10%
imulation experience (e.g. flying a plane)	N Count	36	15	25	111 †	50	45
	Column Comparisons				b c d		
	% within column	8%	7%	5%↓	14% ↑	7%↓	9%
Interactive stories (e.g. Episode, Chapters)	N Count	34	8	16↓	84 †	38↓	41
	Column Comparisons				b c d		
	% within column	2%	0%	2%	1%	0%	1%
Other type of games	N Count	6	0	5	4	1	4
	Column Comparisons	a		а			
	% within column	1%	2%	3% ↑	1%	1%	0%
Don't know	N Count	3	2	9🕇	3	5	1
	Column Comparisons			а			
	% within column	48%	47%	43%	48%	48%	51%
NET: Playing against other people / competitive	N Count	198	52	127	289	266	235
- , , , , ,	Column Comparisons						
	% within column	99%	98%	97%↓	99%	99%	100%
NET: Any	N Count	407	108	286↓	603	554	462
	Column Comparisons				d		d

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 24 of 38

				BANN	ER		
G2 - Which of the following types of game	es do you play?		D3 - Social grade		F	inancial wellbeing	
[MULTI]		DE	NET: ABC1	NET: C2DE	Doing well	Getting by	Struggling
Planting against and other manage (a.g. Manada with	% within column	16%	20%	16%	28%↑	16%↓	16%
Playing against one other person (e.g. Words with Friends, Online chess)	N Count	84	230	157	108 ↑	178↓	101
Friends, Offinie Criess)	Column Comparisons		-	-	b c		
	% within column	12%	14%	12%	20% ↑	12%	12%
Fitness and dance (e.g. Wii Fit, Just Dance etc.)	N Count	64	164	114	75 †	128	73
	Column Comparisons		-	-	b c		
	% within column	9%	13%	10%	13%	12%	11%
Makeovers (e.g. Glamm'd, Homescapes)	N Count	46	148	101	51	127	69
	Column Comparisons		-	-			
	% within column	8%↓	14% ↑	9%↓	16% †	12%	9%↓
Simulation experience (e.g. flying a plane)	N Count	42↓	161 †	881	60 †	132	56↓
	Column Comparisons		-	-	С		
	% within column	8%	11%	9%	14% †	8%	10%
Interactive stories (e.g. Episode, Chapters)	N Count	43	122	84	52 †	92	64
	Column Comparisons		-	-	b		
	% within column	1%	0%	1%	1%	0%	1%
Other type of games	N Count	5	5	9	2	5	7
	Column Comparisons		-	-			
	% within column	3% ↑	1%	2%	1%	1%	1%
Don't know	N Count	14 †	8	15	2	10	8
	Column Comparisons	ас	-	-			
	% within column	46%	48%	48%	51%	47%	49%
NET: Playing against other people / competitive	N Count	236	555	472	196	519	306
·	Column Comparisons		-	-			
	% within column	97%↓	99%	98%	99%	99%	99%
NET: Any	N Count	497↓	1,157	960	381	1,098	620
	Column Comparisons		-	-			

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 25 of 38

				BAN	NER		_
		Ethnic	city	CI	nild identified need,	/ impacting condition	on
G2 - Which of the following types of game	es do you play?		NET: All other			NET: Identified	NET: No identified
[MULTI]		White British	Ethnicities	Neurodiversity	Mental Health	need/ condition	need/ condition
Disting against and other nerson (e.g. Morde with	% within column	17%↓	24% ↑	11%↓	18%	16%	19%
Playing against one other person (e.g. Words with Friends, Online chess)	N Count	279↓	102 ↑	21↓	20	73	308
Thenas, Online chessy	Column Comparisons		а			-	
	% within column	13%	13%	11%	18%	16%	12%
Fitness and dance (e.g. Wii Fit, Just Dance etc.)	N Count	218	57	20	19	72	203
	Column Comparisons					-	
	% within column	12%	10%	10%	17%	14%	11%
Makeovers (e.g. Glamm'd, Homescapes)	N Count	198	45	18	18	64	179
	Column Comparisons					-	
	% within column	11%	14%	12%	13%	12%	11%
Simulation experience (e.g. flying a plane)	N Count	180	62	23	14	55	187
, , , , , , ,	Column Comparisons		а			-	
	% within column	9%	12%	9%	18% ↑	12%	9%
Interactive stories (e.g. Episode, Chapters)	N Count	152	53	17	19 ↑	57	149
	Column Comparisons				a d	-	
	% within column	1%	1%	1%	1%	1%	1%
Other type of games	N Count	12	3	2	1	4	10
	Column Comparisons					-	
	% within column	1%	1%	0%	0%	1%	1%
Don't know	N Count	16	5	0	0	6	16
	Column Comparisons					-	
	% within column	49%	45%	49%	55%	50%	48%
NET: Playing against other people / competitive	N Count	822	193	93	59	232	785
	Column Comparisons					-	
	% within column	99%	99%	100%	100%	99%	99%
NET: Any	N Count	1,661	427	189	106	461	1,630
	Column Comparisons					-	

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 26 of 38

				BANI	NER		
		Disability/ Condit	ion in HH	Educational Health	Care Plan (EHCP)	Benef	its
G2 - Which of the following types of game	es do you play?				Don't have an	NET: Household	
[MULTI]	_	NET: Yes	No	Has an EHCP	EHCP	receives Benefits	No Benefits
Distinct accident and other research as Manda with	% within column	14%	20%	21%	18%	20%	17%
Playing against one other person (e.g. Words with Friends, Online chess)	N Count	33	152	34	353	176	193
Friends, Online Chess)	Column Comparisons						
	% within column	16% ↑	10%↓	17%	13%	13%	13%
Fitness and dance (e.g. Wii Fit, Just Dance etc.)	N Count	38 ↑	74↓	27	251	113	146
	Column Comparisons	b					
	% within column	13%	10%	16%	11%	14% ↑	10%↓
Makeovers (e.g. Glamm'd, Homescapes)	N Count	30	72	25	223	125 ↑	115↓
	Column Comparisons					b	
	% within column	11%	11%	17%	11%	12%	11%
imulation experience (e.g. flying a plane)	N Count	26	85	27	221	111	128
	Column Comparisons			b			
	% within column	12%	8%	14%	9%	11%	9%
Interactive stories (e.g. Episode, Chapters)	N Count	27	62	23	184	100	100
	Column Comparisons			b			
	% within column	0% ↑	0%	1%	1%	1%	1%
Other type of games	N Count	1†	0	2	12	6	8
	Column Comparisons	b					
	% within column	0%	1%	1%	1%	1%	1%
Don't know	N Count	1	7	1	22	9	7
	Column Comparisons						
	% within column	54%	51%	49%	48%	50%	47%
NET: Playing against other people / competitive	N Count	124	386	77	950	448	532
	Column Comparisons						
	% within column	100%	99%	99%	99%	99%	99%
NET: Any	N Count	230	752	156	1,961	885	1,136
	Column Comparisons						

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 27 of 38

				BAN	INER		
		Parental C	Controls		Parental Concern		Time Spent Online (Weekday)
G2 - Which of the following types of game	es do you play?	NET: Has Parental				NET: Moderately/	
[MULTI]		Controls	No Controls	Not Concerned	A little Concerned	Very Concerned	0 - 2hrs
District and the second of the Woods with	% within column	19%	14%	13%↓	21%	23%1	13%↓
Playing against one other person (e.g. Words with Friends, Online chess)	N Count	338	46	134↓	114	137 1	108↓
Friends, Offine chess)	Column Comparisons				а	a	
	% within column	14%	9%	12%	14%	14%	13%
Fitness and dance (e.g. Wii Fit, Just Dance etc.)	N Count	246	30	118	73	84	108
	Column Comparisons	b					
	% within column	12%	12%	11%	11%	14%	10%
Makeovers (e.g. Glamm'd, Homescapes)	N Count	211	38	108	58	81	86
	Column Comparisons						
	% within column	12%	8%↓	10%↓	11%	15% 1	11%
imulation experience (e.g. flying a plane)	N Count	221	24↓	981	60	86 1	89
	Column Comparisons	b				a	
	% within column	11% ↑	5%↓	8%↓	9%	14% 1	8%
Interactive stories (e.g. Episode, Chapters)	N Count	191 †	15↓	78↓	49	80 1	65
	Column Comparisons	b				a b	
	% within column	1%	0%	1%	0%	1%	1%
Other type of games	N Count	15	0	9	1	5	6
	Column Comparisons						
	% within column	1%↓	1%	1%	1%	2%	1%
Don't know	N Count	12↓	5	5	4	11	12
	Column Comparisons					а	
	% within column	49%	44%	47%	51%	48%	36%↓
NET: Playing against other people / competitive	N Count	877	140	466	276	280	301↓
	Column Comparisons						
	% within column	99% ↑	99%	99%	99%	98%	99%
NET: Any	N Count	1,785 †	316	992	534	575	827
	Column Comparisons			С			

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 28 of 38

				BANI	NER		
G2 - Which of the following types of game	es do you play?		Time Spent Online	e (Weekday)		Time Spent Online	e (Weekend)
[MULTI]	_	3 - 4hrs	5 - 6hrs	6+ hrs	NET: 5+ Hours	0 - 2hrs	3 - 4hrs
Disciplination of the second o	% within column	21%↑	23%	27% ↑	24%↑	12%↓	17%
Playing against one other person (e.g. Words with Friends, Online chess)	N Count	188 ↑	61	27 ↑	881	34↓	131
Friends, Offine Criess)	Column Comparisons	а	а	а	-		
	% within column	12%	15%	18%	16%	13%	13%
Fitness and dance (e.g. Wii Fit, Just Dance etc.)	N Count	107	41	18	60	36	98
	Column Comparisons				-		
	% within column	10%	16%↑	22% ↑	18% ↑	12%	12%
Makeovers (e.g. Glamm'd, Homescapes)	N Count	95	44↑	21🕇	65 ↑	31	92
	Column Comparisons		a b	a b	-		
Simulation experience (e.g. flying a plane)	% within column	11%	14%	19% ↑	15% ↑	14%	11%
	N Count	102	38	19 ↑	57 †	38	82
	Column Comparisons				-		
	% within column	9%	15%↑	19% ↑	16% ↑	7%	8%
Interactive stories (e.g. Episode, Chapters)	N Count	82	40 †	19 ↑	59 ↑	19	64
	Column Comparisons		a b	a b	-		
	% within column	1%	1%	0%	1%	1%	1%
Other type of games	N Count	5	2	0	2	4	4
	Column Comparisons				-		
	% within column	1%	0%	2%	1%	3% ↑	1%
Don't know	N Count	7	1	2	3	7 †	8
	Column Comparisons				-	c d	
	% within column	55% ↑	56% †	65% †	58% ↑	33%↓	41%↓
NET: Playing against other people / competitive	N Count	504 †	152 ↑	64 †	216 ↑	90↓	311↓
	Column Comparisons	a	а	а	-		а
	% within column	99%	100%	98%	99%	97%↓	99%
NET: Any	N Count	905	270	98	368	265↓	752
	Column Comparisons				-		

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 29 of 38

				BAN	NER		
		Time S	pent Online (Week	end)		Spent Money	
G2 - Which of the following types of gam [MULTI]	es do you play?	5 - 6hrs	Over 6 hrs	NET: 5+ Hours	Bought something on either Social Media, or while gaming	Bought something on social media	Bought something while Gaming
Playing against one other person (e.g. Words with	% within column	20%	20%	20% ↑	22% ↑	27%↑	23% ↑
Friends, Online chess)	N Count	124	97	221 ↑	282 †	2031	263↑
Therius, Orline chess)	Column Comparisons	а	a	-	e	e	е
	% within column	12%	14%	13%	14% †	19%↑	15% ↑
Fitness and dance (e.g. Wii Fit, Just Dance etc.)	N Count	75	66	141	185 †	140 †	167 ↑
	Column Comparisons			-	e	е	е
	% within column	10%	14%	11%	13% ↑	17%↑	12%
Makeovers (e.g. Glamm'd, Homescapes)	N Count	58	66	124	167 †	127 †	136
	Column Comparisons			-	e	c e	
	% within column	9%	15% ↑	12%	14% ↑	16%↑	15% ↑
Simulation experience (e.g. flying a plane)	N Count	55	72 †	128	178 †	122 †	170 ↑
	Column Comparisons		С	-	e	е	b e
	% within column	11%	12%	11% ↑	12% †	14%↑	12% ↑
Interactive stories (e.g. Episode, Chapters)	N Count	68	56	123 †	147 †	105 †	138 ↑
	Column Comparisons			-	е	е	е
	% within column	0%	1%	1%	0%↓	0%	0%
Other type of games	N Count	2	4	6	41	3	4
	Column Comparisons			-			
	% within column	1%	0%	0%↓	1%	1%	0%↓
Don't know	N Count	3	2	5↓	10	10	01
	Column Comparisons			-		С	
	% within column	53% ↑	62% †	57%↑	55% ↑	52% ↑	59% ↑
NET: Playing against other people / competitive	N Count	323 †	297 ↑	620 †	705 †	392 ↑	659 †
	Column Comparisons	a b	аbс	-	е	e	b e
	% within column	99%	100%	100% ↑	99%	99%	100%↑
NET: Any	N Count	606	478	1,083 ↑	1,266	745	1,125 ↑
	Column Comparisons	а	а	_			b e

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 30 of 38

		BANNER					
		Spent Money		SM purchase category			
G2 - Which of the following types of games do you play? [MULTI]		Bought something	Not bought from		Subscription/		
		from both	either	Product	Activity	Upgrade	NET: Gift
Playing against one other person (e.g. Words with Friends, Online chess)	% within column	31% ↑	12%↓	31%↑	37%↑	33% ↑	33%
	N Count	185 †	105↓	130 ↑	56 †	71↑	52
	Column Comparisons	е					
Fitness and dance (e.g. Wii Fit, Just Dance etc.) Makeovers (e.g. Glamm'd, Homescapes)	% within column	20% ↑	11%↓	20%	32% ↑	20%	31% ↑
	N Count	123 †	93↓	86	48 †	42	48 ↑
	Column Comparisons	е			С		С
	% within column	16% ↑	9%↓	19%	19%	15%	22%
	N Count	96 †	82↓	79	29	33	35
	Column Comparisons	е					
Simulation experience (e.g. flying a plane)	% within column	19% ↑	8%↓	16%	22%	24% ↑	29% ↑
	N Count	114 †	70↓	67	32	50 †	45 ↑
	Column Comparisons	е					a
Interactive stories (e.g. Episode, Chapters)	% within column	16% ↑	7%↓	15%	22%†	18%	24% ↑
	N Count	95 ↑	60↓	65	33 †	38	37 ↑
	Column Comparisons	е					
Other type of games	% within column	0%	1% ↑	0%	0%	0%	0%
	N Count	3	11 ↑	0	0	0	0
	Column Comparisons			-	-	-	-
Don't know	% within column	0%↓	2%	0%↓	1%	1%	0%
	N Count	01	13	2↓	2	2	0
	Column Comparisons		c d				
NET: Playing against other people / competitive	% within column	57% ↑	37%↓	54%	57%	59%	56%
	N Count	347 ↑	323↓	227	86	125	88
	Column Comparisons	е					
	% within column	100% ↑	98%	100%↑	99%	99%	100%
NET: Any	N Count	604 †	851	420 †	149	212	157
	Column Comparisons	е					

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 31 of 38

				BAN	NER		_
			Feelings abou	t SM purchase		Gaming	Method
G2 - Which of the following types of game	es do you play?	Regret things I buy Wh	at I buy is good	I spend more than		Games console or	Desktop computer,
[MULTI]		online	value	I should	I like the feeling	games player	laptop or netbook
Distinct and other research (a.g. Manda with	% within column	30%↑	27% ↑	30% ↑	28% ↑	20%	25% ↑
Playing against one other person (e.g. Words with Friends, Online chess)	N Count	94 ↑	150 ↑	112↑	156 ↑	259	143 ↑
Friends, Offine cress)	Column Comparisons						d
	% within column	25% ↑	21% ↑	21% ↑	20% ↑	15% †	16%↑
Fitness and dance (e.g. Wii Fit, Just Dance etc.)	N Count	77 ↑	113 ↑	78 †	111↑	196 †	93 ↑
	Column Comparisons						
	% within column	18% ↑	17% ↑	19% ↑	19% ↑	10%↓	12%
Makeovers (e.g. Glamm'd, Homescapes)	N Count	56 ↑	93 ↑	69 ↑	105 ↑	131↓	67
	Column Comparisons						
	% within column	17%↑	17% ↑	20%↑	16% ↑	13%	18% ↑
Simulation experience (e.g. flying a plane)	N Count	53 ↑	96 †	73 ↑	881	171	102 ↑
	Column Comparisons						
	% within column	15% ↑	14% ↑	15% ↑	16% ↑	9%	12%
Interactive stories (e.g. Episode, Chapters)	N Count	47↑	78 †	55 ↑	86 ↑	124	69
	Column Comparisons						
	% within column	0%	0%	0%	0%	1%	0%
Other type of games	N Count	0	1	1	3	9	2
	Column Comparisons						
	% within column	1%	1%	1%	1%	0%↓	0%
Don't know	N Count	3	4	2	5	5↓	1
	Column Comparisons						
	% within column	53%	53% ↑	53%	52%	58% 1	54% ↑
NET: Playing against other people / competitive	N Count	164	291 ↑	196	286	776 1	309 ↑
	Column Comparisons					b c d	d
	% within column	99%	99%	99%	99%	100%	100%
NET: Any	N Count	307	544	369	550	1,325 †	571
	Column Comparisons						

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 32 of 38

				BAN	INER		_
		G	Saming Method			Gaming Type	
G2 - Which of the following types of gam [MULTI]	es do you play?	Mobile phone or smartphone	Tablet	NET: Any Gaming	Puzzles or quizzes		Shooters
	% within column	21%↑	18%	18%	24%↑	25% ↑	27% ↑
Playing against one other person (e.g. Words with	N Count	280 ↑	144	387	156 ↑	185 †	146 †
Friends, Online chess)	Column Comparisons	d		-	f	f	f
	% within column	15% ↑	17% ↑	13%	20%↑	18% ↑	12%
Fitness and dance (e.g. Wii Fit, Just Dance etc.)	N Count	198 ↑	135 ↑	278	130↑	130 ↑	64
	Column Comparisons			-	cefj	c e f j	
	% within column	14%↑	17% ↑	12%	19%↑	11%	9%
Makeovers (e.g. Glamm'd, Homescapes)	N Count	183 ↑	131 ↑	249	121 ↑	81	50
	Column Comparisons	a b	a b	-	b c e f j	i	i
	% within column	14%↑	14% ↑	12%	17%↑	16% †	20%↑
Simulation experience (e.g. flying a plane)	N Count	182 ↑	113 ↑	248	110↑	120 †	111↑
, , , , , , , , , , , , , , , , , , , ,	Column Comparisons			-		e	e f
	% within column	11%↑	12% ↑	10%	14%↑	15% ↑	14% ↑
Interactive stories (e.g. Episode, Chapters)	N Count	150 ↑	94 ↑	207	93 ↑	107 †	79 ↑
, , , , , ,	Column Comparisons	a		_	e j	e f j	e j
	% within column	1%	1%	1%	1%	1%	0%
Other type of games	N Count	9	7	15	5	5	0
,, ,	Column Comparisons			_			
	% within column	1%	1%	1%	0%↓	0%↓	0%↓
Don't know	N Count	14	8	23	01	01	0‡
	Column Comparisons			<u>-</u>	-	-	-
	% within column	51% †	44%↓	48%	43%↓	54% ↑	63% ↑
NET: Playing against other people / competitive	N Count	673 †	341↓		277↓	393 †	347 ↑
, 5:0: ,	Column Comparisons	d		-		agil	abfghikl
	% within column	99%	99%	99%	100%↑	100%↑	100%
NET: Any	N Count	1,302	775	2,117	650 †	731 †	547 †
•	Column Comparisons	,		-	_	_	_

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 33 of 38

BANNER

Gaming Type

				Gaiiiii	16 1 1 1 1 2		
C2 Which of the faller in a town of some	d		Playing against				
G2 - Which of the following types of game	es do you play?	Playing against one	multiple people/	Creative and	Playing in a virtual	Simulation	
[MULTI]		other person	teams	building games	worlds	experience	Fitness and dance
Playing against one other person (e.g. Words with	% within column	100% ↑	22%↑	17%	23% ↑	38%↑	30%↑
Friends, Online chess)	N Count	387 †	182 ↑	199	129 ↑	95 ↑	82 †
Thenus, Online chessy	Column Comparisons	abcefghijkl	f		f	aefgjl	f
	% within column	21% ↑	11%	14%	22% ↑	24% 🕇	100% 🕇
Fitness and dance (e.g. Wii Fit, Just Dance etc.)	N Count	82 †	93	157	125 ↑	59 †	278 †
	Column Comparisons	сеj		j	cefj	c e f j	a b c d e f g h j k l
	% within column	17% ↑	9%↓	11%	19% ↑	17%↑	26% ↑
Makeovers (e.g. Glamm'd, Homescapes)	N Count	66 †	73↓	131	107 ↑	43 ↑	72↑
	Column Comparisons	bcej		сеj	bcefj	сеj	b c d e f h j
	% within column	25% ↑	13%	12%	18% ↑	100%↑	21%↑
Simulation experience (e.g. flying a plane)	N Count	95 ↑	106	143	101 ↑	248 ↑	59 ↑
	Column Comparisons	aefl			e f	abcdefgijkl	f
	% within column	19% ↑	10%	11%	17% ↑	23%	22%🕇
Interactive stories (e.g. Episode, Chapters)	N Count	74 ↑	82	123	96 ↑	57 †	62 †
	Column Comparisons	e j		j	e f j	cefj	e f j
	% within column	0%	0%	1%	1%	0%	0%
Other type of games	N Count	0	3	8	4	0	1
	Column Comparisons						
	% within column	0%	0%↓	0%	0%↓	0%	0%
Don't know	N Count	0	01	04	01	0	0
	Column Comparisons	-	-	-	-	-	-
	% within column	100%↑	100% ↑	51%1	50%	58% ↑	49%
NET: Playing against other people / competitive	N Count	387 ↑	822 †	5901	276	144 ↑	136
	Column Comparisons	abcfghijkl	abcfghijkl	al	al	ail	
	% within column	100%	100%↑	100%1	100%↑	100%	100%
NET: Any	N Count	387	822 †	1,1511	557 ↑	248	278
	Column Comparisons	-	-	-	-	-	-

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 1971 (93%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 34 of 38

				BANI	NER		
			Gamin	g Туре		Gaming Free	quency
G2 - Which of the following types of game	es do you play?	Sports	Interactive stories	Makeovers	NET: Playing against other people	NET: Daily	Weekly
[MOLII]	% within column	23%1	36% 1		38% †	20% †	
Playing against one other person (e.g. Words with	N Count	167 ↑	74 1		387 †	320 †	63↓
Friends, Online chess)	Column Comparisons	f	f	001	3071	b	03*
	% within column	12%	30% †	29% ↑	13%	12%	15%
Fitness and dance (e.g. Wii Fit, Just Dance etc.)	N Count	86	62 1		136	200	67
Titless and dance (e.g. will it, sust ballee etc.)	Column Comparisons	00	bcefj	bcefj	-	200	07
	% within column	7%↓	28% †	-	10%	12%	10%
Makeovers (e.g. Glamm'd, Homescapes)	N Count	50↓	57 †		106	199	48
wakesvers (e.g. Glamm a) fromescapes,	Column Comparisons	30 1	b c d e f h j	a b c d e f g h i j k	-	133	.0
	% within column	17%↑	28%↑	= -	14% †	12%	10%
Simulation experience (e.g. flying a plane)	N Count	120 ↑	57 †		144 †	197	48
(a.g) g a prairie,	Column Comparisons	е	e f l		-		
	% within column	10%	100%↑	23% ↑	11%	11%	6%↓
Interactive stories (e.g. Episode, Chapters)	N Count	71	207 †		114	170	29↓
, , , , , ,	Column Comparisons		abcdefghijl	a e f j	-	b	
	% within column	0%	2%	0%	0%	1%	1%
Other type of games	N Count	1	3	0	3	8	5
	Column Comparisons				-		
	% within column	0%↓	0%	0%	0%↓	0%	0%
Don't know	N Count	01	0	0	01	0	0
	Column Comparisons	-	-	-	-	-	-
	% within column	59% ↑	55%	43%	100%	52%↑	38%↓
NET: Playing against other people / competitive	N Count	431 ↑	114	106	1,027 †	840 ↑	175↓
	Column Comparisons	abfghikl	al		-	b	
	% within column	100% ↑	100%	100%	100% ↑	100%	100%
NET: Any	N Count	728 †	207	249	1,027 †	1,602	460
	Column Comparisons	-	-	-	-	-	-

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 35 of 38

BANNER

Gaming Purchase Type

G2 - Which of the following types of game	os do vou play?	NET: Character,					
	es do you play:	skins, weapons,	NET: Game	Loot boxes/ packs/		A standard version	A
[MULTI]	0/ 1111	armour, tools	expansion	chests/ bundles	In-game money	of the game	A subscription
Playing against one other person (e.g. Words with	% within column	28%↑	40%1		23%	30%	35%↑
Friends, Online chess)	N Count	150 ↑	94 1		103	44	106↑
	Column Comparisons	d	d e h	d			d
	% within column	15%	28%1		15%	20%	18%
Fitness and dance (e.g. Wii Fit, Just Dance etc.)	N Count	83	67 1	33↑	68	30	54
	Column Comparisons		a d f h				
	% within column	13%	18%1		13%	17%	12%
Makeovers (e.g. Glamm'd, Homescapes)	N Count	71	42 1	28 ↑	57	24	38
	Column Comparisons						
	% within column	18% ↑	24%1	20%	18%	22% ↑	19%
Simulation experience (e.g. flying a plane)	N Count	95 †	56 1	31	78	33 †	58
	Column Comparisons						
	% within column	16% ↑	18% 1	22%↑	12%	20% ↑	17% ↑
Interactive stories (e.g. Episode, Chapters)	N Count	86 ↑	43 1	331	54	29 ↑	52 ↑
	Column Comparisons						
	% within column	0%	1%	0%	1%	0%	0%
Other type of games	N Count	2	1	0	3	0	1
	Column Comparisons						
	% within column	0%	0%	0%	0%	0%	0%
Don't know	N Count	0	0	0	0	0	0
	Column Comparisons	-	-	-	-	-	-
	% within column	64% †	62%	66%	64% ↑	61%	73% ↑
NET: Playing against other people / competitive	N Count	343 ↑	147	100	286 ↑	90	2201
	Column Comparisons						b
	% within column	100%	100%	100%	100%	100%	100%
NET: Any	N Count	535	237	151	447	147	302
·	Column Comparisons	-			-	-	-

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 1971 (93%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 36 of 38

				BAN	INER		
		Gaming Purcl	hase Type		Feelings about G	aming Purchase	
G2 - Which of the following types of game	es do you play?	Early access to a		Regret things I buy	What I buy is good	I spend more than	
[MULTI]		game	Battle Pass	online	value	I should	I like the feeling
Playing against one other person (e.g. Words with	% within column	42% ↑	29%	28% ↑	25% ↑	29% ↑	26%↑
Friends, Online chess)	N Count	52 †	60	95 ↑	195 ↑	128 ↑	189 ↑
Thenas, Online chess)	Column Comparisons	d					
	% within column	27% ↑	16%	18% ↑	16% ↑	18% ↑	17%↑
Fitness and dance (e.g. Wii Fit, Just Dance etc.)	N Count	33 ↑	32	62 †	125 ↑	81 †	121 ↑
	Column Comparisons						
	% within column	19% ↑	12%	18% ↑	13%	14%	13%
Makeovers (e.g. Glamm'd, Homescapes)	N Count	23 ↑	24	61 †	100	63	92
	Column Comparisons						
	% within column	27% ↑	21% ↑	18% ↑	16% ↑	16% ↑	15% ↑
Simulation experience (e.g. flying a plane)	N Count	33 †	44 ↑	63 †	127 ↑	71 †	110 ↑
	Column Comparisons						
	% within column	21% ↑	20% ↑	16% ↑	12% ↑	15% ↑	13% ↑
Interactive stories (e.g. Episode, Chapters)	N Count	26 †	41 ↑	54 †	95 ↑	67 †	96 ↑
	Column Comparisons						
	% within column	0%	0%	0%	0%	0%	0%
Other type of games	N Count	0	0	0	3	2	2
	Column Comparisons						
	% within column	0%	0%	0%	0%↓	0%↓	0%↓
Don't know	N Count	0	0	0	01	01	01
	Column Comparisons	-	-	-	-	-	-
	% within column	63%	70% ↑	54%	60% ↑	57% ↑	60% ↑
NET: Playing against other people / competitive	N Count	77	145 ↑	187	462 ↑	252 ↑	433 ↑
	Column Comparisons						
	% within column	100%	100%	100%	100% ↑	100% ↑	100%↑
NET: Any	N Count	122	205	346	772↑	445 ↑	720 †
	Column Comparisons	-	-		-	-	

 $Multiple\ comparison\ correction:\ False\ Discovery\ Rate\ (FDR);\ Column\ comparison\ symbols:\ a,\ b,\ c,\ d,\ e,\ f,\ g,\ h,\ i,\ j,\ k,\ l,\ m,\ n,\ o,\ p,\ q,\ r,\ s,\ t,\ u,\ v,\ w,\ x,\ y,\ z\ (p <= 0.05)$

Part 37 of 38

		BANNER					
		Feelings about G	Saming Purchase				
		It's unfair that	It's not always				
CO William Caller Caller Land Construction		people who spend	clear what I'm				
G2 - Which of the following types of game	es do you play?	-	going to get for my				
[MULTI]		in games	money in games				
Playing against one other person (e.g. Words with	% within column	23%↑					
Friends, Online chess)	N Count	168 ↑	123 †				
	Column Comparisons						
	% within column	16%↑	17% ↑				
Fitness and dance (e.g. Wii Fit, Just Dance etc.)	N Count	113 ↑	74 ↑				
	Column Comparisons						
	% within column	13%	16% ↑				
Makeovers (e.g. Glamm'd, Homescapes)	N Count	92	71 †				
	Column Comparisons						
	% within column	15% ↑	16% ↑				
Simulation experience (e.g. flying a plane)	N Count	106 ↑	71 †				
	Column Comparisons						
	% within column	12% ↑	12%				
Interactive stories (e.g. Episode, Chapters)	N Count	89 ↑	55				
	Column Comparisons						
	% within column	0%	0%				
Other type of games	N Count	3	1				
	Column Comparisons						
	% within column	0%↓	0%↓				
Don't know	N Count	01	01				
	Column Comparisons	-	-				
	% within column	60%↑	56% ↑				
NET: Playing against other people / competitive	N Count	430 †	252 ↑				
	Column Comparisons						
	% within column	100%↑	100% ↑				
NET: Any	N Count	715 ↑	449 ↑				
	Column Comparisons						

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, kg large and a place and a place

							BAN	NER		· · · · ·			
G3 - How often do	you play games?		Gender o				Age of child	respondent			Age and ge	ender of child i	respondent
[SINGLE]		Total	Male	Female	8-9	10-12	13-15	16-17	NET: 8-12	NET: 13-17	Male 8-9	Female 8-9	Male 10-12
	% within column	2117	1121	996	416	673	648	380	1089	1028	214	202	351
Weighted Base	N Count												
	Column Comparisons												
	% within column	2096	1072	1024	408	640	628	420	1048	1048	210	198	325
Unweighted Base	N Count												
	Column Comparisons												
	% within column	а	a	b	а	b	С	d	е	f	a	b	С
Column Names	N Count												
	Column Comparisons												
	% within column	29%	33%↑	24%↓	26%	32%	29%	26%	30%	28%	26%	27%	36%1
Several times a day	N Count	613	375 †	238↓	110	213	190	100	323	290	55	55	1251
•	Column Comparisons	-	b						-	-			f h
	% within column	47%	48%	46%	46%	47%	49%	43%	47%	47%	49%	43%	47%
At least once a day	N Count	990	533	456	191	317	317	165	508	482	105	86	166
•	Column Comparisons	-							-	-			
	% within column	22%	18%↓	26% ↑	24%	20%	19%	28%↑	21%	22%	23%	25%	16%
At least once a week	N Count	460	199↓	261 †	100	132	123	105↑	232	228	49	51	56↓
	Column Comparisons	-		а				bс	-	-	е	c e	
	% within column	2%	0%↓	4% ↑	3%	1%	3%	1%	2%	2%	1%	4%	0%
At least once a month	N Count	42	5↓	37 ↑	11	8	17	5	20	23	3	9	2
	Column Comparisons	-		a					-	-		c e	
	% within column	0%	0%	0%	0%	0%	0%	1%↑	0%	1%	0%	0%	0%
Less than once a mont	h N Count	7	5	3	1	1	1	5 †	2	5	1	0	1
	Column Comparisons	-						С	-	-			
	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
Never	N Count	3	3	0	2	2	0	0	3	0	2	0	2
	Column Comparisons	-							-	-			
	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1% ↑	0%
Don't know	N Count	1	0	1	1	0	0	0	1	0	0	11	0
	Column Comparisons	_							_	-			

		BANNER											
					Age and ger	nder of child	respondent				Urban/	Rural	Working status
G3 - How often do	you play games?	Female 10-	· F	emale 13-		Female 16-	NET: Male 8	NET: Fema-	NET: Male	NET: Fema-			
[SINGLE]		12	Male 13-15	15	Male 16-17	17	-12	le 8-12	13-17	le 13-17	NET: Urban	Rural	Full time
	% within column	322	336	312	220	182	565	524	555	489	1885	232	1271
Weighted Base	N Count												
	Column Comparisons												
	% within column	315	319	309	218	231	535	513	537	533	1856	240	1319
Unweighted Base	N Count												
	Column Comparisons												
	% within column	d	е	f	g	h	i	j	k	1	а	b	a
Column Names	N Count												
	Column Comparisons												
	% within column	27%	37% ↑	21%	32%	21%↓	32%	27%	35% 1	20%	29%	29%	28%
Several times a day	N Count	88	125 †	65	71	38↓	180	143	195 1	100	546	67	356
•	Column Comparisons		adfh		f h		-	-	-	-			
	% within column	47%	50%	48%	43%	41%	48%	45%	47%	46%	47%	45%	47%
At least once a day	N Count	151	168	149	95	75	271	237	262	223	886	104	603
,	Column Comparisons						_	_	_	_			
	% within column	24%	13%↓	26%	23%	34% ↑	19%	24%	17%↓	29%1	22%	22%	22%
At least once a week	N Count	76	43↓	80	51	63 †	105	127	94.			50	286
	Column Comparisons	сe		сe	е	acdeg	-	_	-	_	_		
	% within column	2%	0%↓	6%1		2%	1%	3%	0%↓	4%1	2%	3%	2%
At least once a month	N Count	7	01	17 1		4	4	16	14			7	20
	Column Comparisons	-		ceg	_	е	_	_	_	_		•	
	% within column	0%	0%	0%	1%	1% ↑	0%	0%	0%	1%	0%	0%	0%
Less than once a month		0	1	0	2	31	2	0	3	3	7	1	4
Less than once a month	Column Comparisons	· ·	_	Ū	_	.	-	_	-	-	•	-	•
	% within column	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%
Never	N Count	0/0	0	0	0	0	3	0	0	0	2	2	3
110401	Column Comparisons	O	J	3	3	J	-	-	-	_	_	_	3
	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%↓	1%↑	0%
Don't know	N Count	0%	0%	0%	0%	0%	0%	1	0%	0%	0↓	1/01	
DOI! CKIIOW	Column Comparisons	U	0	U	U	U			_	_	0\	a	U

							BANN	IER					
		٧	Vorking statu	S			D3 - Social	l grade			Fin	ancial wellbe	ing
G3 - How often do	you play games?	Dort time	Ctudont	NET: Not working/	A D	C1	C2	DE	NET: ADC1	NET. CADE	Daing wall	Catting by	Ctrucalina
SINGLE	% within column	Part time 407	Student 108	retired 286	AB 603	554	462	497	1157	NET: C2DE 960	Doing well	Getting by	Struggling 620
Mainhtad Daga	% Within Column N Count	407	108	286	603	554	462	497	1157	960	381	1098	620
Weighted Base	Column Comparisons												
	% within column	365	109	264	854	460	337	445	1314	782	434	1070	577
Unweighted Dese	N Count	305	109	204	854	460	337	445	1314	782	434	10/0	5//
Unweighted Base													
	Column Comparisons	h	•	۵		h	•	d	•	f		h	
Caluman Namasa	% within column N Count	b	С	d	a	b	С	d	е	Т	а	b	С
Column Names													
	Column Comparisons	270/	210/	200/ 🛧	200/	270/	200/	250/ ♠	270/	210/	220/	200/ 1	220/
Carragal Minaga and arr	% within column	27%	21%	39% ↑	28%	27%	26%	35%↑	27%	31%	33%	26%↓	33%
Several times a day	N Count	112	22	1121	169	149	120	174 ↑	318	295	127	282↓	202
	Column Comparisons	470/	400/	a b c	460/	470/	500/	a b c	-	-	b	100/	b 420/
	% within column	47%	49%	40%	46%	47%	50%	45%	46%	48%	44%	49%	43%
At least once a day	N Count	193	53	116	275	258	233	223	533	456	169	539	269
	Column Comparisons							1	-				
	% within column	22%	25%	18%	25% ↑	24%	19%	17%↓	25% ↑	18%↓		23%	20%
At least once a week	N Count	91	27	50	152 ↑	133	90	85↓	285 †	175↓	80	252	126
	Column Comparisons				d	d			-	-			
	% within column	2%	5%	2%	1%↓	2%	3%	3%	1%	3%	0%	2%	3%
At least once a month	N Count	10	6	6	5↓	11	13	14	16	27	2	24	16
	Column Comparisons						a	а	-	-			
	% within column	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%
Less than once a month		1	0	2	2	3	1	1	5	2	3	2	3
	Column Comparisons								-	-			
	% within column	0%	0%	0%	0%	0%	1% ↑	0%	0%	0%	0%	0%	1%
Never	N Count	0	0	0	0	0	3 †	0	0	3	0	0	3
	Column Comparisons								-	-			
	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	N Count	1	0	0	0	0	1	0	0	1	0	0	1
	Column Comparisons								-	-			

							BAN	INER					
		Ethr	nicity	Child ide	ntified need,	impacting c	ondition	Disability/ Co HH	ndition in	Educational Health Care Plan (EHCP)		Benefits	
G3 - How often do [SINGLE]	you play games?	White B-	NET: All other Ethnicities	Neurodiv- ersity	Mental Health	NET: Identified need/ condition	NET: No identified need/ condition	NET: Yes	No	Has an EHCP	Don't have an EHCP	NET: Household receives Benefits	No Benefits
	% within column	1661	427	189	106	461	1630	230	752	156	1961	885	1136
Weighted Base	N Count												
	Column Comparisons												
	% within column	1634	431	177	107	445	1624	233	768	152	1944	845	1160
Unweighted Base	N Count												
	Column Comparisons												
	% within column	а	b	a	b	С	d	a	b	a	b	a	b
Column Names	N Count												
	Column Comparisons												
	% within column	30%↑	23%↓	35%	38%	33%	28%	32%	26%	43% ↑	28%↓	34%↑	25%↓
Several times a day	N Count	504 ↑	98↓	66	40	151	451	73	198	67 †	545↓	301 †	287↓
	Column Comparisons	b				-				b		b	
	% within column	47%	46%	46%	38%	44%	48%	47%	47%	45%	47%	47%	47%
At least once a day	N Count	779	196	87	40	204	775	107	355	70	920	414	532
·	Column Comparisons					-							
	% within column	20%↓	29% ↑	15%	18%	17%	23%	16%↓	25% †	11%↓	23%	17%↓	25% ↑
At least once a week	N Count	333↓	122 †	28	19	80	376	36↓	185 †	18↓	442 †	147↓	287 †
	Column Comparisons		а			-			а		a		а
	% within column	2%	2%	3%	6% ↑	5% ↑	1%↓	5% ↑	1%↓	1%	2%	2%	2%
At least once a month	N Count	34	9	7	7 †	231	19↓	. 12 ↑	91	1	41	19	22
	Column Comparisons			d	d	-		b					
	% within column	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%
Less than once a month	N Count	6	1	0	0	1	6	1	4	0	7	2	5
	Column Comparisons					-							
	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Never	N Count	3	0	0	0	0	3	0	0	0	3	0	3
	Column Comparisons					_		_	_	_			

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 1909 (91%)

							BANI	NER					
		Parental	Controls	Pa	rental Conce	ern		Time Spe	nt Online (Wo	eekday)		Time Spen (Week	
G3 - How often do [SINGLE]	you play games?	NET: Has Parental Controls	No Controls	Not Concerned	A little Concerned	NET: Moderately / Very Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs	6+ hrs	NET: 5+ Hours	0 - 2hrs	3 - 4hrs
	% within column	1785	316	992	534	575	827	905	270	98	368	265	752
Weighted Base	N Count												
	Column Comparisons												
	% within column	1764	318	955	541	586	810	894	275	101	376	256	746
Unweighted Base	N Count												
	Column Comparisons												
	% within column	a	b	a	b	С	a	b	С	d	е	а	b
Column Names	N Count												
	Column Comparisons	200/	2001	2001	2001	2001	4.00/ 1	2001		/A	/-	400/1	040/1
	% within column	29%	29%	28%	29%	30%	16%↓	32%	51% †	52% ↑	51% ↑	13%↓	21%↓
Several times a day	N Count	514	92	279	152	175	135↓	286	137 †	51 ↑	187 †	35↓	158↓
	Column Comparisons	400/4	2004	4=0/		4=0/	500 /	a	a b	a b	-	470/	a =10/
At least successful	% within column	48%1		47%	46%	47%	50%	48%	35%↓	35%	35%↓	47%	51%
At least once a day	N Count	863 1	121↓	468	246	271	417	434	95↓	34	129↓	124	382
	Column Comparisons	b	200/4	220/	220/	200/	c d	c d	420/ [420/	420/ [d 250/A	d 270/ ↑
At least once a week	% within column N Count	21% ↓ 368 ↓		22%	22%	20%	31% ↑ 255 ↑	17%↓ 157↓	12% ↓ 33 ↓	12%	12% ↓ 44 ↓	36% ↑ 97 ↑	27% ↑ 201 ↑
At least once a week	Column Comparisons	308÷		222	119	114	b c d	15/ ♦	33 ♦	11			
	% within column	2%	a 3%	2%	3%	2%	1%	3%	2%	2%	- 2%	b c d 1%	c d 1%
At least once a month	N Count	33	5% 9	16	15	10	1%	3% 25	2% 4	270	2% 6	3	1%
At least office a month	Column Comparisons	33	9	10	13	10	11	23	4	2	U	3	10
	% within column	0%	1%	1%	0%	0%	1%	0%	0%	0%	- 0%	1% ↑	0%
Less than once a month		4	3	6	1	1	5	1	1	0	1	3 †	1
Less than once a month	Column Comparisons	7	a	U	_	_	3	_	_	U	-	b c	1
	% within column	0%	a 1%	0%	0%	1%	0%	0%	0%	0%	- 0%	1%↑	0%
Never	N Count	2	2	0/8	0%	3	3	0	0	0	0/8	3 †	0
110701	Column Comparisons	_		O	O .	3	3	J	3	J	-	b c	•

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 5 of 20

							BAN	INER					
		Time Spe	ent Online (W	eekend)			Spent Money	У			SM purchas	se category	
G3 - How often do	you play games?			NET: 5+	Bought something on either Social Med- ia, or while	Bought something on social	Bought something while	Bought something	Not bought			Subscri- ption/	
[SINGLE]		5 - 6hrs	Over 6 hrs	Hours	gaming	media	Gaming	_	from either	Product	Activity	Upgrade	NET: Gift
Weighted Base	% within column N Count Column Comparisons	606	478	1083	1266	745	1125	604	851	420	149	212	157
Unweighted Base	% within column N Count Column Comparisons	603	475	1078	1274	778	1128	632	822	441	161	222	169
Column Names	% within column N Count Column Comparisons	С	d	e	a	b	С	d	е	a	b	С	d
Several times a day	% within column N Count	29% 175	50% ↑ 240 ↑	38% ↑ 415 ↑		33% † 243 †	394 †			28%↓ 119↓	36% 54	41% ↑ 86 ↑	38% 60
	Column Comparisons % within column	a b 50%	a b c 37%↓	- 44%	e 48%	e 46%	b e 48%	e 46%	45%	50%	48%	a 44%	43%
At least once a day	N Count Column Comparisons % within column	304 d 18% ↓	175 ↓ 11% ↓	479 - 15% ↓	610 17% ↓	345 19%	542 15% ↓	276 16% ↓	380 29% ↑	208	71 15%	93 12% ↓	67 16%
At least once a week	N Count Column Comparisons	18%↓ 107↓ d		15% ↓ 157 ↓		139 c	15% ↓			84	23	12% ↓ 26 ↓	26
At least once a month	% within column N Count	3% 18	2% 10	3% 29	2% 20	2% 18	1% 17	2% 14	3% 23	2% 8	1% 1	3% 7	3% 4
	Column Comparisons % within column	0%	0%	- 0%	0%	0%	0%↓		1%	0%	0%	0%	0%
Less than once a month	N Count Column Comparisons	1	1	2	1	1	01	0	6 a c d	1	0	0	0
Never	% within column N Count Column Comparisons	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 0	0% 3	0% 0	0% 0	0% 0	0% 0

							BAN	INER					
		F	eelings abou	t SM purchase	e		G	aming Metho	d			Gaming Type	5
G3 - How often do [SINGLE]	you play games?	Regret things I buy online	What I buy is good value	I spend more than I should	I like the feeling	Games console or games player	Desktop computer, laptop or netbook	Mobile phone or smartp- hone	Tablet	NET: Any Gaming	Puzzles or quizzes	Action/ adventure	Shooters
-	% within column	307	544	369	550	1325	571	1302	775	2117	650	731	547
Weighted Base	N Count												
	Column Comparisons												
	% within column	322	574	393	580	1312	581	1304	767	2096	662	740	564
Unweighted Base	N Count												
	Column Comparisons												
	% within column	a	b	С	d	a	b	С	d	е	a	b	С
Column Names	N Count												
	Column Comparisons												
	% within column	35%	33%	35% ↑	34% ↑	30%	28%	31%	32%	29%	28%	30%	37%1
Several times a day	N Count	107	180	131 ↑	187 †	401	160	402	246	613	183	217	2001
	Column Comparisons									-			a
	% within column	41%	47%	43%	47%	46%	47%	49%	47%	47%	46%	46%	45%
At least once a day	N Count	126	256	160	258	614	269	632	360	990	298	339	248
	Column Comparisons									-			
	% within column	21%	17%↓	18%	17%↓	22%	21%	18%↓	20%	22%	24%	22%	17%
At least once a week	N Count	66	94↓	66	91↓	287	122	240↓	154	460	154	164	91
	Column Comparisons	d				С	С			-	c d e f j k	c e f	
	% within column	2%	2%	3%	2%	1%	2%	2%	1%	2%	2%	1%	1%
At least once a month	N Count	7	13	10	12	18	14	23	12	42	13	8	6
	Column Comparisons						a			-			
	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Less than once a month	N Count	1	1	1	1	4	2	2	2	7	1	1	2
	Column Comparisons	-	-	-	-					-			f
	% within column	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
Never	N Count	0	0	0	0	0	3	2	0	3	0	0	0
	Column Comparisons	-	-	-	-		a			-			

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 7 of 20

-							BAN	NER					
						Gamir	g Type					Gaming Fr	requency
G3 - How often do [SINGLE]	you play games?	Playing against one other person	Playing against multiple people/teams	Creative and building games	Playing in a virtual worlds	Simulation experience	Fitness and dance	Sports	Interactive stories	Makeovers	NET: Playing against other people	NET: Daily	Weekly
Weighted Base	% within column N Count	387	822	1151	557	248	278	728	207	249	1027	1602	460
	Column Comparisons												
Unweighted Base	% within column N Count Column Comparisons	395	802	1111	570	266	283	736	218	257	1009	1567	480
Column Names	% within column N Count Column Comparisons	d	е	f	g	h	i	j	k	I	m	a	b
	% within column	36%↑	35% ↑	32% †	32%	29%	31%	31%	35%	34%	34%↑	38% ↑	0%↓
Several times a day	N Count Column Comparisons	138↑	289 † a b	367 1		73	86	226	73	85	345 ↑		01
	% within column	47%	48%	47%	46%	50%	41%	49%	47%	46%	48%	62% †	0%↓
At least once a day	N Count Column Comparisons	182	397	541	258	124	114	357	97	114	495	990 † b	01
	% within column	16%↓	15%↓	19%↓		19%	24%	19%	14%		17%↓	0%↓	100%
At least once a week	N Count Column Comparisons	63↓	126↓	215↓	110 e	48	67 c d e k	135	29↓	48	175 ↓ -	01	460 ↑ a
	% within column	1%	1%	2%	2%	1%	3%	1%	3%	0%	1%↓	0%↓	0%↓
At least once a month	N Count Column Comparisons	3	9	24	13	1	9	8	6	0	11 ↓ -	- 01	- 01
	% within column	0%	0%	0%↓		0%	1%	0%	0%	1%	0%	0%↓	0%
Less than once a month		1	1	01	0	1	2	2	1	2	1	0↑	0
	Column Comparisons					f	f		f	f	-	-	-
	% within column	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%
Never	N Count Column Comparisons	0	0	2	0	2	0	0	0	0	- 0	- 0	- 0

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 8 of 20

							BAI	NNER					
					Gaming Pur	chase Type				Fee	lings about (Gaming Purch	ase
G3 - How often do	you play games?	NET: Character, skins, weapons, armour, tools	NET: Game expansion	Loot boxes/ packs/ chests/ bundles	In-game money	A standard version of the game	A subscription	Early access to a game	Battle Pass	Regret things I buy online	What I buy is good value	I spend more than I should	I like the feeling
Weighted Base	% within column N Count Column Comparisons	535	237	151	447	147	302	122	205	346	772	445	720
Unweighted Base	% within column N Count Column Comparisons	549	250	158	428	154	320	133	211	356	777	454	734
Column Names	% within column N Count Column Comparisons	а	b	С	d	е	f	g	h	a	b	С	d
Several times a day	% within column N Count Column Comparisons	39% 208	34% 80	41% 62	41% † 181 †	33% 48	40% 121	36% 44	40% 81	36% † 124 †			38% † 275 †
At least once a day	% within column N Count Column Comparisons	47% 250	52% 122	47% 72	46% 206	43% 63	47% 142	48% 58	46% 94	43% 150	49% 379	43% 193	47% 338
At least once a week	% within column N Count Column Comparisons	13% 71	12% 29	9% 14	12% 54	23%† 34† a b c d f h	12% 37	15% 18	13% 27	18% 62	13%↓ 103↓		14%↓ 102↓
At least once a month	% within column N Count Column Comparisons	1% 7	2% 5	2% 4	1% 6	1% 1	1% 3	2% 2	1% 3	3% 11 b d e f	1% 8	2% 9 d e	1%↓ 6↓
Less than once a month	% within column N Count Column Comparisons	0% 0 -	0% 0 -	0% 0 -	0% 0 -	0% 0 -	0% 0 -	0% 0 -	0% 0	0% 0 -	0% 0 -	0% 0 -	0% 0 -
Never	% within column N Count Column Comparisons	0% 0 -	0% 0 -	0% 0 -	0% 0 -	0% 0 -	0% 0 -	0% 0 -	0% 0 -	0% 0 -	0% 0 -	0% 0 -	0% 0 -

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 9 of 20

		BAN	NER
		Feelings abo	
		Purc	
			It's not
		It's unfair	always
		that people	•
		who spend	I'm going to
63 H (1		more, get	get for my
G3 - How often do	ou play games?	further in	money in
[SINGLE]		games	games
	% within column	715	449
Weighted Base	N Count		
	Column Comparisons		
	% within column	710	459
Unweighted Base	N Count		
	Column Comparisons		
	% within column	е	f
Column Names	N Count		
	Column Comparisons		
	% within column	38% ↑	37% ↑
Several times a day	N Count	268 †	164 †
	Column Comparisons		
	% within column	47%	43%
At least once a day	N Count	337	193
	Column Comparisons		
	% within column	14%↓	19%
At least once a week	N Count	103↓	86
	Column Comparisons		b d e
	% within column	1%	1%
At least once a month	N Count	7	6
	Column Comparisons		
	% within column	0%	0%
Less than once a month	N Count	0	0
	Column Comparisons	-	-

							BAN	NER					
G3 - How often do	you play games?		Gender of respor				Age of child	respondent			Age and ge	ender of child	respondent
[SINGLE]		Total	Male	Female	8-9	10-12	13-15	16-17	NET: 8-12	NET: 13-17	Male 8-9	Female 8-9	Male 10-12
	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
Never	N Count	3	3	0	2	2	0	0	3	0	2	0	2
	Column Comparisons	-							-	-			
	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1% ↑	0%
Don't know	N Count	1	0	1	1	0	0	0	1	0	0	11	0
	Column Comparisons	-							-	-			
	% within column	76%	81% †	70%↓	72%	79%	78%	70%↓	76%	75%	75%	70%	83% †
NET: Daily	N Count	1,602	9081	694↓	301	530	507	265↓	831	772	160	141	291 ↑
	Column Comparisons	-	b			a d	d		-	-	h		bdfh
	% within column	0%	1%	0%	1%	0%	0%	1%	0%	1%	1%	0%	1%
NET: Less than Monthly	N Count	11	8	3	2	3	1	5	5	5	2	0	3
·	Column Comparisons	-						С	-	-			

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 11 of 20

							BAN	NER					
					Age and ge		Urban/	Rural	Working status				
G3 - How often d	do you play games? Female 10- Female 13- Female 16- NET: Male 8 NET: Fema- NET: Male NET: Male 8 NET: Fema- NET: Male NET: Mal												
[SINGLE]		12	Male 13-15	15	Male 16-17	17	-12	le 8-12	13-17	le 13-17	NET: Urban	Rural	Full time
	% within column	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%
Never	N Count	0	0	0	0	0	3	0	0	0	2	2	3
	Column Comparisons						-	-	-	-			
	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%↓	1% ↑	0%
Don't know	N Count	0	0	0	0	0	0	1	0	0	01	11	0
	Column Comparisons						-	-	-	-		a	
	% within column	74%	87% ↑	69%	75%	62%↓	80%	73%	82% †	66%	76%	74%	75%
NET: Daily	N Count	239	292 †	215↓	165	113↓	451	380	458 †	323↓	1,431	171	958
	Column Comparisons	h	abdfgh		h		-	-	-	-			
	% within column	0%	0%	0%	1%	1%	1%	0%	0%	1%	0%	1%	1%
NET: Less than Month	nly N Count	0	1	0	2	3	5	0	3	3	8	2	7

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Column Comparisons

Part 12 of 20

							BANN	ER					
		٧	Vorking statu	S			D3 - Social	grade			Fin	ancial wellbe	eing
G3 - How often do	you play games?			NET: Not working/									
[SINGLE]		Part time	Student	retired	AB	C1	C2	DE	NET: ABC1	NET: C2DE	Doing well	Getting by	Struggling
	% within column	0%	0%	0%	0%	0%	1% ↑	0%	0%	0%	0%	0%	1%
Never	N Count	0	0	0	0	0	3 ↑	0	0	3	0	0	3
	Column Comparisons								-	-			
	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	N Count	1	0	0	0	0	1	0	0	1	0	0	1
	Column Comparisons								-	-			
	% within column	75%	70%	79%	74%	74%	76%	80%	74%	78%	78%	75%	76%
NET: Daily	N Count	304	76	228	444	407	354	397	851	751	297	820	471
	Column Comparisons								-	-			
	% within column	0%	0%	1%	0%	0%	1%	0%	0%	1%	1%	0%	1%
NET: Less than Monthly	N Count	1	0	2	2	3	4	1	5	6	3	2	6
	Column Comparisons								-	-			

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 13 of 20

							BAN	INER					
		Ethr	nicity	Child ider	ntified need	/ impacting o	condition	Disability/ C			Health Care EHCP)	Ber	nefits
						NET:	NET: No					NET:	
00 II 61 I			NET: All			Identified	identified					Household	
G3 - How often do	you play games?	White B-	other	Neurodiv-	Mental	need/	need/			Has an	Don't have	receives	
[SINGLE]		ritish	Ethnicities	ersity	Health	condition	condition	NET: Yes	No	EHCP	an EHCP	Benefits	No Benefits
	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Never	N Count	3	0	0	0	0	3	0	0	0	3	0	3
	Column Comparisons					-		-	-				
	% within column	0%	0%	1% ↑	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	N Count	1	0	11	0	1	0	0	0	0	1	1	0
	Column Comparisons			d		-		-	-				
	% within column	77% †	69%↓	81%	76%	77%	75%	78%	74%	88% †	75%↓	81% 1	72%↓
NET: Daily	N Count	1,283 †	295↓	152	80	355	1,226	180	553	137 †	1,465↓	716 1	818↓
	Column Comparisons	b				-				b		b	
	% within column	1%	0%	0%	0%	0%	1%	0%	1%	0%	1%	0%	1%
NET: Less than Monthly	N Count	9	1	0	0	1	9	1	4	0	11	2	8
	Column Comparisons					-							

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 14 of 20

							BANI	NER					
		Parenta	l Controls	Pa	arental Conce	ern		Time Spe	nt Online (We	eekday)		Time Spen (Week	
C2 Have after do		NET: Has				NET: Moderately							
G3 - How often do	you play games?	Parental		Not	A little	/ Very					NET: 5+		
[SINGLE]		Controls	No Controls	Concerned	Concerned	Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs	6+ hrs	Hours	0 - 2hrs	3 - 4hrs
	% within column	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	1%↑	0%
Never	N Count	2	2	0	0	3	3	0	0	0	0	3 †	0
	Column Comparisons										-	bс	
	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	N Count	1	0	1	0	0	0	1	0	0	0	0	0
	Column Comparisons										-		
	% within column	77%1	68%↓	75%	75%	78%	67%↓	80% ↑	86% †	86%	86% †	60%↓	72%↓
NET: Daily	N Count	1,3761	214↓	747	399	446	552↓	720 †	232 †	84	317 †	159↓	539↓
	Column Comparisons	b						a	a b	a	-		а
	% within column	0%	1%	1%	0%	1%	1%	0%	0%	0%	0%	2%↑	0%
NET: Less than Monthly	N Count	6	5	6	1	4	8	1	1	0	1	6 1	1
	Column Comparisons		а				b				-	b c d	

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 15 of 20

							BAN	INER					
		Time Sp	ent Online (W	eekend)			Spent Money	У			SM purcha	se category	
					Bought something								
					on either	Bought	Bought	D lat				Culturant	
G3 - How often do	you play games?			NET: 5+	Social Media, or while	something on social	something while	Bought	Not bought			Subscri- ption/	
[SINGLE]	, , , , ,	5 - 6hrs	Over 6 hrs	Hours	gaming	media	Gaming	_	from either	Product	Activity	Upgrade	NET: Gift
	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Never	N Count	0	0	0	0	0	0	0	3	0	0	0	0
	Column Comparisons			-						-	-	-	-
	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	N Count	1	0	1	0	0	0	0	1	0	0	0	0
	Column Comparisons			-						-	-	-	-
	% within column	79%	87% ↑	83% 1	81% †	79%	83% †	81% 1	67%↓	78%	84%	84%	81%
NET: Daily	N Count	479	415 †	894 1	1,031 †	587	935 †	491 1	571↓	327	124	179	126
	Column Comparisons	a b	a b c	-	е	е	b e	е					
	% within column	0%	0%	0%	0%↓	0%	0%↓	0%	1%↑	0%	0%	0%	0%
NET: Less than Monthly	N Count	1	1	2	1↓	1	01	0	9 ↑	1	0	0	0
	Column Comparisons			-					a b c d				

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 16 of 20

							BAN	INER					
		F	eelings abou	it SM purchase	9		G	aming Method	t			Gaming Type	ž
						Games	Desktop	Mobile					
C2 Hawaftan da		Regret	What I buy	I spend		console or	computer,	phone or					
G3 - How often do	you play games?	things I buy	is good	more than I	I like the	games	laptop or	smartp-		NET: Any	Puzzles or	Action/	
[SINGLE]		online	value	should	feeling	player	netbook	hone	Tablet	Gaming	quizzes	adventure	Shooters
	% within column	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
Never	N Count	0	0	0	0	0	3	2	0	3	0	0	0
	Column Comparisons	-	-	-	-		а			-			
	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	N Count	0	0	0	0	0	0	1	1	1	0	1	0
	Column Comparisons	-	-	-	-					-			
	% within column	76%	80%1	79%	81% †	77%	75%	79% ↑	78%	76%	74%	76%	82% †
NET: Daily	N Count	233	436 1	291	446 ↑	1,015	429	1,034 †	606	1,602	482	556	448 ↑
	Column Comparisons				a			a b		-			аi
	% within column	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
NET: Less than Monthly	N Count	1	1	1	1	4	5	4	2	11	1	1	2
	Column Comparisons	-	-	-	-		a c d			-			

							BANI	NER					
						Gamir	ıg Type					Gaming Fr	equency
			Playing								NET:		
		Playing	against	Creative							Playing		
63 Ha after de		against one	multiple		Playing in a						against		
G3 - How often do	you play games?	other	people/	building	virtual	Simulation	Fitness and		Interactive		other		
[SINGLE]		person	teams	games	worlds	experience	dance	Sports	stories	Makeovers	people	NET: Daily	Weekly
	% within column	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%
Never	N Count	0	0	2	0	2	0	0	0	0	0	0	0
	Column Comparisons										-	-	-
	% within column	0%	0%	0%	0%	0%	0%	0%	1%↑	0%	0%	0%	0%
Don't know	N Count	0	0	1	0	0	0	0	11	0	0	0	0
	Column Comparisons										-	-	-
	% within column	83% ↑	83% ↑	79% †	78%	79%	72%	80% †	82%	80%	82% †	100% ↑	0%↓
NET: Daily	N Count	320 †	686 †	908 †	434	197	200	583 †	170	199	840 †	1,602 †	01
	Column Comparisons	ai	abghi	а				аi			-	b	
	% within column	0%	0%	0%	0%	1%	1%	0%	0%	1%	0%	0%↓	0%
NET: Less than Monthly	N Count	1	1	2	0	2	2	2	1	2	1	01	0
	Column Comparisons										-	-	-

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 18 of 20

							BAI	NNER					
					Gaming Pu	rchase Type				Fee	lings about (Saming Purch	ase
G3 - How often do	vou plav games?	NET: Character, skins, weapons,		Loot boxes/ packs/ chests/	In game	A standard	A subseri	Farly access		Regret	What I buy	•	I like the
[SINGLE]	, o a pra , Barres	armour, tools	expansion	bundles	In-game money	version of the game	A subscri- ption	Early access to a game	Battle Pass	things I buy online	is good value	more than I should	feeling
[0022]	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Never	N Count	0	0	0	0	0	0	0	0	0	0	0	0
	Column Comparisons	-	-	-	-	-	-	_	-	-	-	-	_
	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	N Count	0	0	0	0	0	0	0	0	0	0	0	0
	Column Comparisons	-	-	-	-	-	-	-	-	-	-	-	-
	% within column	86%	85%	88%	87%	76%	87%	83%	85%	79%	86% 1	81% †	85% †
NET: Daily	N Count	457	202	133	387	111	263	102	176	274	661 1	358 ↑	612 †
	Column Comparisons	е	e	е	e		e				acf		acf
	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
NET: Less than Monthly	N Count	0	0	0	0	0	0	0	0	0	0	0	0
	Column Comparisons	_	_	_	_	_	_	_	_	_	_	_	_

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 19 of 20

		BANNER				
		Feelings about Gaming Purchase				
G3 - How often do	you play games?	It's unfair that people who spend more, get further in	It's not always clear what I'm going to get for my money in			
[SINGLE]		games	games			
	% within column	0%	0%			
Never	N Count	0	0			
	Column Comparisons	-	-			
	% within column	0%	0%			
Don't know	N Count	0	0			
	Column Comparisons	-	-			
	% within column	85% ↑	80%			
NET: Daily	N Count	605 ↑	357			
	Column Comparisons	a c f				
	% within column	0%	0%			
NET: Less than Monthly	N Count	0	0			
•	Column Comparisons	-	-			

G3b - In the last month have you	spent any money		BANNER							
on something whilst gaming? Th	is could have been		Gender of child	respondent		Age of child re	espondent			
using your own money or someon	ne else's.Just a									
reminder that we will not share t	hese answers with									
anyone [YES MULTI/ NO EXCL]		Total	Male	Female	8-9	10-12	13-15	16-17		
, [,]	% within column	2105	1113	992	412	670	647	375		
Weighted Base	N Count									
	Column Comparisons									
	% within column	2084	1065	1019	405	638	627	414		
Unweighted Base	N Count									
_	Column Comparisons									
	% within column	a	a	b	а	b	С	d		
Column Names	N Count									
	Column Comparisons									
Yes – I bought something directly on the the game I was playing	% within column	31%	35% ↑	27%↓	31%	32%	34%	26%		
	N Count	661	390 †	271↓	127	213	222	99		
	Column Comparisons	-	b							
Vac. I bassala a madhina an tha a canala	% within column	21%	25% ↑	17%↓	16%↓	19%	25% ↑	23%		
Yes – I bought something on the console store (e.g. PlayStation Store or Steam)	N Count	440	276 †	164↓	64↓	127	162 ↑	87		
store (e.g. FlayStation Store of Steam)	Column Comparisons	-	b				a b	а		
Vos. I haught samathing an a wahsita/	% within column	6%	8% ↑	4%↓	6%	7%	6%	6%		
Yes – I bought something on a website/ app (e.g. Xbox or Nintendo's websites)	N Count	134	93 ↑	41↓	26	48	36	24		
app (e.g. Abox of Militeriao's Websites)	Column Comparisons	-	b							
Yes – although I used a search site (e.g.	% within column	5%	6%	4%	4%	4%	7% ↑	4%		
Google or Bing) to find something I saw or	n N Count	105	62	43	18	29	43 ↑	15		
the game I was playing	Column Comparisons	-								
	% within column	45%	37%↓	54% ↑	49%	45%	41%↓	49%		
No	N Count	953	417↓	536 †	202	302	266↓	184		
	Column Comparisons	-		a						
	% within column	1%	1%	1%	2%	2%	1%	1%		
Don't know	N Count	27	14	13	9	11	4	3		
	Column Comparisons	-								
	% within column	53%	61% ↑	45%↓	49%	53%	58% †	50%		
NET: Bought something gaming (Yes)	N Count	1,125	681 †	444↓	202	358	377 †	188		
	Column Comparisons	-	b				a d			

G3b - In the last month have you	spent any money				BANNER			
on something whilst gaming? Th	is could have been	Age of child r	espondent		Age and g	ender of child res	pondent	
using your own money or someo	ne else's.Just a							
reminder that we will not share t	hese answers with							
anyone [YES MULTI/ NO EXCL]		NET: 8-12	NET: 13-17	Male 8-9	Female 8-9	Male 10-12	Female 10-12	Male 13-15
anyone (120 mezn, 110 znez)	% within column	1083	1022	212	201	349	322	335
Weighted Base	N Count	2000				0.0	022	
	Column Comparisons							
	% within column	1043	1041	208	197	323	315	318
Unweighted Base	N Count							
C	Column Comparisons							
	% within column	е	f	а	b	С	d	e
Column Names	N Count							
	Column Comparisons							
	% within column	31%	31%	33%	29%	34%	30%	41% ↑
Yes – I bought something directly on the the game I was playing	N Count	340	321	70	57	117	96	137 †
	Column Comparisons	-	-	h		h		bdfh
Van III aanka aanakka aanka aanala	% within column	18%↓	24% ↑	18%	13%↓	24%	14%↓	28% ↑
Yes – I bought something on the console store (e.g. PlayStation Store or Steam)	N Count	191↓	250 †	38	26↓	82	44↓	95 ↑
store (e.g. Playstation Store of Steam)	Column Comparisons	-	-			b d		a b d h
Vos. I hought compthing on a website /	% within column	7%	6%	9%	3%	10% ↑	5%	6%
Yes – I bought something on a website/ app (e.g. Xbox or Nintendo's websites)	N Count	74	60	19	7	34 †	15	21
app (e.g. Abox of Militerius 3 Websites)	Column Comparisons	-	-	h		b h		
Yes – although I used a search site (e.g.	% within column	4%	6%	6%	3%	4%	4%	8% ↑
Google or Bing) to find something I saw o	n N Count	46	59	13	5	15	14	26 ↑
the game I was playing	Column Comparisons	-	-					
	% within column	47%	44%	43%	56% ↑	38%↓	52% ↑	32%↓
No	N Count	504	450	90	112 †	134↓	168 ↑	106↓
	Column Comparisons	-	-	е	aceg		c e g	
	% within column	2%	1%	2%	3%	2%	2%	1%
Don't know	N Count	20	7	4	5	6	5	3
	Column Comparisons	-	-					
	% within column	52%	55%	56%	42%↓	60% ↑	46%↓	67% ↑
NET: Bought something gaming (Yes)	N Count	560	565	118	84↓	209 ↑	149↓	225 ↑
	Column Comparisons	-	-	b h		b d f h		a b d f h

G3b - In the last month have you spent any money on something whilst gaming? This could have been using your own money or someone else's. Just a reminder that we will not share these answers with

BANNER

Age and gender of child respondent

reminder that we will not share the	hese answers with					NET: Female 8-		NET: Female 13-
anyone [YES MULTI/ NO EXCL]		Female 13-15	Male 16-17	Female 16-17	NET: Male 8-12	12	NET: Male 13-17	17
	% within column	312	218	180	560	523	553	486
Weighted Base	N Count							
	Column Comparisons							
	% within column	309	216	227	531	512	534	529
Unweighted Base	N Count							
	Column Comparisons							
	% within column	f	g	h	i	j	k	1
Column Names	N Count							
	Column Comparisons							
	% within column	27%	31%	20%↓	33%	29%	37% ↑	25%↓
Yes – I bought something directly on the	N Count	85	67	36↓	187	154	204 ↑	120↓
the game I was playing	Column Comparisons				-	-	-	-
V 11 1. 11. 11. 1	% within column	22%	28% ↑	17%	22%	13%↓	28% ↑	20%
Yes – I bought something on the console store (e.g. PlayStation Store or Steam)	N Count	68	61 †	31	121	70↓	156 ↑	98
	Column Comparisons	b d	a b d h		-	-	-	-
V 11 11 11 11 11 11 11 11 11 11 11 11 11	% within column	5%	9%	2%↓	9% ↑	4%↓	7%	4%↓
Yes – I bought something on a website/	N Count	15	20	41	53 †	22↓	41	19↓
app (e.g. Xbox or Nintendo's websites)	Column Comparisons		h		-	-	-	-
Yes – although I used a search site (e.g.	% within column	5%	4%	4%	5%	4%	6%	5%
Google or Bing) to find something I saw or	N Count	17	8	8	28	19	34	25
the game I was playing	Column Comparisons				-	-	-	-
	% within column	51%	40%	60% †	40%↓	54% 1	35%↓	55% †
No	N Count	160	87	109 †	224↓	280 1	193↓	266 ↑
	Column Comparisons	c e g		aceg	-	-	-	-
	% within column	0%	1%	1%	2%	2%	1%	1%
Don't know	N Count	1	1	3	9	10	5	3
	Column Comparisons				-	-	-	-
	% within column	49%	59%	38%↓	58% †	45%↓	64% ↑	45%↓
NET: Bought something gaming (Yes)	N Count	152	129	681	327 †	233↓	354 ↑	217↓
	Column Comparisons	h	b d f h		-	-	-	

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17 AND Children who game; Weight: Based on Nat Rep Sample; effective sample size = 1919 (92%)

G3b - In the last month have you	spent any money				BANNER			
on something whilst gaming? This	is could have been	Urban/ R	Rural		Working	status		D3 - Social grade
using your own money or someon	ne else's.Just a							
reminder that we will not share th	nese answers with						NET: Not	
anyone [YES MULTI/ NO EXCL]		NET: Urban	Rural	Full time	Part time	Student	working/ retired	AB
	% within column	1877	228	1264	405	108	284	601
Weighted Base	N Count							
	Column Comparisons							
	% within column	1847	237	1312	363	109	261	850
Unweighted Base	N Count							
	Column Comparisons							
	% within column	а	b	а	b	С	d	a
Column Names	N Count							
	Column Comparisons							
Vac. I be well to a seathing discatly and the	% within column	32%	26%	34% ↑	26%↓	27%	28%	37%↑
/es – I bought something directly on the the game I was playing	N Count	601	60	435 †	104↓	29	80	224 ↑
	Column Comparisons			b				bс
Vos. I hought comothing on the console	% within column	21%	17%	26% ↑	14%↓	19%	9%↓	26% ↑
Yes – I bought something on the console store (e.g. PlayStation Store or Steam)	N Count	402	38	325 ↑	57↓	21	26 ↓	<i>.</i> 155 ↑
store (e.g. Flaystation store or steam)	Column Comparisons			b d		d		d
Yes – I bought something on a website/	% within column	6%	5%	6%	7%	3%	6%	8%
app (e.g. Xbox or Nintendo's websites)	N Count	122	12	82	28	3	18	48
app (e.g. Abox of Militerido's Websites)	Column Comparisons							
Yes – although I used a search site (e.g.	% within column	5%	3%	6% ↑	4%	5%	2%↓	7%↑
Google or Bing) to find something I saw on	N Count	98	7	77 †	15	5	6 1	40 1
the game I was playing	Column Comparisons							b
	% within column	44%↓	56% ↑	39%↓	54% ↑	55%	57% 1	38%↓
No	N Count	826↓	127 ↑	496↓	218 †	59	161 1	227↓
	Column Comparisons		а		а	a	а	
	% within column	1%	2%	1%	2%	2%	2%	1%
Don't know	N Count	22	5	11	7	2	7	4
	Column Comparisons							
	% within column	55% ↑	42%↓	60% †	45% ↓	44%	41% ↓	62% ↑
NET: Bought something gaming (Yes)	N Count	1,029 †	96↓	757 †	180↓	47	116 ↓	370 †

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

b

Column Comparisons

bcd

bcd

G3b - In the last month have you	spent any money				BANNER			
on something whilst gaming? Th	is could have been		D	3 - Social grade			Financial v	vellbeing
using your own money or someo	ne else's. Just a							
reminder that we will not share t	hese answers with							
anyone [YES MULTI/ NO EXCL]		C1	C2	DE	NET: ABC1	NET: C2DE	Doing well	Getting by
, . , , .	% within column	551	457	496	1152	953	378	1096
Weighted Base	N Count							
-	Column Comparisons							
	% within column	458	333	443	1308	776	431	1067
Unweighted Base	N Count							
	Column Comparisons							
	% within column	b	С	d	е	f	a	b
Column Names	N Count							
	Column Comparisons							
Yes – I bought something directly on the the game I was playing	% within column	27%↓	29%	31%	32%	30%	41% ↑	29%↓
	N Count	149↓	133	156	373	288	157 †	316↓
	Column Comparisons				-	-	b c	
Was a library by a small transmitter and the according	% within column	20%	20%	17%↓	23% ↑	18%↓	29% ↑	20%
Yes – I bought something on the console store (e.g. PlayStation Store or Steam)	N Count	111	92	83↓	266 ↑	174↓	110 ↑	214
store (e.g. FlayStation Store of Steam)	Column Comparisons				-	-	b c	
Vac I bassabt as month; as a second cita /	% within column	5%	7%	6%	6%	6%	7%	6%
Yes – I bought something on a website/ app (e.g. Xbox or Nintendo's websites)	N Count	25	32	30	73	61	26	63
app (e.g. Abox of Militerido's Websites)	Column Comparisons				-	-		
Yes – although I used a search site (e.g.	% within column	3%↓	5%	5%	5%	5%	9% ↑	5%
Google or Bing) to find something I saw or	n N Count	15↓	25	26	55	50	33 ↑	50
the game I was playing	Column Comparisons				-	-	b c	
	% within column	50%	49%	46%	43%	47%	34%↓	48% 1
No	N Count	274	226	226	501	452	127↓	531 †
	Column Comparisons	а	a	а	-	-		a
	% within column	1%	2%	2% ↑	1%↓	2%↑	1%	1%↓
Don't know	N Count	4	7	12 ↑	7↓	19 ↑	6	6 †
	Column Comparisons			a	-	-		
	% within column	50%	49%	52%	56% ↑	50%↓	65% ↑	51%
NET: Bought something gaming (Yes)	N Count	274	224	257	644 †	481↓	245 ↑	558
	Column Comparisons				-	-	b c	

G3b - In the last month have you	snent any money				BANNER			
on something whilst gaming? The	nis could have been	Financial wellbeing	Ethn	icity	Chi	ld identified need	I/ impacting condi	tion
using your own money or someo reminder that we will not share t anyone [YES MULTI/ NO EXCL]		Struggling	White British	NET: All other Ethnicities	Neurodiversity	Mental Health	NET: Identified need/ condition	NET: No identified need/ condition
	% within column	612	1650	425	187	106	458	1621
Weighted Base	N Count							
	Column Comparisons							
	% within column	571	1624	429	176	107	443	1614
Unweighted Base	N Count							
	Column Comparisons							
	% within column	С	a	b	a	b	С	d
Column Names	N Count							
	Column Comparisons							
Yes – I bought something directly on the	% within column	30%	32%	28%	31%	39%	33%	31%
the game I was playing	N Count	184	531	117	58	41	151	499
the game i was playing	Column Comparisons						-	
Yes – I bought something on the console	% within column	19%	20%	25%	24%	20%	25%	20%↓
store (e.g. PlayStation Store or Steam)	N Count	116	326	105	45	21	113	318↓
store (e.g. r laystation store or steam)	Column Comparisons			a			-	
Yes – I bought something on a website/	% within column	7%	6%	6%	6%	9%	8%	6%
app (e.g. Xbox or Nintendo's websites)	N Count	45	106	27	12	9	36	97
app (e.g. Abox of Willterido's Websites)	Column Comparisons						-	
Yes – although I used a search site (e.g.	% within column	4%	4%↓	8% ↑	0%↓	4%	5%	5%
Google or Bing) to find something I saw o	n N Count	22	67↓	36 1	1↓	4	24	79
the game I was playing	Column Comparisons			a		a	-	a
	% within column	46%	46%	45%	48%	41%	39%	47% †
No	N Count	283	757	189	89	44	181	√ 766 †
	Column Comparisons	a					-	
	% within column	2% ↑	1%	1%	1%	4%	1%	1%
Don't know	N Count	14 †	21	4	2	4	6	20
	Column Comparisons	b					-	
	% within column	52%	53%	54%	51%	55%	59%1	
NET: Bought something gaming (Yes)	N Count	316	873	231	96	59	2721	834 ↓
	Column Comparisons						-	

G3b - In the last month have you	spent any money				BANNER			
on something whilst gaming? Thusing your own money or someon		Disability/ Cond	lition in HH	Educational He		Bene	efits	Parental Controls
reminder that we will not share the				`	Don't have an	NET: Household		NET: Has
anyone [YES MULTI/ NO EXCL]		NET: Yes	No	Has an EHCP	EHCP	receives Benefits	No Benefits	Parental Controls
	% within column	228	747	156	1949	881	1127	1778
Weighted Base	N Count							
	Column Comparisons							
	% within column	232	762	152	1932	841	1152	1757
Unweighted Base	N Count							
	Column Comparisons							
	% within column	a	b	a	b	a	b	а
Column Names	N Count							
	Column Comparisons							
Yes – I bought something directly on the	% within column	32%	30%	42% ↑	31%		29%	
he game I was playing	N Count	73	228	66 †	595↓	· 306 †	325	604 †
the game i was playing	Column Comparisons			b		b		b
Yes – I bought something on the console	% within column	28%	22%	29% ↑	20%		20%	23% ↑
store (e.g. PlayStation Store or Steam)	N Count	64	168	45 ↑	395↓	197	228	403 †
store (e.g. Flaystation store of steam)	Column Comparisons			b				b
Yes – I bought something on a website/	% within column	8%	5%	6%	6%	7%	6%	7% ↑
app (e.g. Xbox or Nintendo's websites)	N Count	19	39	9	125	63	65	123 †
app (e.g. Abox of Militerido 3 Websites)	Column Comparisons							b
Yes – although I used a search site (e.g.	% within column	6%	5%	6%	5%	6%	4%	6% ↑
Google or Bing) to find something I saw or	N Count	14	41	9	96	55	46	103 †
the game I was playing	Column Comparisons					b		b
	% within column	39%	47% ↑	35%↓	46% 1	40%↓	49%1	41%↓
No	N Count	89	350 ↑	55↓	899 1	353↓	5571	725↓
	Column Comparisons		a		a		a	
	% within column	0%	1%	0%	1%	2%	1%	1%
Don't know	N Count	0	6	0	27	15	9	20
	Column Comparisons							
	% within column	61%	52%↓	65% ↑	53%	58% ↑	50%	58% ↑
NET: Bought something gaming (Yes)	N Count	140	391↓	101 †	1,024	513 †	562	1,033 †
	Column Comparisons	b		b		b		b

G3b - In the last month have you	spent any money				BANNER			
on something whilst gaming? Th	is could have been	Parental Controls	F	Parental Concern		Time Sp	ent Online (Week	day)
using your own money or someor	ne else's. Just a				NET: Moderately			
reminder that we will not share t	hese answers with			A little	/ Very			
anyone [YES MULTI/ NO EXCL]		No Controls	Not Concerned	Concerned	Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs
	% within column	311	985	533	570	819	902	269
Weighted Base	N Count							
	Column Comparisons							
	% within column	313	948	540	582	803	890	274
Unweighted Base	N Count							
	Column Comparisons							
	% within column	b	a	b	С	а	b	С
Column Names	N Count							
	Column Comparisons							
War the color and the allocations the	% within column	18%↓	26%↓	36% ↑	37%↑	23%↓	35% ↑	44%1
es – I bought something directly on the he game I was playing	N Count	55↓	254↓	190 †	213 ↑	189↓	318 †	1171
	Column Comparisons			a	а		а	a b
Was the walt as well-	% within column	12%↓	13%↓	29% ↑	28% ↑	13%↓	25% ↑	27%1
Yes – I bought something on the console	N Count	37↓	125↓	154 ↑	160 ↑	104↓	223 ↑	721
store (e.g. PlayStation Store or Steam)	Column Comparisons			a	а		а	а
Van I barraht annathina an arrahaita /	% within column	4%	6%	6%	9% ↑	5%	8%	6%
Yes – I bought something on a website/ app (e.g. Xbox or Nintendo's websites)	N Count	11	55	29	50 †	42	68	17
app (e.g. Abox of Militerido's Websites)	Column Comparisons							
Yes – although I used a search site (e.g.	% within column	1%↓	2%↓	5%	9% ↑	4%	5%	7%
Google or Bing) to find something I saw or	n N Count	2↓	21↓	29	54 ↑	35	42	18
the game I was playing	Column Comparisons			a	a b			
	% within column	70% †	59% ↑	34%↓	31%↓	59% ↑	38%↓	32%
No	N Count	218 †	582 †	183↓	178↓	485 ↑	344↓	86
	Column Comparisons	a	b c			b c d		
	% within column	1%	1%	2%	1%	2%	1%	0%
Don't know	N Count	4	9	9	7	13	10	1
	Column Comparisons							
	% within column	29%↓	40%↓	64% ↑	67% ↑	39%↓	61% ↑	68%1
NET: Bought something gaming (Yes)	N Count	90↓	394↓	342 ↑	385 ↑	321↓	547 †	1821
	Column Comparisons			а	a		a	а

G3b - In the last month have you	spent any money				BANNER			
on something whilst gaming? Th	is could have been	Time Spent On	line (Weekday)		Time Sp	ent Online (Wee	kend)	
using your own money or someon	ne else's. Just a							
reminder that we will not share t	hese answers with							
anyone [YES MULTI/ NO EXCL]		6+ hrs	NET: 5+ Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6 hrs	NET: 5+ Hours
, , , , , , , , , , , , , , , , , , , ,	% within column	98	367	259	751	604	476	1080
Weighted Base	N Count							
_	Column Comparisons							
	% within column	101	375	250	745	601	473	1074
Unweighted Base	N Count							
	Column Comparisons							
	% within column	d	е	a	b	С	d	е
Column Names	N Count							
	Column Comparisons							
Vac I because a constability of the	% within column	34%	41%↑	24%↓	28%↓	32%	40% ↑	36%1
Yes – I bought something directly on the the game I was playing	N Count	34	151 ↑	62↓	209↓	193	192 ↑	3851
	Column Comparisons	а	-			а	a b c	-
Yes – I bought something on the console	% within column	41% ↑	30%↑	10%↓	20%	22%	27% ↑	24%1
store (e.g. PlayStation Store or Steam)	N Count	40 ↑	112 ↑	25↓	153	133	129 ↑	2621
store (e.g. Flaystation Store of Steam)	Column Comparisons	аbс	-		а	а	a b	-
Yes – I bought something on a website/	% within column	7%	6%	6%	5%	6%	9%	7%
app (e.g. Xbox or Nintendo's websites)	N Count	7	24	14	40	38	41	79
app (e.g. Abox of Militerial 3 Websites)	Column Comparisons		-					-
Yes – although I used a search site (e.g.	% within column	10%	8% ↑	6%	5%	5%	4%	5%
Google or Bing) to find something I saw or	n N Count	9	28 ↑	15	39	31	20	51
the game I was playing	Column Comparisons		-					-
	% within column	27%↓	31%↓	61% †	48%	42%	36%↓	39%
No	N Count	26↓	112↓	157 †	362	253	170↓	424
	Column Comparisons		-	b c d	c d			-
	% within column	1%	1%	1%	1%	2%	1%	1%
Don't know	N Count	1	2	3	9	10	5	15
	Column Comparisons		-					-
	% within column	72% ↑	69% ↑	38%↓	51%	56%	63% †	59%1
NET: Bought something gaming (Yes)	N Count	70 †	253 ↑	99↓	380	341	301 ↑	6411
	Column Comparisons	a	-		a	a b	a b c	-

G3b - In the last month have you	spont any monoy				BANNER			
on something whilst gaming? Th				Spent Money			SM purchase	category
using your own money or someor reminder that we will not share that anyone [YES MULTI/ NO EXCL]	ne else's. Just a	Bought somet- hing on either Social Media, or while gaming	Bought something on social media	Bought something while Gaming	Bought something from both	Not bought from either	Product	Activity
	% within column	1265	744	1125	604	840	419	149
Weighted Base	N Count Column Comparisons							
	% within column	1273	777	1128	632	811	440	161
Unweighted Base	N Count Column Comparisons					-		-
Column Names	% within column N Count	a	b	С	d	е	a	b
	Column Comparisons							
Yes — I bought something directly on the	% within column	52%↑	48%1				45%	56%
he game I was playing	N Count	661 †	3601		360 1	01	189	83
	Column Comparisons	е	е	b e	е			
Yes – I bought something on the console	% within column	35%↑	35%1				32%	44%1
store (e.g. PlayStation Store or Steam)	N Count	440 ↑	2581			01	134	65 1
,	Column Comparisons	е	е	b e	е			a
Yes – I bought something on a website/	% within column	11% ↑	7%	12% †			6%	8%
app (e.g. Xbox or Nintendo's websites)	N Count	134 ↑	56	134 †	56 1	01	26	12
	Column Comparisons	е	е	b e	е			
Yes – although I used a search site (e.g.	% within column	8% ↑	10%1				11%	16% 1
Google or Bing) to find something I saw or	N Count	105 ↑	781	105 1	78 1	01	45	24 1
the game I was playing	Column Comparisons	e	е	b e	е			
	% within column	11%↓	18%				25% ↑	6%
No	N Count	136↓	136	01	01	818 †	106 ↑	91
	Column Comparisons		С			a b c d	b c d	
	% within column	0%↓	1%	0%↓	0%↓	3% ↑	1%	1%
Don't know	N Count	5↓	5	01	01	· 22 ↑	4	1
	Column Comparisons		С			a b c d		
	% within column	89% ↑	81%1	100%	100%	0%↓	74%↓	93%1
NET: Bought something gaming (Yes)	N Count	1,125 ↑	6041	1,125 †	604 1	01	309↓	138 1
	Column Comparisons	е	e	b e	е			а

G3b - In the last month have you s	spent any money				BANNER			
on something whilst gaming? This	is could have been	SM purchase	category		Feelings about	SM purchase		Gaming Method
using your own money or someon	e else's. Just a							
reminder that we will not share the anyone [YES MULTI/ NO EXCL]	nese answers with	Subscription/ Upgrade	NET: Gift	Regret things I buy online	What I buy is good value	I spend more than I should	I like the feeling	Games console or games player
	% within column	212	157	306	543	368	549	1320
Weighted Base	N Count Column Comparisons							
Unweighted Base	% within column N Count	222	169	321	573	392	579	1307
Column Names	Column Comparisons % within column N Count	С	d	а	b	С	d	a
	Column Comparisons							
	% within column	57%↑	57%↑	53% ↑	49% ↑	54% ↑	51% †	33%
es – I bought something directly on the he game I was playing	N Count Column Comparisons	122 ↑	89 ↑	161 ↑	269 ↑	199 ↑	281 †	435
Van I hawaht aanathina an tha aanada	% within column	42% ↑	43% ↑	42% ↑	36% ↑	41% ↑	35% 1	25%1
Yes – I bought something on the console store (e.g. PlayStation Store or Steam)	N Count Column Comparisons	90 ↑	68↑	127 ↑	197 ↑	152 †	193 †	3251 c d
Vos. I hought something on a wahrita/	% within column	12% ↑	9%	7%	8%	8%	7%	9%1
Yes – I bought something on a website/ app (e.g. Xbox or Nintendo's websites)	N Count Column Comparisons	26 ↑ a	13	23	42	28	38	1121 b c d
Yes – although I used a search site (e.g.	% within column	16% ↑	18% ↑	15% ↑	10% ↑	13% †	9%1	4%
Google or Bing) to find something I saw on	N Count	34 ↑	28 ↑	44 ↑	57 ↑	48 1	51 †	57
the game I was playing	Column Comparisons			d		d		
	% within column	7%↓	6%↓	8%↓	17%↓	8%↓	. 16% ↓	42%
No	N Count	16↓	9↓	24↓	93↓	29↓	. 89 ↓	553
	Column Comparisons				ас		С	
	% within column	0%	0%	1%	0%	1%	1%	0%
Don't know	N Count Column Comparisons	1	0	2	3	2	3	61
	% within column	92% ↑	94% ↑	91% ↑	82% ↑	91% †	83%	58%1
NET: Bought something gaming (Yes)	N Count Column Comparisons	195 ↑ a	148 ↑ a	279 ↑ b d	447 ↑	337 † b d	456 1	7611 d

G3b - In the last month have you	spent any money				BANNER			
on something whilst gaming? Th			Gaming M	ethod			Gaming Type	
using your own money or someo reminder that we will not share t anyone [YES MULTI/ NO EXCL]		Desktop compu- ter, laptop or netbook	Mobile phone or smartphone	Tablet	NET: Any Gaming	Puzzles or quizzes	Action/ adventure	Shooters
	% within column	565	1297	772	2105	649	728	545
Weighted Base	N Count							
	Column Comparisons	F 7 7	1200	764	2084	660	738	F.C.1
Unweighted Base	% within column N Count	577	1299	764	2084	660	/38	561
Offweighted base	Column Comparisons							
	% within column	b	С	d	e	а	b	С
Column Names	N Count	~		~	C	ŭ	~	Č
	Column Comparisons							
	% within column	34%	33%↑	33%	31%	27%↓	35% ↑	39% 1
es – I bought something directly on the he game I was playing	N Count	195	432 ↑	258	661	178↓	257 ↑	214 1
the game i was playing	Column Comparisons				-		а	a
Yes – I bought something on the console	% within column	27%1	21%	18%	21%	19%	25% ↑	34%1
store (e.g. PlayStation Store or Steam)	N Count	152 1	275	142	440	121	179 †	188 1
store (e.g. r laystation store or steam)	Column Comparisons	d			-		a f	abfgijkl
Yes – I bought something on a website/	% within column	7%	7%	7%	6%	5%	10% ↑	9%1
app (e.g. Xbox or Nintendo's websites)	N Count	40	91	53	134	36	73 ↑	48 1
app (e.g. men er innen de e mezentee)	Column Comparisons				-		agl	
Yes – although I used a search site (e.g.	% within column	9%1		6%	5%	7%↑	7%↑	8%1
Google or Bing) to find something I saw o		481		48	105	441	54 ↑	42 1
the game I was playing	Column Comparisons	a	а		-	f	e f	e f
	% within column	38%		47%	45%	52% ↑	39%↓	29%↓
No	N Count	213	564	361	953	3351	286↓	160↓
	Column Comparisons	40/	40/	a b c	-	bcdeghijkl	c d e	00/
Don't know	% within column	1%	1%	1%	1%	1%	0%↓	0%
Don't know	N Count Column Comparisons	8	16	10	27	7	4↓	2
	% within column	a 61% 1	a 55%	a 52%	- 53%	47%↓	60%↑	70% 1
NET: Bought something gaming (Yes)	N Count	345 1		401	1,125	306↓	439 †	383 1
THE TO US THE STITLE STITLE (103)	Column Comparisons	d	d d	401		300♥	a f	a b f g i j k l

G3b - In the last month have you	spent any money				BANNER			
on something whilst gaming? Th	is could have been				Gaming Type			
using your own money or someon reminder that we will not share to anyone [YES MULTI/ NO EXCL]		Playing against one other person	Playing against multiple people/ teams	Creative and building games	Playing in a virtual worlds	Simulation experience	Fitness and dance	Sports
, (% within column	386	822	1148	557	246	276	726
Weighted Base	N Count							
S	Column Comparisons							
	% within column	394	801	1109	570	264	281	734
Unweighted Base	N Count							
	Column Comparisons							
	% within column	d	e	f	g	h	i	j
Column Names	N Count							
	Column Comparisons							
	% within column	41%1	39% ↑	33%	36% ↑	40% ↑	37%	34%
Yes – I bought something directly on the	N Count	1601	319 †	375	200 †	98 †	102	245
the game I was playing	Column Comparisons	а	a f j	а	а	a	а	а
Vac. I be well a consthing on the constle	% within column	32%1	29% ↑	20%	25% ↑	33% ↑	25%	29%1
Yes – I bought something on the console store (e.g. PlayStation Store or Steam)	N Count	1231	235 †	224	140 †	80 †	68	208 1
store (e.g. FlayStation Store of Steam)	Column Comparisons	afil	abfgl		a f	afl		a f l
Yes – I bought something on a website/	% within column	8%	10%↑	7%	7%	10% ↑	9%	9%1
app (e.g. Xbox or Nintendo's websites)	N Count	32	85 †	85	38	25 ↑	25	67 1
app (e.g. Abox of Wiftendo's Websites)	Column Comparisons		agl			1		a
Yes – although I used a search site (e.g.	% within column	10%1	5%	3%↓	7%	14% ↑	11% ↑	7%1
Google or Bing) to find something I saw or	N Count	381	41	39↓	37	34 ↑	31 ↑	51 1
the game I was playing	Column Comparisons	e f l	f		f	abefgl	e f l	f
	% within column	31%	34%↓	47%	39%↓	31%↓	38%↓	37%
No	N Count	118	275↓	537	220↓	76↓	106↓	268
	Column Comparisons			bcdeghij	c d e		c d e	С
	% within column	1%	1%	1%	1%	0%	1%	1%
Don't know	N Count	5	9	11	5	0	3	6
	Column Comparisons							
	% within column	68%1		52%	60% †	69% †	61% ↑	62% 1
NET: Bought something gaming (Yes)	N Count	2631	537 †	600	332 †	170 †	167 †	451 1
	Column Comparisons	afgil	abfgl	a	a f	afl	a f	afl

G3b - In the last month have you	spent any money				BANNER			
on something whilst gaming? Th	is could have been		Gaming Type		Gaming Fre	quency	Gaming Purc	chase Type
using your own money or someoureminder that we will not share to anyone [YES MULTI/ NO EXCL]		Interactive stories	Makeovers	NET: Playing against other people	NET: Daily	Weekly	NET: Character, skins, weapons, armour, tools	NET: Game expansion
	% within column	205	247	1026	1602	460	535	237
Weighted Base	N Count							
	Column Comparisons							
	% within column	216	255	1007	1567	480	549	250
Unweighted Base	N Count							
	Column Comparisons							
	% within column	k	I	m	a	b	a	b
Column Names	N Count							
	Column Comparisons							
Yes – I bought something directly on the	% within column	40%1	35%	38%↑	36%↑	16%↓		57%
he game I was playing	N Count	82 †	85	389 ↑	577 ↑	75↓		134
5 1 7 5	Column Comparisons	a		-	b		befg	
Yes – I bought something on the console	% within column	33%↑	22%	27% ↑	22%	17%	40%	48%1
store (e.g. PlayStation Store or Steam)	N Count	67 †	55	280 †	352	80	213	114 1
,	Column Comparisons	a l		-	b		d	d
Yes – I bought something on a website/	% within column	11% ↑	5%	9% ↑	7% ↑	4%	13%	12%
app (e.g. Xbox or Nintendo's websites)	N Count	23 ↑	12	93 ↑	115 ↑	19	69	29
(0.8. / 0.8.)	Column Comparisons	al		-	b			
Yes – although I used a search site (e.g.	% within column	9% ↑	5%	6% ↑	5%	4%	9%	17% †
Google or Bing) to find something I saw or		19 ↑	13	64 ↑	84	20	49	41 1
the game I was playing	Column Comparisons			-				a d
	% within column	32%↓	43%	34%↓	40%↓	62% †	0%	0%
No	N Count	66 ↓	107	354↓	643↓	284 †	0	0
	Column Comparisons	С	c d e h k	-		а	-	-
	% within column	1%	2%	1%	1%	1%	0%	0%
Don't know	N Count	1	4	13	24	3	0	0
	Column Comparisons			-			-	-
	% within column	67% ↑	55%	64% ↑	58% ↑	38%↓	100%	100%
NET: Bought something gaming (Yes)	N Count	138 ↑	136	659 †	935 ↑	173↓	535	237
	Column Comparisons	al	а	_	b		-	-

G3b - In the last month have you spent any money								
on something whilst gaming? This could have been								
using your own money or someone else's. Just a								
reminder that we will not share these answers with								
anvone [YES MULTI/ NO EXCL]								

BANNER

Gaming Purchase Type

Feelings about Gaming Purchase

reminder that we will not share the anyone [YES MULTI/ NO EXCL]		Loot boxes/ packs/ chests/ bundles	In-game money	A standard version of the game	A subscription	Early access to a game	Battle Pass	Regret things I buy online
,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	% within column	151	447	147	302	122	205	346
Weighted Base	N Count							
C	Column Comparisons							
	% within column	158	428	154	320	133	211	356
Unweighted Base	N Count							
	Column Comparisons							
	% within column	С	d	е	f	g	h	a
Column Names	N Count					_		
	Column Comparisons							
V 11 11 11 11 11 11 11	% within column	67%	71%↑	51%	53%↓	54%	66%	63% ↑
Yes – I bought something directly on the	N Count	102	316 †	75	160↓	66	135	217 ↑
the game I was playing	Column Comparisons	e f g	befgh				e f g	
Was the sale as a sale to a sale to a sale	% within column	46%	34%↓	53% ↑	52% †	51% †	52% ↑	40% †
Yes – I bought something on the console	N Count	69	154↓	77↑	156 †	62 †	106 ↑	140 †
store (e.g. PlayStation Store or Steam)	Column Comparisons			a d	a d	d	d	
Van I barraht aansthing on a rechaits /	% within column	12%	14%	15%	18% †	13%	16%	11% ↑
Yes – I bought something on a website/ app (e.g. Xbox or Nintendo's websites)	N Count	18	63	22	53 †	15	32	40 ↑
app (e.g. Abox of Militerido's Websites)	Column Comparisons							
Yes – although I used a search site (e.g.	% within column	10%	8%	14%	12%	19% ↑	12%	10% ↑
Google or Bing) to find something I saw on	N Count	15	38	21	37	23 ↑	24	35 ↑
the game I was playing	Column Comparisons							
	% within column	0%	0%	0%	0%	0%	0%	0%↓
No	N Count	0	0	0	0	0	0	01
	Column Comparisons	-	-	-	-	-	-	-
	% within column	0%	0%	0%	0%	0%	0%	0%
Don't know	N Count	0	0	0	0	0	0	0
	Column Comparisons	-	-	-	-	-	-	-
	% within column	100%	100%	100%	100%	100%	100%	100%↑
NET: Bought something gaming (Yes)	N Count	151	447	147	302	122	205	346 ↑
	Column Comparisons	-	-	-	-	-	-	-

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17 AND Children who game; Weight: Based on Nat Rep Sample; effective sample size = 1919 (92%)

				BANNER		
G3b - In the last month have you	spent any money		Feeling	s about Gaming P	urchase	
on something whilst gaming? The using your own money or someone reminder that we will not share the anyone [YES MULTI/ NO EXCL]	is could have been ne else's. Just a	What I buy is good value	I spend more than I should	I like the feeling	It's unfair that people who spend more, get further in games	It's not always clear what I'm going to get for my money in games
	% within column	772	445	720	715	449
Weighted Base	N Count					
	Column Comparisons					
	% within column	777	454	734	710	459
Unweighted Base	N Count					
	Column Comparisons					
	% within column	b	С	d	е	f
Column Names	N Count					
	Column Comparisons					
Yes – I bought something directly on the	% within column	62% ↑	61% ↑	62% †	61% ↑	59% ↑
the game I was playing	N Count	479 †	270 †	448 1	439 †	267 †
the game i was playing	Column Comparisons					
Yes – I bought something on the console	% within column	38%↑	42% ↑	39% 1		
store (e.g. PlayStation Store or Steam)	N Count	292 ↑	188 †	279 1	272↑	187 †
0.6.6.6.6.6.6.6.6.6.6.6.6.6.6.6.6.6.6.6	Column Comparisons					
Yes – I bought something on a website/	% within column	12% ↑	10% ↑	11% 1		
app (e.g. Xbox or Nintendo's websites)	N Count	90 ↑	45↑	77 1	91 ↑	50 ↑
	Column Comparisons					
Yes – although I used a search site (e.g.	% within column	9% ↑	12% ↑	9%1		
Google or Bing) to find something I saw or		69 ↑	54 ↑	65 1	64 ↑	54 †
the game I was playing	Column Comparisons					
	% within column	0%↓	0%↓	0%↓		
No	N Count	01	0†	01	0↑	01
	Column Comparisons	-	-	-	-	-
	% within column	0%↓	0%↓	0%↓		
Don't know	N Count	01	0†	01	01	01
	Column Comparisons	-	-	-	-	-

G3b - In the last month have you	G3b - In the last month have you spent any money				BANNER			
on something whilst gaming? This could have been using your own money or someone else's. Just a			Gender of child	respondent		Age of child re	espondent	
reminder that we will not share anyone [YES MULTI/ NO EXCL]		Total	Male	Female	8-9	10-12	13-15	16-17
	% within column	53%	61% ↑	45%↓	49%	53%	58%↑	50%
NET: Bought something gaming (Yes)	N Count	1,125	681 †	444↓	202	358	377 ↑	188
	Column Comparisons	-	b				a d	

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 17 of 32

G3b - In the last month have you spent any money on something whilst gaming? This could have been		Age of child	Age of child respondent Age and gender of child respondent							
using your own money or some reminder that we will not share anyone [YES MULTI/ NO EXCL]		NET: 8-12	NET: 13-17	T: 13-17				Male 13-15		
	% within column	52%	55%	56%	42%↓	60% ↑	46%↓	67% †		
NET: Bought something gaming (Yes)	N Count	560	565	118	84↓	209 ↑	149↓	225 ↑		
	Column Comparisons	-	-	b h		b d f h		a b d f h		

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 18 of 32

G3b - In the last month have you on something whilst gaming?			Age and	BANNER gender of child res	spondent			
using your own money or some reminder that we will not share anyone [YES MULTI/ NO EXCL]		th NET: Female 8- NET: Female 13-15 Male 16-17 Female 16-17 NET: Male 8-12 12 NET: Male 13-17					NET: Female 13-	
anyone [120 mozn, no zxez]	% within column	49%	59%	38%↓				
NET: Bought something gaming (Yes)	N Count	152	129	68↓	327 †	233↓	354 †	217↓
	Column Comparisons	h	bdfh		-	-	-	-

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 19 of 32

G3b - In the last month have you	spent any money				BANNER			
on something whilst gaming? This could have been using your own money or someone else's. Just a		Urban/ R	ural		Working	tatus		D3 - Social grade
reminder that we will not share anyone [YES MULTI/ NO EXCL]		NET: Urban	Rural	Full time	Part time	Student	NET: Not working/ retired	АВ
, , , , , , , , , , , , , , , , , , , ,	% within column	55% †	42%↓	60% ↑	45%↓	44%	41%	
NET: Bought something gaming (Yes)	N Count	1,029 †	96↓	757 †	180↓	47	116	370 †
	Column Comparisons	b		b c d				b c d

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 20 of 32

G3b - In the last month have you on something whilst gaming?	•	BANNER D3 - Social grade Financial wellbe							
using your own money or some reminder that we will not share anyone [YES MULTI/ NO EXCL]	one else's. Just a	h				Doing well	Getting by		
,	% within column	50%	49%	52%	56%↑	50%↓	65% ↑	51%	
NET: Bought something gaming (Yes)	N Count	274	224	257	644 †	481↓	245 †	558	
	Column Comparisons				-	-	b c		

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 21 of 32

G3b - In the last month have you	ı spent any money	BANNER							
on something whilst gaming? T	on something whilst gaming? This could have been using your own money or someone else's. Just a		Ethnicity Child identified need/ impacting co				I/ impacting condit	ion	
							NET: No		
reminder that we will not share	these answers with			NET: All other			NET: Identified	identified need/	
anyone [YES MULTI/ NO EXCL]		Struggling	White British	Ethnicities	Neurodiversity	Mental Health	need/ condition	condition	
	% within column	52%	53%	54%	51%	55%	59% †	51%↓	
NET: Bought something gaming (Yes)	N Count	316	873	231	96	59	272 †	834↓	
	Column Comparisons						-		

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 22 of 32

on something whilst gaming? 1	G3b - In the last month have you spent any money on something whilst gaming? This could have been using your own money or someone else's. Just a reminder that we will not share these answers with anyone [YES MULTI/ NO EXCL]		Disability/ Condition in HH Educational Health Care Plan (EHCP) Benefits					Parental Controls	
reminder that we will not share anyone [YES MULTI/ NO EXCL]			No	Has an EHCP	Don't have an EHCP	NET: Household receives Benefits	No Benefits	NET: Has Parental Controls	
	% within column	61%	52%↓	65% †	53%↓	58% ↑	50%	58%↑	
NET: Bought something gaming (Yes)	N Count	140	391↓	101 ↑	1,024↓	513 †	562	1,033🕇	
Column Comparisons		b		b		b		b	

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 23 of 32

G3b - In the last month have yo	u spent any money				BANNER			
on something whilst gaming? This could have been Parental Controls		F	Parental Concern Time Spent Online (We					
using your own money or some reminder that we will not share anyone [YES MULTI/ NO EXCL]		No Controls	Not Concerned	A little Concerned	NET: Moderately / Very Concerned			5 - 6hrs
	% within column	29%↓	40%↓	64%1	67%↑	39%↓	61%↑	68%1
NET: Bought something gaming (Yes)	N Count Column Comparisons	90\$	394↓	342 † a	385 ↑ a	321↓	547 † a	182 † a

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 24 of 32

G3b - In the last month have you	u spent any money	BANNER							
on something whilst gaming? This could have been using your own money or someone else's. Just a		Time Spent On	line (Weekday)	xday) Time Spent Online (Weekend)					
reminder that we will not share anyone [YES MULTI/ NO EXCL]	these answers with	6+ hrs	NET: 5+ Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6 hrs	NET: 5+ Hours	
	% within column	72%↑	69% ↑	38%↓	51%	56%	63% ↑	59% ↑	
NET: Bought something gaming (Yes)	N Count	70 †	253 ↑	99↓	380	341	301 †	641 ↑	
	Column Comparisons	а	-		а	a b	аbс	-	

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 25 of 32

G3b - In the last month have you	I snent any money		BANNER							
on something whilst gaming? This could have been		1			SM purchase category					
using your own money or some reminder that we will not share anyone [YES MULTI/ NO EXCL]	one else's. Just a	Bought somet- hing on either	Bought something on social media	Bought something while Gaming	Bought something from both	Not bought from either	Product	Activity		
	% within column	89%↑	81% †	100%↑	100%↑	0%↓	74%↓	93% ↑		
NET: Bought something gaming (Yes)	N Count	1,125↑	604 †	1,125 ↑	604 ↑	01	309↓	138 ↑		
	Column Comparisons	е	e	b e	е			а		

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 26 of 32

G3b - In the last month have you	spent any money				BANNER			
on something whilst gaming? T	on something whilst gaming? This could have been		SM purchase category Feelings about SM purchase					Gaming Method
using your own money or some reminder that we will not share anyone [YES MULTI/ NO EXCL]		Subscription/ Upgrade	NET: Gift	Regret things I What I buy is I spend more NET: Gift buy online good value than I should I like the feeling			Games console or games player	
	% within column	92%†	94%↑	91% ↑	82%↑	91% ↑		
ET: Bought something gaming (Yes) N Count Column Comparisons		195 ↑	148 †	279 †	447 †	337 ↑	456 1	761 †
		a	a	b d		b d		d

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 27 of 32

G3b - In the last month have you	u spent any money	BANNER							
on something whilst gaming? T		Gaming Method Gaming Type							
using your own money or some reminder that we will not share anyone [YES MULTI/ NO EXCL]		Desktop compu- ter, laptop or netbook	Mobile phone or smartphone	Tablet	NET: Any Gaming	Puzzles or quizzes	Action/ adventure	Shooters	
	% within column	61% †	55%	52%	53%	47%↓	60%↑	70% ↑	
NET: Bought something gaming (Yes)	N Count	345 1	717	401	1,125	306↓	439 †	383 ↑	
	Column Comparisons	d	d		-		a f	abfgijkl	

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 28 of 32

G3b - In the last month have you	u spent any money				BANNER				
on something whilst gaming? T	his could have been	Gaming Type							
using your own money or some reminder that we will not share anyone [YES MULTI/ NO EXCL]		Playing against one other person	Playing against multiple people/ teams	Creative and building games	Playing in a virtual worlds	Simulation experience	Fitness and dance	Sports	
	% within column	68% ↑	65% †	52%	60% ↑	69% ↑	61% ↑	62% ↑	
IET: Bought something gaming (Yes) N Count Column Comp	N Count	263 ↑	537 †	600	332 ↑	170 ↑	167 †	451 ↑	
	Column Comparisons	afgil	abfgl	a	a f	afl	a f	afl	

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 29 of 32

G3b - In the last month have you	u spent any money				BANNER			
on something whilst gaming? This could have been		Gaming Type			Gaming Fre	quency	Gaming Purc	chase Type
using your own money or some reminder that we will not share anyone [YES MULTI/ NO EXCL]	ot share these answers with Int		Makeovers	NET: Playing against other people	NET: Daily	Weekly	NET: Character, skins, weapons, armour, tools	NET: Game expansion
	% within column	67% ↑	55%	64% ↑	58% ↑	38%↓	100%	100%
NET: Bought something gaming (Yes)	N Count	138 ↑	136	659 †	935 †	173↓	535	237
	Column Comparisons	al	a	-	b		-	-

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 30 of 32

G3b - In the last month have you	I spent any money				BANNER			
on something whilst gaming? T			Gaming Pu	rchase Type			Feelings about Gaming Purchase	
using your own money or some reminder that we will not share	Loot boxes/ packs/ chests/		A standard version of the		Early access to a		Regret things I	
anyone [YES MULTI/ NO EXCL]		bundles	In-game money	game	A subscription	game	Battle Pass	buy online
	% within column	100%	100%	100%	100%	100%	100%	100%↑
NET: Bought something gaming (Yes)	N Count	151	447	147	302	122	205	346 †
	Column Comparisons	-	-	_	-	-	_	-

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 31 of 32

		BANNER								
G3b - In the last month have yo	u spent any money	Feelings about Gaming Purchase								
on something whilst gaming? I using your own money or some	on something whilst gaming? This could have been using your own money or someone else's. Just a reminder that we will not share these answers with		I spend more than I should	I like the feeling	It's unfair that people who spend more, get further in games	It's not always clear what I'm going to get for my money in games				
	% within column	100%↑	100% ↑	100% †	100%↑	100% ↑				
NET: Bought something gaming (Yes)	N Count	772↑	445 ↑	720 1	715 ↑	449 ↑				
	Column Comparisons	-	-	-	-	-				

G3b (Rebased) - In the last month have you	u spent any				BANNER			
money on something whilst gaming? This	could have been		Gender of child	respondent		Age of child re	espondent	
using your own money or someone else's.	Just a reminder			<u> </u>			•	
that we will not share these answers with	anyone [MULTI]	Total	Male	Female	8-9	10-12	13-15	16-17
	% within column	2232	1153	1079	449	698	684	401
Weighted Base	N Count							
	Column Comparisons							
	% within column	2205	1100	1105	439	662	659	445
Unweighted Base	N Count							
	Column Comparisons							
	% within column	а	а	b	a	b	С	d
Column Names	N Count							
	Column Comparisons							
Van I barraht annathina dinastra an tha tha anna l	% within column	30%	34% ↑	25%↓	28%	31%	32%	25%
Yes – I bought something directly on the the game I was playing	N Count	661	390 ↑	271↓	127	213	222	99
as playing	Column Comparisons	-	b				d	
Voc. I hought compething on the concellectors (o.g.	% within column	20%	24% ↑	15%↓	14%↓	18%	24% ↑	22%
es – I bought something on the console store (e.g. PlayStation Store or Steam)	N Count	440	276 †	164↓	64↓	127	162 ↑	87
riaystation store or steam;	Column Comparisons	-	b				a b	a
Yes – I bought something on a website/app (e.g. Xbo)	% within column	6%	8% ↑	4%↓	6%	7%	5%	6%
or Nintendo's websites)	N Count	134	93 †	41↓	26	48	36	24
or Militeriao's websites)	Column Comparisons	-	b					
Yes – although I used a search site (e.g. Google or	% within column	5%	5%	4%	4%	4%	6% ↑	4%
Bing) to find something I saw on the game I was	N Count	105	62	43	18	29	43 ↑	15
playing	Column Comparisons	-						
	% within column	43%	36%↓	50% ↑	45%	43%	39%↓	46%
No	N Count	953	417↓	536 †	202	302	266↓	184
	Column Comparisons	-		а				
	% within column	1%	1%	1%	2%	2%	1%	1%
Don't know	N Count	27	14	13	9	11	4	3
	Column Comparisons	-						
	% within column	6%	4%↓	8% ↑	8% ↑	4%	5%	6%
Wasn't asked the question (did not game)	N Count	127	40↓	86 ↑	37 †	28	37	26
	Column Comparisons	-		а	b			

G3b (Rebased) - In the last month have yo	u spent any				BANNER			
money on something whilst gaming? This	could have been	Age of child r	espondent		Age and g	ender of child res	spondent	
using your own money or someone else's.								
that we will not share these answers with		NET: 8-12	NET: 13-17	Male 8-9	Female 8-9	Male 10-12	Female 10-12	Male 13-15
	% within column	1147	1085	226	224	361	337	342
Weighted Base	N Count							
	Column Comparisons							
	% within column	1101	1104	220	219	333	329	324
Unweighted Base	N Count							_
	Column Comparisons							
	% within column	e	f	а	b	С	d	е
Column Names	N Count							
	Column Comparisons							
	% within column	30%	30%	31%	26%	32%	29%	40%1
Yes – I bought something directly on the the game I	N Count	340	321	70	57	117	96	1371
was playing	Column Comparisons	-	-	h		h	h	bdfh
	% within column	17%↓	23% ↑	17%	12%↓	23%	13%↓	28%1
es – I bought something on the console store (e.g.	N Count	191↓	250 †	38	26↓	82	44↓	951
PlayStation Store or Steam)	Column Comparisons	-	-			b d		a b d f h
	% within column	6%	6%	8%	3%	9% ↑	4%	6%
Yes – I bought something on a website/app (e.g. Xbo	N Count	74	60	19	7	34 ↑	15	21
or Nintendo's websites)	Column Comparisons	-	-	h		b h		
Yes – although I used a search site (e.g. Google or	% within column	4%	5%	6%	2%	4%	4%	8%1
Bing) to find something I saw on the game I was	N Count	46	59	13	5	15	14	261
playing	Column Comparisons	-	-					
	% within column	44%	41%	40%	50%	37%	50% ↑	31%
No	N Count	504	450	90	112	134	168 †	106
	Column Comparisons	-	-		c e		c e g	
	% within column	2%	1%	2%	2%	2%	1%	1%
Don't know	N Count	20	7	4	5	6	5	3
	Column Comparisons	-	-					
	% within column	6%	6%	6%	10% ↑	3%	5%	2%
Wasn't asked the question (did not game)	N Count	65	62	14	23 ↑	12	15	7.
	Column Comparisons	-	-		cdeg			

G3b (Rebased) - In the last month have yo	u spent any				BANNER			
money on something whilst gaming? This	s could have been			Age and	gender of child re	spondent		
using your own money or someone else's.	Just a reminder					NET: Female 8-		NET: Female 13-
that we will not share these answers with	anyone [MULTI]	Female 13-15	Male 16-17	Female 16-17	NET: Male 8-12	12	NET: Male 13-17	17
	% within column	341	224	201	587	561	567	536
Weighted Base	N Count							
	Column Comparisons							
	% within column	335	223	253	553	548	547	580
Jnweighted Base	N Count							
•	Column Comparisons							
	% within column	f	g	h	i	j	k	1
Column Names	N Count		_					
	Column Comparisons							
	% within column	25%	30%	18%↓	32%	27%	36% †	22%-
Yes – I bought something directly on the the game I	N Count	85	67	36↓	187	154	204 1	120-
was playing	Column Comparisons		h		_	-	-	-
/os I hought compthing on the console store (o.g.	% within column	20%	27% ↑	16%	21%	12%	27% †	18%
es – I bought something on the console store (e.g. layStation Store or Steam)	N Count	68	61 †	31	121	70	156 †	98
	Column Comparisons	b d	a b d h		-	-	-	-
	% within column	4%	9%	2%↓	9% ↑	4%	7%	4%-
Yes – I bought something on a website/app (e.g. Xbo	X N Count	15	20	4↓	53 †	22	41	19-
or Nintendo's websites)	Column Comparisons		b h		-	-	-	-
Yes – although I used a search site (e.g. Google or	% within column	5%	3%	4%	5%	3%	6%	5%
Bing) to find something I saw on the game I was	N Count	17	8	8	28	19	34	25
playing	Column Comparisons				-	-	-	-
	% within column	47%	39%	54% ↑	38%↓	50%1	34%↓	50%
No	N Count	160	87	109 ↑	224↓	2801	193↓	266
	Column Comparisons	c e		aceg	-	-	-	-
	% within column	0%	1%	1%	2%	2%	1%	1%
Don't know	N Count	1	1	3	9	10	5	3
	Column Comparisons				-	-	-	-
	% within column	9% ↑	3%	10%↑	5%	7%	2%↓	9%
Wasn't asked the question (did not game)	N Count	29 ↑	7	21🕇	27	38	14↓	
. , , , , , ,	Column Comparisons	c e g		c d e g	-	-	-	-

G3b (Rebased) - In the last month have yo	u spent any				BANNER			
money on something whilst gaming? Thi	s could have been	Urban/R	tural		Working	status	С	3 - Social grade
using your own money or someone else's	Just a reminder						NET: Not	
that we will not share these answers with	anyone [MULTI]	NET: Urban	Rural	Full time	Part time	Student	working/ retired	AB
	% within column	1986	246	1332	430	112	310	625
Weighted Base	N Count							
	Column Comparisons							
	% within column	1949	256	1376	388	113	286	885
Unweighted Base	N Count							
	Column Comparisons							
	% within column	a	b	a	b	С	d	а
Column Names	N Count							
	Column Comparisons							
Voc. I hought compthing directly on the the game I	% within column	30%	24%	33% ↑	24%↓	26%	26%	36% ↑
Yes – I bought something directly on the the game I was playing	N Count	601	60	435 †	104↓	29	80	224 ↑
was playing	Column Comparisons			b				bcd
Yes – I bought something on the console store (e.g. PlayStation Store or Steam)	% within column	20%	16%	24% ↑	13%↓	19%	8%↓	25% ↑
	N Count	402	38	325 ↑	57↓	21	26↓	155 ↑
raystation store or steam;	Column Comparisons			b d		d		b c d
Yes – I bought something on a website/app (e.g. Xbo	% within column	6%	5%	6%	7%	3%	6%	8%
or Nintendo's websites)	N Count	122	12	82	28	3	18	48
of Witteriao's websitesy	Column Comparisons							
Yes – although I used a search site (e.g. Google or	% within column	5%	3%	6% ↑	3%	5%	2%↓	6% ↑
Bing) to find something I saw on the game I was	N Count	98	7	77 †	15	5	6 ↓	40 1
playing	Column Comparisons			d				b
	% within column	42%↓	52% ↑	37%↓	51% ↑	53%	52% ↑	36%↓
No	N Count	826↓	127 ↑	496↓	218 †	59	161 ↑	227↓
	Column Comparisons		а		a	а	a	
	% within column	1%	2%	1%	2%	2%	2%	1%
Don't know	N Count	22	5	11	7	2	7	4
	Column Comparisons							
	% within column	6%	7%	5%	6%	3%	9%	4%↓
Wasn't asked the question (did not game)	N Count	109	17	68	25	4	26	24↓
	Column Comparisons							

G3b (Rebased) - In the last month have yo	u spent any				BANNER			
money on something whilst gaming? This	•		D3	3 - Social grade			Financial w	vellbeing
using your own money or someone else's.	Just a reminder							
that we will not share these answers with		C1	C2	DE	NET: ABC1	NET: C2DE	Doing well	Getting by
	% within column	580	491	536	1205	1027	401	1152
Weighted Base	N Count						-	
	Column Comparisons							
	% within column	483	357	480	1368	837	452	1121
Unweighted Base	N Count							
	Column Comparisons							
	% within column	b	С	d	е	f	а	b
Column Names	N Count							
	Column Comparisons							
	% within column	26%	27%	29%	31%	28%	39% ↑	27%↓
Yes – I bought something directly on the the game I	N Count	149	133	156	373	288	157 †	316↓
was playing	Column Comparisons				-	-	bс	
Vos. I hought comothing on the console store (o.g.	% within column	19%	19%	15%↓	22% ↑	17%↓	27%↑	19%
Yes – I bought something on the console store (e.g.	N Count	111	92	83↓	266 ↑	174↓	110 ↑	214
PlayStation Store or Steam)	Column Comparisons				-	-	b c	
	% within column	4%	6%	6%	6%	6%	7%	5%
Yes – I bought something on a website/app (e.g. Xbo	X N Count	25	32	30	73	61	26	63
or Nintendo's websites)	Column Comparisons				-	-		
Yes – although I used a search site (e.g. Google or	% within column	3%↓	5%	5%	5%	5%	8% ↑	4%
Bing) to find something I saw on the game I was	N Count	15↓	25	26	55	50	33 †	50
playing	Column Comparisons				-	-	b c	
	% within column	47%↑	46%	42%	42%	44%	32%↓	46% ↑
No	N Count	274 ↑	226	226	501	452	127↓	531 †
	Column Comparisons	а	а		-	-		а
	% within column	1%	1%	2% ↑	1%↓	2% ↑	1%	1%↓
Don't know	N Count	4	7	12 †	7↓	19 ↑	6	6↓
	Column Comparisons				-	-		
	% within column	5%	7%	7%	4%↓	7% ↑	6%	5%
Wasn't asked the question (did not game)	N Count	29	34	39	53↓	74 †	22	56
	Column Comparisons			а	-	-		

					BANNER			
G3b (Rebased) - In the last month have yo	•	Financial wellbeing	Ethn	icity	Chi	ld identified need	/ impacting condi	tion
money on something whilst gaming? This using your own money or someone else's.	Just a reminder			NET: All other			NET: Identified	NET: No identified need/
that we will not share these answers with	anyone [MULTI]	Struggling	White British	Ethnicities	Neurodiversity	Mental Health	need/ condition	condition
	% within column	655	1742	453	194	109	474	1726
Weighted Base	N Count							
	Column Comparisons							
	% within column	611	1713	452	182	110	458	1713
Unweighted Base	N Count							
	Column Comparisons							
	% within column	С	a	b	a	b	С	d
Column Names	N Count							
	Column Comparisons							
	% within column	28%	30%	26%	30%	38%	32%	29%
Yes – I bought something directly on the the game I	N Count	184	531	117	58	41	151	499
was playing	Column Comparisons						-	
	% within column	18%	19%	23%	23%	19%	24%1	18%↓
Yes – I bought something on the console store (e.g.	N Count	116	326	105	45	21	113 1	318↓
PlayStation Store or Steam)	Column Comparisons			а			-	
	% within column	7%	6%	6%	6%	9%	8%	6%
Yes – I bought something on a website/app (e.g. Xbo	X N Count	45	106	27	12	9	36	97
or Nintendo's websites)	Column Comparisons						-	
Yes – although I used a search site (e.g. Google or	% within column	3%	4%↓	8% †	0%↓	4%	5%	5%
Bing) to find something I saw on the game I was	N Count	22	67↓	36 †			24	79
playing	Column Comparisons			а		а	_	а
	% within column	43%	43%	42%	46%	40%	38%	44% ↑
No	N Count	283	757	189	89	44	181	766 ↑
	Column Comparisons	a					-	
	% within column	2%↑	1%	1%	1%	3%	1%	1%
Don't know	N Count	14 ↑	21	4	2	4	6	20
	Column Comparisons	b		•	_	·	-	_0
	% within column	7%	5%	6%	3%	3%	3%↓	6%
Wasn't asked the question (did not game)	N Count	43	92	27	6	3	16	
t danca the question (and not builte)	Column Comparisons	73	32	27	O .	3	_	103

					BANNER			
G3b (Rebased) - In the last month have yo money on something whilst gaming? Thi	s could have been	Disability/ Condi	tion in HH	Educational He (EH)		Bene	fits	Parental Controls
using your own money or someone else's					Don't have an	NET: Household		NET: Has
that we will not share these answers with	·	NET: Yes	No	Has an EHCP	EHCP	receives Benefits	No Benefits	Parental Controls
	% within column	234	792	161	2071	925	1200	1865
Weighted Base	N Count							
	Column Comparisons							
	% within column	238	806	157	2048	883	1222	1839
Unweighted Base	N Count							
	Column Comparisons							
	% within column	a	b	a	b	a	b	a
Column Names	N Count							
	Column Comparisons							
Vac. I be a select as mostle in a discrete, and the able a series of	% within column	31%	29%	41% ↑	29%↓	33%↑	27%	32%↑
Yes – I bought something directly on the the game I was playing	N Count	73	228	661	595 ↓	306 ↑	325	604↑
	Column Comparisons			b		b		b
Vos. I hought comothing on the console store (o.g.	% within column	27%	21%	28% ↑	19%	21%	19%	22% ↑
Yes – I bought something on the console store (e.g. PlayStation Store or Steam)	N Count	64	168	45 ↑	395↓	197	228	403 †
PlayStation Store of Steam)	Column Comparisons			b				b
Week the week as a stable as a such at a few and a wife	% within column	8%	5%	6%	6%	7%	5%	7% ↑
Yes – I bought something on a website/app (e.g. Xbo or Nintendo's websites)	N Count	19	39	9	125	63	65	123 †
or Militeriao's websites)	Column Comparisons							b
Yes – although I used a search site (e.g. Google or	% within column	6%	5%	6%	5%	6%	4%	6% ↑
Bing) to find something I saw on the game I was	N Count	14	41	9	96	55	46	103 †
playing	Column Comparisons					b		b
	% within column	38%	44% †	34%	43%	38%↓	46%1	39%↓
No	N Count	89	350 †	55	899	353↓	5571	725↓
	Column Comparisons				a		a	
	% within column	0%	1%	0%	1%	2%	1%	1%
Don't know	N Count	0	6	0	27	15	9	20
	Column Comparisons							
	% within column	2%↓	6%	3%	6%	5%	6%	5%↓
Wasn't asked the question (did not game)	N Count	5↓	45	5	122	44	73	87↓
·	Column Comparisons		а					

					BANNER			
G3b (Rebased) - In the last month have yo		Parental Controls	F	Parental Concern		Time Sp	ent Online (Week	day)
money on something whilst gaming? Thi				1	NET: Moderately		•	
using your own money or someone else's				A little	/ Very			
that we will not share these answers with	anyone [MULTI]	No Controls	Not Concerned	Concerned	Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs
	% within column	339	1053	550	605	873	938	278
Weighted Base	N Count							
	Column Comparisons							
	% within column	342	1016	555	614	855	924	282
Unweighted Base	N Count							
	Column Comparisons							
	% within column	b	a	b	С	a	b	С
Column Names	N Count							
	Column Comparisons							
Voc. I have the compething directly on the the game I	% within column	16%↓	24%↓	35% ↑	35% ↑	22%↓	34% ↑	42% ↑
Yes – I bought something directly on the the game I was playing	N Count	55↓	254↓	190 ↑	213 ↑	189↓	318 †	117 ↑
was piaying	Column Comparisons			a	a		а	a b
Yes – I bought something on the console store (e.g.	% within column	11%↓	12%↓	28% ↑	26% ↑	12%↓	24% ↑	26% ↑
PlayStation Store or Steam)	N Count	37↓	125↓	154 †	160 ↑	104↓	223 ↑	72 †
PlayStation Store or Steamy	Column Comparisons			a	a		а	а
Van I barraht aggesthing on a walksite /agg / a g Vb a	% within column	3%	5%	5%	8%1	5%	7%	6%
Yes – I bought something on a website/app (e.g. Xbo or Nintendo's websites)	N Count	11	55	29	50 ↑	42	68	17
of Militeriao's websites)	Column Comparisons							
Yes – although I used a search site (e.g. Google or	% within column	1%↓	2%↓	5%	9% ↑	4%	4%	7%
Bing) to find something I saw on the game I was	N Count	2↓	21↓	29	54 ↑	35	42	18
playing	Column Comparisons			а	a b			
	% within column	64% ↑	55% †	33%↓	29%↓	56% ↑	37%↓	31%↓
No	N Count	218 ↑	582 †	183↓	178↓	485 †	344↓	86↓
	Column Comparisons	a	b c			bcd		
	% within column	1%	1%	2%	1%	1%	1%	0%
Don't know	N Count	4	9	9	7	13	10	1
	Column Comparisons							
	% within column	8%	6%	3%↓	6%	6%	4%	3%
Wasn't asked the question (did not game)	N Count	28	68	16↓	35	54	36	9
	Column Comparisons	а	b					

G3b (Rebased) - In the last month have yo	u spent any				BANNER			
money on something whilst gaming? This	s could have been	Time Spent On	line (Weekday)		Time Sp	ent Online (Weel	kend)	
using your own money or someone else's.	Just a reminder	'				•	,	
that we will not share these answers with		6+ hrs	NET: 5+ Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6 hrs	NET: 5+ Hours
	% within column	102	380	291	785	622	492	1114
Weighted Base	N Count							
Š	Column Comparisons						Over 6 hrs 492 489 d 39%1 1921 a b c 26%1 1291 a b 8%1 411 4% 20 35%1 1701 1% 5	
	% within column	106	388	281	777	619	489	1108
Unweighted Base	N Count							
9	Column Comparisons						492 489 d 39%↑ 192↑ abc 26%↑ 129↑ ab 8%↑ 41↑ 4% 20 35%↓ 170↓	
	% within column	d	е	а	b	С	d	е
Column Names	N Count							
	Column Comparisons							
	% within column	33%	40% ↑	21%↓	27%↓	31%	39% ↑	35%1
Yes – I bought something directly on the the game I	N Count	34	151 †	62↓	209↓	193	192 ↑	3851
as playing	Column Comparisons	a	_			а	аЬс	-
Voc. I hought compthing on the consoler transite of	% within column	39% ↑	29% ↑	9%↓	19%	21%	26% ↑	23%1
Yes – I bought something on the console store (e.g.	N Count	40 ↑	112 ↑	25↓	153	133	129 ↑	2621
PlayStation Store or Steam)	Column Comparisons	a b c	-		a	a	Over 6 hrs 492 489 d 39%↑ 192↑ a b c 26%↑ 129↑ a b 8%↑ 41↑ 4% 20 35%↓ 170↓ 1% 5	-
	% within column	7%	6%	5%	5%	6%	8% ↑	7%
Yes – I bought something on a website/app (e.g. Xbo	X N Count	7	24	14	40	38	41 ↑	79
or Nintendo's websites)	Column Comparisons		-					-
Yes – although I used a search site (e.g. Google or	% within column	9%	7% ↑	5%	5%	5%	4%	5%
Bing) to find something I saw on the game I was	N Count	9	28 ↑	15	39	31	20	51
playing	Column Comparisons		-					-
	% within column	26%↓	29%↓	54% ↑	46%	41%	35%↓	38%
No	N Count	26↓	112↓	157 ↑	362	253	170↓	424
	Column Comparisons		-	b c d	d			-
	% within column	1%	1%	1%	1%	2%	1%	1%
Don't know	N Count	1	2	3	9	10	5	15
	Column Comparisons		-					-
	% within column	4%	3%	11% †	4%	3%↓	3%	3%
Wasn't asked the question (did not game)	N Count	4	13	32 †	34	18↓	16	34
	Column Comparisons		-	b c d				-

_					BANNER			
G3b (Rebased) - In the last month have yo	u snent anv			Spent Money			SM purchase	category
money on something whilst gaming? This using your own money or someone else's. that we will not share these answers with	s could have been . Just a reminder	Bought somet- hing on either Social Media, or while gaming	Bought something on social media	Bought something while Gaming	Bought something from both	Not bought from either	Product	Activity
	% within column	1289	768	1125	604	943	429	153
Weighted Base	N Count							
	Column Comparisons							
	% within column	1296	800	1128	632	909	450	165
Unweighted Base	N Count							
	Column Comparisons							
	% within column	а	b	С	d	e	a	b
Column Names	N Count							
	Column Comparisons							
Yes – I bought something directly on the the game I	% within column	51% ↑	47% 1	59% ↑	60% 1	0%↓	44%	55%
	N Count	661 †	360 1	661 †	360 1	01	189	83
	Column Comparisons	е	е	b e	e			
Voc. I hought comothing on the concele store (e.g.	% within column	34% ↑	34% 1	39% ↑	43%1	0%↓	31%	42% †
Yes – I bought something on the console store (e.g. PlayStation Store or Steam)	N Count	440 †	258 1	440 †	258 1	01	134	65 †
riaystation store or steam)	Column Comparisons	е	е	b e	е			a
Vos. I hought comothing on a waheita lang (o.g. Yho	% within column	10% ↑	7%	12% †	9%1	0%↓	6%	8%
Yes – I bought something on a website/app (e.g. Xbo. or Nintendo's websites)	N Count	134 †	56	134 †	56 1	01	26	12
of Militeriao's websites)	Column Comparisons	е	е	b e	e			
Yes – although I used a search site (e.g. Google or	% within column	8% ↑	10%1	9%↑	13% 1	0%↓	10%	16% †
Bing) to find something I saw on the game I was	N Count	105 ↑	78 1	105 †	78 1	01	45	24 †
playing	Column Comparisons	е	е	b e	е			
	% within column	11%↓	18%	0%↓	0%↓	87% ↑	25% ↑	6%↓
No	N Count	136↓	136	01	01	818 †	106 ↑	9↓
	Column Comparisons		С			a b c d	b c d	
	% within column	0%↓	1%	0%↓	0%↓	2% ↑	1%	1%
Don't know	N Count	5↓	5	01	01	221	4	1
	Column Comparisons		С			a b c d		
	% within column	2%↓	3%↓	0%↓	0%↓	11% ↑	2%	3%
Wasn't asked the question (did not game)	N Count	24↓	24.	01	01	103↑	10	4
	Column Comparisons		С			a b c d		

G3b (Rebased) - In the last month have yo	u spent any				BANNER			
money on something whilst gaming? This	s could have been	SM purchase	category		Feelings about	: SM purchase		Gaming Method
using your own money or someone else's.	Just a reminder	Subscription/		Regret things I	What I buy is	I spend more		Games console
that we will not share these answers with	anyone [MULTI]	Upgrade	NET: Gift	buy online	good value	than I should	I like the feeling	or games player
	% within column	216	158	314	556	378	565	1330
Weighted Base	N Count							
	Column Comparisons							
	% within column	226	171	329	585	402	596	1316
Unweighted Base	N Count							
	Column Comparisons							
	% within column	С	d	а	b	С	d	a
Column Names	N Count							
	Column Comparisons							
	% within column	56% ↑	56% ↑	51% ↑	48% †	53% †	50% †	33% ↑
Yes – I bought something directly on the the game I	N Count	122 ↑	89 †	161 ↑	269 ↑	199 †	281 †	435 †
was playing	Column Comparisons							
Vec — I hought comething on the console store (a.g.	% within column	42% ↑	43% ↑	41% ↑	35% ↑	40% †	34% †	24% ↑
Yes – I bought something on the console store (e.g.	N Count	90 ↑	68 †	127 ↑	197 †	152 †	193 †	325 ↑
PlayStation Store or Steam)	Column Comparisons							c d
	% within column	12% ↑	8%	7%	7%	7%	7%	8%1
Yes – I bought something on a website/app (e.g. Xbo	X N Count	26 ↑	13	23	42	28	38	112 ↑
or Nintendo's websites)	Column Comparisons	а						b c d
Yes – although I used a search site (e.g. Google or	% within column	16% ↑	18% ↑	14% ↑	10%↑	13% ↑	9% ↑	4%
Bing) to find something I saw on the game I was	N Count	34 ↑	28 ↑	44 ↑	57 †	48 1	51 †	57
playing	Column Comparisons			d		d		
	% within column	7%↓	5%↓	8%↓	17%↓	8%↓	16%↓	42%
No	N Count	16↓	9 ↓	24↓	93↓	29↓	89↓	553
	Column Comparisons				ас		С	
	% within column	0%	0%	1%	0%	1%	1%	0%↓
Don't know	N Count	1	0	2	3	2	3	6↓
	Column Comparisons							
	% within column	2%	1%	3%↓	2%↓	2%↓	3%↓	1%↓
Wasn't asked the question (did not game)	N Count	4	2	81	13↓	9 ↓		9\$
	Column Comparisons							

					BANNER			
G3b (Rebased) - In the last month have yo	•		Gaming M	ethod			Gaming Type	
money on something whilst gaming? This using your own money or someone else's that we will not share these answers with	. Just a reminder	Desktop compu- ter, laptop or netbook	Mobile phone or smartphone	Tablet	NET: Any Gaming	Puzzles or quizzes	Action/ adventure	Shooters
	% within column	572	1316	782	2140	650	731	547
Weighted Base	N Count Column Comparisons							
Unweighted Base	% within column N Count	582	1317	774	2117	662	740	564
Column Names	Column Comparisons % within column N Count Column Comparisons	b	С	d	е	a	b	С
Yes – I bought something directly on the the game I	% within column	34% 1	33% ↑	33% †		27%	35% ↑	39% ↑
was playing	N Count Column Comparisons	195 †	432 ↑	258 †	661 ↑	178	257 ↑ a	214 ↑ a
Yes – I bought something on the console store (e.g.	% within column	27%1		18%	21%	19%	25%↑	34%↑
PlayStation Store or Steam)	N Count Column Comparisons	152 1	275	142	440 ↑	121	179 ↑ a f	188 ↑ abfgijkl
Yes – I bought something on a website/app (e.g. Xbo	% within column	7%	7%	7%	6%	5%	10% ↑	9% ↑
or Nintendo's websites)	'^ N Count Column Comparisons	40	91	53	134	36	73 ↑ agl	48 ↑
Yes – although I used a search site (e.g. Google or Bing) to find something I saw on the game I was	% within column N Count	8% 1 48 1		6% 48	5% 105	7% ↑ 44 ↑	7% ↑ 54 ↑	8% ↑ 42 ↑
playing	Column Comparisons	а	а		-	f	e f	e f
No	% within column N Count	37%↓ 213↓		46% 361	45% ↑ 953 ↑	52% ↑ 335 ↑	39%↓ 286↓	29% ↓ 160 ↓
	Column Comparisons			a b c	-	bcdeghijkl	c d e	
	% within column	1%	1%	1%	1%	1%	0%↓	0%
Don't know	N Count Column Comparisons	8 a	16 a	10 a	27 -	7	4↓	2
Wasn't asked the question (did not game)	% within column N Count	1%↓ 7↓		1%↓ 11↓		0%↓ 1↓	0%↓ 2↓	0%↓ 2↓
wash t asked the question (and not game)	Column Comparisons		154	114	-	14	2♥	∠▼

G3b (Rebased) - In the last month have you spent any money on something whilst gaming? This could have been using your own money or someone else's. Just a reminder that we will not share these answers with anyone [MULTI]		BANNER Gaming Type						
		that we will not share these answers with	% within column	387	822	1151	557	248
Weighted Base	N Count Column Comparisons	307	022	1131	55.	2.10	270	, 20
Unweighted Base	% within column N Count Column Comparisons	395	802	1111	570	266	283	736
Column Names	% within column N Count Column Comparisons	d	е	f	g	h	i	j
Yes – I bought something directly on the the game I was playing	% within column N Count	41% ↑ 160 ↑	39% ↑ 319 ↑	33% 375	36% ↑ 200 ↑	40% ↑	37% 102	34% 245
	Column Comparisons	a	a fj	a	a	301	a	a
Yes – I bought something on the console store (e.g. PlayStation Store or Steam)	% within column N Count	32% ↑ 123 ↑	29% † 235 †	19% 224	25% † 140 †	32% † 80 †	25% 68	29% † 208 †
	Column Comparisons	afil	abfgl		a f	afl		a f l
Yes – I bought something on a website/app (e.g. Xbox or Nintendo's websites)	N Count	8% 32	10% ↑ 85 ↑	7% 85	7% 38	10% ↑ 25 ↑	9% 25	9% † 67 †
	Column Comparisons		agl			1		а
Yes – although I used a search site (e.g. Google or Bing) to find something I saw on the game I was	% within column N Count	10% ↑ 38 ↑	5% 41	3% ↓	7% 37	14% ↑ 34 ↑	11% ↑ 31 ↑	7% ↑ 51 ↑
playing	Column Comparisons % within column	e f l 31%↓	f 33% ↓	47%	f 39% ↓	abefg∣ <mark>31%↓</mark>	e f I 38%	f 37% ↓
No	N Count Column Comparisons	118↓	275↓	537 b c d e g h i j	220 ↓ c d e	76↓	106 c d	268 ↓ c
Don't know	% within column N Count	1%	1% 9	1%	1% 5	0%	1%	1%
	Column Comparisons	5		11	-	0	3	6
Wasn't asked the question (did not game)	% within column N Count Column Comparisons	0%↓ 1↓	0%↓ 1↓	3↑ 0%↑	0 ↑ 0% ↑	1% 2	1% 2	0%↓ 2↓

					BANNER			
G3b (Rebased) - In the last month have yo	•		Gaming Type		Gaming Fre	quency	Gaming Purc	hase Type
money on something whilst gaming? Thi using your own money or someone else's that we will not share these answers with	. Just a reminder	Interactive stories	Makeovers	NET: Playing against other people	NET: Daily	Weekly	NET: Character, skins, weapons,	NET: Game expansion
that we will not share these answers with	% within column	207	249	1027	1602	460	· · · · · · · · · · · · · · · · · · ·	237
Weighted Base	N Count Column Comparisons	207	243	1027	1002	400	333	237
Unweighted Base	% within column N Count	218	257	1009	1567	480	549	250
Column Names	Column Comparisons % within column N Count	k	I	m	а	b	а	b
Yes – I bought something directly on the the game I was playing	Column Comparisons % within column N Count	40% ↑ 82 ↑	34% 85	38% † 389 †	36% † 577 †	16%↓ 75↓		57% 134
was playing	Column Comparisons	a		-	b		skins, weapons, armour, tools 60 535 80 549 b a 65%	
Yes – I bought something on the console store (e.g	% within column	32% ↑	22%	27% ↑	22%	17%	40%	48% †
PlayStation Store or Steam)	N Count	67 †	55	280 †	352	80	213	114 ↑
FlayStation Store of Steaming	Column Comparisons	al		-	b		d	d
Van I havelet something an avelocity (and (a v Vha	% within column	11%	5%	9% ↑	7% ↑	4%	13%	12%
Yes – I bought something on a website/app (e.g. Xbo	N Count	23 ↑	12	93 ↑	115 ↑	19	69	29
or Nintendo's websites)	Column Comparisons	аl		-	b			
Yes – although I used a search site (e.g. Google or	% within column	9% ↑	5%	6% ↑	5%	4%	9%	17% ↑
Bing) to find something I saw on the game I was	N Count	19 †	13	64 ↑	84	20	49	41 ↑
playing	Column Comparisons			-				a d
	% within column	32%↓	43%	34%↓	40%↓	62% †	0%	0%
No	N Count	66↓	107	354↓	643↓	284 †	0	0
	Column Comparisons	С	c d e h k	-		а	-	-
	% within column	1%	2%	1%	1%	1%	0%	0%
Don't know	N Count	1	4	13	24			0
	Column Comparisons			-			-	-
	% within column	1%	1%	0%↓	0%↓	0%	0%	0%
Wasn't asked the question (did not game)	N Count	2	2	1↓	01			0
(Column Comparisons			-	<u>-</u>	-	-	-

					BANNER			_
G3b (Rebased) - In the last month have yo	•			Gaming Pur	chase Type			Feelings about Gaming Purchase
money on something whilst gaming? This using your own money or someone else's. that we will not share these answers with	Just a reminder	Loot boxes/ packs/ chests/ bundles	In-game money	A standard version of the game	A subscription	Early access to a game	Battle Pass	Regret things I buy online
	% within column	151	447	147	302	122	205	346
Weighted Base	N Count							
	Column Comparisons							
	% within column	158	428	154	320	133	211	356
Unweighted Base	N Count							
	Column Comparisons							
	% within column	С	d	е	f	g	h	a
Column Names	N Count							
	Column Comparisons							
Van I havant as marthing divertily on the the second I	% within column	67%	71% ↑	51%	53%↓	54%	66%	63% ↑
Yes — I bought something directly on the the game I was playing	N Count	102	316 ↑	75	160↓	66	135	217 ↑
was playing	Column Comparisons	e f g	befgh				Battle Pass 205 211 h	
Yes – I bought something on the console store (e.	% within column	46%	34%↓	53% ↑	52% †	51% ↑	52% ↑	40% ↑
PlayStation Store or Steam)	N Count	69	154↓	77 ↑	156 †	62 †	106 ↑	140 ↑
riaystation store or steam;	Column Comparisons			a d	a d	d	d	
Yes – I bought something on a website/app (e.g. Xbo	% within column	12%	14%	15%	18% †	13%	16%	11% ↑
or Nintendo's websites)	N Count	18	63	22	53 1	15	32	40 ↑
or writtendo's websites)	Column Comparisons							
Yes – although I used a search site (e.g. Google or	% within column	10%	8%	14%	12%	19% ↑	12%	10%↑
Bing) to find something I saw on the game I was	N Count	15	38	21	37	23 ↑	24	35 ↑
playing	Column Comparisons							
	% within column	0%	0%	0%	0%	0%	0%	0%↓
No	N Count	0	0	0	0	0	0	01
	Column Comparisons	-	-	-	-	-	-	-
	% within column	0%	0%	0%	0%	0%	0%	0%
Don't know	N Count	0	0	0	0	0	0	0
	Column Comparisons	-	-	-	-	-	-	-
	% within column	0%	0%	0%	0%	0%		0%↓
Wasn't asked the question (did not game)	N Count	0	0	0	0	0	0	01
	Caluma Camparicans							

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Column Comparisons

				BANNER		
			Feeling	s about Gaming P	urchase	
G3b (Rebased) - In the last month have yo money on something whilst gaming? This using your own money or someone else's. that we will not share these answers with	could have been Just a reminder	What I buy is	I spend more than I should	I like the feeling	It's unfair that people who spend more, get further in games	It's not always clear what I'm going to get for my money in games
Weighted Base	% within column N Count	772	445	720	715	449
	Column Comparisons % within column	777	454	734	710	459
Unweighted Base	N Count Column Comparisons					
Column Names	% within column N Count Column Comparisons	b	С	d	е	f
Yes – I bought something directly on the the game I was playing	% within column N Count	62% ↑ 479 ↑	61% † 270 †			
Yes – I bought something on the console store (e.g.	Column Comparisons % within column N Count	38% † 292 †	42% ↑ 188 ↑			
PlayStation Store or Steam)	Column Comparisons	12%↑	10%↑			
Yes – I bought something on a website/app (e.g. Xbo or Nintendo's websites)	N Count Column Comparisons	901	45 ↑			
Yes – although I used a search site (e.g. Google or Bing) to find something I saw on the game I was	% within column N Count	9% ↑ 69 ↑	12% ↑ 54 ↑			
playing	Column Comparisons % within column	0%↓	0%↓			
No	N Count Column Comparisons	- 00(1	- 01/1	-	-	-
Don't know	% within column N Count	0↑ 0%↑	0↑ 0%†			01 0%1

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Column Comparisons

Part 16 of 32

G3b (Rebased) - In the last month have	you spent any				BANNER			
money on something whilst gaming?	This could have been _		Gender of child	respondent		Age of child re	espondent	
using your own money or someone els	se's. Just a reminder							
that we will not share these answers v	vith anyone [MULTI]	Total	Male	Female 8-9 10-12 13-15 1			16-17	
	% within column	6%	4%↓	8% ↑	8% ↑	4%	5%	6%
Wasn't asked the question (did not game)	N Count	127	40↓	86 †	37 ↑	28	37	26
	Column Comparisons	-		а	b			
	% within column	50%	59% ↑	41%↓	45%↓	51%	55% ↑	47%
NET: Bought something gaming (Yes)	N Count	1,125	681 †	444↓	202↓	358	377 ↑	188
	Column Comparisons	-	b				a d	
	% within column	48%	40%↓	58% ↑	53%	47%	44%↓	52%
NET: No or wasn't asked the question	N Count	1,080	458↓	623 †	239	330	302↓	210
	Column Comparisons	-		а	С			С

G3b (Rebased) - In the last month have	e you spent any				BANNER				
money on something whilst gaming?	This could have been	Age of child respondent Age and gender of child respondent							
using your own money or someone els	se's. Just a reminder								
that we will not share these answers v	vith anyone [MULTI]	NET: 8-12 NET: 13-17 Male 8-9 Female 8-9 Male 10-12 Female 10-12 Male					Male 13-15		
	% within column	6%	6%	6%	10%↑	3%	5%	2%↓	
Wasn't asked the question (did not game)	N Count	65	62	14	23 ↑	12	15	7↓	
wash t asked the question (did not game)	Column Comparisons	-	-		c d e g				
	% within column	49%	52%	52%	37%↓	58% ↑	44%↓	66% ↑	
NET: Bought something gaming (Yes)	N Count	560	565	118	84↓	209 ↑	149↓	225 ↑	
	Column Comparisons	-	-	b h		bdfh	h	a b d f h	
	% within column	50%	47%	46%	60% ↑	41%↓	54%	33%↓	
NET: No or wasn't asked the question	N Count	568	512	104	135 ↑	146↓	183	113↓	
	Column Comparisons	-	-	е	aceg		c e g		

G3b (Rebased) - In the last month have money on something whilst gaming?				Age and	BANNER gender of child re	spondent		
using your own money or someone els	e's. Just a reminder					NET: Female 8-		NET: Female 13-
that we will not share these answers v	ith anyone [MULTI]	Female 13-15	Male 16-17	lale 16-17 Female 16-17 NET: Male 8-12 12 NET: Male 13-17		17		
	% within column	9% ↑	3%	10% †	5%	7%	2%↓	9%↑
Wasn't asked the question (did not game)	N Count	29 ↑	7	21🕇	27	38	14↓	49 1
	Column Comparisons	c e g		c d e g	-	-	-	-
	% within column	44%	57%	34%↓	56% 1	41%	63% ↑	41%↓
NET: Bought something gaming (Yes)	N Count	152	129	68↓	327 1	233	354 †	217↓
	Column Comparisons	h	bdfh		-	-	-	-
	% within column	55% ↑	42%	65% †	43% ↓	57%1	37%↓	59% ↑
NET: No or wasn't asked the question	N Count	189 ↑	94	130 †	250↓	3181	207↓	315 ↑
	Column Comparisons	c e g		acdefg	-	-	-	-

G3b (Rebased) - In the last month have	you spent any				BANNER			
money on something whilst gaming?	This could have been	Urban/ R	ural			D3 - Social grade		
using your own money or someone els	e's. Just a reminder						NET: Not	
that we will not share these answers w	rith anyone [MULTI]	NET: Urban	Rural	Full time	ne Part time Student working/ retired A			AB
	% within column	6%	7%	5%	6%	3%	9%	4%↓
Wasn't asked the question (did not game)	N Count	109	17	68	25	4	26	24↓
	Column Comparisons							
	% within column	52% ↑	39%↓	57% ↑	42%↓	42%	37%↓	59% ↑
NET: Bought something gaming (Yes)	N Count	1,029 †	96↓	757 ↑	180↓	47	116↓	370 ↑
	Column Comparisons	b		b c d				b c d
	% within column	47%↓	59% ↑	42%↓	57% ↑	56%	60% ↑	40%↓
NET: No or wasn't asked the question	N Count	935↓	145 ↑	565↓	243 ↑	63	187 †	251↓
	Column Comparisons		а		а	а	а	

G3b (Rebased) - In the last month have	you spent any				BANNER			
money on something whilst gaming?			D:	3 - Social grade			Financial w	rellbeing
using your own money or someone els								
that we will not share these answers w	vith anyone [MULTI] $aaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaaa$	C1	C2	DE	NET: ABC1	NET: C2DE	Doing well Getting	
	% within column	5%	7%	7%	4%↓	7% ↑	6%	5%
Wasn't asked the question (did not game)	N Count	29	34	39	53↓	74 ↑	22	56
	Column Comparisons			а	-	-		
	% within column	47%	46%	48%	53% ↑	47%↓	61% ↑	48%
NET: Bought something gaming (Yes)	N Count	274	224	257	644 ↑	481↓	245 ↑	558
	Column Comparisons				-	-	b c	
	% within column	52%	53%	50%	46%↓	51%↑	37%↓	51% ↑
NET: No or wasn't asked the question	N Count	303	260	266	554↓	526 †	150↓	587 †
	Column Comparisons	а	а	а	-	-		а

		BANNER							
G3b (Rebased) - In the last month have		Financial wellbeing	Ethn	Ethnicity Child identified need/ impacting cond					
money on something whilst gaming? using your own money or someone elsthat we will not share these answers were the second or some one of the second or some of the second or some of the second or some of the second or	e's. Just a reminder	reminder NET: All other NET: Identified iden				NET: No identified need/ condition			
	% within column	7%	5%	6%	3%	3%	3%↓		
Wasn't asked the question (did not game)	N Count	43	92	27	6	3	16↓	105	
	Column Comparisons						-		
	% within column	48%	50%	51%	50%	54%	57% †	48%↓	
NET: Bought something gaming (Yes)	N Count	316	873	231	96	59	272 †	834↓	
	Column Comparisons						-		
	% within column	50%	49%	48%	49%	43%	41%↓	50%↑	
NET: No or wasn't asked the question	N Count	325	848	217	95	47	197↓	871 †	
	Column Comparisons	a					-		

C2h (Bahasad) In the last mouth have					BANNER			
G3b (Rebased) - In the last month have money on something whilst gaming?	This could have been	Disability/ Condition in HH Educational Health Care Plan (EHCP) Benefits					fits	Parental Controls
using your own money or someone else's. Just a reminder that we will not share these answers with anyone [MULTI]		NET: Yes	No	Has an EHCP	Don't have an EHCP	NET: Household receives Benefits	No Benefits	NET: Has Parental Controls
	% within column	2%↓	6%	3%	6%	5%	6%	5%↓
Wasn't asked the question (did not game)	N Count	5↓	45	5	122	44	73	87↓
	Column Comparisons		а					
	% within column	60% ↑	49%↓	63% ↑	49%	<i>5</i> 5% ↑	47%	↓ 55% ↑
NET: Bought something gaming (Yes)	N Count	140 †	391↓	101 ↑	1,024	513 †	562	1,0331
	Column Comparisons	b		b		b		b
	% within column	40%↓	50% ↑	37%↓	49% 1	43%↓	52%	44%↓
NET: No or wasn't asked the question	N Count	94↓	395 ↑	60↓	1,020 1	397↓	630°	812↓
·	Column Comparisons		a		a		а	

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 23 of 32

					BANNER			
G3b (Rebased) - In the last month have	• •	Parental Controls	F	Parental Concern		Time Sp	ent Online (Week	day)
money on something whilst gaming? using your own money or someone els	using your own money or someone else's. Just a reminder			A little	NET: Moderately / Very			
that we will not share these answers v	vith anyone [MULTI]	No Controls	Not Concerned	Concerned	Concerned	0 - 2hrs 3 - 4hrs 5 -		5 - 6hrs
	% within column	8%	6%	3%↓	6%	6%	4%	3%
Wasn't asked the question (did not game)	N Count	28	68	16↓	35	54	36	9
	Column Comparisons	а	b					
	% within column	26%↓	37%↓	62% †	64% ↑	37%↓	58% ↑	66% †
NET: Bought something gaming (Yes)	N Count	90↓	394↓	342 †	385 †	321↓	547 †	182 †
	Column Comparisons			а	а		а	а
	% within column	72% ↑	62% †	36%↓	35%↓	62% ↑	41%↓	34%↓
NET: No or wasn't asked the question	N Count	246 ↑	650 †	200↓	213↓	539 †	381↓	95↓
	Column Comparisons	a	b c			b c d		

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 24 of 32

G3b (Rebased) - In the last month have	you spent any				BANNER					
money on something whilst gaming?	This could have been	Time Spent On	line (Weekday)	Time Spent Online (Weekend)						
using your own money or someone els	e's. Just a reminder									
that we will not share these answers w	rith anyone [MULTI]	6+ hrs NET: 5+ Hours 0 - 2hrs 3 - 4hrs 5 - 6hrs Over 6 hrs NET					NET: 5+ Hours			
	% within column	4%	3%	11% ↑	4%	3%↓	3%	3%↓		
Wasn't asked the question (did not game)	N Count	4	13	32 †	34	18↓	16	34↓		
	Column Comparisons		-	b c d				-		
	% within column	69% ↑	66% ↑	34%↓	48%	55%	61% ↑	58% ↑		
NET: Bought something gaming (Yes)	N Count	70 †	253 ↑	99↓	380	341	301 ↑	641 ↑		
	Column Comparisons	а	-		а	a b	a b c	-		
	% within column	30%↓	33%↓	65% ↑	50%	44%↓	38%↓	41%↓		
NET: No or wasn't asked the question	N Count	30↓	125↓	189 ↑	396	272↓	187↓	458↓		
	Column Comparisons		-	b c d	c d			-		

		BANNER							
G3b (Rebased) - In the last month have			Spent Money			SM purchase category			
money on something whilst gaming? This could have been using your own money or someone else's. Just a reminder that we will not share these answers with anyone [MULTI]		Bought somet- hing on either Social Media, or while gaming	Bought something on social media	Bought something while Gaming	Bought something from both	Not bought from	Product	Activity	
	% within column	2%↓	3%↓		0%↓	11%↑	2%	3%	
Wasn't asked the question (did not game)	N Count	24↓	24↓	01	01	103 ↑	10	4	
	Column Comparisons		С			a b c d			
	% within column	87% ↑	79% 1	100% †	100%↑	0%↓	72%↓	90% ↑	
NET: Bought something gaming (Yes)	N Count	1,125 †	604 1	1,125 †	604 †	01	309↓	138 ↑	
	Column Comparisons	е	е	b e	е			а	
	% within column	12%↓	21%↓	0%↓	0%↓	98% ↑	27% ↑	9%↓	
NET: No or wasn't asked the question	N Count	159↓	159↓	01	01	921 ↑	116 ↑	14↓	
	Column Comparisons		С			a b c d	b c d		

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 26 of 32

•	G3b (Rebased) - In the last month have you spent any money on something whilst gaming? This could have been		BANNER SM purchase category Feelings about SM purchase							
using your own money or someone else's. Just a reminder that we will not share these answers with anyone [MULTI]		Subscription/ Upgrade	NET: Gift	Regret things I	What I buy is good value	I spend more than I should	I like the feeling	Gaming Method Games console or games player		
	% within column	2%	1%	3%↓	2%↓	2%↓				
Wasn't asked the question (did not game)	N Count	4	2	81	13↓	9↓	17↓	9↓		
, ,	Column Comparisons									
	% within column	90% ↑	93% ↑	89% ↑	80%↑	89% ↑	81% †	57%↑		
NET: Bought something gaming (Yes)	N Count	195 ↑	148 †	279 ↑	447 ↑	337 †	456 †	761 †		
	Column Comparisons	a	a	b d		b d		c d		
	% within column	9%↓	7%↓	10%↓	19%↓	10%↓	19%↓	42%↓		
NET: No or wasn't asked the question	N Count	20↓	10↓	32↓	106↓	39↓	106↓	563↓		
	Column Comparisons				ас		ас			

	G2h (Pohacod). In the last month have you spont any			BANNER								
G3b (Rebased) - In the last month have you spent any money on something whilst gaming? This could have been using your own money or someone else's. Just a reminder that we will not share these answers with anyone [MULTI]			Gaming M	ethod	Gaming Type							
		Desktop compu- ter, laptop or netbook	Mobile phone or smartphone	Tablet	NET: Any Gaming	Puzzles or quizzes	Action/ adventure	Shooters				
	% within column	1%↓	1%↓	1%	↓ 2%↓	0%↓	0%↓	0%↓				
Wasn't asked the question (did not game)	N Count	7.	. 19↓	11	↓ 35 ↓	1↓	2↓	2↓				
	Column Comparisons				-							
	% within column	60%1	55% ↑	51%	53% ↑	47%↓	60% ↑	70% ↑				
NET: Bought something gaming (Yes)	N Count	345 1	717 †	401	1,125 †	306↓	439 †	383 ↑				
	Column Comparisons	d	d		-		a f	abfgijkl				
	% within column	38%	44%↓	47%	46%↓	52% ↑	39%↓	30%↓				
NET: No or wasn't asked the question	N Count	219	583↓	371	989↓	336 ↑	288↓	162↓				
	Column Comparisons			a b c	-	bcdeghijkl	c d e					

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 28 of 32

G3b (Rebased) - In the last month have you spent any money on something whilst gaming? This could have been using your own money or someone else's. Just a reminder that we will not share these answers with anyone [MULTI]			BANNER Gaming Type									
		Playing against one other person	Playing against multiple people/ teams	Creative and building games	Playing in a virtual worlds	Simulation experience	Fitness and dance	Sports				
	% within column	0%↓	0%↓	0%↓	0%↓	1%	1%	0%↓				
Wasn't asked the question (did not game)	N Count	1↓	1↓	3↓	01	2	2	2↓				
	Column Comparisons											
	% within column	68% ↑	65% †	52%	60% †	68% ↑	60% ↑	62% †				
NET: Bought something gaming (Yes)	N Count	263 †	537 †	600	332 †	170 ↑	167 †	451 †				
	Column Comparisons	abfgil	abfgil	a	a f	afl	a f	a f l				
	% within column	31%↓	34%↓	47%	39%↓	32%↓	39%↓	37%↓				
NET: No or wasn't asked the question	N Count	119↓	276↓	540	220↓	78↓	108↓	270↓				
	Column Comparisons			bcdeghij	c d e		c d e	c e				

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 29 of 32

	_				BANNER			
G3b (Rebased) - In the last month have you spent any money on something whilst gaming? This could have been using your own money or someone else's. Just a reminder that we will not share these answers with anyone [MULTI]			Gaming Type			quency	Gaming Purchase Type	
		Interactive stories	Makeovers	NET: Playing against other people	NET: Daily	Weekly	NET: Character, skins, weapons, armour, tools	NET: Game expansion
	% within column	1%	1%	0%↓	0%↓	0%	0%	0%
Wasn't asked the question (did not game)	N Count	2	2	1↓	01	0	0	0
,	Column Comparisons			-	-	-	-	-
	% within column	66% †	55%	64% ↑	58% ↑	38%↓	100%	100%
NET: Bought something gaming (Yes)	N Count	138 ↑	136	659 †	935 †	173↓	535	237
	Column Comparisons	al	a	-	b		-	-
	% within column	33%↓	44%	35%↓	40%↓	62% †	0%	0%
NET: No or wasn't asked the question	N Count	68↓	109	355↓	643↓	284 1	0	0
	Column Comparisons	С	c d e h k	-		а	-	-

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 30 of 32

BANNER	

0

0

Feelings about G3b (Rebased) - In the last month have you spent any **Gaming Purchase Type Gaming Purchase** money on something whilst gaming? This could have been Loot boxes/ A standard using your own money or someone else's. Just a reminder packs/ chests/ version of the Early access to a Regret things I that we will not share these answers with anyone [MULTI] bundles In-game money A subscription **Battle Pass** buy online game game 0% 0% 0% % within column 0% 0% 0% 0%↓ Wasn't asked the question (did not game) N Count 0 0 01 0 0 0 0 **Column Comparisons** % within column 100% 100% 100% 100% 100% 100% 100%**†** NET: Bought something gaming (Yes) N Count 151 447 147 302 122 346**†** 205 **Column Comparisons** % within column 0% 0% 0% 0% 0% 0% 0%↓

0

0

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2013 (91%)

0

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

N Count

Column Comparisons

NET: No or wasn't asked the question

Part 31 of 32

0

01

BANNER Feelings about Gaming Purchase It's not always G3b (Rebased) - In the last month have you spent any It's unfair that clear what I'm money on something whilst gaming? This could have been people who going to get for using your own money or someone else's. Just a reminder What I buy is I spend more spend more, get my money in that we will not share these answers with anyone [MULTI] good value than I should I like the feeling further in games games % within column 0%↓ 0%4 0%↓ 0%4 0%↓ Wasn't asked the question (did not game) N Count 01 01 01 01 01 **Column Comparisons** % within column 100%**†** 100% 100% 100%**†** 100% NET: Bought something gaming (Yes) N Count 772**†** 445**†** 720**†** 715**†** 449**† Column Comparisons** % within column 0%↓ 0%4 0%↓ 0%↓ 0%↓ 01 01 01 01 01 NET: No or wasn't asked the question N Count

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2013 (91%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 32 of 32

Column Comparisons

			G2 - Which	of the followi	ng types of gar	nes do you pla	ay? [MULTI]	
G3b - In the last month have you	• •		Diam'r a a sain sh	Action/ adventure		Donales en	Playing in a	
on something whilst gaming? This could have been using your own money or someone else's. Just a reminder that we will not share these answers with anyone [YES MULTI/ NO EXCL]		Creative and building games (e.g. Roblox, Minecraft)	Playing against multiple people/ teams (e.g. Fortnite, Fall Guys, Among Us)	of Zelda: Breath of the Wild,	Sports (e.g. FIFA, EA Sports FC, NBA, Rocket League)	Puzzles or quizzes (e.g. Trivia 360, Sudoku, Candy Crush)	virtual world (e.g. Animal Crossing, World of Warcraft, Sims)	Shooters (e.g. Star Wars: Battlefront, Call of Duty)
Weighted Base	% within column N Count Column Comparisons	1148	822	728	726	649	557	545
Unweighted Base	% within column N Count Column Comparisons	1109	801	738	734	660	570	561
Column Names	% within column N Count Column Comparisons	a	b	С	d	е	f	g
Yes – I bought something directly on the the game I was playing	% within column N Count Column Comparisons	33% 375 e	39% 1 319 1 a d e			27%↓ 178↓		
Yes – I bought something on the console store (e.g. PlayStation Store or Steam)	% within column N Count Column Comparisons	20% 224	29% ↑ 235 ↑ a c e f j			19% 121	25% ↑ 140 ↑ a e	
Yes – I bought something on a website/app (e.g. Xbox or Nintendo's websites)	% within column N Count Column Comparisons	7% 85	10% ↑ 85 ↑ efj			5% 36	7% 38	9% ↑ 48 ↑
Yes – although I used a search site (e.g. Google or Bing) to find something I saw o		391 3%1	41	7% ↑ 54 ↑	51 ↑	7% ↑ 44 ↑	37	8% † 42 †
the game I was playing No	Column Comparisons % within column N Count	47% 537	a 34%↓ 275↓			a 52% ↑ 335 ↑		
	Column Comparisons % within column	bcdfghik 1%	1%	b g h <mark>0%↓</mark>	g 1%	bcdfghijkl 1%	b g h 1%	0%

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 1935 (93%); Blank cells have a sample size that is smaller than 100.

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

11

N Count

Column Comparisons

Don't know

2

5

7

G3b - In the last month have you on something whilst gaming? The using your own money or someoureminder that we will not share to anyone [YES MULTI/ NO EXCL]	is could have been ne else's. Just a	Playing against one other person (e.g. Words with Friends, Online chess)	Fitness and dance (e.g. Wii Fit, Just Dance etc.)	Makeovers (e.g. Glamm'd, Homescapes)	Simulation experience (e.g. flying a plane)	Interactive stories (e.g. Episode, Chapters)	Other type of games	Don't know
	% within column	386	276	247	246	205	14	0
Weighted Base	N Count							
	Column Comparisons							
	% within column	394	281	255	264	216	13	0
Unweighted Base	N Count							
	Column Comparisons							
	% within column	h	i	j	k	1	m	n
Column Names	N Count							
	Column Comparisons							
V 11 1. 11 11 11 11 11	% within column	41%↑	37%	35%	40%↑	40% ↑		
Yes – I bought something directly on the the game I was playing	N Count	160 ↑	102	85	98 ↑	82 †		
the game i was playing	Column Comparisons	е	e		e	e		
Vac I basselt as most bine as the assesse	% within column	32%↑	25%	22%	33%↑	33%↑		
Yes – I bought something on the console store (e.g. PlayStation Store or Steam)	N Count	123 ↑	68	55	80 †	67 †		
store (e.g. FlayStation Store of Steam)	Column Comparisons	aeij			аеj	e j		
Was a library his a greath for a sure and a first	% within column	8%	9%	5%	10%↑	11% ↑		
Yes – I bought something on a website/ app (e.g. Xbox or Nintendo's websites)	N Count	32	25	12	25 ↑	23 ↑		
app (e.g. Abox of Militeriao's websites)	Column Comparisons				j	e j		
Yes – although I used a search site (e.g.	% within column	10%↑	11% 1	5%	14%↑	9% ↑		
Google or Bing) to find something I saw or	n N Count	38 ↑	31 1	13	34 ↑	19 ↑		
the game I was playing	Column Comparisons	a b j	a b j		a b c e f j			
	% within column	31%↓	38%↓	43%	31%↓	32%↓		
No	N Count	118↓	106	107	76↓	66↓		
	Column Comparisons		bgh	bghkl		g		
	% within column	1%	1%	2%	0%	1%		
Don't know	N Count	5	3	4	0	1		
	Column Comparisons							

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 1935 (93%); Blank cells have a sample size that is smaller than 100.

G3b - In the last month have you spent any money on something whilst gaming? This could have been using your own money or someone else's. Just a reminder that we will not share these answers with anyone [YES MULTI/ NO EXCL]

G2 - Which of the following types of games do you play? [MULTI]

NET: Playing against other people /

anyone [YES MULTI/ NO EXCL]		competitive	NET: Any	Row n	Row Population
	% within column	1026	2105		
Weighted Base	N Count				
	Column Comparisons				
	% within column	1007	2084		
Unweighted Base	N Count				
	Column Comparisons				
	% within column	0	р		
Column Names	N Count				
	Column Comparisons				
Vac I la complet as us at lains a discardio, and the	% within column	38% ↑	31%		
Yes – I bought something directly on the the game I was playing	N Count	389 ↑	661	664	661
	Column Comparisons	-	-		
Vos. I haught comothing on the console	% within column	27%↑	21%		
Yes – I bought something on the console store (e.g. PlayStation Store or Steam)	N Count	280 ↑	440	449	440
store (e.g. maystation store or steam)	Column Comparisons	-	-		
Yes – I bought something on a website/	% within column	9% ↑	6%		
app (e.g. Xbox or Nintendo's websites)	N Count	93 ↑	134	136	134
app (e.g. Abox of Witterfac 3 Websites)	Column Comparisons	-	-		
Yes – although I used a search site (e.g.	% within column	6% ↑	5%		
Google or Bing) to find something I saw or	N Count	64 ↑	105	109	105
the game I was playing	Column Comparisons	-	-		
	% within column	34%↓	45%		
No	N Count	354↓	953	932	953
	Column Comparisons	-	-		
	% within column	1%	1%		
Don't know	N Count	13	27	24	27
	Column Comparisons	-	-		

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 1935 (93%); Blank cells have a sample size that is smaller than 100.

			G2 - Which	of the followi	ng types of gar	nes do you pla	ay? [MULTI]	
				Action/				
G3b - In the last month have you			adventure			Playing in a		
on something whilst gaming? This could have been			Playing against	(Super Mario		Puzzles or	virtual world	
using your own money or someone else's. Just a		Creative and	multiple people/	, , ,	Sports (e.g. FIFA,	quizzes (e.g.	(e.g. Animal	Shooters (e.g.
		building games	teams (e.g.	of Zelda: Breath	EA Sports FC,	Trivia 360,	Crossing, World	Star Wars:
reminder that we will not share t	inese answers with	(e.g. Roblox,	Fortnite, Fall	of the Wild,	NBA, Rocket	Sudoku, Candy	of Warcraft,	Battlefront, Call
anyone [YES MULTI/ NO EXCL]		Minecraft)	Guys, Among Us)	Subway Surfer)	League)	Crush)	Sims)	of Duty)
	% within column	52%	65% ↑	60%↑	62% ↑	47%↓	60% ↑	70%↑
NET: Bought something gaming (Yes)	N Count	600	537 ↑	439 ↑	451 ↑	306↓	332 ↑	383↑
	Column Comparisons	е	acefj	a e	аеj		a e	acdefijl

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 1935 (93%); Blank cells have a sample size that is smaller than 100.

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 4 of 6

		G2 - Which of the followi	G2 - Which of the following types of games do you play? [MULTI]				
G3b - In the last month have you spent any money	Playing against						
on something whilst gaming? This could have been	one other						
using your own money or someone else's. Just a	person (e.g.	Fitness and	Cimoulation	Interactive			

е

Simulation

aej

stories (e.g.

Episode,

Chapters)

e i

67%**↑**

138**†**

Other type of

games

reminder that we will not share these answers with Friends, Online Fit, Just Dance Glamm'd, experience (e.g. anyone [YES MULTI/ NO EXCL] chess) etc.) Homescapes) flying a plane) 68%**†** % within column 61%**†** 55% 69%**†** N Count 263**†** 167**†** 136 170**†** NET: Bought something gaming (Yes)

Column Comparisons

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 1935 (93%); Blank cells have a sample size that is smaller than 100.; Blank cells have a sample size that is smaller than 100.

a e

dance (e.g. Wii Makeovers (e.g.

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

aefij

Words with

Part 5 of 6

Don't know

G3b - In the last month have you spent any money on something whilst gaming? This could have been using your own money or someone else's. Just a reminder that we will not share these answers with anyone [YES MULTI/ NO EXCL]

NET: Bought something gaming (Yes)

G2 - Which of the following types of games do you play? [MULTI]

NET: Playing against other people /

-]		competitive	NET: Any	Row n	Row Population
	% within column	64% ↑	53%		
)	N Count	659 †	1,125	1,128	1,125
	Column Comparisons	-	-		

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 1935 (93%); Blank cells have a sample size that is smaller than 100.; Blank cells have a sample size that is smaller than 100.

G4 - In the last month, have you spent a	ny money on any of				BANNER			
the following below whilst gaming? Th	is could have been		Gender of child	respondent		Age of child re	espondent	
using your own money or someone else	e's. Just a reminder			<u> </u>			•	
that we will not share these answers wi	th anyone [MULTI]	Total	Male	Female	8-9	10-12	13-15	16-17
	% within column	1125	681	444	202	358	377	188
Weighted Base	N Count							
	Column Comparisons							
	% within column	1128	665	463	203	345	378	202
Unweighted Base	N Count							
	Column Comparisons							
	% within column	a	a	b	a	b	С	d
Column Names	N Count							
	Column Comparisons							
	% within column	40%	39%	41%	46%	44%	38%	29%↓
In-game money (e.g. Robux, Vbux, Minecoins)	N Count	447	264	183	93	158	142	54↓
	Column Comparisons	-			d	d		
	% within column	27%	29%	23%	20%	24%	31%	33%
A subscription (e.g. PlayStation Plus, Xbox Live)	N Count	302	201	101	41	84	115	62
	Column Comparisons	-	b				а	a b
	% within column	26%	24%	28%	23%	24%	31%	22%
Cosmetic skins or outfits	N Count	289	166	123	46	86	115	41
	Column Comparisons	-						
	% within column	22%	20%	25%	28%	21%	22%	17%
A new character	N Count	245	135	110	57	75	83	31
	Column Comparisons	-			d			
	% within column	18%	21% ↑	15%↓	17%	16%	21%	17%
Premium battle pass	N Count	205	141 †	65↓	35	58	80	32
	Column Comparisons	-	b					
	% within column	16%	18%	13%	18%	12%	18%	17%
Other weapons, armour or tools	N Count	178	121	57	36	43	67	32
	Column Comparisons	-	b					
	% within column	13%	14%	12%	11%	14%	14%	14%
Loot boxes/ packs/ chests	N Count	151	96	55	22	49	55	26
	Column Comparisons	-						

G4 - In the last month, have you spent a	ny money on any of				BANNER			
the following below whilst gaming? Th	is could have been	Age of child r	espondent		Age and g	gender of child re	spondent	
using your own money or someone else	-	0			0	,		
that we will not share these answers wi		NET: 8-12	NET: 13-17	Male 8-9	Female 8-9	Male 10-12	Female 10-12	Male 13-15
	% within column	560	565	118	84	209	149	225
Weighted Base	N Count							
-	Column Comparisons							
	% within column	548	580	119	84	199	146	217
Unweighted Base	N Count							
-	Column Comparisons							
	% within column	е	f	а	b	С	d	е
Column Names	N Count							
	Column Comparisons							
	% within column	45% ↑	35%↓	48%		39%	50%↑	38%
In-game money (e.g. Robux, Vbux, Minecoins)	N Count	250 ↑	196↓	57		82	75 ↑	86
	Column Comparisons	-	-	g h			g h	
	% within column	22%↓	31% †	21%		26%	20%	33%
A subscription (e.g. PlayStation Plus, Xbox Live)	N Count	125↓	177 †	25		54	30	74
	Column Comparisons	-	-					
	% within column	24%	28%	20%		23%	26%	31%
Cosmetic skins or outfits	N Count	132	157	24		48	39	70
	Column Comparisons	-	-					
	% within column	23%	20%	29%		16%	28%	22%
A new character	N Count	131	114	35		33	42	50
	Column Comparisons	-	-	g			g	
	% within column	17%	20%	20%		18%	14%	25%
Premium battle pass	N Count	93	113	23		37	21	57
	Column Comparisons	-	-					
	% within column	14%	18%	21%		13%	11%	20%
Other weapons, armour or tools	N Count	79	99	25		27	16	45
	Column Comparisons	-	-					
	% within column	13%	14%	13%		13%	14%	16%
Loot boxes/ packs/ chests	N Count	71	80	15		27	21	36
	Column Comparisons	-	-					

G4 - In the last month, have you spent a	ny money on any of				BANNER			
the following below whilst gaming? Thi	s could have been			Age and	gender of child re	spondent		
using your own money or someone else'	s. Just a reminder					NET: Female 8-		NET: Female 13-
that we will not share these answers wit	th anyone [MULTI]	Female 13-15	Male 16-17	Female 16-17	NET: Male 8-12	12	NET: Male 13-17	17
	% within column	152	129	68	327	233	354	217
Weighted Base	N Count							
	Column Comparisons							
	% within column	161	130	85	318	230	347	242
Unweighted Base	N Count							
	Column Comparisons							
	% within column	f	g	h	i	j	k	1
Column Names	N Count							
	Column Comparisons							
	% within column	37%	30%		43%	48% 1	35%	33%
In-game money (e.g. Robux, Vbux, Minecoins)	N Count	56	39		139	111 1	125	73
	Column Comparisons				-	-	-	-
	% within column	27%	38% ↑		24%	20%	34% ↑	26%
A subscription (e.g. PlayStation Plus, Xbox Live)	N Count	42	49 ↑		79	47.	· 122 †	56
	Column Comparisons				-	-	-	-
	% within column	30%	19%		22%	26%	27%	29%
Cosmetic skins or outfits	N Count	45	24		72	60	94	64
	Column Comparisons				-	-	-	-
	% within column	21%	13%		21%	27%	19%	23%
A new character	N Count	32	17		68	64	67	49
	Column Comparisons				-	-	-	-
	% within column	16%	19%		18%	14%	23%	15%
Premium battle pass	N Count	24	24		60	33	81	32
	Column Comparisons				-	-	-	-
	% within column	14%	19%		16%	12%	20%	14%
Other weapons, armour or tools	N Count	22	25		52	27	69	30
	Column Comparisons				-	-	-	-
	% within column	12%	13%		13%	12%	15%	12%
Loot boxes/ packs/ chests	N Count	18	17		43	28	53	27
	Column Comparisons				-	-	-	

Part 3 of 48

G4 - In the last month, have you spent a	any money on any of				BANNER			
the following below whilst gaming? The	is could have been	Urban/ F	Rural		Working	status		D3 - Social grade
using your own money or someone else	e's. Just a reminder						NET: Not	
that we will not share these answers wi	ith anyone [MULTI]	NET: Urban	Rural	Full time	Part time	Student	working/retired	AB
	% within column	1029	96	757	180	47	116	370
Weighted Base	N Count							
	Column Comparisons							
	% within column	1026	102	799	154	48	106	515
Unweighted Base	N Count							
	Column Comparisons							
	% within column	а	b	a	b	С	d	а
Column Names	N Count							
	Column Comparisons							
	% within column	39%	48%	37%↓	48%		49%	32%
In-game money (e.g. Robux, Vbux, Minecoins)	N Count	400	46	278↓	86		57	119
	Column Comparisons				а		а	
	% within column	27%	30%	29%	19%		22%	32%1
A subscription (e.g. PlayStation Plus, Xbox Live)	N Count	273	29	218	35		26	1191
	Column Comparisons							bс
	% within column	26%	23%	25%	28%		25%	26%
Cosmetic skins or outfits	N Count	266	22	188	50		29	97
	Column Comparisons							
	% within column	22%	18%	23%	16%		22%	24%
A new character	N Count	228	17	173	29		25	89
	Column Comparisons							
	% within column	18%	21%	20%	12%		19%	21%
Premium battle pass	N Count	186	20	149	22		23	78
·	Column Comparisons							b
	% within column	16%	15%	17%	12%		15%	21%1
Other weapons, armour or tools	N Count	164	14	128	22		18	771
• •	Column Comparisons							b d
	% within column	14%	9%	14%	10%		15%	17%
Loot boxes/ packs/ chests	N Count	143	9	106	18		18	61
, ,	Column Comparisons		_		_		_	-

Part 4 of 48

G4 - In the last month, have you spent a	any money on any of				BANNER			
the following below whilst gaming? Th	is could have been		D	3 - Social grade			Financial w	ellbeing
using your own money or someone else	e's. Just a reminder					<u> </u>		
that we will not share these answers wi	ith anyone [MULTI]	C1	C2	DE	NET: ABC1	NET: C2DE	Doing well	Getting by
	% within column	274	224	257	644	481	245	558
Weighted Base	N Count							
	Column Comparisons							
	% within column	223	163	227	738	390	285	544
Unweighted Base	N Count							
	Column Comparisons							
	% within column	b	С	d	е	f	a	b
Column Names	N Count							
	Column Comparisons							
	% within column	42%	46%	42%	36%	44%	33%	43%
In-game money (e.g. Robux, Vbux, Minecoins)	N Count	116	103	109	235	212	81	238
	Column Comparisons	а	а	а	-	-		а
	% within column	22%	21%	29%	28%	26%	36% ↑	23%↓
A subscription (e.g. PlayStation Plus, Xbox Live)	N Count	59	48	76	178	124	89 †	126↓
	Column Comparisons				-	-	bс	
	% within column	25%	26%	25%	26%	26%	27%	24%
Cosmetic skins or outfits	N Count	69	57	66	166	123	65	137
	Column Comparisons				-	-		
	% within column	23%	20%	18%	24%	19%	26%	21%
A new character	N Count	64	45	47	153	93	63	116
	Column Comparisons				-	-		
	% within column	11%↓	24%	17%	17%	20%	22%	18%
Premium battle pass	N Count	30↓	53	44	109	97	55	100
	Column Comparisons		b		-	-		
	% within column	12%	15%	13%	17%	14%	19%	17%
Other weapons, armour or tools	N Count	34	33	34	111	67	47	95
	Column Comparisons				-	-	С	С
	% within column	11%	13%	12%	14%	13%	16%	13%
Loot boxes/ packs/ chests	N Count	30	30	30	91	60	39	74
	Column Comparisons				-	-		

					BANNER			
G4 - In the last month, have you spent a		Financial wellbeing	Ethn	icity	Ch	ild identified need	I/ impacting condit	ion
the following below whilst gaming? Th using your own money or someone else that we will not share these answers wi	's. Just a reminder	Struggling	White British	NET: All other Ethnicities	Neurodiversity	Mental Health	NET: Identified need/ condition	NET: No identified need/ condition
that we will not share these answers wi	% within column	316	873	231	96	59	272	834
Weighted Base	N Count	310	0/3	231	30	33	272	054
	Column Comparisons							
	% within column	295	875	232	91	60	268	841
Unweighted Base	N Count							
	Column Comparisons							
	% within column	С	a	b	a	b	С	d
Column Names	N Count							
	Column Comparisons							
	% within column	40%	42%	33%			43%	39%
In-game money (e.g. Robux, Vbux, Minecoins)	N Count	128	363	76			117	323
	Column Comparisons		b				-	
	% within column	28%	26%	28%			30%	26%
A subscription (e.g. PlayStation Plus, Xbox Live)	N Count	87	231	64			82	213
	Column Comparisons						-	
	% within column	27%	27%	22%			29%	24%
Cosmetic skins or outfits	N Count	86	233	50			80	203
	Column Comparisons						-	
	% within column	21%	20%↓	30%↑			22%	22%
A new character	N Count	65	172↓	69 1			60	181
	Column Comparisons			а			-	
	% within column	16%	19%	17%			23%	17%
Premium battle pass	N Count	50	162	39			63	138
·	Column Comparisons						-	
	% within column	11%↓	16%	17%			19%	15%
Other weapons, armour or tools	N Count	35↓	136	40			51	125
, ,	Column Comparisons						-	
	% within column	12%	14%	10%			13%	14%
Loot boxes/ packs/ chests	N Count	38	124	24			35	114
• • •	Column Comparisons						-	

					BANNER			
G4 - In the last month, have you spent a the following below whilst gaming? The	is could have been	Disability/ Cond	tion in HH	Educational He (EH		Bene	fits	Parental Controls
using your own money or someone else					Don't have an	NET: Household		NET: Has
that we will not share these answers wi		NET: Yes	No	Has an EHCP	EHCP	receives Benefits	No Benefits	Parental Controls
	% within column	140	391	101	1024	513	562	1033
Weighted Base	N Count							
	Column Comparisons							
	% within column	143	403	105	1023	506	576	1033
Unweighted Base	N Count							
	Column Comparisons							
	% within column	a	b	а	b	a	b	a
Column Names	N Count							
	Column Comparisons							
	% within column	41%	32%	47%	39%	39%	41%	40%
In-game money (e.g. Robux, Vbux, Minecoins)	N Count	58	125	47	399	202	229	413
	Column Comparisons							
	% within column	36%	29%	43%1	25%		24%	26%
A subscription (e.g. PlayStation Plus, Xbox Live)	N Count	50	113	43 ↑	259	150	134	274
	Column Comparisons			b				
	% within column	32%	27%	39%↑	24%		28%	26%
Cosmetic skins or outfits	N Count	44	105	39 ↑	249	126	157	268
	Column Comparisons			b				
	% within column	20%	20%	28%	21%	22%	21%	22%
A new character	N Count	29	78	29	217	112	120	230
	Column Comparisons							
	% within column	24%	18%	28% ↑	17%		19%	19%
Premium battle pass	N Count	33	72	28 ↑	177	95	105	195
	Column Comparisons			b				
	% within column	20%	17%	21%	15%	15%	16%	16%
Other weapons, armour or tools	N Count	28	66	21	157	79	92	167
	Column Comparisons							
	% within column	10%	16%	17%	13%	15%	12%	14%
Loot boxes/ packs/ chests	N Count	14	64	17	134	78	68	142
	Column Comparisons							

C4. In the last month, have very					BANNER			
G4 - In the last month, have you spent		Parental Controls		Parental Concern		Time Sp	ent Online (Week	day)
the following below whilst gaming? I using your own money or someone els	se's. Just a reminder			A little	NET: Moderately / Very			
that we will not share these answers v	with anyone [MULTI]	No Controls	Not Concerned	Concerned	Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs
	% within column	90	394	342	385	321	547	182
Weighted Base	N Count							
	Column Comparisons							
	% within column	93	371	348	406	319	544	188
Unweighted Base	N Count							
	Column Comparisons							
	% within column	b	а	b	С	а	b	С
Column Names	N Count							
	Column Comparisons		48% ↑	39%	32%↓	350/	420/	470/
In-game money (e.g. Robux, Vbux, Minecoins)			48% I 188 ↑	133	32% ↓ 122 ↓	35% 114	42% 228	47% 86
in-game money (e.g. Robux, vbux, winecoms)			b c	C C	122❖	114	d 228	a d
			28%	24%	28%	21%↓	u 25%	a u 36% ↑
A subscription (e.g. PlayStation Plus, Xbox Live)			110	83	109	68 ↓	138	65 1
A subscription (e.g. FlayStation Flus, Abox Live)			110	05	103	00♥	130	a b
			28%	27%	23%	22%	28%	24%
Cosmetic skins or outfits			111	91	87	72	152	44
				5-	Ç,			• • •
			17%↓	21%	28% ↑	22%	20%	23%
A new character			66↓	70	109 ↑	70	112	42
					a b			
			13%↓	23%	19%	15%	17%	23%
Premium battle pass			53↓	77	73	50	94	42
				а				
			11%↓	16%	20%↑	12%	17%	16%
Other weapons, armour or tools			45↓	54	77 †	37	96	29
					а			
			12%	11%	17%	10%	14%	16%
Loot boxes/ packs/ chests			48	39	64	34	74	30

G4 - In the last month, have you sper	nt any money on any of		· <u> </u>		BANNER			
the following below whilst gaming?	This could have been	Time Spent On	line (Weekday)		Time Sp	ent Online (Wee	kend)	
using your own money or someone e	lse's. Just a reminder							
that we will not share these answers	with anyone [MULTI]	6+ hrs	NET: 5+ Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6 hrs	NET: 5+ Hours
Weighted Base	% within column N Count Column Comparisons	70	253	99	380	341	301	641
Unweighted Base	% within column N Count Column Comparisons	73	261	97	381	347	298	645
Column Names	% within column N Count Column Comparisons	d	е	а	b	С	d	е
In-game money (e.g. Robux, Vbux, Minecoins)			40% 102		34% 131	39% 132	50% † 149 †	44% 281
A subscription (e.g. PlayStation Plus, Xbox Live)		- 38% ↑ 95 ↑		21%↓ 78↓	28% 95	a b c 35%↑ 104↑ b	31% 199
Cosmetic skins or outfits			24% 61 -		23% 86	25% 85	31% 92	28% 177 -
A new character			25% 62 -		24% 90	21% 71	22% 66	21% 137
Premium battle pass			24% 60		16% 63	18% 62	20% 61	19% 122
Other weapons, armour or tools			18% 45		14% 51	18% 61	18% 54	18% 115
Loot boxes/ packs/ chests			- 17% 43		13% 50	15% 51	13% 39	- 14% 90

					BANNER			
G4 - In the last month, have you spent a	ny money on any of			Spent Money			SM purchase	category
the following below whilst gaming? Th using your own money or someone else that we will not share these answers wi	is could have been 's. Just a reminder	Bought somet- hing on either Social Media, or while gaming	Bought something on social media	Bought something while Gaming	Bought something from both	Not bought from either	Product	Activity
	% within column	1125	604	1125	604	0	309	138
Weighted Base	N Count Column Comparisons							
Unweighted Base	% within column N Count Column Comparisons	1128	632	1128	632	0	325	150
Column Names	% within column N Count Column Comparisons	а	b	С	d	е	a	b
	% within column	40%	35%	40%	35%↓		37%	31%
In-game money (e.g. Robux, Vbux, Minecoins)	N Count Column Comparisons	447	212		212 ↓ -		115	43
	% within column	27%	28%	27%	28%		30%	43% ↑
A subscription (e.g. PlayStation Plus, Xbox Live)	N Count Column Comparisons	302	170 -	302	170		92	59 ↑ d
	% within column	26%	24%	26%	24%		29% ↑	24%
Cosmetic skins or outfits	N Count Column Comparisons	289 -	147 -	289 -	147 -		90 ↑	33
	% within column	22%	24%	22%	24%		27%	32%
A new character	N Count Column Comparisons	245 -	148	245 -	148		84	45
	% within column	18%	20%	18%	20%		20%	23%
Premium battle pass	N Count Column Comparisons	205 -	120	205 -	120		62	32
	% within column	16%	17%	16%	17%		19%	22%
Other weapons, armour or tools	N Count Column Comparisons	178 -	105	178	105		59	30
	% within column	13%	16%1		16% †		16%	17%
Loot boxes/ packs/ chests	N Count Column Comparisons	151 -	97 1 -	151 -	97 ↑ -		51	24

G4 - In the last month, have you spent a	ny money on any of				BANNER			
the following below whilst gaming? Th	is could have been	SM purchase	category		Feelings abou	t SM purchase		Gaming Method
using your own money or someone else	's. Just a reminder	Subscription/	<u> </u>	Regret things I	What I buy is	I spend more		Games console
that we will not share these answers wi	th anyone [MULTI]	Upgrade	NET: Gift	buy online	good value	than I should	I like the feeling	
	% within column	195	148	279	447	337	456	761
Weighted Base	N Count							
	Column Comparisons							
	% within column	207	160	295	473	360	484	762
Jnweighted Base	N Count							
· ·	Column Comparisons							
	% within column	С	d	а	b	С	d	а
Column Names	N Count							
	Column Comparisons							
	% within column	40%	34%	37%	36%	35%	36%	40%
n-game money (e.g. Robux, Vbux, Minecoins)	N Count	79	51	102	161	118	162	307
3 -, (-0,,,	Column Comparisons		-					
	% within column	35% ↑	29%	25%	31%	27%	27%	33%
A subscription (e.g. PlayStation Plus, Xbox Live)	N Count	69 †	42	70	137	92	122	2501
10000011p11011 (0.81 110 y 0.00 110 11 110 y 110 011 110 y	Column Comparisons			, •	a d	5-		b c d
	% within column	25%	24%	21%	24%	24%	24%	29%
Cosmetic skins or outfits	N Count	49	36	60	106	82	109	222
cosmette skins of outries	Column Comparisons	.5	30	00	100	02	103	
	% within column	27%	26%	23%	25%	26%	27% †	21%
A new character	N Count	53	38	64	114	89	122 †	
Thew character	Column Comparisons	33	30	04	117	03	1221	102
	% within column	27%↑	25%	21%	20%	23%	20%	20%
Premium battle pass	N Count	53 †	37	58	90	76	90	154
Termum buttle puss	Column Comparisons	331	37	30	30	70	30	154
	% within column	20%	17%	18%	17%	20%	18%	19%1
Other weapons, armour or tools	N Count	38	25	51	76	66	81	142
other weapons, armour or tools	Column Comparisons	36	23	51	70	00	01	c d
	% within column	20%	22%	18%	17%↑	19%1	17% †	
_oot boxes/ packs/ chests	N Count	39	32	18% 49	77 †			
LOUL DUNES! PACKS! CHESIS	Column Comparisons	39	52	49	//1	03 1	//1	99

					BANNER			
G4 - In the last month, have you spent a			Gaming M	ethod			Gaming Type	
the following below whilst gaming? Th using your own money or someone else that we will not share these answers wi	's. Just a reminder	Desktop compu- ter, laptop or netbook	Mobile phone or smartphone	Tablet	NET: Any Gaming	Puzzles or quizzes	Action/ adventure	Shooters
that we will not share these answers wi	% within column	345	717	401	1125	306	439	383
Weighted Base	N Count Column Comparisons	3-3	717	401	1123	300	433	303
Unweighted Base	% within column N Count	358	723	403	1128	316	454	401
Column Names	Column Comparisons % within column N Count	b	С	d	е	а	b	С
In company (a. a. Daham Mana Adina acina)	Column Comparisons % within column N Count	41%	43%↑	45% 1		36%	42%	35%
In-game money (e.g. Robux, Vbux, Minecoins)	Column Comparisons % within column	141 30%	309 † 28%	180 1 24%	447 - 27%	112 31%	185 cj 31%	135 35% ↑
A subscription (e.g. PlayStation Plus, Xbox Live)	N Count Column Comparisons	104 d	203 d	95	302	94	137	132 ↑
Cosmetic skins or outfits	% within column N Count	29% 99	26% 189	26% 106	26% 289	26% 80	27% 119	29% 111
	Column Comparisons % within column	25%	24%	26%	- 22%	25%	25%	25%
A new character	N Count Column Comparisons	87	174	105	245	78	110	94
Premium battle pass	% within column N Count	22% 77	19% 133	20% 80	18% 205	16% 48	21% 93	25% ↑ 97 ↑
	Column Comparisons % within column	19%	16%	15%	- 16%	13%	a 17%	a fil 23% ↑
Other weapons, armour or tools	N Count Column Comparisons	66	116	60	178 -	39	77 ail	88 1 abfgil
Loot boxes/ packs/ chests	% within column N Count	17% 59	13% 96	15% 62	13% 151	13% 41	16% 69	17% 66
	Column Comparisons				-			

					BANNER			
G4 - In the last month, have you spent a					Gaming Type			
the following below whilst gaming? The using your own money or someone else that we will not share these answers with the second share these answers with the second share the s	's. Just a reminder	Playing against one other person	Playing against multiple people/ teams	Creative and building games	Playing in a virtual worlds	Simulation experience	Fitness and dance	Sports
	% within column	263	537	600	332	170	167	451
Weighted Base	N Count Column Comparisons							
Unweighted Page	% within column N Count	274	538	580	346	183	174	467
Unweighted Base	Column Comparisons							
Column Names	% within column N Count Column Comparisons	d	е	f	g	h	ı	j
	% within column	39%	47% ↑	51% ↑	41%	46%	41%	34%↓
In-game money (e.g. Robux, Vbux, Minecoins)	N Count	103	251 ↑	307 †	136	78	68	152↓
	Column Comparisons		a c d j	abcdegijkl	j	сj		
	% within column	40% ↑	34% ↑	26%	29%	34%	33%	35% ↑
A subscription (e.g. PlayStation Plus, Xbox Live)	N Count	106 †	184 ↑	158	95	58	54	160 ↑
	Column Comparisons	afgl	fg					fg
	% within column	26%	31% ↑	29% ↑	33% ↑	33%	31%	26%
Cosmetic skins or outfits	N Count Column Comparisons	68	165 †	176 ↑	109 ↑	57	52	118
	% within column	30% ↑	26% ↑	22%	28% ↑	27%	23%	29% ↑
A new character	N Count Column Comparisons	801	139 †	131	94 ↑	47	39	129 ↑
	% within column	23%	23% ↑	17%	24% ↑	26% ↑	19%	22%🕇
Premium battle pass	N Count	60	121 ↑	103	80 †	44 ↑	32	99 ↑
	Column Comparisons	al	afl		afl	a f		a
	% within column	24% ↑	23% ↑	16%	17%	19%	10%	22% ↑
Other weapons, armour or tools	N Count	62 †	124 ↑	94	55	32	17	101 ↑
	Column Comparisons	agil	abfghil	i	il	ail		abfgil
	% within column	21% ↑	14%	14%	17%	18%	20% ↑	14%
Loot boxes/ packs/ chests	N Count Column Comparisons	55 ↑	77	85	55	31	33 †	64

	_				BANNER			
G4 - In the last month, have you spent a			Gaming Type		Gaming Fre	equency	Gaming Purc	hase Type
the following below whilst gaming? The using your own money or someone else that we will not share these answers with the second share these answers with the second share the s	's. Just a reminder	Interactive stories	Makeovers	NET: Playing against other people	NET: Daily	Weekly	NET: Character, skins, weapons, armour, tools	NET: Game expansion
that we will not share these answers wi	% within column	138	136	659	935	173	535	237
Weighted Base	N Count	136	130	033	555	1/3	333	237
	Column Comparisons							
	% within column	148	143	663	933	180	549	250
Unweighted Base	N Count							
	Column Comparisons							
	% within column	k	1	m	а	b	а	b
Column Names	N Count							
	Column Comparisons							
	% within column	40%	42%	43% ↑	41%	31%	38%	28%↓
In-game money (e.g. Robux, Vbux, Minecoins)	N Count	54	57	286 ↑	387	54	206	66↓
	Column Comparisons			-	b		b e	
	% within column	38% ↑	28%	33% ↑	28%	21%	26%	30%
A subscription (e.g. PlayStation Plus, Xbox Live)	N Count	52 †	38	220 ↑	263	37	139	71
	Column Comparisons			-				
	% within column	37% ↑	34%	28%	27%	20%	54% ↑	27%
Cosmetic skins or outfits	N Count	51 †	46	183	249	35	289 ↑	63
	Column Comparisons			-			bcdefgh	е
	% within column	31% †	26%	25% ↑	23%	17%	46% ↑	31% ↑
A new character	N Count	42 ↑	35	165 ↑	214	30	245 ↑	73 †
	Column Comparisons			-			bcdefgh	d
	% within column	30% ↑	18%	22% ↑	19%	16%	24% ↑	23%
Premium battle pass	N Count	41 ↑	24	145 ↑	176	27	129 ↑	54
	Column Comparisons	ail		-			b d	
	% within column	21%	10%	21% ↑	17%	11%	33% ↑	23% ↑
Other weapons, armour or tools	N Count	29	14	138 ↑	155	19	178 †	54 1
	Column Comparisons	ail		-			bcdefgh	e g
	% within column	24% ↑	21% ↑	15%	14%	8%	16%	18%
Loot boxes/ packs/ chests	N Count	33 ↑	28 ↑	100	133	14	84	42
	Column Comparisons			-	b			

					BANNER			
G4 - In the last month, have you spent a				Gaming Pur	chase Type			Feelings about Gaming Purchase
the following below whilst gaming? The using your own money or someone else that we will not share these answers with the control of the cont	's. Just a reminder	Loot boxes/ packs/ chests/ bundles	In-game money	A standard version of the game	A subscription	Early access to a game	Battle Pass	Regret things I buy online
	% within column	151	447	147	302	122	205	346
Weighted Base	N Count							
	Column Comparisons							
	% within column	158	428	154	320	133	211	356
Unweighted Base	N Count							
	Column Comparisons							
	% within column	С	d	е	f	g	h	a
Column Names	N Count							
	Column Comparisons							
	% within column	43%	100% ↑	22%↓	38%	28%↓	43%	39%
In-game money (e.g. Robux, Vbux, Minecoins)	N Count	64	447 ↑	33↓	114	34↓	88	134
	Column Comparisons	b e g	abcefgh		b e		b e g	
	% within column	33%	26%	34%	100% †	34%	33%	25%
A subscription (e.g. PlayStation Plus, Xbox Live)	N Count	50	114	50	302 1	42	67	88
	Column Comparisons				abcdegh			
	% within column	30%	30%	18%	25%	27%	35% 1	
Cosmetic skins or outfits	N Count	46	132	26	76	33	73 1	87
	Column Comparisons	е	e f				e f	
	% within column	32% 1		30% ↑	26%	35% ↑	33%1	
A new character	N Count	49 1	96	45 ↑	77	43 ↑	67 1	90
	Column Comparisons					d		
	% within column	27% 1		17%	22%	30% ↑	100%	
Premium battle pass	N Count	41 1	88	25	67	36 ↑	205 1	89 †
	Column Comparisons	е				е	abcdefg	
	% within column	26%1		13%	18%	15%	26%1	
Other weapons, armour or tools	N Count	39 1	66	19	56	18	54 1	60
	Column Comparisons	e g					d e g	
	% within column	100% †		18%	17%	17%	20%1	
Loot boxes/ packs/ chests	N Count	151 1	64	26	50	20	41 1	67 †

abdefgh

Column Comparisons

BANNER

Feelings about Gaming Purchase

G4 - In the last month, have you spent ar	ny money on any of					It's not always
the following below whilst gaming? This					It's unfair that	clear what I'm
using your own money or someone else'					people who	going to get for
		What I buy is	I spend more		spend more, get	my money in
that we will not share these answers wit		good value	than I should	_	further in games	games
	% within column	772	445	720	715	449
Weighted Base	N Count					
	Column Comparisons					
	% within column	777	454	734	710	459
Unweighted Base	N Count					
	Column Comparisons					
	% within column	b	С	d	е	f
Column Names	N Count					
	Column Comparisons					
	% within column	44%1	36%	42%	43% ↑	41%
In-game money (e.g. Robux, Vbux, Minecoins)	N Count	340 ↑	158	304	310 ↑	182
	Column Comparisons	С		С	С	
	% within column	29%	27%	27%	26%	29%
A subscription (e.g. PlayStation Plus, Xbox Live)	N Count	224	120	191	186	132
	Column Comparisons					
	% within column	24%	26%	28%	30% ↑	27%
Cosmetic skins or outfits	N Count	185	114	204	212 ↑	121
	Column Comparisons			b	b	b
	% within column	25% ↑	27% †	25% 1	22%	27% ↑
A new character	N Count	189 ↑	120 †	182 1	160	119 ↑
	Column Comparisons					
	% within column	20%	24%	21%	19%	25% ↑
Premium battle pass	N Count	153	108 †	153 †	136	110 †
	Column Comparisons					e
	% within column	17%	20%	18% †	17%	18%
Other weapons, armour or tools	N Count	132	90 1	133 †	122	83
	Column Comparisons					

G4 - In the last month, have you spent any	y money on any of				BANNER			
the following below whilst gaming? This			Gender of child	respondent		Age of child re	espondent	
using your own money or someone else's.	. Just a reminder			<u> </u>			•	
that we will not share these answers with	anyone [MULTI]	Total	Male	Female	8-9	10-12	13-15	16-17
	% within column	13%	14%	12%	11%	14%	14%	14%
Loot boxes/ packs/ chests	N Count	151	96	55	22	49	55	26
·	Column Comparisons	-						
	% within column	13%	12%	14%	14%	12%	15%	9%
A standard version of the game	N Count	147	84	62	29	43	57	18
	Column Comparisons	-						
	% within column	12%	11%	13%	14%	10%	12%	14%
A new or different map, downloadable content or	N Count	135	77	58	29	37	43	26
level	Column Comparisons	-						
	% within column	12%	12%	10%	15%	11%	10%	12%
A special version of the game (e.g. ultimate edition)	N Count	130	84	46	30	39	39	22
	Column Comparisons	-						
	% within column	11%	11%	10%	13%	8%	10%	16%1
Early access to a game	N Count	122	76	46	27	28	37	311
	Column Comparisons	-						b
	% within column	8%	7%	9%	9%	8%	8%	6%
I donated to/ gifted another player items (e.g. in-	N Count	87	48	39	18	28	29	11
game money or accessories)	Column Comparisons	-						
	% within column	3%	3%	3%	4%	3%	2%	3%
Nothing	N Count	36	21	15	9	12	9	6
	Column Comparisons	-						
	% within column	1%	1%	2%	1%	1%	1%	0%
Don't know	N Count	11	4	7	3	5	3	1
	Column Comparisons	-						
	% within column	0%	0%	0%	0%	0%	0%	0%
Something else	N Count	1	1	0	1	0	0	0
	Column Comparisons	-						
	% within column	96%	96%	95%	94%	95%	97%	97%
NET: Any	N Count	1,078	656	422	190	341	365	182
	Column Comparisons	-						

G4 - In the last month, have you spent an	y money on any of				BANNER			
the following below whilst gaming? This	could have been	Age of child	respondent		Age and	gender of child re	spondent	
using your own money or someone else's	. Just a reminder	<u> </u>	·			<u> </u>	•	
that we will not share these answers with		NET: 8-12	NET: 13-17	Male 8-9	Female 8-9	Male 10-12	Female 10-12	Male 13-15
	% within column	13%	14%	13%		13%	14%	16%
Loot boxes/ packs/ chests	N Count	71	80	15		27	21	36
	Column Comparisons	-	-					
	% within column	13%	13%	14%		10%	15%	16%
A standard version of the game	N Count	71	75	17		20	22	37
	Column Comparisons	-	-					
A 1155	% within column	12%	12%	12%		9%	12%	12%
A new or different map, downloadable content or	N Count	66	69	15		19	18	26
level	Column Comparisons	-	-					
	% within column	12%	11%	11%		15%	6%↓	10%
A special version of the game (e.g. ultimate edition)	N Count	70	60	14		31	81	23
	Column Comparisons	-	-					
	% within column	10%	12%	15%		6%	11%	11%
Early access to a game	N Count	55	68	18		13	16	25
	Column Comparisons	-	-					
I denoted to / sifted another player items (e.g. in	% within column	8%	7%	11%		5%	12%	7%
I donated to/gifted another player items (e.g. ingame money or accessories)	N Count	46	40	13		10	18	15
game money or accessories)	Column Comparisons	-	-					
	% within column	4%	3%	3%		3%	3%	2%
Nothing	N Count	21	15	4		7	5	6
	Column Comparisons	-	-					
	% within column	1%	1%	1%		1%	2%	0%
Don't know	N Count	8	4	1		2	3	1
	Column Comparisons	-	-					
	% within column	0%	0%	1%↑		0%	0%	0%
Something else	N Count	1	0	11		0	0	0
	Column Comparisons	-	-					
	% within column	95%	97%	96%		96%	95%	97%
NET: Any	N Count	531	547	113		200	141	219
	Column Comparisons	-	-					

G4 - In the last month, have you spent any money on any of the following below whilst gaming? This could have been using your own money or someone else's. Just a reminder that we will not share these answers with anyone [MIIITI]

BANNER

Age and gender of child respondent

using your own money or someone eise's.	. Just a reminder				1	NET: Female 8-	N	ET: Female 13-
that we will not share these answers with	anyone [MULTI]	Female 13-15	Male 16-17	Female 16-17	NET: Male 8-12	12	NET: Male 13-17	17
	% within column	12%	13%		13%	12%	15%	12%
Loot boxes/ packs/ chests	N Count	18	17		43	28	53	27
	Column Comparisons				-	-	-	-
	% within column	14%	8%		11%	15%	13%	13%
A standard version of the game	N Count	21	10		37	34	47	29
	Column Comparisons				-	-	-	-
A now or different man downloadable content or	% within column	11%	13%		10%	14%	12%	12%
A new or different map, downloadable content or level	N Count	17	17		34	32	43	27
level	Column Comparisons				-	-	-	-
	% within column	10%	13%		14%	11%	11%	10%
A special version of the game (e.g. ultimate edition)	N Count	16	16		45	25	39	21
	Column Comparisons				-	-	-	-
	% within column	8%	16%		9%	11%	13%	10%
Early access to a game	N Count	12	21		30	25	46	22
	Column Comparisons				-	-	-	-
I devented to / sifted another place it to see /o sign	% within column	9%	8%		7%	10%	7%	7%
I donated to/gifted another player items (e.g. in-	N Count	14	10		23	24	25	15
game money or accessories)	Column Comparisons				-	-	-	-
	% within column	3%	4%		3%	4%	3%	2%
Nothing	N Count	4	5		10	10	11	5
	Column Comparisons				-	-	-	-
	% within column	1%	0%		1%	2%	0%	1%
Don't know	N Count	2	0		3	4	1	3
	Column Comparisons				-	-	-	-
	% within column	0%	0%		0%	0%	0%	0%
Something else	N Count	0	0		1	0	0	0
	Column Comparisons				-	-	-	-
	% within column	96%	96%		96%	94%	97%	96%
NET: Any	N Count	146	124		313	218	343	209
	Column Comparisons					-	-	-

G4 - In the last month, have you spent an	y money on any of				BANNER			
the following below whilst gaming? This	could have been	Urban/ R	ural		Working	status	D3	- Social grade
using your own money or someone else's	. Just a reminder						NET: Not	
that we will not share these answers with	n anyone [MULTI]	NET: Urban	Rural	Full time	Part time	Student	working/ retired	AB
	% within column	14%	9%	14%	10%		15%	17%
Loot boxes/ packs/ chests	N Count	143	9	106	18		18	61
	Column Comparisons							
	% within column	13%	9%	15%	13%		2%↓	17% ↑
A standard version of the game	N Count	138	9	112	23		3↓	64 ↑
	Column Comparisons			d	d			d
A PIECE AND A PIEC	% within column	13%↑	2%↓	14%	7%		9%	15%
A new or different map, downloadable content or	N Count	134 ↑	1↓	104	13		10	55
level	Column Comparisons b % within column 12% rial version of the game (e.g. ultimate edition) N Count 124	b						
	% within column	12%	7%	13% ↑	7%		9%	17%↑
A special version of the game (e.g. ultimate edition)	N Count	124	6	101 ↑	13		10	61 †
special relation of the Burne (e.g. ditinuite cultion)	Column Comparisons							b c d
	% within column	11%	5%	14%↑	3%↓		4%	15% ↑
Early access to a game	N Count	118	5	105 ↑	6↓		5	56 †
	Column Comparisons	b		b d				b d
	% within column	8%	4%	9%	5%		4%	10%
I donated to/ gifted another player items (e.g. in-	N Count	83	3	69	10		5	37
game money or accessories)	Column Comparisons							
	% within column	3%	5%	3%	6%		3%	3%
Nothing	N Count	31	5	20	10		3	10
	Column Comparisons							
	% within column	1%	3%	1%	1%		4% ↑	1%
Don't know	N Count	8	3	4	1		4†	2
	Column Comparisons						a	
	% within column	0%	0%	0%	0%		0%	0%
Something else	N Count	1	0	1	0		0	1
	Column Comparisons							
	% within column	96%	92%	97%	94%		94%	97%
NET: Any	N Count	990	88	732	169		109	358
	Column Comparisons	b						

G4 - In the last month, have you spent any	money on any of				BANNER			
the following below whilst gaming? This	could have been		D:	3 - Social grade			Financial w	ellbeing
using your own money or someone else's.	Just a reminder							
that we will not share these answers with	anyone [MULTI]	C1	C2	DE	NET: ABC1	NET: C2DE	Doing well	Getting by
	% within column	11%	13%	12%	14%	13%	16%	13%
Loot boxes/ packs/ chests	N Count	30	30	30	91	60	39	74
	Column Comparisons				-	-		
	% within column	13%	12%	8%↓	15% ↑	10%↓	19% ↑	13%
A standard version of the game	N Count	35	27	20↓	100 †	47↓	47 ↑	72
	Column Comparisons				-	-	b c	
	% within column	14%	7%	9%	15% ↑	9%↓	17% ↑	11%
A new or different map, downloadable content or	N Count	39	17	24	94 ↑	41↓	42 ↑	63
level	Column Comparisons				-	-	b c	
	% within column	10%	9%	9%	14%	9%	18% ↑	10%
A special version of the game (e.g. ultimate edition)	N Count	26	19	24	87	43	44 ↑	57
	Column Comparisons				-	-	b c	
	% within column	8%	10%	8%	12%	9%	19% ↑	9%
Early access to a game	N Count	22	23	21	78	44	48 ↑	51
	Column Comparisons				-	-	bс	
I denoted to / gifted another player items (e.g. in	% within column	5%	9%	6%	8%	7%	13% ↑	7%
I donated to/gifted another player items (e.g. ingame money or accessories)	N Count	14	20	15	51	36	33↑	37
game money or accessories;	Column Comparisons				-	-	b c	
	% within column	4%	2%	4%	3%	3%	2%	3%
Nothing	N Count	10	4	11	21	15	5	19
	Column Comparisons				-	-		
	% within column	1%	1%	2%	1%	1%	1%	1%
Don't know	N Count	3	2	4	5	6	2	4
	Column Comparisons				-	-		
	% within column	0%	0%	0%	0%	0%	0%	0%
Something else	N Count	0	0	0	1	0	1	0
	Column Comparisons				-	-		
	% within column	95%	97%	94%	96%	96%	97%	96%
NET: Any	N Count	261	217	242	618	460	239	536
	Column Comparisons				-	-		

Part 21 of 48

					BANNER			
G4 - In the last month, have you spent an the following below whilst gaming? This		Financial wellbeing	Ethni	icity	Ch	ild identified need	I/ impacting condi	tion
using your own money or someone else's	. Just a reminder			NET: All other			NET: Identified	NET: No identified need/
that we will not share these answers with	anyone [MULTI]	Struggling	White British	Ethnicities	Neurodiversity	Mental Health	need/ condition	condition
	% within column	12%	14%	10%			13%	14%
Loot boxes/ packs/ chests	N Count	38	124	24			35	114
	Column Comparisons						-	
	% within column	8%↓	11%↓	20% ↑			11%	14%
A standard version of the game	N Count	27↓	99↓	46 ↑			30	116
	Column Comparisons			a			-	а
A many and different many desiral and all languages and	% within column	10%	12%	13%			16%	11%
A new or different map, downloadable content or level	N Count	31	102	30			45	88
level	Column Comparisons						-	
	% within column	9%	10%↓	17% ↑			12%	11%
A special version of the game (e.g. ultimate edition)	N Count	28	89↓	40 ↑			34	95
	Column Comparisons			а			-	
	% within column	8%	10%	13%			10%	11%
Early access to a game	N Count	24	91	29			27	93
	Column Comparisons						-	
	% within column	5%	7%	8%			11%	6%↓
I donated to/gifted another player items (e.g. in-	N Count	17	64	19			29	54↓
game money or accessories)	Column Comparisons						-	
	% within column	4%	3%	6%			2%	4%
Nothing	N Count	12	23	13			5	31
· ·	Column Comparisons			а			-	
	% within column	2%	1%	1%			1%	1%
Don't know	N Count	6	9	2			4	8
	Column Comparisons						-	
	% within column	0%	0%	0%			0%	0%
Something else	N Count	0	1	0			0	1
5	Column Comparisons						-	
	% within column	94%	96%	94%			97%	95%
NET: Any	N Count	299	841	216			264	796
,	Column Comparisons		- · · <u>-</u>				-	

					BANNER			
G4 - In the last month, have you spent an the following below whilst gaming? This	could have been	Disability/ Condi	tion in HH	Educational Hea		Bene	fits	Parental Controls
using your own money or someone else's					Don't have an	NET: Household		NET: Has
that we will not share these answers with	n anyone [MULTI]	NET: Yes	No	Has an EHCP	EHCP	receives Benefits	No Benefits	Parental Controls
	% within column	10%	16%	17%	13%	15%	12%	14%
Loot boxes/ packs/ chests	N Count	14	64	17	134	78	68	142
	Column Comparisons							
	% within column	12%	13%	15%	13%	14%	12%	13%
A standard version of the game	N Count	17	52	15	132	73	66	139
	Column Comparisons						busehold No Benefits Paren 15% 12% 78 68 14% 12% 73 66 14% 11% 72 59 14% 10% 69 59 13% 9% 66 52 11% ↑ 5% ↓ 57 ↑ 27 ↓ 3% 4% 15 20 1% 0% 6 2	
A new or different map, downloadable content or	% within column	16%	12%	23% ↑	11%↓	14%	11%	12%
level	N Count	22	45	23 ↑	112	72	59	125
ievei	Column Comparisons			b				
	% within column	14%	10%	13%	11%	14%	10%	12%
A special version of the game (e.g. ultimate edition)	N Count	19	38	13	118	69	59	123
	Column Comparisons							
	% within column	14%	12%	10%	11%	13%	9%	11%
Early access to a game	N Count	19	46	11	112	66	52	111
Early access to a game	Column Comparisons							
I do not od to / cifts do not be a planta items / co. in	% within column	12%↑	5%↓	18% ↑	7%↓	11% 🕇	5%	8%
I donated to/gifted another player items (e.g. in-	N Count	17 ↑	18↓	18 †	684	<i>.</i> 57 ↑	27	\$ 1
game money or accessories)	Column Comparisons	b		b		b		
	% within column	2%	3%	1%	3%	3%	4%	3%
Nothing	N Count	3	12	1	35	15	20	30
	Column Comparisons				а			
	% within column	1%	1%	1%	1%	1%	0%	1%
Don't know	N Count	1	3	1	10	6	2	10
	Column Comparisons							
	% within column	0%	0%	0%	0%	0%	0%	0%
Something else	N Count	0	0	0	1	0	1	1
	Column Comparisons	-	-					
	% within column	97%	96%	99%	96%	96%	96%	96%
NET: Any	N Count	136	376	100	978	493	539	992
	Column Comparisons							

C4. In the lest month have not made any month of the control of				BANNER			
G4 - In the last month, have you spent any money on any of	Parental Controls	sF	Parental Concern		Time Sp	ent Online (Week	day)
the following below whilst gaming? This could have been using your own money or someone else's. Just a reminder			A little	NET: Moderately / Very			
that we will not share these answers with anyone [MULTI]	No Controls	Not Concerned	Concerned	Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs
		12%	11%	17%	10%	14%	16%
Loot boxes/ packs/ chests		48	39	64	34	74	30
		8%↓	12%	20% ↑	14%	12%	14%
A standard version of the game		31↓	40	76 †	44	63	26
				a b			
A new or different map, downloadable content or		7%↓	13%	16% †	7%↓	11%	19% ↑
level		29↓	44	60 ↑	24↓	62	34 ↑
			а	a			a b
		7%↓	8%	19%↑	10%	10%	16%
A special version of the game (e.g. ultimate edition)		28↓	29	74↑	32	54	30
				a b			b
		5%↓	11%	16% ↑	7%	11%	13%
Early access to a game		20↓	37	63 ↑	24	59	24
			a	a b			
I donated to/gifted another player items (e.g. in-		3%↓	8%	12% ↑	4%↓	8%	11%
game money or accessories)		12↓	26	47 ↑	12↓	43	20
Game mene, at acceptance,			a	a b		а	a
		4%	2%	3%	3%	3%	2%
Nothing		16	7	13	10	17	4
		1%	1%	1%	1%	1%	1%
Don't know		3	3	5	2	7	2
		0%	0%	0%	0%	0%	0%
Something else		0	0	1	0	1	0
		95%	97%	95%	96%	96%	96%
NET: Any		376	331	367	309	524	176

G4 - In the last month, have you spent any money on any of				BANNER			
the following below whilst gaming? This could have been	Time Spent C	Online (Weekday)			ent Online (Weel	kend)	
using your own money or someone else's. Just a reminder							
that we will not share these answers with anyone [MULTI]	6+ hrs	NET: 5+ Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6 hrs	NET: 5+ Hours
, , , , , , , , , , , , , , , , , , ,		17%		13%	15%	13%	14%
Loot boxes/ packs/ chests		43		50	51	39	90
		- 16%		11%	13%	13%	13%
A standard version of the game		40		43	46	38	83
A control of the control of the control of the control of		- 20% ↑		12%	12%	12%	12%
A new or different map, downloadable content or level		49 ↑		47	42	36	78
		- 18% ↑		10%	13%	12%	13%
A special version of the game (e.g. ultimate edition)		44↑		39	45	37	81
		- 16% ↑		14%	8%	11%	10%
Early access to a game		39 ↑		51	28	34	62
I described to Astificial and the conference to the second		- 12% ↑		9%	7%	6%	- 7%
I donated to/gifted another player items (e.g. ingame money or accessories)		30↑		34	25	18	43
		3%		3%	2%	4%	3%
Nothing		9		12	8	11	19
		- 1%		1%	2%	1%	- 1%
Don't know		2		3	6	2	8
		- 0%		0%	0%	0%	- 0%
Something else		0		1	0	0	0
		- 96%		96%	96%	96%	- 96%
NET: Any		241		365	326	288	614

					BANNER			
G4 - In the last month, have you spent any	, money on any of			Spent Money			SM purchase	category
the following below whilst gaming? This using your own money or someone else's that we will not share these answers with	could have been Just a reminder	Bought somet- hing on either Social Media, or while gaming	Bought something on social media	Bought something while Gaming	Bought something from both	Not bought from either	Product	Activity
	% within column	13%	16% 1		16%↑		16%	17%
Loot boxes/ packs/ chests	N Count	151	97 1	151	97 †		51	24
	Column Comparisons	-	-	-	-			
	% within column	13%	16% 1	13%	16% ↑		15%	22%
A standard version of the game	N Count	147	94 1	147	94 ↑		47	30
	Column Comparisons	-	-	-	-			
A way and different way day alondada la acutant an	% within column	12%	17% 1	12%	17% ↑		19%	28% ↑
A new or different map, downloadable content or level	N Count	135	103 1	135	103 †		59	38 ↑
level	Column Comparisons	-	-	-	-			
	% within column	12%	17% 1	12%	17% ↑		18%	24% ↑
A special version of the game (e.g. ultimate edition)	N Count	130	104 1	130	104 ↑		57	34 ↑
	Column Comparisons	-	-	-	-			
arly access to a game	% within column	11%	15% 1	11%	15% ↑		18%	24% ↑
Early access to a game	N Count	122	93 1	122	93 †		56	34 ↑
	Column Comparisons	-	-	-	-			
I do not od to / cift od on othor along it one /o o in	% within column	8%	12% 1	8%	12% ↑		13%	17%
I donated to/gifted another player items (e.g. in-	N Count	87	74 1	87	74 ↑		40	23
game money or accessories)	Column Comparisons	-	-	-	-			
	% within column	3%	2%↓	3%	2%↓		1%	1%
Nothing	N Count	36	10↓	36	10↓		3	2
	Column Comparisons	-	-	-	-			
	% within column	1%	1%	1%	1%		0%	1%
Don't know	N Count	11	4	11	4		0	1
	Column Comparisons	-	-	-	-			
	% within column	0%	0%	0%	0%		0%	0%
Something else	N Count	1	1	1	1		1	0
	Column Comparisons	-	-	-	-			
	% within column	96%	98% 1	96%	98% ↑		99%	98%
NET: Any	N Count	1,078	590 1	1,078	590 †		306	135
	Column Comparisons	-	-	-	-			

G4 - In the last month, have you spent an	y money on any of				BANNER			
the following below whilst gaming? This	could have been	SM purchase	category		Feelings about	SM purchase		Gaming Method
using your own money or someone else's	. Just a reminder	Subscription/		Regret things I	What I buy is	I spend more		Games console
that we will not share these answers with	anyone [MULTI]	Upgrade	NET: Gift	buy online	good value	than I should	I like the feeling	or games player
	% within column	20%	22%	18%	17%↑	19% ↑		
Loot boxes/ packs/ chests	N Count	39	32	49	77↑	63 †	77 †	99
	Column Comparisons							
	% within column	20%	22%	17%	17% ↑	18%↑	17%↑	12%
A standard version of the game	N Count	39	33	46	77 †	62 †	79 ↑	92
	Column Comparisons							
A constant of the contract of the contract of	% within column	22%	22%	20% ↑	17% ↑	19% ↑	19% ↑	13%
A new or different map, downloadable content or	N Count	43	32	57 †	75 †	66 †	84 †	95
level	Column Comparisons							
	% within column	21%	24% ↑	19% ↑	17% ↑	19% †	18% ↑	12%
A special version of the game (e.g. ultimate edition)	N Count	41	36 1	54 †	77 †	63 †	82 †	90
	Column Comparisons		Subscription/ Upgrade NET: Gift NET: Gift Regret things I buy online What I buy is good value I spend more than I should I like the feeling or games 20% 22% 18% 17%† 19%† 17%† 39 32 49 77† 63† 77† 20% 22% 17% 17%† 18%† 17%† 39 33 46 77† 62† 79† 22% 22% 20%† 17%† 19%† 19%† 43 32 57† 75† 66† 84† 21% 24%† 19%† 17%† 19%† 18%†					
	% within column	22% ↑	23%↑	21% ↑	16% ↑	18%↑	17%↑	11%
Early access to a game	N Count	43 ↑	34 1	59 †	71 ↑	60 †	77 †	86
	Column Comparisons							
I develop the Letter development and the second sec	% within column	16%	25% ↑	19% ↑	14% ↑	16% †	14%↑	6%↓
I donated to/ gifted another player items (e.g. in-	N Count	32	38 1	54 †	62 1	55 †	64 1	44↓
game money or accessories)	Column Comparisons		a b					
	% within column	0%	1%	2%	1%↓	1%	1%↓	3%
Nothing	N Count	0	1	4	5↓	3	4↓	24
	Column Comparisons							
	% within column	1%	1%	0%	0%	1%	0%	1%
Don't know	N Count	2	2	1	2	3	1	5
	Column Comparisons							
	% within column	0%	0%	0%	0%	0%	0%	0%
Something else	N Count	0	0	1	1	1	1	0
	Column Comparisons			-	-	-	-	
	% within column	99%	98%	98%	99%	98%	99% 🕇	96%
NET: Any	N Count	193	145	274	441 ↑	330	451 †	733
	Column Comparisons							

					BANNER			
G4 - In the last month, have you spent an			Gaming N	lethod			Gaming Type	
the following below whilst gaming? This using your own money or someone else's that we will not share these answers with	. Just a reminder	Desktop compu- ter, laptop or netbook	Mobile phone or smartphone	Tablet	NET: Any Gaming	Puzzles or quizzes	Action/ adventure	Shooters
	% within column	17%	13%	15%	13%	13%	16%	17%
Loot boxes/ packs/ chests	N Count	59	96	62	151	41	69	66
	Column Comparisons				-			
	% within column	19% ↑	13%	15%	13%	18%↑	15%	17%↑
A standard version of the game	N Count	64 1	92	59	147	56 ↑	67	64 †
	Column Comparisons	ас			-			
	% within column	16%↑	12%	13%	12%	16%↑	16% ↑	17%↑
A new or different map, downloadable content or	N Count	55 ↑	83	53	135	50 ↑	71 †	66 †
level	Column Comparisons				-	f	f	e f
	% within column	16%↑	13%	12%	12%	13%	17% ↑	18%↑
A special version of the game (e.g. ultimate edition)	N Count	56 ↑	90	48	130	39	73 †	67 †
	Column Comparisons				-		e f	a e f
	% within column	17% ↑	12%	13%	11%	18% ↑	15% ↑	14%↑
Early access to a game	N Count	57 †	86	54	122	54 ↑	66 †	55 †
· ·	Column Comparisons				-	e f	e f	e f
	% within column	10%	7%	9%	8%	11%	9%	7%
I donated to/gifted another player items (e.g. in-	N Count	35	48	34	87	33	38	27
game money or accessories)	Column Comparisons	ас		а	-			
	% within column	3%	3%	5%1	3%	5%	4%	4%
Nothing	N Count	10	25	201	36	15	18	17
_	Column Comparisons				-			
	% within column	1%	1%	0%	1%	1%	1%	1%
Don't know	N Count	4	6	2	11	4	5	6
	Column Comparisons				-			
	% within column	0%	0%	0%	0%	0%	0%	0%
Something else	N Count	0	1	0	1	0	0	0
	Column Comparisons				-			
	% within column	96%	96%	95%	96%	94%	95%	94%
NET: Any	N Count	331	687	379	1,078	287	416	361
	Column Comparisons				-			

					BANNER			
G4 - In the last month, have you spent an					Gaming Type			
the following below whilst gaming? This			Playing against					
using your own money or someone else's			multiple people/	Creative and	Playing in a	Simulation	Fitness and	
that we will not share these answers with		one other person	teams	building games	virtual worlds	experience	dance	Sports
	% within column	21%↑	14%	14%	17%	18%	20%↑	14%
Loot boxes/ packs/ chests	N Count	55 ↑	77	85	55	31	33↑	64
	Column Comparisons	470/	420/	440/	4.50/	400/4	400/	4.60/
6.1	% within column	17%	13%	11%	16%	19%↑	18%	16%
A standard version of the game	N Count	44	69	67	52	33↑	30	72
	Column Comparisons	200/ 🕭	420/	400/	4.50/	220/4	200/ 🕭	4.40/
A new or different map, downloadable content or	% within column	20%↑	12%	10%	16%↑	22%↑	30%↑	14%
level	N Count	53 ↑	64	62	53↑	38↑	50↑	61
	Column Comparisons	e f	440/	00/	120/	e f	abefgjkl	4.40/
	% within column	21%↑	11%	9%	13%	18%↑	19%↑	14%
special version of the game (e.g. ultimate edition	N Count	56 ↑	57	56	44	30 ↑	31↑	65
	Column Comparisons	aefg					f	e f
	% within column	20%↑	9%	9%	15%	19%	20%↑	14%
Early access to a game	N Count	52 ↑	51	52	48	33↑	33↑	62
	Column Comparisons	e f			e f	f	e f	e f
I donated to/gifted another player items (e.g. in-	% within column	14%↑	8%	7%	11%	15%↑	17%↑	7%
game money or accessories)	N Count	37 †	43	44	38 ↑	25 ↑	29 ↑	34
, ,	Column Comparisons	cefj			c f	c e f j	bcefj	
	% within column	4%	3%	3%	3%	3%	3%	3%
Nothing	N Count	10	18	20	11	6	5	12
	Column Comparisons							
	% within column	0%	0%	1%	1%	1%	0%	1%
Don't know	N Count	1	2	5	2	2	0	4
	Column Comparisons							
	% within column	0%	0%	0%	0%	0%	0%	0%
Something else	N Count	1	0	0	0	0	0	1
	Column Comparisons							
	% within column	96%	96%	96%	96%	96%	97%	96%
NET: Any	N Count	253	517	575	318	163	162	436
	Column Comparisons							

	_				BANNER			
G4 - In the last month, have you spent an			Gaming Type		Gaming Fre	equency	Gaming Purc	hase Type
the following below whilst gaming? This using your own money or someone else's	. Just a reminder	Interactive		NET: Playing against other			NET: Character, skins, weapons,	NET: Game
that we will not share these answers with	• • • •	stories	Makeovers	people	NET: Daily	Weekly	armour, tools	expansion
	% within column	24% ↑	21% ↑	15%	14%	8%	16%	18%
Loot boxes/ packs/ chests	N Count	33 ↑	28 ↑	100	133	14	84	42
	Column Comparisons			-	b			
	% within column	21% ↑	18%	14%	12%	20% ↑	12%	18%
A standard version of the game	N Count	29 ↑	24	90	111	34 ↑	65	42
	Column Comparisons			-		a	d	d
A new or different map, downloadable content or	% within column	18%	20%↑	13%	12%	12%	15%	57% ↑
level	N Count	25	27 †	84	111	20	78	135 ↑
ievei	Column Comparisons			-			d	acdefgh
	% within column	21% ↑	16%	13%	13%	6%	14%↑	55% ↑
A special version of the game (e.g. ultimate edition)	N Count	29 ↑	22	87	118	10	76 †	130 ↑
	Column Comparisons	f		-	b		d	acdefgh
	% within column	19% ↑	17% ↑	12%	11%	11%	13%	21% ↑
Early access to a game	N Count	26 †	231	77	102	18	67	51 ↑
	Column Comparisons	e f		-			d	c d f
I do not od to / cifts do not be a planta items / co. in	% within column	19% ↑	17% ↑	9%	8%	7%	10%	16% ↑
I donated to/gifted another player items (e.g. in-	N Count	26 ↑	23 ↑	57	74	12	52	37↑
game money or accessories)	Column Comparisons	bcefj	cfj	-				d
	% within column	4%	3%	4%	3%	4%	0%↓	0%↓
Nothing	N Count	6	4	23	28	7	01	01
	Column Comparisons			-			-	-
	% within column	1%	1%	0%	1%	2%	0%↓	0%
Don't know	N Count	1	1	3	7	4	01	0
	Column Comparisons			-			-	-
	% within column	0%	0%	0%	0%	0%	0%	0%
Something else	N Count	0	0	1	1	0	1	1
	Column Comparisons			-				
	% within column	95%	96%	96%	96%	93%	100% ↑	100% ↑
NET: Any	N Count	131	130	633	900	162	535 ↑	237 ↑
	Column Comparisons			-			-	_

BANNER

Gaming Purchase Type

Feelings about Gaming Purchase

d+ in the last month, have you spent an				Gailling Pui	chase Type			Gaming Purchase
the following below whilst gaming? This using your own money or someone else's that we will not share these answers with	. Just a reminder	Loot boxes/ packs/ chests/ bundles	In-game money	A standard version of the game	A subscription	Early access to a game	Battle Pass	Regret things I buy online
that we will not share these answers with	% within column	100%	14%	18%	17%	17%	20%1	19%↑
Loot boxes/ packs/ chests	N Count	151 †	64	26	50	20	411	67 †
Look boxes, packs, chests	Column Comparisons	a b d e f g h	0.	20	30	20		071
	% within column	17%	7%↓	100% ↑	17%	25% ↑	12%	18% ↑
A standard version of the game	N Count	26	33↓	147 ↑	50	30 †	25	61 †
	Column Comparisons	d		abcdfgh	d	a d h		d
	% within column	21%	10%	15%	15%	24%	19% ↑	17%↑
A new or different map, downloadable content or	N Count	31 ↑	44	22	46	30 †	38 ↑	60 †
level	Column Comparisons	d			d	d	d	
	% within column	15%	8%↓	20% ↑	13%	26% ↑	15%	15%
A special version of the game (e.g. ultimate edition)	N Count	23	34↓	29 ↑	40	32 ↑	30	53
	Column Comparisons			d	d	c d f h	d	
	% within column	13%	8%↓	21% ↑	14%	100% ↑	18% ↑	18% ↑
Early access to a game	N Count	20	34↓	30 †	42	122 †	36 ↑	62 1
	Column Comparisons			d	d	a b c d e f h	d	b e
I demand the field and the male was the second	% within column	15% ↑	7%	14% ↑	10%	14% ↑	11%	14%↑
I donated to/gifted another player items (e.g. ingame money or accessories)	N Count	23 ↑	30	20 ↑	29	18 †	23	48 1
game money or accessories)	Column Comparisons							
	% within column	0%	0%↓	0%	0%↓	0%	0%↓	0%↓
Nothing	N Count	0	01	0	01	0	01	01
	Column Comparisons	-	-	-	-	-	-	-
	% within column	0%	0%↓	0%	0%	0%	0%	0%
Don't know	N Count	0	01	0	0	0	0	0
	Column Comparisons	-	-	-	-	-	-	-
	% within column	0%	0%	1% ↑	0%	1% ↑	0%	0%
Something else	N Count	0	0	1†	0	11	0	0
	Column Comparisons							
	% within column	100% ↑	100% ↑	100% ↑	100% †		100% ↑	100%↑
NET: Any	N Count	151 ↑	447 ↑	147 ↑	302 1	122	205 ↑	346 ↑
	Column Comparisons	-	-	-	-	-	-	

G4 - In the last month, have you spent any money on any of

BANNER

Feelings about Gaming Purchase

			1 0011118	3 about Gairing i	archase	
G4 - In the last month, have you spent any the following below whilst gaming? This	could have been				It's unfair that people who	It's not always clear what I'm going to get for
using your own money or someone else's.	Just a reminder	What I buy is	I spend more		spend more, get	my money in
that we will not share these answers with	anyone [MULTI]	good value	than I should	I like the feeling	further in games	games
	% within column	15% ↑	18% ↑	14%	15%	17%
Loot boxes/ packs/ chests	N Count	118 ↑	801	104	106	74
	Column Comparisons					
	% within column	14%	18% ↑	13%	13%	19% ↑
A standard version of the game	N Count	106	80 ↑	93	94	86 ↑
	Column Comparisons		d e			d e
	% within column	14%	18%↑	13%	14% ↑	16% ↑
A new or different map, downloadable content or	N Count	106	81 ↑	97	101 †	73 ↑
level	Column Comparisons					
	% within column	13% ↑	16%↑	14% †	11%	13%
A special version of the game (e.g. ultimate edition)	N Count	103 ↑	73 †	100 †	80	59
	Column Comparisons		е	е		
	% within column	11%	16% ↑	12%	10%	16% ↑
Early access to a game	N Count	88	72 ↑	85	70	71 ↑
	Column Comparisons		b d e	е		b d e
	% within column	9% ↑	13% ↑	9% ↑	9%	13% ↑
I donated to/gifted another player items (e.g. in-	N Count	70 †	58 ↑	68 1	66	60 ↑
game money or accessories)	Column Comparisons					
	% within column	0%↓	0%↓	0%↓	0%↓	0%↓
Nothing	N Count	01	01	01	01	01
	Column Comparisons	-	-	-	-	-
	% within column	0%↓	0%↓	0%↓	0%↓	0%↓
Don't know	N Count	01	01	01	01	01
	Column Comparisons	-	-	-	-	-
	% within column	0%	0%	0%	0%	0%
Something else	N Count	0	1	1	1	1
	Column Comparisons					

G4 - In the last month, have you spent an	y money on any of				BANNER			
the following below whilst gaming? This	could have been		Gender of child	respondent		Age of child re	espondent	
using your own money or someone else's	. Just a reminder							
that we will not share these answers with	anyone [MULTI]	Total	Male	Female	8-9 10-12 13-15 16-			16-17
	% within column	96%	96%	95%	94%	95%	97%	97%
NET: Any	N Count	1,078	656	422	190	341	365	182
	Column Comparisons	-						
	% within column	48%	46%	50%	51%	45%	49%	46%
NET: Character, skins, weapons, armour, tools	N Count	535	311	223	102	161	185	87
	Column Comparisons	-						
NET: Came avancian (coordal varsion, davanlandah)	% within column	21%	22%	20%	25%	19%	20%	22%
NET: Game expansion (special version, downloadable content)	e N Count	237	147	90	51	69	76	41
content)	Column Comparisons	-						

G4 - In the last month, have you spent any	money on any of				BANNER			
the following below whilst gaming? This	could have been	Age of child	respondent		Age and	gender of child re	spondent	
using your own money or someone else's.	Just a reminder							
that we will not share these answers with	anyone [MULTI]	NET: 8-12	NET: 13-17	13-17 Male 8-9 Female 8-9 Male 10-12 Female 10-12 Ma				Male 13-15
	% within column	95%	97%	96%		96%	95%	97%
NET: Any	N Count	531	547	113		200	141	219
EI. Ally	Column Comparisons	-	-					
	% within column	47%	48%	52%		42%	49%	49%
NET: Character, skins, weapons, armour, tools	N Count	263	272	61		87	74	111
	Column Comparisons	-	-					
NET: Come avancion (anacial varcion, devanles dable	% within column	21%	21%	21%		23%	15%	20%
IET: Game expansion (special version, downloadable	N Count	120	117	25		47	22	46
content)	Column Comparisons	-	-					

G4 - In the last month, have you spent an	y money on any of				BANNER			
the following below whilst gaming? This	could have been			Age and	gender of child re	spondent		
using your own money or someone else's	. Just a reminder					NET: Female 8-		NET: Female 13-
that we will not share these answers witl	will not share these answers with anyone [MULTI] Female 13-15 Male 16-17 Female 16-17 NET: Male 8-12 12 NET: Male		NET: Male 13-17	17				
	% within column	96%	96%		96%	94%	97%	96%
NET: Any	N Count	146	124		313	218	343	209
NET. Ally	Column Comparisons				-	-	-	-
	% within column	49%	40%		45%	49%	46%	52%
NET: Character, skins, weapons, armour, tools	N Count	74	52		148	114	163	113
	Column Comparisons				-	-	-	-
NET: Game expansion (special version, downloadable	% within column	19%	22%		22%	21%	21%	20%
	N Count	29	28		72	48	74	44
content)	Column Comparisons				_	_	_	_

G4 - In the last month, have you spent a	ny money on any of				BANNER			
the following below whilst gaming? Thi	s could have been	Urban/ Rural			Working		D3 - Social grade	
using your own money or someone else'	s. Just a reminder						NET: Not	
that we will not share these answers wit	th anyone [MULTI]	NET: Urban	Rural	Full time	Part time	Student	working/retired	AB
	% within column	96%	92%	97%	94%		94%	97%
NET: Any	N Count	990	88	732	169		109	358
·	Column Comparisons	b						
	% within column	48%	41%	48%	45%		47%	53% ↑
NET: Character, skins, weapons, armour, tools	N Count	495	40	365	81		54	197 †
	Column Comparisons							
NET: Company of the control of the c	% within column	22% ↑	7%↓	24% ↑	13%		15%	27% ↑
NET: Game expansion (special version, downloadable	N Count	230 ↑	7↓	182 ↑	24		17	100 †
content)	Column Comparisons	b		b				c d

G4 - In the last month, have you spent a	ny money on any of				BANNER			
the following below whilst gaming? Thi	s could have been		D:		Financial wellbeing			
using your own money or someone else'	s. Just a reminder							
that we will not share these answers wit	h anyone [MULTI]	C1	C2	DE	NET: ABC1	NET: C2DE	Doing well Getting	
	% within column	95%	97%	94%	96%	96%	97%	96%
NET: Any	N Count	261	217	242	618	460	239	536
,	Column Comparisons				-	-		
	% within column	45%	45%	44%	50%	45%	53%	47%
NET: Character, skins, weapons, armour, tools	N Count	123	101	113	320	214	131	261
	Column Comparisons				-	-		
NET: Cama aynancian (anacial yarrian daymlaada	% within column	22%	15%	17%	25% ↑	16%↓	30% ↑	20%
NET: Game expansion (special version, downloadable $\frac{1}{N}$	N Count	60	33	44	160 ↑	77↓	74 ↑	110
content	Column Comparisons				-	-	b c	

		BANNER Financial						
•	4 - In the last month, have you spent any money on any of he following below whilst gaming? This could have been		Ethn	icity	Chi	ld identified need	/ impacting condit	tion
using your own money or someone else's. Just a reminder				NET: All other			NET: Identified	NET: No identified need/
that we will not share these answers with anyone [MULTI]		Struggling	White British	Ethnicities	Neurodiversity	Mental Health	need/ condition	condition
	% within column	94%	96%	94%			97%	95%
NET: Any	N Count	299	841	216			264	796
ET: Any	Column Comparisons						-	
	% within column	44%	47%	51%			52%	46%
NET: Character, skins, weapons, armour, tools	N Count	140	410	117			143	385
	Column Comparisons						-	
NET: Come augustica (agasia) comica de unha deb	% within column	17%	19%	27%			25%	20%
NET: Game expansion (special version, downloadable	e N Count	54	170	63			69	164
content)	Column Comparisons			a			-	

C4. In the last month, have you sport any	4 - In the last month, have you spent any money on any of				BANNER			
the following below whilst gaming? This	could have been	Disability/ Condition in HH			Educational Health Care Plan (EHCP)		Benefits	
using your own money or someone else's. Just a reminder					Don't have an	NET: Household		NET: Has
that we will not share these answers with	anyone [MULTI]	NET: Yes	No	Has an EHCP	EHCP	EHCP receives Benefits No Benefits		Parental Controls
	% within column	97%	96%	99%	96%	96%	96%	96%
NET: Any	N Count	136	376	100	978	493	539	992
NET. Ally	Column Comparisons							
	% within column	53%	47%	62%↑	46% ↓	47%	48%	48%
NET: Character, skins, weapons, armour, tools	N Count	74	184	63 †	472↓	242	272	493
	Column Comparisons			b				
NET C	% within column	26%	20%	29%	20%	24%	19%	21%
NET: Game expansion (special version, downloadable	N Count	36	76	30	207	124	107	222
content)	Column Comparisons			b				

				BANNER			
G4 - In the last month, have you spent any money on any of	Parental Controls	I	Parental Concern		Time S _I	oent Online (Week	day)
the following below whilst gaming? This could have been using your own money or someone else's. Just a reminder			A little	NET: Moderately / Very			
that we will not share these answers with anyone [MULTI]	No Controls	Not Concerned	Concerned	Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs
		95%	97%	95%	96%	96%	96%
NET: Any		376	331	367	309	524	176
		43%	48%	52%	42%	49%	51%
NET: Character, skins, weapons, armour, tools		170	163	201	134	270	93
				а			
		13%↓	19%	30% †	17%	20%	28% ↑
NET: Game expansion (special version, downloadable content)		53↓	65	117 ↑	54	108	52 ↑
Content			а	a b			a b

Part 40 of 48

G4 - In the last month, have you spent any money on any of		BANNER								
the following below whilst gaming? This could have been	Time Spent C	Time Spent Online (Weekday)		Time Spent Online (Weekend)						
using your own money or someone else's. Just a reminder										
that we will not share these answers with anyone [MULTI]	6+ hrs	NET: 5+ Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6 hrs	NET: 5+ Hours			
	96%			96%	96%	96%	96%			
NET: Any	241			365	326	288	614			
		- 51%		47%	49%	49%	49%			
NET: Character, skins, weapons, armour, tools		128		179	165	147	312			
NET: Game expansion (special version, downloadable		30%↑		21%	22%	21%	22%			
content)		76 1		80	76	63	139			

					BANNER			
G4 - In the last month, have you spent an	y money on any of			Spent Money			SM purchase category	
the following below whilst gaming? This could have been using your own money or someone else's. Just a reminder		Bought somet- hing on either Social Media, or	Bought something on	Bought something while	Bought something from	Not bought from		
that we will not share these answers with	n anyone [MULTI]	while gaming	social media	Gaming	both	either	Product	Activity
	% within column	96%	98%1	96%	98% 1		99%	98%
NET: Any	N Count	1,078	5901	1,078	590 1		306	135
NET: Any	Column Comparisons	-	-	-	-			
	% within column	48%	50%	48%	50%		56% ↑	61% †
NET: Character, skins, weapons, armour, tools	N Count	535	303	535	303		172 ↑	84 †
	Column Comparisons	-	-	-	-			
NET: Game expansion (special version, downloadable content)	% within column	21%	30%1	21%	30% 1		32%	40% †
	Ie N Count	237	182 1	237	182 1		99	56 †
	Column Comparisons	-	-	-	-			

G4 - In the last month, have you spent any	= = =				BANNER			
the following below whilst gaming? This	could have been	SM purchase	e category		Feelings about	SM purchase		Gaming Method
using your own money or someone else's.		Subscription/		Regret things I	What I buy is	I spend more		Games console
that we will not share these answers with	anyone [MULTI]	Upgrade	NET: Gift	buy online	good value	than I should	I like the feeling	or games player
	% within column	99%	98%	98%	99% ↑	98%	99% ↑	96%
NET: Any	N Count	193	145	274	441 ↑	330	451 ↑	733
,	Column Comparisons							
	% within column	55%	55%	50%	51%	55% ↑	53% ↑	50%
NET: Character, skins, weapons, armour, tools	N Count	107	82	138	228	184 ↑	241 ↑	378
	Column Comparisons							
NET: Company of the control of the c	% within column	36%	40% ↑	36% ↑	30% ↑	32% ↑	32%↑	22%
NET: Game expansion (special version, downloadable Nontent)	N Count	71	60 †	100 ↑	132 †	109 ↑	145 ↑	165
content	Column Comparisons							

	64 - In the last month, have you spent any money on any of				BANNER			
			Gaming M	ethod	Gaming Type			
the following below whilst gaming? This could have been using your own money or someone else's. Just a reminder that we will not share these answers with anyone [MULTI]		Desktop compu- ter, laptop or netbook	Mobile phone or smartphone	Tablet	NET: Any Gaming	Puzzles or quizzes	Action/ adventure	Shooters
	% within column	96%	96%	95%	96%	94%	95%	94%
NET: Any	N Count	331	687	379	1,078	287	416	361
NET. Ally	Column Comparisons				-			
	% within column	55% 1	49%	48%	48%	49%	51%	54%↑
NET: Character, skins, weapons, armour, tools	N Count	191 1	352	194	535	152	223	205 ↑
	Column Comparisons				-			
NET: Game expansion (special version, downloadable	% within column	27% 1	21%	21%	21%	24%	28% ↑	29% ↑
	e N Count	95 1	152	85	237	75	122 †	112 ↑
content)	Column Comparisons				-	f	e f	e f

Part 44 of 48

					BANNER			
G4 - In the last month, have you spent any					Gaming Type			
	using your own money or someone else's. Just a reminder that we will not share these answers with anyone [MULTI]		Playing against multiple people/ teams	Creative and building games	Playing in a virtual worlds	Simulation experience	Fitness and dance	Sports
	% within column	96%	96%	96%	96%	96%	97%	96%
NET: Any	N Count	253	517	575	318	163	162	436
NET. Ally	Column Comparisons							
	% within column	57% ↑	54% ↑	49%	56% ↑	56%	49%	55% ↑
NET: Character, skins, weapons, armour, tools	N Count	150 ↑	290 †	292	185 †	95	83	247 †
	Column Comparisons							
NET 0	% within column	36% ↑	19%	18%↓	25%	33% ↑	40% ↑	24%
NET: Game expansion (special version, downloadable	N Count	94 ↑	103	105↓	84	56 ↑	67 ↑	109
content)	Column Comparisons	aefgj			f	e f	aefgj	e f

Part 45 of 48

	G4 - In the last month, have you spent any money on any of				BANNER			
•			Gaming Type			Gaming Frequency		hase Type
the following below whilst gaming? This could have been using your own money or someone else's. Just a reminder that we will not share these answers with anyone [MULTI]		Interactive stories	Makeovers	NET: Playing against other people	NET: Daily	Weekly	NET: Character, skins, weapons, armour, tools	NET: Game expansion
	% within column	95%	96%	96%	96%	93%	100%↑	100%↑
NET: Any	N Count	131	130	633	900	162	535 ↑	237 ↑
NET. Ally	Column Comparisons			-			-	-
	% within column	63% †	53%	52%↑	49%	41%	100% †	55% †
NET: Character, skins, weapons, armour, tools	N Count	86 †	71	343 †	457	71	535 †	131 †
	Column Comparisons			-			bcdefgh	е
NET Company in American describes	% within column	32% ↑	31% ↑	22%	22%	17%	24%↑	100% ↑
NET: Game expansion (special version, downloadable	e N Count	43 ↑	42 ↑	147	202	29	131 ↑	237 ↑
content)	Column Comparisons	f	f	-			d	acdefgh

Part 46 of 48

G4 - In the last month, have you spent any money on any of			Gaming Pur	chase Type			Feelings about Gaming Purchase
the following below whilst gaming? This could have been	Loot boxes/		A standard				
using your own money or someone else's. Just a reminder	packs/ chests/		version of the		Early access to a		Regret things I
that we will not share these answers with anyone [MULTI]	bundles	In-game money	game	A subscription	game	Battle Pass	buy online
% within column	1000/ 1	1000/ 1	1000/ 1	1000/1	1000/	1000/4	1000/ 🕇

BANNER

that we will not share these answers with anyone [MULTI]		p						-0 0 -
		bundles	In-game money	game	A subscription	game	Battle Pass	buy online
NET: Any	% within column	100%↑	100% ↑	100% ↑	100% ↑	100%	100% ↑	100%↑
	N Count	151 †	447 ↑	147 †	302 ↑	122	205 ↑	346 †
	Column Comparisons	-	-	-	-	-	-	-
NET: Character, skins, weapons, armour, tools	% within column	55%	46%	44%	46%	55%	63% ↑	52%
	N Count	84	206	65	139	67	129 ↑	179
	Column Comparisons						d e f	
NET: Game expansion (special version, downloadable content)	% within column	28%	15%↓	29%	23%	41% †	26%	29% ↑
	e N Count	42	66↓	42	71	51 †	54	99 ↑
	Column Comparisons	d		d	d	c d e f h	d	

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17 AND Children who game AND who have bought something via gaming; Weight: Based on Nat Rep Sample; effective sample size = 1065 (94%); Blank cells have a sample size that is smaller than 100.; Blank cells have a sample size that is smaller than 100. Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 47 of 48

BANNER Feelings about Gaming Purchase

G4 - In the last month, have you spent any the following below whilst gaming? This ousing your own money or someone else's. that we will not share these answers with	ould have been Just a reminder	What I buy is good value	I spend more than I should	I like the feeling	It's unfair that people who spend more, get further in games	It's not always clear what I'm going to get for my money in games
	% within column	100%↑	100%↑	100% †	100% ↑	100%↑
NET: Any	N Count	772 †	445 ↑	720 †	715↑	449 ↑
	Column Comparisons	-	-	-	-	-
	% within column	49%	54% ↑	54% ↑	52% ↑	52%
NET: Character, skins, weapons, armour, tools	N Count	377	242 ↑	389 †	372 ↑	235
	Column Comparisons			b		
NET Company of the city of the control of the contr	% within column	24% ↑	30%↑	24% ↑	22%	26% ↑
NET: Game expansion (special version, downloadable	N Count	183 †	133 ↑	171 †	160	118 ↑
content)	Column Comparisons					

G4B&C - Please cor	nplete the									E	BANNE	R								
following sentence buy things from so	about when you cial media or		child r	der of espon- ent		Age	of child	respon	dent				Ą	ge and g	ender o	of child re	esponde	ent		
video sites/ apps. \ online, I usually bu																			NET:	NET:
•	y them 1 and							46.47	NET: 8-	NET:	Male 8								Male 8	
spend [SINGLE]	0/ 111	Total		Female		10-12	13-15	16-17	12	13-17	-9	8-9	10-12	10-12	13-15	13-15	16-17	16-17	-12	8-12
	% within column	1078	656	422	190	341	365	182	531	547	113	77	200	141	219	146	124	66	313	218
Weighted Base	N Count																			
	Column Comparisons	1000			400	222	0.00						404	400		4=0				0.1.0
	% within column	1082	640	442	192	329	367	194	521	561	114	78	191	138	211	156	124	82	305	216
Unweighted Base	N Count																			
	Column Comparisons																			
	% within column	a	a	b	а	b	С	d	е	Ť	а	b	С	d	е	Ť	g	h	1	J
Column Names	N Count																			
	Column Comparisons																			
	% within column	42%	42%	41%	49%	39%	39%	42%	43%	40%	50%		37%	43%	41%	37%	45%		42%	45%
A few times a year	N Count	450	277	172	94	134	144	77	228	221	56		74	60	91	54	56		131	98
	Column Comparisons	-							-	-									-	-
	% within column	42%	41%	42%	31%↓	41%	46%	43%	38%	45%	27%↓		46%	35%	46%	46%	38%		39%	36%
Every month	N Count	447	270	177	60 ‡	141	168	79	201	246	31↓		92	50	100	68	48		122	79
	Column Comparisons	-					a		-	-			a		a	a			-	-
	% within column	11%	11%	12%	12%	13%	10%	9%	13%	10%	14%		12%	15%	8%	13%	10%		13%	13%
Every week	N Count	121	71	51	23	44	37	17	67	55	16		24	20	18	19	13		40	27
	Column Comparisons	-							-	-									-	-
	% within column	3%	4%	3%	5%	3%	3%	3%	4%	3%	5%		3%	3%	3%	2%	4%		4%	3%
More than once a week		37	25	12	10	11	11	6	21	16	6		7	4	7	4	5		13	8
	Column Comparisons	-							-	-									-	-
	% within column	2%	2%	2%	2%	3%	1%	2%	3%	1%	4%		2%	5%	1%	2%	2%		2%	3%
Don't know	N Count	22	13	10	4	10	5	3	14	8	4		4	7	3	2	2		8	7
	Column Comparisons	-							-	-									-	-

										E	BANNE	R								
G4B&C - Please confollowing sentence	•	gender	and of child ondent	Urban	/ Rural		Workin	g status	.			D3 - Soc	ial grad	е		Finan	cial wel	lbeing	Eth	nicity
buy things from soo video sites/ apps. V online, I usually bu	cial media or When I buy things	NET:	NET:						NET: Not work-											NET: All other
•	y them 1 and	Male				Full	Part	Stud-	ing/					NET:	NET:	Doing		Strugg-		Ethnic-
spend [SINGLE]		13-17		Urban	Rural	time	time	ent	retired	AB	C1	C2	DE	ABC1	C2DE	well	ing by	ling	Whit	
Weighted Base	% within column N Count Column Comparisons	343	209	990	88	732	169	46	109	358	261	217	242	618	460	239	536	299	841	216
Unweighted Base	% within column N Count Column Comparisons	335	234	989	93	774	144	46	99	498	213	158	213	711	371	277	522	279	844	217
Column Names	% within column N Count Column Comparisons	k	1	а	b	a	b	С	d	а	b	С	d	е	f	a	b	С	а	b
A few times a year	% within column N Count Column Comparisons	43% 146 -	37% 77 -	42% 414		39% 288	45% 76			40% 142	46% 120	37% 81	44% 106	42% 262 -	41% 188 -	34% ↓ 80 ↓	44% 236 a	43% 130 a	40% 335	49% 106 a
Every month	% within column N Count Column Comparisons	43% 148 -	48% 101 -	41% 409		41% 302	40% 67			41% 146	41% 106	44% 95	41% 100	41% 252 -	42% 195 -	44% 105	41% 218	42% 125	43% 366 b	33% 71
Every week	% within column N Count Column Comparisons	9% 31 -	12% 24 -	11% 111		13% 94	10% 17			14% 52 b	6% 16	14% 31 b	9% 23	11% 68 -	12% 54 -	15% 35	11% 57	9% 28	12% 98	11% 24
More than once a week	Column Comparisons	3% 12 -	2% 5 -	4% 35		5% 33	2% 4			4% 14	5% 12	2% 4	3% 7	4% 26 -	2% 11 -	6% 14	2% 13	3% 10	3% 24	6% 12
Don't know	% within column N Count Column Comparisons	2% 5 -	1% 3 -	2% 21		2% 14	3% 5			1% 4	3% 7	3% 6	3% 6	2% 10 -	3% 12 -	2% 5	2% 12	2% 6	2% 18	2% 3

Part 2 of 12

										В	ANNE	R								
			ild ident npacting		•	Condi	oility/ tion in IH	Educa Health Plan (l	n Care	Ben	efits		ental trols	Pare	ntal Cor	ncern	Time Sp	ent On	line (Wo	eekday)
G4B&C - Please of	complete the				NET:			<u>·</u>	<u> </u>	NET:										
following senten	ce about when you			NET:	No					House-		NET:								
buy things from s	social media or			Identi-	identi-					hold		Has				NET:				
	. When I buy things			fied	fied				Don't			Paren-				Mod				
	ouy them 1 and			need/	need/	NET			have	ves	No	tal	No	Not	A little	•	0	2	-	
spend [SINGLE		Nour	Mental Health	tion	condi- tion	NET: Yes	No	Has an EHCP	an EHCP	Benef- its	Benef- its	Contr- ols	Contr- ols	Conce- rned	Conce- rned	rned	0 - 2hrs	3 - 4hrs	5 - 6hrs	6+ hrs
Weighted Base	% within column N Count Column Comparisons	93	55	264	796	136	376	100	978	493	539	992	83	376	331	367	309	524	176	66
Unweighted Base	% within column N Count Column Comparisons	87	56	259	804	138	389	103	979	487	553	993	87	352	338	389	307	521	181	69
Column Names	% within column N Count Column Comparisons	а	b	С	d	a	b	a	b	а	b	a	b	a	b	С	а	b	С	d
				37%	43%	37%	42%	31%	43%	36%↓	47%↑	41%		48% ↑	41%	36%↓	54%↑	39%	32%↓	
A few times a year				97 -	346	50	159	31	419 a	178↓	255 ↑ a	411		182 ↑ c	136	130↓	167 ↑ b c d	206	56↓	
				45%	40%	48%	45%	46%	41%	46%	38%	42%		41%	42%	42%	36%	43%	48%	
Every month				117 -	321	66	169	45	402	227 b	202	415		154	140	152	110	226	85	
				12%	11%	9%	10%	14%	11%	12%	11%	12%		7%↓	13%	14%	7%	13%	12%	
Every week				32	89	12	38	14	107	61	57	116		26↓	42 a	53 a	22	66	21	
				4%	3%	4%	3%	9%1	3%↓	4%	3%	3%		1%	3%	7%↑	0%↓	3%	7%↑	
More than once a we	eek			10	26	5	10	91	28↓	19	14	32		5	8	24 †	01	16	131	
				-	20/	20/	001	b	20/	20/	20/	20/		20/	40/	a b	20/	a	a b	
Davids loss as				3%	2%	2%	0%	0%	2%	2%	2%	2%		3%	1%	2%	3%	2%	1%	
Don't know				7 -	14	3	1	0	22	8	11	19		10	5	7	10	9	2	

										E	BANNE	R								
		Time Spent Online (Week- day)	Tim	ie Spent	: Online	(Weeke	end)		Spe	ent Mo	ney		SM	I purcha	se categ	ory	Feelin	gs about	: SM pur	chase
G4B&C - Please cor	mplete the							Bought somet- hing on eit-												
following sentence	about when you							her	Bought	_	: Bought									
buy things from so video sites/ apps. \		NET: 5					NET: 5	Media, or whi-	hing	hing	somet-				Subs		Regret things I		•	I like
online, I usually bu spend [SINGLE]	y them 1 and	+ Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6 hrs	+	le gaming	ial me-	Gami- ng	from	from either	Prod- uct	Activ-	Upgr- ade	NET: Gift	buy	good	than I should	the
Weighted Base	% within column N Count Column Comparisons	241	94	365	326	288	614	1078	590	1078	590	0	306	135	193	145	274	441	330	451
Unweighted Base	% within column N Count Column Comparisons	250	92	367	334	284	618	1082	619	1082	619	0	323	147	205	158	290	466	354	479
Column Names	% within column N Count Column Comparisons	е	а	b	С	d	е	a	b	С	d	е	а	b	С	d	a	b	С	d
A few times a year	% within column N Count Column Comparisons	32%↓ 76↓ -		47% 171	36% 119	39% 113	38%↓ 232↓ -	42% 450 -	36%↓ 210↓ -	42% 450 -	36%↓ 210↓ -		32% 99	31% 42	30% 59	34% 49	35% 97	35% ↓ 153 ↓	32% ↓ 105 ↓	36%↓ 163↓
Every month	% within column N Count Column Comparisons	45% 108 -		38% 139	44% 144	45% 128	44% 272 -	42% 447 -	43% 252 -	42% 447 -	43% 252 -		45% 139	39% 52	44% 84	36% 52	38% 105	42% 185	42% 139	40% 182
Every week	% within column N Count Column Comparisons	14% 33 -		12% 42	13% 42	10% 29	12% 71 -	11% 121 -	16% ↑ 96 ↑ -	11% 121 -	16% ↑ 96 ↑ -		15% 46	22% 30	18% 36	21% 31	20% † 54 †	17% ↑ 75 ↑	19% ↑ 61 ↑	17% † 76 †
More than once a week	% within column N Count Column Comparisons	9% † 21 † -		1% 5	4% 14	5% 14 b	5% 28 -	3% 37 -	5% 29 -	3% 37 -	5% 29 -		7% 21	7% 9	7% 14	8% 11	6% 16	6% † 26 †	7% ↑ 24 ↑	6% † 27 †

										В	ANNE	R								
			Gam	ning Met	thod							Ga	aming Ty	/pe						Gami- ng Frequ-
G4B&C - Please cor following sentence buy things from so	about when you	Games	Desk- top comp-	Mobile						Playing	Playing against multi-	:							NET:	ency_
video sites/ apps. V online, I usually bu	When I buy things	cons- ole or	uter, laptop or net-	phone or		NET: Any Gami-	Puzzles or		Shoot-	against one other	•	build-	l Playing in a virtual	ation	Fitness and		Intera- ctive	Make-	Playing against other	
spend [SINGLE]	,	player	book	phone	Tablet	ng	quizzes	nture	ers	person	ms	ing ga- mes	worlds	- 1		Sports		overs	people	
Weighted Base	% within column N Count Column Comparisons	733	331	687	379	1078	287	416	361	253	517	575	318	163	162	436	131	130	633	900
Unweighted Base	% within column N Count Column Comparisons	732	345	693	381	1082	297	431	379	264	518	556	332	174	168	451	141	137	638	898
Column Names	% within column N Count Column Comparisons	а	b	С	d	е	a	b	С	d	е	f	g	h	i	j	k	I	m	а
A few times a year	% within column N Count Column Comparisons	40% 296	44% 147 a	43% 296	41% 154	42% 450 -	43% 122	39% 163	38% 136	38% 96	37% 194	41% 235	44% 139	36% 59	38% 62	38% 167	35% 46	38% 49	38% 243 -	40% 359
Every month	% within column N Count Column Comparisons	44% 319 b	40% 134	40% 274	44% 168	42% 447 -	43% 124	41% 172	44% 160	39% 98	45% 235	43% 249	38% 120	46% 74	36% 59	46% 199	38% 51	40% 52	44% 278 -	42% 380
Every week	% within column N Count Column Comparisons	11% 77	9% 29	12% 81	9% 34	11% 121 -	10% 28	13% 52	11% 39	16% 39	11% 56	10% 57	14% 44	13% 22	21% † 34 † a f j	10% 43	16% 21	16% 20	12% 74 -	11% 103
More than once a week	% within column N Count Column Comparisons	3% 24	5% 17	3% 22	3% 13	3% 37 -	3% 8	4% 18	6% ↑ 22 ↑ f	7% ↑ 17 ↑ a	4% 21	3% 16	3% 10	3% 5	5% 7	4% 19	8% † 11 † f	5% 6	4% 26 -	4% 35

Part 5 of 12

								В	ANNE	R						
		Gami- ng Frequ- ency			Gar	ning Pu	rchase T	ype			ı	Feelings	about G	iaming I	Purchas	e
G4B&C - Please confollowing sentence buy things from socideo sites/apps. Vonline, I usually buy	about when you cial media or When I buy things		NET: Chara- cter, skins, weap- ons, armo-		Loot boxes/ packs/ chests/	In-	A stan- dard version	Α	Early access	Datela	things I	buy is	I spend more		that people who spend more, get further	I'm going to get for my money
spend [SINGLE]	y them I and	Week- lv	ur, to- ols	expan- sion	bund- les	game money		subscr- iption	to a game	Battle Pass	buy online	good value	than I should	the feeling	in games	in games
Weighted Base	% within column N Count Column Comparisons	162	535	237	151	447	147	302	122	205	346	772	445	720	715	449
Unweighted Base	% within column N Count Column Comparisons	169	549	250	158	428	154	320	133	211	356	777	454	734	710	459
Column Names	% within column N Count Column Comparisons	b	a	b	С	d	е	f	g	h	a	b	С	d	е	f
A few times a year	% within column N Count Column Comparisons % within column	52% 84 a 39%	38% 202 42%	37% 87 41%	31%↓ 47↓ 43%	41% 183 40%	40% 59 42%	34%↓ 104↓ 47%	39% 48 37%	34% 69 46%	37% 130 39%	40% 308 42%	34%↓ 149↓ 44%	40% 289 41%	41% 296 41%	38% 169 42%
Every month	N Count Column Comparisons	63	224	98	65	177	61	142	46	95	136	325	197	298	292	187
Every week	% within column N Count Column Comparisons	9% 14	13% 70	14% 33	17% 25	12% 54	12% 17	11% 34	15% 18	14% 29	17% ↑ 59 ↑	12% 95	14% 62	13% ↑ 97 ↑	12% 84	15% ↑ 66 ↑
More than once a week	% within column N Count Column Comparisons	1% 1	5% ↑ 29 ↑	7% ↑ 16 ↑	9% ↑ 14 ↑	4% 19	6% 8	6% ↑ 18 ↑	8% ↑ 10 ↑	6% 12	4% 15	4% 33	7% ↑ 31 ↑ d e f	4% 29	4% 29	4% 20

G4B&C - Please	complete the									Е	BANNEI	₹								
following sente buy things from	ence about when you n social media or		child r	ler of espon- nt		Age	of child	respon	dent				Αį	ge and go	ender c	of child re	sponde	ent		
	ps. When I buy things																		NET:	NET:
online, I usually	y buy them 1 and								NET: 8-	NET:	Male 8	Female	Male	Female	Male	Female	Male	Female	Male 8	Female
spend [SINGI	LE]	Total	Male	Female	8-9	10-12	13-15	16-17	12	13-17	-9	8-9	10-12	10-12	13-15	13-15	16-17	16-17	-12	8-12
	% within column	2%	2%	2%	2%	3%	1%	2%	3%	1%	4%		2%	5%	1%	2%	2%		2%	3%
Don't know	N Count	22	13	10	4	10	5	3	14	8	4		4	7	3	2	2		8	7
	Column Comparisons	-							-	-									-	-

_										В	ANNEI	R								
G4B&C - Please	e complete the ence about when you	gender	e and of child ondent	Urban	/ Rural		Workin	g status	; 		Г	03 - Soci	al grad	e		Finan	cial wel	lbeing	Eth	nicity
buy things from video sites/ ap	n social media or ps. When I buy things	NET:	NET:						NET: Not work-											NET: All oth- er
online, I usually	y buy them 1 and	Male	Female	NET:		Full	Part	Stud-	ing/					NET:	NET:	Doing	Gett-	Strugg-		Ethnic-
spend [SING	LE]	13-17	13-17	Urban	Rural	time	time	ent	retired	AB	C1	C2	DE	ABC1	C2DE	well	ing by	ling	Whit	ities
	% within column	2%	1%	2%		2%	3%			1%	3%	3%	3%	2%	3%	2%	2%	2%	2%	2%
Don't know	N Count	5	3	21		14	5			4	7	6	6	10	12	5	12	6	18	3
	Column Comparisons	-	-											-	-					

									E	BANNE	R								
		nild identi npacting (•	Disab Condit H	tion in	Healtl	itional h Care EHCP)	Ben	efits		ental trols	Pare	ental Cor	ncern	Time S	pent On	line (W	eekday)
G4B&C - Please complete the				NET:					NET:										
following sentence about when you			NET:	No					House-		NET:								
buy things from social media or			Identi-	identi-					hold		Has				NET:				
video sites/ apps. When I buy things			fied	fied				Don't	recei-		Paren-				Mod				
,			need/	need/				have	ves	No	tal	No	Not	A little	Very				
online, I usually buy them 1 and		Mental	condi-	condi-	NET:		Has an	an	Benef-	Benef-	Contr-	Contr-	Conce-	Conce-	Conce-	0 -	3 -	5 -	
spend [SINGLE]	Neur	Health	tion	tion	Yes	No	EHCP	EHCP	its	its	ols	ols	rned	rned	rned	2hrs	4hrs	6hrs	6+ hrs
			3%	2%	2%	0%	0%	2%	2%	2%	2%		3%	1%	2%	3%	2%	1%	
Don't know			7	14	3	1	0	22	8	11	19		10	5	7	10	9	2	
			-																

										E	BANNE	R								
		Time Spent Online (Week- day)	Tim	ne Spent	: Online	(Weeke	end)		Sp	ent Mo	ney		SIV	l purcha	se categ	ory	Feelin	gs abou	t SM pui	rchase
following sent	e complete the ence about when you								Bought	_										
video sites/ ap	n social media or pps. When I buy things y buy them 1 and GLEI	NET: 5 + Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6	+	Social Media, or whi- le gaming	hing on soc- ial me-	hing while	somet-		Prod- uct	Activ- ity	Subs Upgr- ade	NET: Gift	_	buy is good	I spend more than I should	I like the
	% within column	1%		2%	2%	1%	2%	2%	1%↓		1%↓		0%	1%	0%	1%	1%	0%↓		1%
Don't know	N Count Column Comparisons	3 -		9	7	4	10 -	22 -	- 3↓	22 -	- 3 ↓	•	1	2	0	2	2	1↓	2	3

										E	BANNE	R								
			Gan	ning Met	thod							Ga	aming Ty	/pe						Gami- ng Frequ- ency
G4B&C - Please	complete the		Desk-								Playing	ζ								
following sente	ence about when you		top								agains									
buy things from	n social media or	Games	comp-	Mobile						Playing	multi-	Creat-							NET:	
	ps. When I buy things	cons-	uter,	phone		NET:				against	ple	ive and	Playing	Simul-					Playing	
		ole or	laptop	or		Any	Puzzles	Action		one	people	build-	in a	ation	Fitness		Intera-		against	
•	y buy them 1 and	games	or net-	smart-		Gami-	or	/ adve-	Shoot-	other	/ tea-	ing ga-	virtual	experi-	and		ctive	Make-	other	NET:
spend [SING	LE]	player	book	phone	Tablet	ng	quizzes	nture	ers	person	ms	mes	worlds	ence	dance	Sports	stories	overs	people	Daily
	% within column	2%	1%	2%	3%	2%	1%	3%	1%	1%	2%	3%	2%	2%	0%	2%	2%	2%	2%	2%
Don't know	N Count	16	4	13	10	22	4	11	4	3	12	18	5	3	0	8	3	2	12	22
	Column Comparisons					-													-	

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17 AND Children who game AND who have bought something via gaming; Weight: Based on Nat Rep Sample; effective sample size = 990 (91%); Blank cells have a sample size that is smaller than 100.; Blank cells have a sample size that is smaller than 100.

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

								В	ANNE	R						
		Gami- ng Frequ- ency			Gar	ning Pu	rchase T	ype			ı	Feelings	about 0	Gaming I	Purchas	e
following sentences buy things from video sites/ ap	e complete the ence about when you n social media or ops. When I buy things y buy them 1 and	Week-	NET: Character, skins, weap- ons, armo- ur, to- ols	NET: Game	Loot boxes/ packs/ chests/ bund- les	In- game money			Early access to a game	Battle Pass	things I	buy is good	I spend more than I should	I like the	that people who spend more, get further in	l'm going
	% within column	0%	2%	1%	0%	3%	1%	1%	1%	0%	2%	1%	1%	1%	2%	2%
Don't know	N Count Column Comparisons	0	10	2	0	13	1	4	1	1	6	11	6	8	14	7

G4B&C - Please comple	te the following							BANNER	}					
sentence about when y from social media or view				of child ndent		A	Age of child	responder	nt		Age ar	nd gender o	f child resp	ondent
When I buy things onlir	ne, I usually spend									NET: 13-		Female 8-	Male 10-	Female 10
[SINGLE]		Total	Male	Female	8-9	10-12	13-15	16-17	NET: 8-12	17	Male 8-9	9	12	-12
	% within column	1078	656	422	190	341	365	182	531	547	113	77	200	141
Weighted Base	N Count													
	Column Comparisons													
	% within column	1082	640	442	192	329	367	194	521	561	114	78	191	138
Unweighted Base	N Count													
	Column Comparisons													
	% within column	а	а	b	а	b	С	d	е	f	а	b	С	d
Column Names	N Count													
	Column Comparisons													
	% within column	62%	63%	62%	65%	63%	62%	60%	64%	61%	65%		64%	62%
A little bit of money	N Count	672	411	261	123	215	226	108	338	334	74		128	87
	Column Comparisons	-							-	-				
	% within column	30%	30%	30%	26%	29%	32%	32%	28%	32%	24%		29%	29%
A medium amount of money	N Count	325	198	128	49	99	118	59	148	177	27		58	41
	Column Comparisons	-							-	-				
	% within column	5%	5%	6%	6%	6%	5%	5%	6%	5%	6%		6%	6%
A lot of money	N Count	58	33	25	11	20	18	9	31	27	7		12	8
	Column Comparisons	-							-	-				
	% within column	2%	2%	2%	3%	2%	1%	3%	3%	1%	5%		1%	3%
Don't know	N Count	22	14	8	6	8	3	5	14	8	6		3	5
	Column Comparisons	-							-	-				

Part 1 of 9

G4B&C - Please comple	te the following							BANNER						
sentence about when y	ou buy things			Age a	nd gender of	f child resp	ondent			Urban,	/ Rural	W	orking stat	us
from social media or viewhen I buy things onling							NET:		NET:					
, -	ie, i usualiy speliu	Male 13-			Female 16					NET:			-	o
[SINGLE]	0/ 111	15	-15	17	-17	8-12	12	13-17	-17	Urban	Rural	Full time	Part time	Student
	% within column	219	146	124	66	313	218	343	209	990	88	732	169	46
Weighted Base	N Count													
	Column Comparisons													
	% within column	211	156	124	82	305	216	335	234	989	93	774	144	46
Unweighted Base	N Count													
	Column Comparisons													
	% within column	е	f	g	h	i	j	k	1	a	b	a	b	С
Column Names	N Count													
	Column Comparisons													
	% within column	62%	61%	60%		64%	63%	61%	62%	62%		61%	66%	
A little bit of money	N Count	136	90	74		201	137	210	129	618		448	111	
	Column Comparisons					-	-	-	-					
	% within column	33%	32%	33%		27%	29%	33%	31%	30%		31%	22%	
A medium amount of money	N Count	72	46	41		85	63	113	65	295		228	38	
	Column Comparisons					-	-	-	-					
	% within column	4%	6%	4%		6%	6%	4%	6%	6%		6%	7%	
A lot of money	N Count	10	8	4		19	12	14	13	56		44	12	
,	Column Comparisons					-	-	-	-					
	% within column	1%	1%	4%		3%	3%	2%	1%	2%		2%	5%	
Don't know	N Count	1	1	4		9	6	6	2	21		12	8	
	Column Comparisons					_	_	-	_				a d	

Part 2 of 9

								BANNER						
sentence about wh		Working status			D3 - Socia	al grade			Fina	ancial wellb	eing	Ethr	nicity	Child identified need/ impacting condition
	or video sites/ apps. online, I usually spend	NET: Not working/ retired	АВ	C1	C2	DE	NET: ABC1	NET: C2DE	Doing well	Getting by	Struggling	White B-	NET: All other Ethnicities	Neurodiv-
Weighted Base	% within column N Count Column Comparisons	109	358	261	217	242	618	460	239	536	299	841	216	93
Unweighted Base	% within column N Count Column Comparisons	99	498	213	158	213	711	371	277	522	279	844	217	87
Column Names	% within column N Count Column Comparisons	d	а	b	С	d	е	f	a	b	С	a	b	а
A little bit of money			59% 211	67% 174	60% 130	65% 157	62% 385 -	62% 287 -	54%↓ 129↓		64% 192 a	62% 523	62% 135	
A medium amount of m	noney		32% 114	26% 69	34% 73	29% 70	30% 183 -	31% 143 -	35% 83	29% 154	29% 87	30% 254	31% 68	
A lot of money			8% 28	5% 13	4% 8	4% 10	6% 40 -	4% 18	9%↑ 22↑ b c		4% 12	5% 44	5% 12	
Don't know			1% 5	2% 5	3% 6	2% 6	2% 10	3% 12	2% 4	2% 11	2% 7	2% 20	1% 2	

Part 3 of 9

								BANNER						
G4B&C - Please com sentence about whe	•	Child iden	tified need/ condition	impacting	Disability/ (in H			nal Health nn (EHCP)	Bene	efits	Parental	Controls	Parental	Concern
from social media or		Mental Health	NET: Identified need/ condition	NET: No identified need/condition	NET: Yes	No	Has an EHCP	Don't have	NET: Household receives Benefits	No Benefits	NET: Has Parental Controls	No	Not Concerned	A little
[SINGLE]	% within column	55	264	796	136	376	100	978	493	539	992	83	376	331
Weighted Base	N Count Column Comparisons	33	204	730	130	370	100	378	493	339	332	63	370	331
Unweighted Base	% within column N Count Column Comparisons	56	259	804	138	389	103	979	487	553	993	87	352	338
Column Names	% within column N Count Column Comparisons	b	С	d	a	b	а	b	а	b	a	b	а	b
			58%	64%	57%	63%	53%	63%	57%↓	67% ↑	63%		74%↑	59%
A little bit of money			154 -	505	77	236	53	619 a	281↓	359 ↑ a	622		278 † b c	196
			29%	31%	31%	33%	32%	30%	33%	28%	30%		23%↓	31%
A medium amount of mo	ney		75 -	247	42	126	32	294	164	151	296		881	104 a
			10%↑	4%↓	9%↑	3%↓	14%1	5%↓	7%	4%	6%		1%↓	7%
A lot of money			28 †	28↓	13 ↑	12↓	141	44↓	35	22	55		4↓	24
			-		b		b		b					a
			3%	2%	3%	1%	1%	2%	3%	1%	2%		1%	2%
Don't know			7	15	4	2	1	21	13	8	19		5	7

Part 4 of 9

_								BANNER						
		Parental Concern		Time Spe	nt Online (V	Veekday)			Time Spe	nt Online (Weekend)		Spent	Money
G4B&C - Please comple sentence about when y from social media or vi When I buy things onlin	ou buy things deo sites/ apps.	NET: Modera- tely/ Very					NET: 5+					NET: 5+	Bought something on either Social Media, or while	Bought
[SINGLE]		Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs	6+ hrs	Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6 hrs	Hours	gaming	media
Weighted Base	% within column N Count Column Comparisons	367	309	524	176	66	241	94	365	326	288	614	1078	590
Unweighted Base	% within column N Count Column Comparisons	389	307	521	181	69	250	92	367	334	284	618	1082	619
Column Names	% within column N Count Column Comparisons	С	a	b	С	d	е	a	b	С	d	е	a	b
A little bit of money	% within column N Count Column Comparisons	53%↓ 195↓	72% ↑ 223 ↑ b c d	64% 334 c d	53%↓ 92↓ d		46%↓ 112↓ -		65% 236	61% 200	56% 163	59% 363 -	62% 672 -	53%↓ 316↓ -
A medium amount of money	% within column N Count Column Comparisons	36% ↑ 133 ↑ a	23%↓ 71↓	30% 156	36% 63 a		41% ↑ 98 ↑ -		27% 100	31% 101 a	37% ↑ 107 ↑ a b	34% 1 208 1 -		37% ↑ 217 ↑ -
A lot of money	% within column N Count Column Comparisons	8% ↑ 29 ↑ a	2%↓ 6↓	5% 26 a	9% 16 a b		11%↑ 26↑ -		5% 18	6% 21	5% 15	6% 36 -	5% 58 -	8% ↑ 49 ↑ -
Don't know	% within column N Count Column Comparisons	3% 10	3% 9	2% 8	2% 4		2% 5 -		3% 10	1% 4	1% 3	1% 8 -	2% 22 -	1% 8 -

G4B&C - Please comple	to the following							BANNER						
sentence about when y		g	Spent Money	/		SM purchas	se category		Fee	lings abou	it SM purcha	se	Gaming	Method
from social media or vi		Bought something	Bought	Not bought			Subscri-		Regret	What I buy is	I spend		Games console or	Desktop computer,
When I buy things onling [SINGLE]	ne, I usually spend	while Gaming	something from both	from either	Product	Activity	ption/ Upgrade	NET: Gift	things I buy online	good value	more than	I like the feeling	games player	laptop or netbook
[SINGLE]	% within column	1078	590	0	306	135	193	145	274	441	330	451	733	331
Weighted Base	N Count	20.0		· ·					_, .			.52		332
	Column Comparisons													
	% within column	1082	619	0	323	147	205	158	290	466	354	479	732	345
Unweighted Base	N Count													
Ū	Column Comparisons													
	% within column	С	d	е	a	b	С	d	a	b	С	d	a	b
Column Names	N Count													
	Column Comparisons													
	% within column	62%	53%↓		54%	47%	47%	47%	46%↓	53%	48%↓	53%	62%	59%
A little bit of money	N Count	672	316↓		164	64	91	69	125↓	231	159↓	237	453	195
	Column Comparisons	-	-											
	% within column	30%	37% †		37%	38%	38%	35%	40% ↑	37% 1	38%	37%1	32%	34%
A medium amount of money	N Count	325	217 ↑		114	51	73	51	111↑	162 1	1261	1671	232	113
	Column Comparisons	-	-											
	% within column	5%	8% ↑		8%	14%↑	12%	16% †	12%↑	9%1	12%↑	9%1	5%	5%
A lot of money	N Count	58	49 ↑		25	19↑	23	231	341	401	391	391	34	17
	Column Comparisons	-	-											
	% within column	2%	1%		1%	1%	3%	2%	2%	2%	2%	2%	2%	2%
Don't know	N Count	22	8		3	1	5	2	4	8	6	7	13	6
	Column Comparisons	-	-											

Part 6 of 9

								BANNER						
G4B&C - Please comple	ete the following	Ga	ming Meth	od					Gamin	g Type				
sentence about when the from social media or view when I buy things onli [SINGLE]	you buy things ideo sites/ apps.	Mobile phone or smartp- hone	Tablet	NET: Any Gaming	Puzzles or quizzes	Action/ adventure	Shooters	Playing against one other person	Playing against multiple people/teams	Creative and building games	Playing in a virtual worlds	Simulation experi- ence	i Fitness and dance	Sports
	% within column	687	379	1078	287	416	361	253	517	575	318	163	162	436
Weighted Base	N Count Column Comparisons													
Unweighted Base	% within column N Count Column Comparisons	693	381	1082	297	431	379	264	518	556	332	174	168	451
Column Names	% within column N Count Column Comparisons	С	d	е	а	b	С	d	е	f	g	h	i	j
	% within column	65%	64%	62%	61%	57%	55%↓	52%↓	63%	66% †	57%	59%	55%	63%
A little bit of money	N Count Column Comparisons	446	241	672 -	176	239	199↓	131↓	328 d	381 † b c d g	183	97	89	274 d
	% within column	29%	30%	30%	31%	34%	37% †	38%↑	32%	27%	35%	33%	35%	32%
A medium amount of money	N Count Column Comparisons	198	115	325 -	90	142 f	134 † f	97 † f	164	154	112	54	56	138
	% within column	5%	4%	5%	6%	6%	7%	9%↑	3%↓	4%	6%	8%	10%↑	4%
A lot of money	N Count	32	14	58	18	26	25	23 ↑	18↓	24	18	12	16 ↑	18
	Column Comparisons			-		е	е	e f j				е	e f j	
	% within column	2%	2%	2%	2%	2%	1%	1%	1%	3%	2%	0%	1%	1%
Don't know	N Count Column Comparisons	12	8	22 -	4	9	2	3	7	15	5	0	1	5

Part 7 of 9

								BANNER						
		G	aming Type	9	Gaming F	requency				Gaming Pu	rchase Type	<u> </u>		
G4B&C - Please comple	te the following				-		NET:							
sentence about when y from social media or vic				NET: Playing			Character, skins,		Loot boxes/		A			
When I buy things onlin	• • •	Interactive	Makeo-	against other			weapons, armour,	NET: Game	packs/ chests/	In-game	standard	۸ cubccri-	Early access to a	Battle
[SINGLE]	ic, i acaam, openia	stories	vers	people	NET: Daily	Weekly	tools	expansion	bundles	money	the game	ption	game	Pass
[0012]	% within column	131	130	633	900	162	535	237	151	447	147	302	122	205
Weighted Base	N Count Column Comparisons													
Unweighted Base	% within column N Count Column Comparisons	141	137	638	898	169	549	250	158	428	154	320	133	211
Column Names	% within column N Count Column Comparisons	k	1	m	а	b	a	b	С	d	е	f	g	h
	% within column	53%	59%	60%	62%	63%	61%	48%↓	56%	67% †	55%	60%	45%↓	52%
A little bit of money	N Count Column Comparisons	70	77	381	561	101	324	113↓	85	301 † a b e g h		183 b g	55↓	107
	% within column	39%	32%	33%	31%	29%	32%	41%↑	33%	26%	36%	32%	40%	38%
A medium amount of money	N Count Column Comparisons	52	42	211 -	276	46	170	97 ↑ d	51	117	53	98	49 d	78 d
	% within column	7%	6%	5%	5%	7%	5%	9%↑	9%	4%	7%	6%	12% †	9%
A lot of money	N Count Column Comparisons	9	8	31 -	44	12	29	22 ↑	14	19	10	19	15 ↑ d	18
	% within column	1%	2%	2%	2%	1%	2%	2%	1%	2%	2%	1%	3%	1%
Don't know	N Count Column Comparisons	1	3	10	19	2	12	5	2	9	3	3	3	2

Part 8 of 9

				BAN	NER		
			Feeli	ngs about G	aming Pur	chase	
G4B&C - Please comple sentence about when y from social media or vio When I buy things onlin [SINGLE]	ou buy things deo sites/ apps.	Regret things I buy online	What I buy is good value	I spend more than I should		It's unfair that peop- le who spend more, get	clear what I'm going
[SireGEE]	% within column	346	772	445	720	715	449
Weighted Base	N Count Column Comparisons	340	772	443	720	713	443
Unweighted Base	% within column N Count Column Comparisons	356	777	454	734	710	459
Column Names	% within column N Count Column Comparisons	a	b	С	d	е	f
A little bit of money	% within column N Count Column Comparisons % within column	54%↓ 187↓	63% 489 a c d	51%↓ 229↓	60% 429 c	64% 458 a c d f	57%↓ 258↓ c
A medium amount of money	N Count Column Comparisons	34% 118	30% 232	36% ↑ 160 ↑ e	33% 235 e	28% 204	32% 144
	% within column	10%↑	6%	10%	6%	5%	8%↑
A lot of money	N Count Column Comparisons	35 ↑ b d e	43	45↑ b d e	45	39	37 ↑
	% within column	2%	1%↓		2%	2%	2%
Don't know	N Count	6	81		12	15	9
	Column Comparisons			b		b	b

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пΑ	ıv	ıv	ГΝ	

G5 - Roughly how much do you think you have spent on gaming in the last month? [SINGLE]

Gender of child respondent

Age of child respondent

Age and gender of child respondent

tillik you liave	spent on gaming										respondent
in the last mon	th? [SINGLE]	Total	Male	Female	8-9	10-12	13-15	16-17	NET: 8-12	NET: 13-17	Male 8-9
Weighted Base	% within column N Count Column Comparisons	1078	656	422	190	341	365	182	531	547	113
Unweighted Base	% within column N Count Column Comparisons	1082	640	442	192	329	367	194	521	561	114
Column Names	% within column N Count Column Comparisons	a	a	b	a	b	С	d	е	f	a
	% within column	31%	28%	36%	35%	36%	29%	24%	35% ↑	27%↓	30%
£1-10 (£5)	N Count	337	185	152	66	121	105	44	188 ↑	149↓	34
	Column Comparisons	-		а					-	-	
	% within column	33%	35%	30%	29%	35%	33%	33%	33%	33%	29%
£11-25 (£18)	N Count	356	228	128	56	118	121	61	174	182	33
	Column Comparisons	-							-	-	
	% within column	22%	23%	20%	18%	19%	24%	26%	19%	25%	21%
£26-50 (£38)	N Count	235	149	86	35	65	88	48	100	136	24
	Column Comparisons	-							-	-	
	% within column	10%	10%	10%	13%	7%	10%	13%	9%	11%	15%
£50-100 (£75.5)	N Count	109	69	40	25	25	35	24	50	59	17
	Column Comparisons	-							-	-	
	% within column	3%	3%	2%	3%	2%	4%	2%	2%	3%	4%
£101-£200 (£150.5) N Count	30	21	9	6	7	13	4	13	17	5
	Column Comparisons	-							-	-	
	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
£200+ (£351.5)	N Count	1	1	1	0	1	1	0	1	1	0
	Column Comparisons	-							-	-	
	% within column	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Don't know	N Count	10	5	5	2	5	2	1	7	3	1
	Column Comparisons	-							-	-	

						BAN	NER				
	ow much do you				А	ge and gender o	f child responde	ent			
•	spent on gaming									NET: Female 8-	NET: Male 13-
in the last mon	th? [SINGLE]	Female 8-9	Male 10-12	Female 10-12	Male 13-15	Female 13-15	Male 16-17	Female 16-17	NET: Male 8-12	12	17
Weighted Base	% within column N Count Column Comparisons	77	200	141	219	146	124	66	313	218	343
Unweighted Base	% within column N Count Column Comparisons	78	191	138	211	156	124	82	305	216	335
Column Names	% within column N Count Column Comparisons	b	С	d	е	f	g	h	i	j	k
			33%	39%	24%	36%	25%		32%	40%↑	25%↓
£1-10 (£5)			67	54	53	52	32		101	87 ↑	84↓
			36%	32%	36%	29%	35%		34%	31%	36%
£11-25 (£18)			73	45	79	42	43		106	68	122
			20%	18%	27%	20%	22%		20%	17%	- 25%
£26-50 (£38)			40	25	59	29	27		64	36	85
			7%	8%	8%	12%	16%		10%	9%	11%
£50-100 (£75.5)			14	11	18	17	20		31	19	38
			2%	2%	4%	3%	2%		3%	2%	3%
£101-£200 (£150.5)		4	2	9	4	3		9	4	12
			0%	1%	0%	0%	0%		0%	0%	0%
£200+ (£351.5)			0	1	1	0	0		0	1	1
			1%	2%	1%	1%	0%		1%	2%	- 0%
Don't know			2	3	1	1	0		3	3	1

						BANI	VER				
	ow much do you	Age and gender of child respondent	Urban/	Rural		Working	status		DS	3 - Social grade	
think you have	spent on gaming	NET: Female						NET: Not work-			
in the last mon	th? [SINGLE]	13-17	NET: Urban	Rural	Full time	Part time	Student	ing/ retired	AB	C1	C2
	% within column	209	990	88	732	169	46	109	358	261	217
Weighted Base	N Count										
	Column Comparisons										
	% within column	234	989	93	774	144	46	99	498	213	158
Unweighted Base	N Count										
	Column Comparisons										
	% within column	1	a	b	a	b	С	d	a	b	С
Column Names	N Count										
	Column Comparisons										
	% within column	32%	31%		25%↓	53%↑			23%↓	36%	30%
£1-10 (£5)	N Count	68	311		186↓	89 ↑			83↓	95	65
	Column Comparisons	-				a d				а	
	% within column	29%	32%		34%	24%			30%	34%	41%
£11-25 (£18)	N Count	62	319		246	40			108	89	88
	Column Comparisons	-									
	% within column	24%	22%		23%	17%			23%	20%	19%
£26-50 (£38)	N Count	51	218		172	29			82	52	42
	Column Comparisons	-									
	% within column	10%	10%		13% ↑	3%↓			15% ↑	8%	10%
£50-100 (£75.5)	N Count	22	103		92 †	6↓			54 †	21	21
	Column Comparisons	-			b				b d		
	% within column	3%	3%		4% ↑	0%			7%↑	0%	0%
£101-£200 (£150.5) N Count	6	29		30 †	0			26 ↑	1	1
	Column Comparisons	-			b d				b c d		
	% within column	0%	0%		0%	0%			0%	0%	0%
£200+ (£351.5)	N Count	0	1		1	1			1	0	0
	Column Comparisons	-									
	% within column	1%	1%		1%	2%			1%	1%	0%
Don't know	N Count	2	9		5	4			2	3	0
	Column Comparisons	_									

-						BAN	NER				
~ .	ow much do you	С	3 - Social grade		Fir	nancial wellbein	g	Ethn	icity		tified need/ g condition
-	spent on gaming								NET: All other		
in the last mon	th? [SINGLE]	DE	NET: ABC1	NET: C2DE	Doing well	Getting by	Struggling	White British	Ethnicities	Neurodiversity	Mental Health
Weighted Base	% within column N Count Column Comparisons	242	618	460	239	536	299	841	216	93	55
Unweighted Base	% within column N Count Column Comparisons	213	711	371	277	522	279	844	217	87	56
Column Names	% within column N Count Column Comparisons	d	е	f	a	b	С	a	b	а	b
	% within column	39% ↑	29%	35%	21%↓	33%	35%	31%	32%		
£1-10 (£5)	N Count	94 ↑	178	159	51↓	177	106	263	68		
, ,	Column Comparisons	а	-	-		a	a				
	% within column	29%	32%	34%	28%	34%	35%	34%	30%		
£11-25 (£18)	N Count	70	197	159	68	183	104	284	65		
	Column Comparisons		-	-							
	% within column	24%	22%	22%	24%	22%	20%	21%	26%		
£26-50 (£38)	N Count	59	134	101	58	117	61	173	56		
, ,	Column Comparisons		-	_							
	% within column	5%↓	12%	7%	18% ↑	9%	6%↓	11%	8%		
£50-100 (£75.5)	N Count	12↓	76	33	44 ↑	47	18↓		18		
	Column Comparisons		_	-	bс						
	% within column	1%	4%↑	1%↓	8%↑	1%↓	2%	3%	2%		
£101-£200 (£150.5		2	27 †	3↓	18 †	7↓	5	24	5		
	Column Comparisons	_	-	_	b c		_		_		
	% within column	0%	0%	0%	0%	0%	0%	0%	0%		
£200+ (£351.5)	N Count	0	1	0	1	1	0	1	1		
	Column Comparisons	•	-	-	_	_	· ·	_	_		
	% within column	2%	1%	1%	0%	1%	1%	1%	2%		
Don't know	N Count	5	5	5	0	5	4	6	3		
	Column Comparisons	3	-	-	J	3	•	J	3		

						BAN	INER				
65 D. III.I		Child ident impacting	ified need/ condition	Disability/ Cond	dition in HH		ealth Care Plan ICP)	Bene	efits	Parental	Controls
	ow much do you spent on gaming	NET: Identified need/	NET: No identified need				Don't have an	NET: House- hold receives		NET: Has Parental	
in the last mon	th? [SINGLE]	condition	/ condition	NET: Yes	No	Has an EHCP	EHCP	Benefits	No Benefits	Controls	No Controls
	% within column	264	796	136	376	100	978	493	539	992	83
Weighted Base	N Count										
	Column Comparisons										
	% within column	259	804	138	389	103	979	487	553	993	87
Unweighted Base	N Count										
	Column Comparisons										
	% within column	С	d	a	b	a	b	a	b	a	b
Column Names	N Count										
	Column Comparisons										
	% within column	27%	33%	22%	29%	21%	32%	27%↓	35%	31%	
£1-10 (£5)	N Count	72	260	29	110	20	317	131↓	187	306	
	Column Comparisons	-					a		а		
	% within column	31%	34%	31%	35%	34%	33%	33%	34%	33%	
£11-25 (£18)	N Count	82	268	42	131	34	322	161	181	328	
	Column Comparisons	-									
	% within column	22%	21%	27%	24%	20%	22%	24%	21%	22%	
£26-50 (£38)	N Count	59	170	36	90	20	216	116	111	220	
	Column Comparisons	-									
	% within column	11%	10%	11%	11%	15%	10%	12%	8%	10%	
£50-100 (£75.5)	N Count	30	78	15	40	15	94	61	45	102	
	Column Comparisons	-						b			
	% within column	6%↑		8% ↑	1%↓			4% ↑	2%	3%	
£101-£200 (£150.5		16 ↑	13↓	11↑	5↓	10 †	20↓	21 ↑	9	27	
	Column Comparisons	-		b		b		b			
	% within column	0%	0%	1%	0%	1%	0%	0%	0%	0%	
£200+ (£351.5)	N Count	1	1	1	0	1	1	0	1	1	
	Column Comparisons	-									
	% within column	1%	1%	1%	0%	0%	1%	1%	1%	1%	
Don't know	N Count	4	6	1	0	0	10	3	4	8	
	Column Comparisons	-									

						BANN	NER				
CE Davishlish		Р	arental Concer	n		Time Spe	ent Online (Wee	kday)		Time Spent Onl	ine (Weekend)
• .	ow much do you			NET: Modera-							
•	spent on gaming		A little	tely/ Very							
in the last mon	•	Not Concerned	Concerned	Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs	6+ hrs	NET: 5+ Hours	0 - 2hrs	3 - 4hrs
	% within column	376	331	367	309	524	176	66	241	94	365
Weighted Base	N Count										
	Column Comparisons										
	% within column	352	338	389	307	521	181	69	250	92	367
Unweighted Base	N Count										
	Column Comparisons										
	% within column	a	b	С	a	b	С	d	e	a	b
Column Names	N Count										
	Column Comparisons										
	% within column	44% ↑	26%	23%↓	43% ↑	29%	24%		22%↓		36%
£1-10 (£5)	N Count	166 ↑	86	84↓	134 ↑	150	42		52↓		130
	Column Comparisons	b c			b c d				-		С
	% within column	36%	35%	29%	34%	37%	28%		24%↓		33%
£11-25 (£18)	N Count	134	115	107	104	193	49		59↓		120
	Column Comparisons				d	d			-		
	% within column	15%↓	24%	27% ↑	16%↓	23%	24%		27%		21%
£26-50 (£38)	N Count	56↓	81	97 †	50↓	120	43		65		77
	Column Comparisons		a	a					-		
	% within column	4%↓	12%	15% ↑	5%↓	10%	15% ↑		17%↑		8%
£50-100 (£75.5)	N Count	15↓	39	54 ↑	14↓	53	27 ↑		42↑		28
	Column Comparisons		a	a		a	a		-		
	% within column	0%↓	2%	6% ↑	1%	1%↓	8%↑		9%↑		2%
£101-£200 (£150.5) N Count	2↓	8	21 ↑	4	6 ↓	13↑		21🕇		7
	Column Comparisons		a	a b			a b		-		
	% within column	0%	0%	0%	0%	0%	0%		0%		0%
£200+ (£351.5)	N Count	1	1	0	0	1	0		1		0
	Column Comparisons								-		
	% within column	1%	1%	1%	2%	0%	1%		1%		1%
Don't know	N Count	4	2	4	5	2	1		1		3
	Column Comparisons								-		

						BAN	INER				
		Time Sp	ent Online (Wo	eekend)			Spent Money			SM purchase	e category
	ow much do you spent on gaming th? [SINGLE]	5 - 6hrs	Over 6 hrs	NET: 5+ Hours	Bought something on either Social Media, or while gaming	Bought something on social media	Bought something while Gaming	Bought something from both	Not bought from either	Product	Activity
	% within column	326	288	614	1078	590	1078	590	0	306	135
Weighted Base	N Count										
	Column Comparisons										
	% within column	334	284	618	1082	619	1082	619	0	323	147
Unweighted Base	N Count										
	Column Comparisons % within column		٠		_	.	_			_	la la
Column Names	% Within Column N Count	С	d	е	а	b	С	d	е	a	b
Column Names	Column Comparisons										
	% within column	22%↓	32%	27%↓	31%	23%↓	31%	23%↓		23%	18%
£1-10 (£5)	N Count	73↓	92	164↓	337	139↓	337	139↓		69	24
(,	Column Comparisons		С	-	-	-	-	-			
	% within column	36%	32%	34%	33%	30%	33%	30%		30%	27%
£11-25 (£18)	N Count	118	91	209	356	176	356	176		92	37
	Column Comparisons			-	-	-	-	-			
	% within column	24%	23%	23%	22%	27%↑		27%↑		27%	29%
£26-50 (£38)	N Count	78	65	143	235	156 ↑	235	156 ↑		83	39
	Column Comparisons			-	-	-	-	-			
	% within column	12%	11%	11%	10%	15%↑		15% 🕇		14%	19%
£50-100 (£75.5)	N Count	40	30	70	109	88 ↑	109	881		44	25
	Column Comparisons	***	201	-	-	-	-	-		=0/	00/
C101 C200 /C1E0 E	% within column	4%	3%	3%	3%	5%↑		5%↑		5%	8%
£101-£200 (£150.5	Column Comparisons	12	8	20	30	27 ↑	30	27 ↑		16	10
	% within column	0%	1%	- 0%	- 0%	- 0%	- 0%	- 0%		0%	0%
£200+ (£351.5)	N Count	0%	176	1	1	1	1	1		1	0%
2200. (2331.3)	Column Comparisons	J	_	-	-	-	-	-		•	0

						BANI	NER				
		SM purchas	e category		Feelings abou	t SM purchase			Gaming	g Method	
· .	ow much do you spent on gaming th? [SINGLE]	Subscription/ Upgrade	NET: Gift	Regret things I buy online	What I buy is good value	I spend more than I should	I like the feeling	Games console or games player	Desktop computer, laptop or netbook	Mobile phone or smartphone	Tablet
Weighted Base	% within column N Count Column Comparisons	193	145	274	441	330	451	733	331	687	379
Unweighted Base	% within column N Count Column Comparisons	205	158	290	466	354	479	732	345	693	381
Column Names	% within column N Count Column Comparisons	С	d	a	b	С	d	а	b	С	d
£1-10 (£5)	% within column N Count Column Comparisons	20% 38	12% ↓ 18 ↓		23%↓ 103↓		23%↓ 102↓		29% 95	33% 229 b	30% 115
£11-25 (£18)	% within column N Count Column Comparisons	25% 48	23% 34	23%↓ 64↓	29% 128	28% 91	28%↓ 126↓		27% 91	33% 228	35% 133
£26-50 (£38)	% within column N Count Column Comparisons	28% 54	32% 47	34% ↑ 92 ↑ c	27% ↑ 117 ↑		28% † 127 †		24% 79	20% 138	20% 76
£50-100 (£75.5)	% within column N Count Column Comparisons	19% 37	20% 29	20% ↑ 56 ↑	15% ↑ 68 ↑		16% ↑ 73 ↑		14%1 471		10% 36
£101-£200 (£150.5	% within column) N Count Column Comparisons	8% 14	11% ↑ 16 ↑		5% ↑ 22 ↑		4% † 20 †		4% 14	3% 19	3% 13
£200+ (£351.5)	% within column N Count Column Comparisons	0% 1	0% 1	0% 0	0% 1	0% 1	0% 1	0% 1	0% 1	0% 1	0% 1

Part 8 of 22

						BAN	INER				
05 D 11 I		Gaming Method					Gaming Type				
	ow much do you					Playing against	Playing against				
-	spent on gaming	NET: Any	Puzzles or	Action/		one other	multiple	Creative and	Playing in a	Simulation	Fitness and
in the last mon	th? [SINGLE]	Gaming	quizzes	adventure	Shooters	person	people/ teams	building games	virtual worlds	experience	dance
	% within column	1078	287	416	361	253	517	575	318	163	162
Weighted Base	N Count										
	Column Comparisons										
	% within column	1082	297	431	379	264	518	556	332	174	168
Unweighted Base	N Count										
	Column Comparisons										
	% within column	е	а	b	С	d	e	f	g	h	i
Column Names	N Count										
	Column Comparisons										
	% within column	31%	30%	27%	24%↓	25%	29%	38% ↑	26%	23%	32%
£1-10 (£5)	N Count	337	87	111	86↓	63	150	218 ↑	82	37	51
	Column Comparisons	-						bcdeghjk			b c k
	% within column	33%	31%	32%	33%	26%↓	36%	32%	31%	32%	22%↓
£11-25 (£18)	N Count	356	90	133	120	65↓	184	182	100	52	36↓
	Column Comparisons	-									
	% within column	22%	24%	23%	25%	26%	23%	20%	23%	25%	26%
£26-50 (£38)	N Count	235	68	97	90	66	117	115	74	41	41
	Column Comparisons	-									
	% within column	10%	11%	14%↑	15% ↑	19% 1	10%	6%↓	15% ↑	16% ↑	15%
£50-100 (£75.5)	N Count	109	33	57 ↑	55 ↑	47 1	51	37↓	47 †	26 ↑	24
	Column Comparisons	-	f	f	e f	a e f j l	f		f	f	f
	% within column	3%	3%	3%	3%	5% 1	2%	3%	3%	4%	6% ↑
£101-£200 (£150.5) N Count	30	8	14	9	13 1	12	17	8	7	10 ↑
	Column Comparisons	-									
	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
£200+ (£351.5)	N Count	1	0	1	1	0	1	1	1	1	0
	Column Comparisons	-									

Part 9 of 22

						BAN	NER				
			Gaming	Туре		Gaming Fr	equency		Gaming Pu	rchase Type	
	ow much do you spent on gaming th? [SINGLE]	Sports	Interactive stories	Makeovers	NET: Playing against other people	NET: Daily	Weekly	NET: Character, skins, weapons, armour, tools	NET: Game expansion	Loot boxes/ packs/ chests/ bundles	In-game money
Weighted Base	% within column N Count Column Comparisons	436	131	130	633	900	162	535	237	151	447
Unweighted Base	% within column N Count Column Comparisons	451	141	137	638	898	169	549	250	158	428
Column Names	% within column N Count Column Comparisons	j	k	I	m	а	b	а	b	С	d
£1-10 (£5)	% within column N Count Column Comparisons	24%↓ 106↓	17%↓ 22↓	31% 40 k	28% 180	31% 282	33% 53	29% 157 b h	18%↓ 42↓		38%1 1701 abcefgh
£11-25 (£18)	% within column N Count Column Comparisons	35% 151	34% 44	23% 30	33% 212 -	34% 307	28% 46	31% 168	25%↓ 60↓		33% 146
£26-50 (£38)	% within column N Count Column Comparisons	25% 110	26% 34	27% 34	24% 151 -	21% 189	23% 37	23% 123	28% 1 67 1 d		18% 80
£50-100 (£75.5)	% within column N Count Column Comparisons	12% 51 f	15% 20 f	10% 13	11% 70 -	10% 86	12% 20	11% 58	19% † 46 † a d f	29 † a d	8% 37
£101-£200 (£150.5	% within column) N Count Column Comparisons % within column	3% 13 0%	7% † 10 † cg 0%	8% † 11 † acefgj		3% 26 0%	3% 5 0%	4% 21 d 0%	8% † 18 † c d 1% †	7	2% 9
£200+ (£351.5)	N Count Column Comparisons	0% 1	0%	0%	0% 1 -	1	0%	0% 1	1% I 1 †		0% 1

Part 10 of 22

_						BAN	NER				
			Gaming Pur	chase Type		_		Feelings about Ga	ming Purchase		
• .	ow much do you spent on gaming th? [SINGLE]	A standard version of the game	A subscription	Early access to a game	Battle Pass	Regret things I buy online	What I buy is good value	I spend more than I should	I like the feeling	It's unfair that people who spend more, get further in games	It's not always clear what I'm going to get for my money in games
Weighted Base	% within column N Count Column Comparisons	147	302	122	205	346	772	445	720	715	449
Unweighted Base	% within column N Count Column Comparisons	154	320	133	211	356	777	454	734	710	459
Column Names	% within column N Count Column Comparisons	e	f	g	h	a	b	С	d	е	f
£1-10 (£5)	% within column N Count Column Comparisons	16%↓ 23↓		17%↓ 20↓	15%\ 31\		32% 245 a c f	18%↓ 82↓	30% 214 a c	32% 228 a c f	23%↓ 105↓ c
£11-25 (£18)	% within column N Count Column Comparisons	26% 39	34% 102	20%↓ 25↓	34% 71	28% 97	32% 247	30% 135	31% 225	34% 245	31% 141
£26-50 (£38)	% within column N Count Column Comparisons	34% ↑ 50 ↑ d		29% 35 d	27% 55	28% ↑ 97 ↑ b e		29% ↑ 128 ↑ b e	23% 165 e	20% 141	25% 111 e
£50-100 (£75.5)	% within column N Count Column Comparisons	16% ↑ 24 ↑ d		26%↑ 32↑ a d f	17%1 361 d			16% ↑ 69 ↑ e	12% ↑ 87 ↑		15% ↑ 68 ↑
£101-£200 (£150.5	% within column) N Count Column Comparisons	5% 8	4% 13 d	7% ↑ 9 ↑ d	5% 10 d	5% ↑ 17 ↑		6% † 26 † b d e f	3% 22	3% 23	4% 19
£200+ (£351.5)	% within column N Count Column Comparisons	0% 1	0% 1	1% 1	0% 1	0% 1	0% 1	0% 1	0% 1	0% 0	0% 1

		u much do vou											
	how much do you re spent on gaming		Gender of child respondent Age of child respondent Age of child respondent							Age and gender of child respondent			
in the last mo	onth? [SINGLE]	Total	Male	Female	8-9	10-12	13-15	16-17	NET: 8-12	NET: 13-17	Male 8-9		
	% within column	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%		
Don't know	N Count	10	5	5	2	5	2	1	7	3	1		
	Column Comparisons	-							-	-			
	% within column	13%	14%	12%	16%	9%	13%	15%	12%	14%	19%		
NET: £50-£200	N Count	139	89	49	31	31	48	28	62	76	21		
	Column Comparisons	-							-	-			
Mean		28.1	29.3	26.2	28.7	24.4↓	29.9	30.7	25.9↓	30.2 1	32.0		

Part 12 of 22

					BAN	NER				_
G5 - Roughly how much do you				А	ge and gender of	f child responde	ent			
think you have spent on gaming									NET: Female 8- N	NET: Male 13-
in the last month? [SINGLE]	Female 8-9	Male 10-12	Female 10-12	Male 13-15	Female 13-15	Male 16-17	Female 16-17 N	NET: Male 8-12	12	17
		1%	2%	1%	1%	0%		1%	2%	0%
Don't know		2	3	1	1	0		3	3	1
		9%	9%	12%	15%	18%		13%	10%	14%
NET: £50-£200		19	13	27	21	22		40	22	49
Mean	23.9	24.4	24.3	31.3	27.8	31.2	27.9	- 27.2	24.2↓	- 31.3 ↑

Part 13 of 22

			BANNER								
G5 - Roughly how much do you think you have spent on gaming		Age and gender of child respondent	l Urban/ Rural		Working status				D3 - Social grade		
		NET: Female						NET: Not work-			
in the last month? [SINGLE]		13-17	NET: Urban	Rural	Full time	Part time	Student	ing/ retired	AB	C1	C2
Don't know	% within column	1%	1%		1%	2%			1%	1%	0%
	N Count	2	9		5	4			2	3	0
	Column Comparisons	-									
NET: £50-£200	% within column	13%	13%		17% ↑	3%↓			22% ↑	9%	10%
	N Count	27	132		122 †	6↓			80 †	23	22
	Column Comparisons	-			b d				b c d		
Mean		28.0	28.5	23.5	32.2 ↑	17.7↓	23.1	21.2↓	39.1 †	22.4↓	24.1↓

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17 AND Children who game AND who have bought something via gaming; Weight: Based on Nat Rep Sample; effective sample size = 1029 (95%); Blank cells have a sample size that is smaller than 100.; Blank cells have a sample size that is smaller than 100.

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

						BANI	NER				
• .	how much do you	[3 - Social grade		Fir	nancial wellbeing	3	Ethr	nicity		tified need/ g condition
think you hav	e spent on gaming								NET: All other		
in the last mo	nth? [SINGLE]	DE	NET: ABC1	NET: C2DE	Doing well	Getting by	Struggling	White British	Ethnicities	Neurodiversity	Mental Health
	% within column	2%	1%	1%	0%	1%	1%	1%	2%		
Don't know	N Count	5	5	5	0	5	4	6	3		
	Column Comparisons		-	-							
	% within column	6%↓	17%↑	8%↓	26%↑	10%↓	8%↓	14%	11%		
NET: £50-£200	N Count	14↓	103↑	36↓	62 †	53↓	23↓	114	23		
	Column Comparisons		-	-	bс						
Mean		21.5↓	32.1 †	22.7↓	41.7 †	25.0↓	23.0↓	28.1	27.7	24.1	36.9

						BAN	INER				
CF Downhia	h a waaa da aaa .	Child ident impacting	•	Disability/ Cond	ition in HH		ealth Care Plan ICP)	Ben	efits	Parental	Controls
think you hav	how much do you re spent on gaming onth? [SINGLE]	NET: Identified need/condition	NET: No identified need / condition	NET: Yes	No	Has an EHCP	Don't have an EHCP	NET: House- hold receives Benefits	No Benefits	NET: Has Parental Controls	No Controls
	% within column	1%	1%	1%	0%	0%	1%	1%	1%	1%	
Don't know	N Count	4	6	1	0	0	10	3	4	8	
	Column Comparisons	-									
	% within column	17%	11%	20%	12%	25% 1	12%↓	16%↑	10%↓	13%	
NET: £50-£200	N Count	46	91	27	46	25 1	114↓	81 †	54↓	129	
	Column Comparisons	-		b		b		b			
Mean		34.1 †	25.9↓	39.8 ↑	27.0↓	43.9 1	26.5↓	31.7 †	25.5↓	28.3	25.5

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17 AND Children who game AND who have bought something via gaming; Weight: Based on Nat Rep Sample; effective sample size = 1029 (95%); Blank cells have a sample size that is smaller than 100.

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

						BANI	NER				
CE Davishiri		P	arental Conceri	า		Time Sp	ent Online (Wee	kday)		Time Spent Onl	line (Weekend)
.	now much do you e spent on gaming		A little	NET: Modera- tely/ Very							
in the last mo	nth? [SINGLE]	Not Concerned	Concerned	Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs	6+ hrs	NET: 5+ Hours	0 - 2hrs	3 - 4hrs
	% within column	1%	1%	1%	2%	0%	1%		1%		1%
Don't know	N Count	4	2	4	5	2	1		1		3
	Column Comparisons								-		
	% within column	4%↓	14%	20% 🕇	6%↓	11%	23% ↑		26% ↑		10%
NET: £50-£200	N Count	16↓	46	75 ↑	17↓	59	40 ↑		63 ↑		35
	Column Comparisons		а	a b		а	a b		-		
Mean		18.5↓	29.9	36.1 †	19.4↓	26.5	38.5 ↑	54.41	42.8↑	25.6	24.5↓

						BAN	NER				
		Time Sp	ent Online (W	eekend)			Spent Money			SM purchas	e category
.	now much do you e spent on gaming nth? [SINGLE]	5 - 6hrs	Over 6 hrs	NET: 5+ Hours	Bought something on either Social Media, or while gaming	Bought something on social media	Bought something while Gaming	Bought something from both	Not bought from either	Product	Activity
	% within column	2%	0%	1%	1%	1%	1%	1%		1%	0%
Don't know	N Count	5	0	5	10	4	10	4		2	0
	Column Comparisons			-	-	-	-	-			
	% within column	16%	13%	15%	13%	19%↑	13%	19% ↑		19%	26%
NET: £50-£200	N Count	52	38	90	139	115 ↑	139	115 ↑		60	35
	Column Comparisons			-	-	-	-	-			
Mean		31.6 ↑	29.7	30.7 †	28.1	35.2 ↑	28.1	35.2 ↑		36.3	42.3 ↑

						BANI	NER				
		SM purchase	category		Feelings abou	t SM purchase			Gaming	Method	
0 ,	now much do you e spent on gaming nth? [SINGLE]	Subscription/ Upgrade	NET: Gift	Regret things I buy online	What I buy is good value	I spend more than I should	I like the feeling	Games console or games player	Desktop computer, laptop or netbook	Mobile phone or smartphone	Tablet
	% within column	0%	1%	0%	0%	1%	1%	1%	2%	1%	1%
Don't know	N Count	1	1	1	2	3	4	4	5	4	5
	Column Comparisons										
	% within column	27% ↑	31% ↑	27% ↑	21%↑	26% ↑	20% †	13%	18% 1	13%	13%
NET: £50-£200	N Count	51 †	45 †	74↑	901	85 †	92 1	93	61 1	87	49
	Column Comparisons					b d			a c d		
Mean		43.1 ↑	50.4 †	43.0 †	36.4 †	41.0 †	36.1 1	28.3	33.4 1	27.3	28.5

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17 AND Children who game AND who have bought something via gaming; Weight: Based on Nat Rep Sample; effective sample size = 1029 (95%); Blank cells have a sample size that is smaller than 100.; Blank cells have a sample size that is smaller than 100.

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

						BAN	INER				
CE Davidhol	harranah da rar	Gaming Method					Gaming Type				
• .	how much do you					Playing against	Playing against				
-	e spent on gaming	NET: Any	Puzzles or	Action/		one other	multiple	Creative and	Playing in a	Simulation	Fitness and
in the last mo	nth? [SINGLE]	Gaming	quizzes	adventure	Shooters	person	people/ teams	building games	virtual worlds	experience	dance
	% within column	1%	0%	1%	0%	0%	0%	1%	2%	0%	0%
Don't know	N Count	10	1	2	0	0	2	5	6	0	0
	Column Comparisons	-									
	% within column	13%	14%	17% ↑	18%↑	24% †	12%	9%↓	17%↑	20%↑	21% 🕇
NET: £50-£200	N Count	139	41	71 †	64 ↑	60 1	63	54↓	56 †	33 †	34 ↑
	Column Comparisons	-	f	e f	e f	aefj			f	f	f
Mean		28.1	29.1	32.0 ↑	32.7 ↑	37.2 †	27.9	25.0↓	32.5 ↑	36.2 ↑	35.5 ↑

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17 AND Children who game AND who have bought something via gaming; Weight: Based on Nat Rep Sample; effective sample size = 1029 (95%); Blank cells have a sample size that is smaller than 100.; Blank cells have a sample size that is smaller than 100.

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

						BANI	NER				
			Gaming	g Туре		Gaming Fr	equency		Gaming Pu	rchase Type	
• •	now much do you e spent on gaming nth? [SINGLE]	Sports	Interactive stories	Makeovers	NET: Playing against other people	NET: Daily	Weekly	NET: Charac- ter, skins, weapons, armour, tools	NET: Game expansion	Loot boxes/ packs/ chests/ bundles	In-game money
	% within column	1%	1%	1%	0%	1%	0%	1%	1%	0%	1%
Don't know	N Count Column Comparisons	4	1	1	2	9	1	6	1	0	4
	% within column	15%	22% ↑	19%	14%	12%	15%	15%	27% †	24%↑	10%
NET: £50-£200	N Count	64	29 ↑	24	87	112	24	79	65 1	36 ↑	47
	Column Comparisons	f	f	f	-			d	a d f	d	
Mean		30.9 †	39.1 †	36.2 †	29.4	27.8	29.0	30.9 ↑	44.8 1	40.5 †	24.5↓

						BAN	INER				
			Gaming Pur	chase Type		_		Feelings about Ga	aming Purchase	9	
.	now much do you e spent on gaming nth? [SINGLE]	A standard version of the game	A subscription	Early access to	Battle Pass	Regret things I	What I buy is good value	I spend more than I should	I like the feeling	It's unfair that people who spend more, get further in games	It's not always clear what I'm going to get for my money in games
iii tiic iast iiis	% within column	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Don't know	N Count	1/0	1/0	1/0	2	3	6	3	6	6	-
DOIL KILOW	Column Comparisons	2	2	1	2	3	O	3	U	Ü	5
	% within column	22% †	17%↑	33% ↑	22%1	21%†	14%	21% ↑	15% ↑	13%	19% ↑
NET: £50-£200	N Count	32 1	52 †	40 ↑	46 1	72 †	110	95 ↑	108 ↑	96	87 ↑
	Column Comparisons	d	d	a d e f	d	е		b d e			e
Mean		40.7 †	34.1 †	47.6 †	39.1 1	36.9 †	28.7	39.1 ↑	30.2 †	27.7	35.0 †

		-	Using my de- bit car- d / prepay card (I		my de- bit car- d / prepay card (my card details were	these for me / I use- d my paren- t's car- d (the- ir card details were	her / sister / frien- d(s) bought these for me / I use- d my brot- her / sister / frien- d's car-	friend(s) bought these for me / I used d my brother/ sister/ friend's card d (the-				NET:
G5 - Roughly he	ow much do you		red my	gift ca-	on the	on the	red th-		else			Some-
• .	spent on gaming	eir car-		rd or					bought	Don't	NET.	one
in the last mon		ils)	detai- ls)	vouc- her	alrea- dy)	dy)	d deta- ils)	dy)	for me	Don't know	NET: Any	else paid
Weighted Base	% within column N Count Column Comparisons	425	257	221	135	200	74	45	15	5	1073	666
Unweighted Base	% within column N Count Column Comparisons	419	269	222	138	208	76	50	15	4	1078	663
Column Names	% within column N Count Column Comparisons	а	b	С	d	е	f	g	h	i	j	k
£1-10 (£5)	% within column N Count Column Comparisons	33% 142 f	30% 77	30% 66	20%↓ 28↓	25% 50					31% 334 -	29% 196 -

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17 AND Children who game AND who have bought something via gaming; Weight: Based on Nat Rep Sample; effective sample size = 1021 (94%); Blank cells have a sample size that is smaller than 100.; Blank cells have a sample size that is smaller than 100. Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, Pasttl with w, x, y, z (p <= 0.05)

G6 - How did	vou last pa	v for you	r spending	whilst g	aming? [M	ULTI]
	,	, ,			, D. L	

My

								,				
								brot-				
							Му	her/				
							brot-	sister /				
							her/	frien-				
							sister /	٠,				
						Му		bought				
						paren-	d(s)	these				
		My				t(s)	_	for me				
		paren-				_	these					
		t(s)			_		for me	•				
		bought			-		/ I use-					
		these				/ I use-		her/				
		for me			d /	d my	brot-					
		/ I use-	_			•	her/					
		-	my de-				sister /					
		t's car-	bit car-		(my card		frien- d's car-					
		d (I/	prepay			details		details				
		they	card (I		were	were	they	were	Some-			
		ente-		Hsing a	saved		ente-	saved	one			NET:
				_	on the				else			Some
65 - Roughly h	ow much do you	eir car-		_					bought			one
hink you have	spent on gaming		detai-	vouc-	alrea-				these	Don't	NET:	else
n the last mor	nth? [SINGLE]	ils)	ls)	her	dy)	dy)	ils)	dy)	for me		Any	paid
	% within column	32%	34%	35%	30%	28%					33%	31%
11-25 (£18)	N Count	134	87	76	40	56					354	207
(,	Column Comparisons		0.								-	-
	% within column	20%	18%	23%	29%	26%					22%	23%
26-50 (£38)	N Count	87	47	51	39	52					235	154
20 30 (130)	Column Comparisons	07	٦,	31	33	32					-	-
	% within column	100/	110/	00/	160/	1 = 0/ 🛧						
CEO 100 (CZC C)	N Count	10% 43	11%	8% 17	16%	15%↑					10%	12%
250-100 (£75.5)		43	27	1/	21	30 †					108	78
	Column Comparisons	•••	- 0/4	***	C	C					-	-
	% within column	4%	7%↑	4%	4%	6%1					3%	3%
£101-£200 (£150.5	•	15	17 †	9	6	11↑					30	22
	Column Comparisons										-	-

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		G6 - H	low di	d you l	ast pa	y for y	our sp	ending	g whils	t gami	ng? [N	/IULTI
								Му				
								brot-				
							Му	her/				
								sister /				
							her/	frien-				
							sister /	` '				
						Му		bought				
		My				paren- t(s)	٠,	these for me				
		paren-				. ,	these					
		t(s)			Using	_	for me	-				
		bought			_		/ I use-	•				
		these			-	/ I use-		her/				
		for me			d/	d my	brot-	sister/				
		/ I use-	Using		prepay	paren-	her/	frien-				
			my de-		card		sister /					
			bit car-		(my		frien-					
		t's car-	•		card		d's car-					
		d (I/	prepay	,			d (I/	details	C			
		they	•	Heinga	were	were	they	were saved	Some-			NET:
				Using a gift ca-					one else			Some-
G5 - Roughly h	low much do you	eir car-	-	_					bought			one
think you have	e spent on gaming			vouc-			d deta-		J	Don't	NET:	else
in the last mor	nth? [SINGLE]	ils)	ls)	her	dy)	dy)	ils)	dy)	for me	know	Any	paid
	% within column	0%	0%	0%	0%	0%					0%	0%
£200+ (£351.5)	N Count	1	1	0	0	1					1	1
	Column Comparisons										-	-
	% within column	1%	0%	1%	1%	0%					1%	1%
Don't know	N Count	3	1	1	1	1					10	6
	Column Comparisons										-	-
	% within column	14%	17%	12%	20% 🕇	21% 🕇					13%	15%1
NET: £50-£200	N Count	58	44	26	27 †	41 †					138	1011
	Column Comparisons					С					-	-
Mean		28.8	33.5 †	28.5	35.6 †	37.2 †	54.8 †	60.2 †	28.3	19.8	28.1	30.21

G2 - Which of the following types of games do you play? [MULTI]

Action/ adventure Playing in a (Super Mario Playing against Odyssey, virtual world Playing against Creative and multiple (e.g. Animal one other Legend of Sports (e.g. Puzzles or building people/teams Zelda: Breath FIFA, EA quizzes (e.g. Crossing, Shooters (e.g. person (e.g. Fitness and G5 - Roughly how much do you games (e.g. (e.g. Fortnite, of the Wild, Sports FC, Trivia 360, World of Star Wars: Words with dance (e.g. Wii Makeovers think you have spent on gaming Roblox. Fall Guys, Subway NBA, Rocket Sudoku, Candy Warcraft. Battlefront. Friends. Fit, Just Dance (e.g. Glamm'd, in the last month? [SINGLE] Minecraft) Among Us) Surfer) League) Crush) Call of Duty) Online chess) Homescapes) Sims) etc.) % within column 436 287 318 253 162 575 517 416 361 130 Weighted Base N Count Column Comparisons % within column 556 518 431 451 297 332 379 264 168 137 N Count **Unweighted Base** Column Comparisons % within column а С d e h Column Names N Count Column Comparisons % within column 38% 29% 27% 24%↓ 30% 26% 24%↓ 25% 32% 31% 2181 106↓ 87 86↓ 51 £1-10 (£5) N Count 150 111 82 63 40 **Column Comparisons** bcdfghkl cgl % within column 32% 36% 32% 35% 31% 31% 33% 26%↓ 22%↓ 23% 65↓ £11-25 (£18) N Count 182 184 133 151 90 100 120 36↓ 30 Column Comparisons % within column 20% 23% 23% 25% 24% 23% 25% 26% 26% 27% £26-50 (£38) N Count 115 117 97 110 68 74 90 66 41 34 **Column Comparisons** % within column 6%↓ 10% 14%[†] 12% 11% 15%**†** 15%**†** 19%[†] 15% 10% 37↓ 51 57**†** 51 33 47**↑** 55**†** 47**†** 24 13 £50-100 (£75.5) N Count Column Comparisons а а a b abdej а а а % within column 3% 3% 2% 3% 3% 3% 3% 5%**†** 6%**†** 8%1 £101-£200 (£150.5) N Count 17 12 14 13 8 8 9 13**†** 101 11**†** Column Comparisons abdefg

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17 AND Children who game AND who have bought something via gaming; Weight: Based on Nat Rep Sample; effective sample size = 1025 (95%); Blank cells have a sample size that is smaller than 100.; Blank cells have a sample size that is smaller than 100.

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

		G2 - Wh	ich of the fo	llowing type:	s of games d	lo you play?	[MULTI]
	ow much do you spent on gaming th? [SINGLE]	Simulation experience (e.g. flying a plane)	Interactive stories (e.g. Episode, Chapters)	Other type of games	Don't know	NET: Playing against other people / competitive	NET: Any
	% within column	163	131	4	0	633	1078
Weighted Base	N Count						
	Column Comparisons						
	% within column	174	141	4	0	638	1082
Unweighted Base	N Count						
	Column Comparisons						
	% within column	k	1	m	n	0	р
Column Names	N Count						
	Column Comparisons						
	% within column	23%	17%↓			28%	31%
£1-10 (£5)	N Count	37	22↓			180	337
	Column Comparisons					-	-
	% within column	32%	34%			33%	33%
£11-25 (£18)	N Count	52	44			212	356
	Column Comparisons					-	-
	% within column	25%	26%			24%	22%
£26-50 (£38)	N Count	41	34			151	235
	Column Comparisons					-	-
	% within column	16%↑	15%			11%	10%
£50-100 (£75.5)	N Count	26 ↑	20			70	109
	Column Comparisons	a	a			-	-
	% within column	4%	7%↑			3%	3%
£101-£200 (£150.5) N Count	7	10 ↑			17	30
	Column Comparisons		f g			-	

G2 - Which of the following types of games do you play? [MULTI]

Action/ adventure Playing in a (Super Mario Playing against Odyssey, virtual world Playing against Creative and multiple Legend of (e.g. Animal one other Sports (e.g. Puzzles or building people/teams Zelda: Breath FIFA, EA quizzes (e.g. Crossing, Shooters (e.g. person (e.g. Fitness and G5 - Roughly how much do you games (e.g. (e.g. Fortnite, of the Wild, Sports FC, Trivia 360, World of Star Wars: Words with dance (e.g. Wii Makeovers think you have spent on gaming Roblox, Fall Guys, Subway NBA, Rocket Sudoku, Candy Warcraft, Battlefront. Friends, Fit, Just Dance (e.g. Glamm'd, in the last month? [SINGLE] Minecraft) Among Us) Surfer) League) Crush) Call of Duty) Online chess) Homescapes) Sims) etc.) % within column 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 1 1 1 1 0 1 1 0 0 0 £200+ (£351.5) N Count Column Comparisons % within column 1% 0% 1% 1% 0% 2% 0% 0% 0% 1% Don't know N Count 5 2 2 4 1 6 0 0 0 1 Column Comparisons % within column 9%↓ 12% 17%**†** 14% 17%**†** 18%**†** 21% 19% 15% 24% 1 NET: £50-£200 N Count 54↓ 63 711 64 41 56**†** 64**†** 60**†** 34**†** 24 Column Comparisons a b a b a b d e а а а а а 25.0↓ 27.9 32.01 30.91 29.1 32.5**†** 32.7**†** 37.2↑ 35.5↑ 36.2[†] Mean

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Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

		G2 - Wh	ich of the fo	llowing type:	s of games o	do you play? [MULTI]
.	now much do you e spent on gaming nth? [SINGLE]	Simulation experience (e.g. flying a plane)	Interactive stories (e.g. Episode, Chapters)	Other type of games	Don't know	NET: Playing against other people / competitive	NET: Any
	% within column	0%	0%			0%	0%
£200+ (£351.5)	N Count	1	0			1	1
	Column Comparisons					-	-
	% within column	0%	1%			0%	1%
Don't know	N Count	0	1			2	10
	Column Comparisons					-	-
	% within column	20%↑	22% ↑			14%	13%
NET: £50-£200	N Count	33 ↑	29 ↑			87	139
	Column Comparisons	a	a			-	-
Mean		36.2↑	39.1 ↑	31.6		29.4	28.1

							E	BANNER	2					
				of child		Age	of child	responde	ent		Age and	gender o	f child res	pondent
G6 - How did you last pay for your spendir	g whilst gaming?								NET: 8-	NET: 13-	Male 8-	Female	Male 10	Female
[MULTI]		Total	Male	Female	8-9	10-12	13-15	16-17	12	17	9	8-9	-12	10-12
	% within column	1078	656	422	190	341	365	182	531	547	113	77	200	141
Weighted Base	N Count													
	Column Comparisons													
	% within column	1082	640	442	192	329	367	194	521	561	114	78	191	138
Unweighted Base	N Count													
	Column Comparisons													
	% within column	а	a	b	а	b	С	d	е	f	a	b	С	d
Column Names	N Count													
	Column Comparisons													
NAL managet (a) have bette and for man (1) wood man	% within column	39%	40%	38%	44%	49% ↑	33%↓	30%↓	47%↑	32%↓	48%		50% †	48%
My parent(s) bought these for me / I used my	N Count	425	263	162	84	167 †	120↓	54↓	251 ↑	174↓	54		99 ↑	68
rent's card (I/ they entered their card details)	Column Comparisons	-			c d	c d			-	-	e h		e f g h	e h
Hairan was dalait annel / munnas annel () antanael was annel	% within column	24%	24%	23%	17%	16%↓	28%	37% ↑	16%↓	31%↑	19%		15%↓	17%
Using my debit card / prepay card (I entered my card	N Count	257	159	98	33	54↓	102	68 †	87↓	170 †	21		31↓	23
details)	Column Comparisons	-					a b	a b c	-	-				
	% within column	21%	22%	19%	28%	19%	20%	16%	22%	19%	27%		17%	22%
Using a gift card or voucher	N Count	221	142	79	53	65	75	28	118	103	30		34	31
	Column Comparisons	-			d				-	-				
	% within column	13%	13%	12%	9%	9%	14%	20%	9%↓	16% †	10%		9%	9%
Using my debit card / prepay card (my card details were saved on the device already)	N Count	135	84	52	18	31	49	37 †	49↓	86 †	11		18	13
were saved on the device already)	Column Comparisons	-						a b	-	-				
My parent(s) bought these for me / I used my	% within column	19%	19%	17%	22%	19%	21%	10%↓	20%	17%	25%		19%	19%
parent's card (their card details were saved on the	N Count	200	127	74	41	66	76	18↓	107	94	28		39	27
device already)	Column Comparisons	-			d	d	d		-	-	g			
My brother / sister / friend(s) bought these for me /	% within column	7%	6%	8%	9%	7%	5%	8%	8%	6%	10%		6%	9%
used my brother / sister / friend's card (I/ they	N Count	74	42	32	17	24	19	14	40	33	11		11	13
entered their card details)	Column Comparisons	-							-	-				
My brother / sister / friend(s) bought these for me /	% within column	4%	4%	4%	5%	3%	5%	5%	4%	5%	6%		3%	4%
used my brother/ sister/ friend's card (their card	N Count	45	26	19	9	11	17	8	19	26	6		6	5
details were saved on the device already)	Column Comparisons	_							_	_				

Part 1 of 18

								BANNER	₹					
				Age and	gender c	of child res	pondent			Urban,	/ Rural	Wo	rking sta	atus
G6 - How did you last pay for your spendir	a whilet gaming?		_			NET:	NET:	NET:	NET:					
	ig willist gailling:			Male 16			Female	Male 13	Female	NET:		-	Part 	6.
[MULTI]		-15	13-15	-17	16-17	12	8-12	-17	13-17	Urban		Full time	time	Student
	% within column	219	146	124	66	313	218	343	209	990	88	732	169	46
Weighted Base	N Count													
	Column Comparisons													
	% within column	211	156	124	82	305	216	335	234	989	93	774	144	46
Unweighted Base	N Count													
	Column Comparisons													
	% within column	е	t	g	h	i	j	k	I	a	b	a	b	С
Column Names	N Count													
	Column Comparisons													
My parent(s) bought these for me / I used my	% within column	31%	35%	33%		49% ↑		32%↓	31%	40%		40%	39%	
rent's card (I/ they entered their card details)	N Count	68	52	41		154 †	97	109↓	66	393		291	66	
,	Column Comparisons							-	-					
Using my debit card / prepay card (I entered my card	% within column	29%	26%	35%↑		17%↓	16%↓	31%	30%	24%		26%	18%	
details)	N Count	64	38	43 ↑		52↓	35↓	107 †	63	239		190	30	
,	Column Comparisons	b c d	С	a b c d		-	-	-	-					
	% within column	26%	13%	18%		20%	25%	23%	13%↓	21%		21%	16%	
Using a gift card or voucher	N Count	56	19	22		64	54	78	27↓	205		151	28	
	Column Comparisons	f				-	-	-	-					
Using my debit card / prepay card (my card details	% within column	14%	13%	19%		9%	9%	16%	17%	13%		13%	13%	
were saved on the device already)	N Count	31	18	23		29	20	55	35	124		96	21	
,	Column Comparisons					-	-	-	-					
My parent(s) bought these for me / I used my	% within column	23%	18%	8%↓		21%	18%	17%	17%	18%		19%	19%	
parent's card (their card details were saved on the	N Count	49	27	10↓		67	40	60	36	179		141	31	
device already)	Column Comparisons	g				-	-	-	-					
My brother / sister / friend(s) bought these for me /	% within column	4%	7%	9%		7%	8%	6%	6%	7%		8%	4%	
used my brother / sister / friend's card (I/ they	N Count	9	10	11		22	18	20	14	72		58	8	
entered their card details)	Column Comparisons					-	-	-	-	b				
My brother / sister / friend(s) bought these for me /	% within column	5%	5%	4%		4%	3%	4%	5%	4%		5%	2%	
used my brother/ sister/ friend's card (their card	N Count	10	7	4		12	7	14	11	44		37	4	
details were saved on the device already)	Column Comparisons					-	-	_	-	b				

								BANNER	2					
		Working status			D3 - Soci	al grade		JAINIVE		ncial wellk	peing	Ethn	icity	Child identified need/ impacting condition
G6 - How did you last pay for your spendi	ng whilst gaming?	NET: Not working / retired	AB	C1	C2	DE	NET: ABC1	NET: C2DE	Doing well	Getting by	Strugg- ling	White B-	NET: All other Ethnic- ities	Neuro
[02]	% within column	109	358	261	217	242	618	460	239	536	299	841	216	93
Weighted Base	N Count Column Comparisons	103	330	201	21,	272	010	400	233	330	233	041	210	33
Unweighted Base	% within column N Count Column Comparisons	99	498	213	158	213	711	371	277	522	279	844	217	87
Column Names	% within column N Count Column Comparisons	d	a	b	С	d	е	f	а	b	С	а	b	a
My parent(s) bought these for me / I used my parent's card (I/ they entered their card details)			38% 135	39% 103	40% 88	41% 99	38% 238 -	41% 187 -	42% 101	38% 204	40% 120	38% 320	45% 98	
Using my debit card / prepay card (I entered my car details)	d		27% 97	24% 61	23% 49	20% 49	26% 159 -	21% 98 -	25% 59	25% 136	20% 60	25% 207	22% 49	
Using a gift card or voucher			20% 72	24% 62	18% 40	19% 47	22% 134	19% 87	21% 51	21% 112	18% 55	20% 171	20% 44	
Using my debit card / prepay card (my card details were saved on the device already)			13% 46	11% 28	14% 31	13% 31	12% 74	13% 61	16% 38	9%↓ 49↓	16% 48	13% 109	12% 25	
were saved on the device already)							_	_	b		b			

Part 3 of 18

								BANNEI	R					
			dentified	•	Disab Conditio	•	Health (ational Care Plan ICP)	Ben	efits	Parental	Controls	Parental	Concern
			NET: Identi- fied ne- ed/	NET: No identi- fied ne- ed/				Don't	NET: House- hold		NET: Has		Not	A little
G6 - How did you last pay for your spend	ing whilst gaming?	Mental	condi-	condi-			Has an		receives	No	Parental	No	Conce-	Conce-
[MULTI]		Health	tion	tion	NET: Yes	No	EHCP	EHCP	Benefits	Benefits	Controls	Controls	rned	rned
Weighted Base	% within column N Count Column Comparisons	55	264	796	136	376	100	978	493	539	992	83	376	331
Unweighted Base	% within column N Count Column Comparisons	56	259	804	138	389	103	979	487	553	993	87	352	338
Column Names	% within column N Count Column Comparisons	b	С	d	а	b	a	b	а	b	а	b	a	b
My parent(s) bought these for me / I used my parent's card (I/ they entered their card details)			38% 100 -	40% 319	28% 38	33% 123	51% 51 b	38% 374	41% 204	38% 203	41% ↑ 405 ↑ b		40% 151	36% 119
Using my debit card / prepay card (I entered my card details)	rd		24% 63 -	24% 192	31% 42	32% 119	20% 20	24% 238	22% 108	26% 141	22%↓ 217↓		24% 90	21% 69
Using a gift card or voucher			17% 46 -	21% 170	15% 21	20% 77	22% 22	20% 200	19% 91	22% 120	22% † 214 † b		20% 75	19% 64
Using my debit card / prepay card (my card details were saved on the device already)			15% 40 -	12% 94	21% 28	14% 54	14% 14	12% 121	13% 65	12% 66	12% 123		13% 49	15% 49

Part 4 of 18

								DANINIE						
		Parental Concern		Time Spei	nt Online (Weekday		BANNEF		nt Online (Weekend	d)	Spent	Money
G6 - How did you last pay for your spendir	ng whilst gaming?	NET: Modera- tely/ Very Conce-					NET: 5+				Over 6			
[MULTI]	a/ 111 1	rned			5 - 6hrs	6+ hrs	Hours		3 - 4hrs		hrs	Hours	gaming	media
Weighted Base	% within column N Count Column Comparisons	367	309	524	176	66	241	94	365	326	288	614	1078	590
Unweighted Base	% within column N Count Column Comparisons	389	307	521	181	69	250	92	367	334	284	618	1082	619
Column Names	% within column N Count Column Comparisons	С	а	b	С	d	е	а	b	С	d	е	а	b
My parent(s) bought these for me / I used my parent's card (I/ they entered their card details)	% within column N Count Column Comparisons	42% 154	43% 133	36% 189	38% 66		43% 103 -		38% 140	35% 116	46% 131	40% 247 -	39% 425 -	38% 223 -
Using my debit card / prepay card (I entered my card details)	% within column N Count Column Comparisons	26% 96	22% 67	22% 115	33% ↑ 58 ↑ a b		31% ↑ 75 ↑ -		23% 83	24% 78	25% 73	25% 151 -	24% 257 -	28% ↑ 166 ↑ -
Using a gift card or voucher	% within column N Count Column Comparisons	22% 82	24% 73	21% 108	16% 28		16% 39 -		21% 78	22% 70	16% 47	19% 118 -	21% 221 -	19% 110 -
Using my debit card / prepay card (my card details were saved on the device already)	% within column N Count Column Comparisons	10% 37	6%↓ 19↓		20% ↑ 35 ↑ a		19% ↑ 45 ↑ -		11% 40 a	14% 46 a	16% 45 a	15% 91 -	13% 135 -	15% 89 -

Part 5 of 18

							В	ANNE	₹					
		S	pent Mon	ey	S	M purcha	se categor	У	Feeli	ngs about	SM pur	chase	Gaming	Method
		Bought somet-	Bought	Not					Regret	What I	I spend			Desktop compu-
G6 - How did you last pay for your spendin [MULTI]	g whilst gaming?	_	somet- hing fro- m both	bought from either	Product	Activity	Subscription/ Upgrade	NET: Gift	things I buy online	buy is good value	more than I should	I like the feeling	or games player	ter, lapt- op or netbook
	% within column	1078	590	0	306	135	193	145	274	441	330	451	733	331
Weighted Base	N Count Column Comparisons													
Unweighted Base	% within column N Count Column Comparisons	1082	619	0	323	147	205	158	290	466	354	479	732	345
Column Names	% within column N Count Column Comparisons	С	d	е	a	b	С	d	а	b	С	d	а	b
My parent(s) bought these for me / I used my parent's card (I/ they entered their card details)	% within column N Count Column Comparisons	39% 425 -	38% 223 -		40% 124	42% 57	41% 79	39% 57	36% 98	39% 171	38% 125	36% 164	40% 296	44% 146
Using my debit card / prepay card (I entered my card details)	% within column N Count Column Comparisons	24% 257 -	28% ↑ 166 ↑		31% 94	26% 35	28% 54	28% 41	28% 75	29% † 129 †	28% 93	29% † 133 †	23% 167	26% 85
Using a gift card or voucher	% within column N Count Column Comparisons	21% 221	19% 110		21% 66	20% 27	21% 40	21% 30	19% 53	17% 75	18% 60	19% 87	23% 1 169 1 b	
Using my debit card / prepay card (my card details were saved on the device already)	% within column N Count Column Comparisons	13% 135	15% 89 -		15% 47	19% 26	22% † 42 †	16% 23	16% 43	14% 63	17% † 56 †		12% 91	15% 49

Part 6 of 18

							ı	BANNER	₹					
		Gan	ning Met	hod					Gamin	g Type				
		Mobile phone						Playing against	Playing against	Creative	Playing	Simula-		
G6 - How did you last pay for your spendin [MULTI]	g whilst gaming?	or smartp- hone	Tablet	NET: Any Gaming	or	Action/ adven- ture	Shoot- ers	one other person	multiple people/ teams	and building games	in a virtual worlds	tion experi- ence	Fitness and dance	Sports
-	% within column	687	379	1078	287	416	361	253	517	575	318	163	162	436
Weighted Base	N Count Column Comparisons													
Unweighted Base	% within column N Count Column Comparisons	693	381	1082	297	431	379	264	518	556	332	174	168	451
Column Names	% within column N Count Column Comparisons	С	d	е	а	b	С	d	е	f	g	h	i	j
My parent(s) bought these for me / I used my parent's card (I/ they entered their card details)	% within column N Count Column Comparisons	43% ↑ 296 ↑	43% 163	39% 425 -	39% 112	46% ↑ 193 ↑	42% 152	41% 103	39% 204	43% 247	42% 134	45% 74	51% ↑ 83 ↑	39% 171
Using my debit card / prepay card (I entered my card details)	% within column N Count Column Comparisons	26% 181 a d	21% 78	24% 257 -	29% 85 f i	22% 92	28% 101 f	22% 55	25% 130	21% 119	25% 81	25% 41	19% 31	27% 118 f
Using a gift card or voucher	% within column N Count Column Comparisons	21% 144	24% 92	21% 221 -	18% 52	24% 100	23% 83	23% 59	24% 123	22% 128	22% 72	21% 35	20% 33	26% ↑ 113 ↑
Using my debit card / prepay card (my card details were saved on the device already)	% within column N Count Column Comparisons	12% 85	13% 49	13% 135 -	12% 33	14% 60	14% 49	18% ↑ 46 ↑	15% 77	12% 71	14% 45	17% 28	19% 30	12% 54

-							E	BANNER	₹					
		G	aming Ty	pe		g Frequ- ncy			G	aming Pu	rchase Ty	pe		
							NET: Charac-							
				NET:			ter, skin-		Loot		A stand-			
				Playing			s, weap-	NET:	boxes/		ard vers-		Early	
G6 - How did you last pay for your spendir	a whilet gaming?	Intera-		against			ons,	Game	packs/		ion of	Α	access	
	ig willist gailling:	ctive	Makeo-	other	NET:		armour,	expan-	-	In-game	_	subscri-	to a	Battle
[MULTI]	a/ I	stories	vers	people	Daily	Weekly	tools	sion	bundles	· · · · ·	me	ption	game	Pass
	% within column	131	130	633	900	162	535	237	151	447	147	302	122	205
Weighted Base	N Count													
	Column Comparisons													
	% within column	141	137	638	898	169	549	250	158	428	154	320	133	211
Unweighted Base	N Count													
	Column Comparisons													
	% within column	k	I	m	а	b	a	b	С	d	е	f	g	h
Column Names	N Count													
	Column Comparisons													
My parent(s) bought these for me / I used my	% within column	44%	38%	40%	41%	33%	41%	46%	44%	43%	43%	41%	46%	45%
parent's card (I/ they entered their card details)	N Count	58	49	251	366	54	219	108	67	191	63	125	56	93
parent's cara (i) they effected their cara details)	Column Comparisons			-										
Using my debit card / prepay card (I entered my card	% within column	26%	25%	24%	25%	22%	26%	23%	28%	23%	26%	25%	24%	26%
details)	N Count	34	32	151	221	35	138	54	42	102	37	75	29	54
details)	Column Comparisons			-										
	% within column	26%	19%	22%	20%	25%	24%	23%	18%	23%	19%	20%	19%	28%
Using a gift card or voucher	N Count	34	24	142	179	40	126	54	27	102	28	60	24	57
	Column Comparisons			-										
	% within column	18%	15%	15%	13%	12%	13%	19% ↑	21%	15%	12%	19% ↑	19%	14%
Using my debit card / prepay card (my card details	N Count	23	20	93	113	20	70	44 ↑	311	68	18	56 †	23	28
were saved on the device already)	Column Comparisons			-										

Part 8 of 18

				BAN	INER		
			Feeling	gs about (Gaming Pu	ırchase	
						-	It's not always clear what I'm going to
G6 - How did you last pay for your spendin [MULTI]	g whilst gaming?	Regret things I buy online	What I buy is good value	I spend more than I should	I like the feeling	re, get further	get for my mo- ney in games
Weighted Base	% within column N Count Column Comparisons	346	772	445	720	715	449
Unweighted Base	% within column N Count Column Comparisons	356	777	454	734	710	459
Column Names	% within column N Count Column Comparisons	а	b	С	d	е	f
My parent(s) bought these for me / I used my parent's card (I/ they entered their card details)	% within column N Count Column Comparisons	38% 132	40% 312	36% 161	42% 304	41% 293	39% 173
Using my debit card / prepay card (I entered my card details)	% within column N Count Column Comparisons	26% 90	23% 174	26% 116	25% 177	24% 172	26% 117
Using a gift card or voucher	% within column N Count Column Comparisons	19% 66	21% 163	21% 94	21% 152	20% 144	19% 86
Using my debit card / prepay card (my card details were saved on the device already)	% within column N Count Column Comparisons	14% 49	13% 98	14% 60	11% 80	13% 91	12% 55

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17 AND Children who game AND who have bought something via gaming; Weight: Based on Nat Rep Sample; effective sample size = 1004 (93%); Blank cells have a sample size that is smaller than 100.; Blank cells have a sample size that is smaller than 100. Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, \$\frac{1}{3} \frac{1}{3} \frac{1}{

							ı	BANNER						
				of child		Age	e of child	responde	nt		Age and	gender o	f child res	pondent
G6 - How did you last pay for your spendir	ng whilst gaming?								NET: 8-	NET: 13-	Male 8-	Female	Male 10	Female
[MULTI]		Total	Male	Female	8-9	10-12	13-15	16-17	12	17	9	8-9	-12	10-12
My parent(s) bought these for me / I used my	% within column	19%	19%	17%	22%	19%	21%	10%↓	20%	17%	25%		19%	19%
parent's card (their card details were saved on the	N Count	200	127	74	41	66	76	18↓	107	94	28		39	27
device already)	Column Comparisons	-			d	d	d		-	-	g			
My brother / sister / friend(s) bought these for me /	% within column	7%	6%	8%	9%	7%	5%	8%	8%	6%	10%		6%	9%
used my brother / sister / friend's card (I/ they	N Count	74	42	32	17	24	19	14	40	33	11		11	13
entered their card details)	Column Comparisons	-							-	-				
My brother / sister / friend(s) bought these for me /	% within column	4%	4%	4%	5%	3%	5%	5%	4%	5%	6%		3%	4%
used my brother/ sister/ friend's card (their card	N Count	45	26	19	9	11	17	8	19	26	6		6	5
details were saved on the device already)	Column Comparisons	-							-	-				
	% within column	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%		1%	2%
Someone else bought these for me	N Count	15	8	7	2	5	7	1	7	8	1		2	3
	Column Comparisons	-							-	-				
	% within column	0%	0%	1%	0%	0%	0%	1%	0%	0%	1%		0%	1%
Don't know	N Count	5	2	3	1	1	1	1	2	3	1		0	1
	Column Comparisons	-							-	-				
	% within column	100%	100%	99%	100%	100%	100%	99%	100%	100%	99%		100%	99%
NET: Any	N Count	1,073	654	419	189	340	364	180	529	544	112		200	140
	Column Comparisons	-							-	-				
	% within column	62%	62%	61%	66%	72% †	57%	47%↓	70% †	54%↓	70%		73% †	72%
NET: Someone else paid	N Count	666	407	258	126	246 †	209	84↓	372 †	293↓	79		145 †	101
	Column Comparisons	-			d	c d	d		-	-	g h		efgh	e g h

								BANNEF	₹					
				Age and	gender o	f child res	pondent			Urban	/ Rural	Wo	rking sta	atus
G6 - How did you last pay for your spendir	ng whilst gaming?	Male 13	Female	Male 16	Female	NET: Male 8-	NET: Female	NET: Male 13	NET: Female	NET:			Part	
[MULTI]		-15	13-15	-17	16-17	12	8-12	-17	13-17	Urban	Rural	Full time	time	Student
My parent(s) bought these for me / I used my	% within column	23%	18%	8%↓		21%	18%	17%	17%	18%		19%	19%	
parent's card (their card details were saved on the	N Count	49	27	10↓		67	40	60	36	179		141	31	
device already)	Column Comparisons	g				-	-	-	-					
My brother / sister / friend(s) bought these for me /	% within column	4%	7%	9%		7%	8%	6%	6%	7%		8%	4%	
used my brother / sister / friend's card (I/ they	N Count	9	10	11		22	18	20	14	72		58	8	
entered their card details)	Column Comparisons					-	-	-	-	b				
My brother / sister / friend(s) bought these for me /	% within column	5%	5%	4%		4%	3%	4%	5%	4%		5%	2%	
used my brother/ sister/ friend's card (their card	N Count	10	7	4		12	7	14	11	44		37	4	
details were saved on the device already)	Column Comparisons					-	-	-	-	b				
	% within column	2%	2%	1%		1%	2%	2%	1%	1%		1%	3%	
Someone else bought these for me	N Count	4	3	1		3	4	5	3	14		7	6	
	Column Comparisons					-	-	-	-					
	% within column	0%	1%	1%		0%	1%	0%	1%	0%		0%	2%	
Don't know	N Count	0	1	1		1	1	1	1	5		2	3	
	Column Comparisons					-	-	-	-					
	% within column	100%	99%	99%		100%	99%	100%	99%	100%		100%	98%	
NET: Any	N Count	219	145	123		313	217	342	208	985		730	166	
	Column Comparisons					-	-	-	-					
	% within column	56%	59%	49%↓		72% †	68%	53%↓	54%	62%		62%	66%	
NET: Someone else paid	N Count	122	87	61↓		224 †	148	183↓	113	611		453	111	
	Column Comparisons					-	-	-	-					

							BANNER	₹					
	Working status			D3 - Soci	al grade			Finar	ncial welll	being	Ethr	nicity	Child identified need/impacting condition
G6 - How did you last pay for your spending whilst gaming?	NET: Not working					NET:	NET:	Doing	Getting		White B-		
[MULTI]	/ retired	AB 23%	C1 15%	C2 17%	DE 18%	ABC1	C2DE	well	by	ling 19%	ritish 18%	ities 21%	Neuro
My parent(s) bought these for me / I used my parent's card (their card details were saved on the device already)		81	39	36	18% 44	19% 120 -	18% 80 -	21% 50	18% 94	57	149	45	
My brother / sister / friend(s) bought these for me / I used my brother / sister / friend's card (I/ they entered their card details)		8% 30	5% 12	7% 16	7% 16	7% 42	7% 32	11% † 26 † b	5% 28	6% 18	7% 57	7% 15	
My brother / sister / friend(s) bought these for me / I		6%	2%	4%	4%	4%	4%	7%↑	4%	2%	4%	6%	
used my brother/ sister/ friend's card (their card details were saved on the device already)		23 b	4	8	9	28 -	17 -	18 ↑ b c	21	7	32	12	
Someone else bought these for me		2% 6	2% 4	1% 2	2% 4	2% 10	1% 5	2% 4	1% 5	2% 6	1% 12	2% 3	
Don't line out		0%	0%	1%	1%	0%	1%	1%	0%	0%	0%	0%	
Don't know		1	0	3	1	- -	- 4 -	3	2	0	4	0	
NET: Any		100% 357	100% 261	99% 214	99% 241	100% 618	99% 455	99% 236	100% 534	100% 299	100% 837	100% 216	
		62%	60%	62%	64%	61%	63%	65%	60%	62%	60%	70%	
NET: Someone else paid		220	156	135	154	376 -	290 -	156	323	186	501	151 a	

Part 12 of 18

						l	BANNEI	₹					
		identified cting con	,	Disabi Conditio			tional Care Plan CP)	Ben	efits	Parental (Controls	Parental	Concern
		NET: Identi-	NET: No identi-					NET:					
G6 - How did you last pay for your spending whilst gaming?	Mental	fied ne- ed/ condi-	fied ne- ed/ condi-			Has an	Don't	House- hold receives	No	NET: Has Parental	No	Not Conce-	A little Conce-
[MULTI]	Health	tion		NET: Yes	No	EHCP	EHCP		Benefits	Controls	Controls	rned	rned
My parent(s) bought these for me / I used my		22%	17%	23%	15%	22%	18%	21%	16%	19%		14%	19%
parent's card (their card details were saved on the device already)		57 -	138	31 b	57	22	178	103 b	85	188		52	64
My brother / sister / friend(s) bought these for me / I		13% †	5%↓		3%↓	11%	6%	10%	4%↓	7%		3%↓	7%
used my brother / sister / friend's card (I/ they entered their card details)		34 ↑	38 †	16 † b	13↓	11	63	49 ↑ b	21↓	72		13↓	22
My brother / sister / friend(s) bought these for me / I		8% ↑	3%↓		3%	7%	4%		2%↓	4%		0%↓	5%
used my brother/ sister/ friend's card (their card		211	23↓		13	7	38	331				01	17
details were saved on the device already)		-		b				b					a
		2%	1%	3%	1%	6% ↑	1%↓	2%	1%	1%		2%	1%
Someone else bought these for me		6	9	4	5	6 †	91	11	4	13		6	4
•		-				b		b					
		0%	0%	0%	0%	0%	1%	0%	1%	0%		1%	0%
Don't know		0	4	0	1	0	5	1	4	3		3	1
		100%	100%	100%	100%	100%	99%	100%	99%	100%		99%	100%
NET: Any		264 -	792	136	375	100	973	491	535	989		373	329
		68%	59%	60%	51%	78% ↑			55%↓			55%↓	63%
NET: Someone else paid		181	473	81	191	78 †	587 ↓	337 ↑	298↓	632 †		208↓	208
		-				b		b		b			

							E	BANNEI	R					
		Parental Concern	1	Time Spei	nt Online (Weekday	y)	7	Γime Sper	nt Online ((Weekend	1)	Spent	Money
G6 - How did you last pay for your spendin	ng whilst gaming?	NET: Modera- tely/ Very Conce- rned	0. 26.00	2. Abro	5 - 6hrs	6+ hrs	NET: 5+ Hours	0. 26.00	3 - 4hrs	C Char	Over 6 hrs	NET: 5+ Hours	Bought somet- hing on either Social Media, or while	Bought somet- hing on social media
-	% within column	22%	15%	19%	21%	0+1115	21%	0 - 21113	17%	20%	18%	19%	gaming 19%	21%
My parent(s) bought these for me / I used my parent's card (their card details were saved on the	N Count	81	47	101	36		50		63	66	52	119	200	125
device already)	Column Comparisons	a	47	101	30		-		03	00	32	-	-	-
My brother / sister / friend(s) bought these for me /	% within column	10% †	5%	6%	11%		11%↑		9%	9%	3%↓	6%	7%	10%↑
used my brother / sister / friend's card (I/ they	N Count	381		32	20		271		34	29	81	38	74	60 †
entered their card details)	Column Comparisons	a					-		d	d		-	-	-
My brother / sister / friend(s) bought these for me /	% within column	7% ↑	1%↓	5%	7%		8%1		5%	5%	2%	4%	4%	7% ↑
used my brother/ sister/ friend's card (their card	N Count	27 †	2↓	24	13		18 ↑		20	17	5	22	45	41 ↑
details were saved on the device already)	Column Comparisons	a		a	a		-		d	d		-	-	-
	% within column	1%	2%	2%	0%		0%		2%	1%	1%	1%	1%	1%
Someone else bought these for me	N Count	5	6	9	0		0		8	3	2	5	15	8
	Column Comparisons						-					-	-	-
	% within column	0%	0%	1%	0%		0%		1%	0%	0%	0%	0%	0%
Don't know	N Count	1	0	4	1		1		4	0	1	1	5	1
	Column Comparisons						-					-	-	-
	% within column	100%	100%	99%	100%		100%		99%	100%	100%	100%	100%	100%
NET: Any	N Count	366	309	520	175		241		362	326	287	613	1,073	589
	Column Comparisons						-					-	-	-
	% within column	67%	62%	61%	59%		63%		64%	60%	63%	61%	62%	64%
NET: Someone else paid	N Count	247	191	319	103		153		233	194	181	375	666	376
	Column Comparisons	a					-					-	-	-

Part 14 of 18

							В	ANNER	R					
		SI	oent Mon	ey	SI	M purcha	se categor	у	Feeli	ngs about	SM purc	hase	Gaming	Method
		Bought											Games	Desktop
		somet-	Bought	Not					Regret	What I	I spend		console	compu-
CC How did you lost now for your enough	Contaco delidura	hing wh-		bought			Subscri-		things I	buy is	more		or	ter, lapt-
G6 - How did you last pay for your spendir	ig whiist gaming?		hing fro-	from			ption/	NET:	buy	good		I like the	-	op or
[MULTI]		ing	m both	either		-	Upgrade	Gift	online	value	should	feeling	player	netbook
My parent(s) bought these for me / I used my	% within column	19%	21%		18%	25%	26%	32%↑	25% ↑	22%	23%	21%	18%	20%
parent's card (their card details were saved on the	N Count	200	125		55	34	50	47 ↑	68 †	98	76	94	131	67
device already)	Column Comparisons	-	-					a						
My brother / sister / friend(s) bought these for me / I		7%	10% †		9%	14%	13%	23% ↑	18% †	10%↑	14% †	11% †	6%	7%
used my brother / sister / friend's card (I/ they	N Count	74	60 †		28	20	26	33 †	48 †	46 1	45 ↑	49 1	43	23
entered their card details)	Column Comparisons	-	-					a c	b					С
My brother / sister / friend(s) bought these for me / I	% within column	4%	7%↑		7%	10%	10%	15%↑	11% †	8% ↑	11%↑	8%↑	3%↓	6%
used my brother/ sister/ friend's card (their card	N Count	45	41 ↑		21	14	20	22 ↑	31 †	34 †	37 †	36 ↑	21↓	21
details were saved on the device already)	Column Comparisons	-	-					a			b d			ас
	% within column	1%	1%		2%	2%	0%	1%	1%	2%	1%	2%	1%	1%
Someone else bought these for me	N Count	15	8		5	2	1	2	3	7	5	8	11	5
	Column Comparisons	-	-											
	% within column	0%	0%		0%	0%	0%	0%	1%	0%	0%	0%	0%	1%
Don't know	N Count	5	1		1	0	0	0	1	1	1	1	2	2
	Column Comparisons	-	-						-	-	-	-		
	% within column	100%	100%		100%	100%	100%	100%	99%	100%	100%	100%	100%	99%
NET: Any	N Count	1,073	589		305	135	193	145	273	439	329	449	730	329
	Column Comparisons	-	-						-	-	-	-		
	% within column	62%	64%		60%	71%	69%	77% †	70% †	65%	68% †	62%	61%	65%
NET: Someone else paid	N Count	666	376		185	96	133	111↑	193 †	288	226 †	278	444	216
	Column Comparisons	-	-					а		d	d			

Part 15 of 18

								BANNEI	₹					
		Gar	ning Met	hod					Gamir	g Type				
		Mobile						Playing	Playing					
		phone						against	against	Creative	Playing	Simula-		
GC How did you lost now for your spanding	Conimo talidus ac	or		NET:	Puzzles	Action/		one	multiple		in a	tion	Fitness	
G6 - How did you last pay for your spendir [MULTI]	ig willist gairling:	smartp- hone	Tablet	Any Gaming	or guizzes	adven- ture	Shoot- ers	other person	people/ teams	building games	virtual worlds	experi- ence	and dance	Sports
My parent(s) bought these for me / I used my	% within column	18%	21%	19%	21%	18%	18%	22%	18%	18%	18%	26%	21%	20%
parent's card (their card details were saved on the	N Count	121	78	200	61	73	64	54	94	105	57	43	34	86
device already)	Column Comparisons			-										
My brother / sister / friend(s) bought these for me /	, % within column	5%↓	6%	7%	8%	7%	8%	8%	5%	5%	8%	8%	12%	5%
used my brother / sister / friend's card (I/ they	N Count	35↓	24	74	24	27	27	20	27	30	26	13	19	22
entered their card details)	Column Comparisons			-									fj	
My brother / sister / friend(s) bought these for me /	% within column	3%	5%	4%	5%	4%	4%	8%1	4%	3%	7% ↑	8%1	10%	4%
used my brother/ sister/ friend's card (their card	N Count	22	19	45	15	19	14	20 1	23	19	22 †	13 †	15 ↑	18
details were saved on the device already)	Column Comparisons		a	-				c f			f	f	c f	
	% within column	1%	2%	1%	1%	2%	2%	2%	1%	2%	2%	1%	2%	2%
Someone else bought these for me	N Count	8	8	15	2	8	8	4	6	10	6	2	3	7
	Column Comparisons			-										
	% within column	0%	1%	0%	1%	0%	0%	0%	1%	0%	1%	1%	1%	0%
Don't know	N Count	3	3	5	3	2	1	1	3	3	2	1	2	1
	Column Comparisons			-										
	% within column	100%	99%	100%	99%	100%	100%	100%	99%	100%	99%	99%	99%	100%
NET: Any	N Count	684	376	1,073	284	414	360	252	514	573	316	162	160	434
	Column Comparisons			-										
	% within column	61%	65%	62%	64%	65%	61%	65%	59%	63%	64%	71%	74%↑	59%
NET: Someone else paid	N Count	421	245	666	182	271	218	164	305	362	203	116	119 ↑	258
	Column Comparisons			-										

								BANNER	R					
		Ga	aming Typ	e	Gaming en	•			Ga	aming Pu	rchase Typ	oe		
							NET: Charac-							
				NET:			ter, skin-		Loot		A stand-			
				Playing			s, weap-	NET:	boxes/		ard vers-		Early	
G6 - How did you last pay for your spendin	g whilst gaming?	Intera-		against	NET		ons,	Game	packs/		ion of	Α .	access	D
[MULTI]	B willist Bulling.	ctive stories	Makeo- vers	other	NET: Daily	Weekly	armour, tools	expan- sion	cnests/ bundles	In-game	_	subscri-	to a	Battle Pass
-	% within column	24%	28%1	people 18%	19%	14%	20%	21%	23%	money 19%	me 25%	ption 24% 1	game 25%	23%
My parent(s) bought these for me / I used my parent's card (their card details were saved on the	N Count	32	36 †	114	172	23	108	21% 49	23% 34	83	25% 37	73 †	25% 31	23% 48
device already)	Column Comparisons	32	301	114	1/2	23	100	49	34	03	37	/31	31	40
	% within column	14% ↑	14%↑	- 6%	6%	10%	7%	14% ↑	10%	5%	8%	6%	13% ↑	6%
My brother / sister / friend(s) bought these for me / I used my brother / sister / friend's card (I/ they	N Count	14% 1	14% 1	6% 37	54	10%	7% 38	33 †	10%	5% 23	8% 11	18	13% I	13
entered their card details)	Column Comparisons			37	54	10	30	a d f h	10	25	11	10	d f	13
•	% within column	e f j 12% ↑	e f j 10% ↑	- 5%	40/	5%	4%	8% †	11% †	5%	8%	5%	u i 8%	7%
My brother / sister / friend(s) bought these for me / I used my brother/ sister/ friend's card (their card	N Count	12% l	131	32	4% 34	5% 8	4% 23	8% I 18 †	11% l	5% 22	8% 12	5% 16	8% 10	7% 14
details were saved on the device already)	Column Comparisons	bcfi	f	32	34	٥	25	101	1/1	22	12	10	10	14
details were saved on the device already)	% within column	•	•	10/	10/	20/	20/	2%	1%	10/	3%	1%	2%	20/
Company also haught those for ma	N Count	2% 2	1% 1	1% 8	1% 11	2% 4	2% 11	2% 4	1% 2	1% 4	3% 4	1% 4		2% 4
Someone else bought these for me	Column Comparisons	2	1	8	11	4	11	4	2	4	4	4	2	4
	% within column	0%	0%	- 0%	0%↓	2%1	0%	0%	1%	0%	1%	0%	1%	0%
Don't know	N Count	0%	0%	3	1↓	4 1		0%	1/0	2	1/0	1	1/0	0%
DOIL CKNOW	Column Comparisons	U	U	-	1₩	a 41	U	U	1	2	1	1	1	U
	% within column	100%	100%	100%	100% ↑	a 98% ↓	100%	100%	99%	100%	99%	100%	99%	100%
NET: Any	N Count	131	130	630	8991	158 ↓		237	150	445	99% 145	301	122	205
NET. Ally	Column Comparisons	131	130	-	b	1204	, ,,,,	237	130	443	143	301	122	203
	% within column	70%	71%	60%	62%	59%	63%	68%	67%	63%	68%	66%	71%	66%
NET: Someone else paid	N Count	92	92	380	557	96	335	162	101	282	99	198	87	136
NET. Someone else pala	Column Comparisons	32	32	300	337	30	333	102	101	202	23	130	07	130

Part 17 of 18

				BAN	NER		
			Feeling	s about G	aming Pu	ırchase	
						It's unf-	It's not
						air that	always
						people	clear
						•	what I'm
							going to
		Regret	What I	I spend		re, get	get for
G6 - How did you last pay for your spendin	g whilst gaming?	things I	buy is	more		further	my mo-
	g willist gailing:	buy	good	than I	I like the	_	ney in
[MULTI]	0/	online	value	should	feeling	es	games
My parent(s) bought these for me / I used my	% within column	22%	20%	24%↑	18%	18%	22%
parent's card (their card details were saved on the	N Count	77	151	109↑	133	129	99
device already)	Column Comparisons			d e			
My brother / sister / friend(s) bought these for me / I	% within column	13%↑	8%	11%	7%	7%	12%↑
used my brother / sister / friend's card (I/ they	N Count	46 ↑	59	49 ↑	47	53	53 ↑
entered their card details)	Column Comparisons	d e		d			d e
My brother / sister / friend(s) bought these for me / I	% within column	10%↑	4%	7%↑	5%	5%	6%
used my brother/ sister/ friend's card (their card	N Count	34 †	34	30 ↑	34	34	27
details were saved on the device already)	Column Comparisons	b d e f					
	% within column	0%	2%	1%	1%	2%	1%
Someone else bought these for me	N Count	1	12	5	10	11	6
	Column Comparisons						
	% within column	1%	0%	1%	0%	1%	0%
Don't know	N Count	4	1	3	1	4	0
	Column Comparisons	b d					
	% within column	99%	100%	99%	100%	99%	100%
NET: Any	N Count	343	770	442	719	711	449
•	Column Comparisons		а		а		
	% within column	68%	64%	65%	64%	63%	67% ↑
NET: Someone else paid	N Count	234	494	288	458	450	302 †
	Column Comparisons						

och v!									BAN	NNER							
the items for you.	<u>-</u>			of child		Ag	ge of child	responde	ent			Ag	e and geno	der of chi	ld respond	lent	
know about these	purchases?								NET: 8-	NET: 13-			Male 10-				
[SINGLE]		Total	Male	Female	8-9	10-12	13-15	16-17	12	17	Male 8-9	8-9	12	10-12	15	13-15	17
	% within column	666	407	258	126	246	209	84	372	293	79	47	145	101	122	87	61
Weighted Base	N Count																
	Column Comparisons																
	% within column	663	394	269	129	234	207	93	363	300	80	49	135	99	116	91	63
Unweighted Base	N Count																
	Column Comparisons																
	% within column	a	а	b	а	b	С	d	е	f	а	b	С	d	е	f	g
Column Names	N Count																
	Column Comparisons																
	% within column	80%	83%	76%	83%	80%	80%		81%	79%			82%		84%		
Yes	N Count	534	337	197	105	197	167		303	231			118		103		
	Column Comparisons	-							-	-							
	% within column	17%	16%	19%	14%	18%	17%		17%	17%			17%		14%		
Some of them	N Count	112	63	49	17	45	36		62	50			25		17		
	Column Comparisons	-							-	-							
	% within column	2%	1%	4%	3%	1%	3%		2%	4%			1%		2%		
No	N Count	16	6	10	4	2	6		6	10			2		2		
	Column Comparisons	-							-	-							
	% within column	1%	0%	1%	0%	1%	0%		0%	1%			0%		0%		
Don't know	N Count	4	1	3	0	2	1		2	2			0		0		
	Column Comparisons	-							-	_							
	% within column	19%	17%	23%	17%	19%	20%		18%	20%			18%		16%		
NET: Some of them / N		128	69	59	21	47	42		68	60			27		20		
	Column Comparisons	-							-	-					-		

06l W !!									BANI	NER							
	omeone else bought	Age	e and gen	der of chi	ld respond	ent	Urban	/ Rural		Workir	ng status			D3 -	Social gra	ade	
the items for you know about thes [SINGLE]	u. Did that person se purchases?	Female 16-17	NET: Male 8- 12	NET: Female 8-12	NET: Male 13- 17	NET: Female 13-17	NET: Urban	Rural	Full time	Part time		NET: Not working/ retired	АВ	C1	C2	DE	NET: ABC1
Weighted Base	% within column N Count Column Comparisons	29	224	148	183	113	611	54	453	111	28	62	220	156	135	154	376
Unweighted Base	% within column N Count Column Comparisons	36	215	148	179	125	607	56	479	92	28	54	306	127	98	132	433
Column Names	% within column N Count Column Comparisons	h	i	j	k	I	a	b	а	b	С	d	a	b	С	d	е
Yes			82% 184 -	80% 119 -	84% 153	72% 81 -	79% 484		81% 366				83% 183	76% 119		79% 121	80% 301 -
Some of them			17% 38 -	16% 24 -	14% 25 -	22% 24 -	18% 111 b		16% 74				15% 32	22% 35		16% 25	18% 67 -
No			1% 2 -	2% 4 -	2% 4 -	6% 7 -	2% 14		2% 10				2% 4	2% 3		3% 5	2% 7 -
Don't know			0% 0 -	1% 2 -	1% 1 -	1% 1 -	0% 3		1% 3				1% 1	0% 0		2% 2	0% 1 -
NET: Some of them /	No		18% 40	19% 28	16% 29	27% 31	20% 125 b		19% 84				16% 36	24% 37		20% 31	20% 73

									BAI	NNER							
		D3 - Social grade	Fina	ncial wellb	peing	Ethn	icity	Child id		need/ im dition	pacting	Disab Conditio		Health (ational Care Plan HCP)	Ben	efits
G6b - You said some	eone else bought						_			NET:	NET: No					NET:	
the items for you. D	oid that person						NET: All			Identi-	identi-					House-	
know about these p	•	NET.	Daina	Cattina	Ctruca	M/bita D	other	Nourad:	Montal		fied nee-			llee en	Don't	hold	No
[SINGLE]	diciiases.	NET: C2DE	Doing well	Getting by	Strugg- ling	White B- ritish	Ethnic- ities	Neurodi- versity	Health	d/ condi- tion	· a/ conai- tion	NET: Yes	No	Has an EHCP	have an EHCP		NO Benefits
[SINGLE]	% within column	290	156	323	186	501	151	61	29	181	473	81	191	78	587	337	298
Weighted Base	N Count	250	130	323	100	301	131	01	23	101	4/3	01	131	70	367	337	230
Weighted base	Column Comparisons																
	% within column	230	183	309	170	498	152	55	30	176	475	83	196	81	582	330	306
Unweighted Base	N Count						-0-							0-	332		
oo.gtea base	Column Comparisons																
	% within column	f	а	b	С	а	b	а	b	С	d	а	b	а	b	а	b
Column Names	N Count																
	Column Comparisons																
	% within column	80%	87%	82%	72%↓	83%1	71%↓			79%	81%		82%		79%	79%	82%
Yes	N Count	233	136	264	134↓	418 †	108↓			142	384		156		465	266	245
	Column Comparisons	-	С	С		b				-							
	% within column	16%	11%	16%	23%	14%↓	25% †			19%	16%		14%		18%	18%	15%
Some of them	N Count	45	17	50	43	69↓	38 1			34	74		27		106	62	45
	Column Comparisons	-			a		a			-					а		
	% within column	3%	1%	2%	4%	2%	3%			1%	3%		4%		2%	2%	2%
No	N Count	9	2	7	7	12	4			3	13		7		14	6	7
	Column Comparisons	-								-							
	% within column	1%	0%	0%	1%	0%	1%			1%	0%		0%		0%	1%	0%
Don't know	N Count	2	1	1	2	2	1			2	1		1		3	3	1
	Column Comparisons	-								-							
	% within column	19%	12%	18%	27%		28%1			20%	18%		18%		20%	20%	17%
NET: Some of them / No		54	19	57	50 1	81↓	42 1			36	87		34		120	69	52
	Column Comparisons	-			a b		a			-					a		

Part 3 of 7

									BAN	INER							
		Parental	Controls	Pare	ental Conc	ern		Time Spe	nt Online (Weekday	·)		Time Spen	it Online (Weekend)	Spent Money
G6b - You said some the items for you. I know about these p [SINGLE]	oid that person	NET: Has Parental Controls	No Controls	Not Conce- rned	A little Conce- rned	NET: Modera- tely/ Very Conce- rned	0 - 2hrs	3 - 4hrs	5 - 6hrs	6+ hrs	NET: 5+ Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6 hrs	NET: 5+ Hours	Bought somet- hing on either Social Media, or while gaming
Weighted Base	% within column N Count	632	31	208	208	247	191	319	103	50	153	54	233	194	181	375	666
Unweighted Base	Column Comparisons % within column N Count	628	33	190	205	265	191	312	107	51	158	53	234	196	177	373	663
Column Names	Column Comparisons % within column N Count	a	b	a	b	С	a	b	С	d	е	a	b	С	d	е	а
	Column Comparisons % within column	80%		96% †	70%↓	76%	88% 1	78%	76%		74%		74%	81%	85%	83%	80%
Yes	N Count Column Comparisons	504 -		200 ↑ b c	145↓	186	168 1 b c d		78		113 -		173	157	153	310 -	534 -
Some of them	% within column N Count Column Comparisons	17% 108 -		3% ↓	26% ↑ 53 ↑ a	21% 51 a	9%↓ 17↓		22% 23 a		24% 36 -		20% 47	17% 34	14% 25	16% 59 -	17% 112 -
No	% within column N Count	3% 16		0% 1	4% 8	3% 7	3% 6	2% 8	2% 2		2% 3		5% ↑ 12 ↑	1% 3	1% 1	1% 4	2% 16
Don't know	Column Comparisons % within column N Count	1% 4		1% 1	a 0% 1	a 1% 2	0% 0	1% 3	0% 0		- 0% 1		0% 1	1% 1	1% 1	- 1% 3	- 1% 4
NET: Same of them / No	Column Comparisons % within column	20%		3%↓	30%↑	24%	12%↓		24%		- 25%		25%	19%	15%	- 17%	- 19%
NET: Some of them / No	N Count Column Comparisons	124 -		7↓	61 ↑ a	58 a	23↓	e 66 a	25 a		39 -		59	36	26	63 -	128

									BAN	NER							
			Spent	Money		S	M purcha	se catego	ry	Feeli	ngs abou	t SM purc	hase		Gaming	Method	
G6b - You said som the items for you. I	Did that person	Bought somet- hing on	Bought somet- hing wh-	Bought somet-	Not bought			Subscri-		Regret things I	What I buy is	I spend more		Games console or	Desktop compu- ter, lapt-	Mobile phone or	
know about these p	ourcnases?	social media	ile Gami- ng	hing fro- m both	from either	Product	Activity	ption/ Upgrade	NET: Gift	buy online	good value	than I should	I like the feeling	games player	op or netbook	smartp- hone	Tablet
Weighted Base	% within column N Count Column Comparisons	376	666	376	0	185	96	133	111	193	288	226	278	444	216	421	245
Unweighted Base	% within column N Count Column Comparisons	393	663	393	0	196	104	141	119	204	305	240	295	440	223	421	245
Column Names	% within column N Count Column Comparisons	b	С	d	е	a	b	С	d	а	b	С	d	a	b	С	d
Yes	% within column N Count Column Comparisons	73%↓ 274↓ -		73%↓ 274↓ -		76% 142	77% 74	74% 99	67% 74	68%↓ 131↓ -	75%↓ 216↓ -	70%↓ 157↓ -	74%↓ 205↓ -	86% 1 381 1		85% ↑ 356 ↑	83% 205
Some of them	% within column N Count Column Comparisons	24% † 91 † -		24% ↑ 91 ↑ -		22% 40	20% 19	24% 32	29% 32	28% ↑ 53 ↑	23% † 66 † -	27% † 61 † -		11%↓ 50↓		13%↓ 57↓	14% 34
No	% within column N Count Column Comparisons	3% 9 -	2% 16 -	3% 9 -		1% 2	3%	2% 2	5% 5	5% 9 -	2% 5 -	3% 6 -	2% 5 -	2% 10	2% 4	1% 6	2% 4
Don't know	% within column N Count Column Comparisons	0% 1 -	1% 4 -	0% 1 -		1% 1	0% 0	0% 0	0% 0	0% 0 -	0% 1 -	1% 1 -	1% 1 -	0% 2	1% 1	0% 2	1% 3
NET: Some of them / No	% within column N Count Column Comparisons	27% † 100 † -		27% ↑ 100 ↑ -		23% 42	23% 22	26% 34	33% 37	32% † 62 †	25% † 71 † -	30% † 67 † -	26% ↑ 72 ↑ -	14%↓ 60↓		15% ↓ 63 ↓	15% 38

Part 5 of 7

									BAN	INER							
		Gaming Method						G	aming Typ	oe							g Frequ- ncy
G6b - You said so the items for you	meone else bought . Did that person		Puzzles	Action/		Playing against one	Playing against multiple	Creative and	Playing in a	Simula- tion	Fitness		Intera-		NET: Playing against		
know about these	e purchases?	NET: Any		adven-		other	people/	building	virtual	experi-	and		ctive	Makeo-	other	NET:	
[SINGLE]		Gaming	quizzes	ture	Shooters	person	teams	games	worlds	ence	dance	Sports	stories	vers	people	Daily	Weekly
	% within column	666	182	271	218	164	305	362	203	116	119	258	92	92	380	557	96
Weighted Base	N Count																
	Column Comparisons																
	% within column	663	190	279	229	171	304	347	213	123	122	265	98	97	381	552	99
Unweighted Base	N Count																
	Column Comparisons																
	% within column	е	а	b	С	d	е	f	g	h	i	j	k	1	m	а	b
Column Names	N Count																
	Column Comparisons																
	% within column	80%	78%	84%	79%	82%	84%	86% †	79%	78%	77%	83%			84% ↑	84% †	
Yes	N Count	534	143	227	173	135	257	312 †	160	90	92	213			320 †	465 1	
	Column Comparisons	-						acgil							-	b	
	% within column	17%	18%	13%	18%	16%	14%	12%↓	18%	20%	17%	15%			14%	15%↓	
Some of them	N Count	112	33	36	39	26	41	43↓	37	23	20	39			53	82↓	
	Column Comparisons	-													-		
	% within column	2%	4%	2%	2%	1%	2%	1%	2%	2%	5%	2%			1%	1%↓	
No	N Count	16	6	6	4	2	5	5	5	3	6	4			5	81	
	Column Comparisons	-													-		
	% within column	1%	0%	1%	1%	0%	0%	0%	0%	0%	1%	0%			0%	0%	
Don't know	N Count	4	1	1	2	1	1	1	1	0	1	1			1	2	
	Column Comparisons	-													-		
	% within column	19%	21%	16%	20%	17%	15%	13%↓	21%	22%	22%	17%			15%↓	16%↓	
NET: Some of them /	No N Count	128	39	42	43	28	46	48↓	42	26	26	44			58↓	89 ‡	
	Column Comparisons	-	f		f				f						-		

Part 6 of 7

								BAN	NER						
				G	aming Pu	rchase Ty _l	oe				Feeling	gs about (Saming Pu	ırchase	
G6b - You said some the items for you. D know about these p [SINGLE]	id that person	NET: Charac- ter, skin- s, weap- ons, armour, tools	NET: Game expan- sion	Loot boxes/ packs/ chests/ bundles	In-game money	A standard version of the game	A subscri- ption	Early access to a game	Battle Pass	Regret things I buy online	What I buy is good value	I spend more than I should	I like the feeling	who sp- end mo- re, get	clear what I'm going to get for my money
	% within column	335	162	101	282	99	198	87	136	234	494	288	458	450	302
Weighted Base	N Count Column Comparisons														
Unweighted Base	% within column N Count Column Comparisons	339	171	105	264	110	211	94	137	237	493	295	462	447	307
Column Names	% within column N Count Column Comparisons	a	b	С	d	е	f	g	h	a	b	С	d	е	f
	% within column	78%	72%↓	77%	86% †	78%	84%		83%	72%↓	83%1	71%↓	80%	80%	73%↓
Yes	N Count Column Comparisons	262	116↓	79	244† a b	77	167 b		112	169↓	410 † a c d f	206↓	366 a c	361 c f	222↓
	% within column	18%	26% ↑	19%	12%	19%	13%		16%	24%↑	15%	24% 1	17%	17%	21%
Some of them	N Count Column Comparisons	60	42 † d f		34	19	26		21	57 ↑ b d	74	68 1 b d e		75	64 b
NI -	% within column	3%	2%	1%	1%	2%	2%		1%	3%	2%	4%	3%	2%	5% ↑ 14 ↑
No	N Count Column Comparisons	10	3	1	4	2	4		2	6	8	10 b	12 b	10	b e
	% within column	1%	0%	2%	0%	1%	1%		0%	1%	0%	1%	1%	1%	1%
Don't know	N Count Column Comparisons	3	1	2	1	1	1		0	2	2	4	4	4	2
	% within column	21%	28%↑		13%↓		15%		17%	27%↑	17%↓	27%1		19%	26%↑
NET: Some of them / No	N Count Column Comparisons	70 d	45 1 d f	21	38↓	21	30		23	63 ↑ b d	82↓	79 1 b d e	88 b	85	78 ↑ b e

									BAN	NER							
G6c - You said someone else bought the	•		child r	der of espon- ent		Age	of child	respon	dent			Age ar	nd gend	er of chi	ld respo	ondent	
which of these best describes whether y	ou need to pay								NET: 8-	NET:	Male 8	Female	Male	Female	Male	Female	Male
them back or not? [SINGLE]		Total	Male	Female	8-9	10-12	13-15	16-17	12	13-17	-9	8-9	10-12	10-12	13-15	13-15	16-17
	% within column	666	407	258	126	246	209	84	372	293	79	47	145	101	122	87	61
Weighted Base	N Count																
	Column Comparisons																
	% within column	663	394	269	129	234	207	93	363	300	80	49	135	99	116	91	63
Unweighted Base	N Count																
	Column Comparisons																
	% within column	а	а	b	a	b	С	d	e	f	а	b	С	d	e	f	g
Column Names	N Count																
	Column Comparisons																
	% within column	76%	78%	72%	74%	74%	75%		74%	78%			75%		78%		
They paid for it and I don't need to pay them back	N Count	504	317	187	94	182	157		276	229			109		95		
	Column Comparisons	-							-	-							
	% within column	23%	21%	26%	24%	24%	24%		24%	22%			22%		22%		
They paid for it and I needed to pay them back	N Count	152	84	68	30	59	51		89	63			32		27		
	Column Comparisons	-							-	-							
	% within column	1%	2%	1%	2%	2%	0%		2%	1%			3%		0%		
Don't know	N Count	9	6	3	2	6	1		8	2			4		0		
	Column Comparisons	-							-	-							

									BAN	INER							
		Age a	nd gend	ler of ch	ld respo	ondent	Urban	/ Rural		Workin	g status	5		D3 -	Social g	rade	
G6c - You said someone else l	oought the items for you,		NET:	NET:	NET:	NET:						NET: Not work-					
which of these best describes	whether you need to pay	Female		Female			NET:		Full	Part	Stud-	ing/					NET
them back or not? [SINGLE]		16-17	-12	8-12	13-17		Urban	Rural	time	time	ent	retired	AB	C1	C2	DE	ABC
	% within column	29	224	148	183	113	611	54	453	111	28	62	220	156	135	154	376
Weighted Base	N Count						0					<u> </u>					0.0
	Column Comparisons																
	% within column	36	215	148	179	125	607	56	479	92	28	54	306	127	98	132	433
Jnweighted Base	N Count																
C	Column Comparisons																
	% within column	h	i	j	k	1	а	b	а	b	С	d	а	b	С	d	е
Column Names	N Count																
	Column Comparisons																
			75%	73%	82%	72%	76%		79%				75%	73%		75%	74%
They paid for it and I don't need to pa	ay them back		168	108	149	82	462		356				165	113		117	279
			-	-	-	-											-
			22%	26%	18%	26%	23%		21%				23%	27%		21%	25%
They paid for it and I needed to pay t	hem back		50	39	34	30	140		94				50	42		33	93
			-	-	-	-											-
			3%	1%	0%	1%	2%		1%				2%	0%		3%	1%
Don't know			6	1	0	2	9		3				5	0		5	5
			_	_	_	_											_

Part 2 of 7

									BAN	INER							
		D3 - Social grade	Finan	icial we	llbeing	Ethr	nicity		ild ident npacting		•	Condi	oility/ tion in IH	Educa Healtl Plan (Ben	efits
											NET:					NET:	
										NET:	No					House-	
							NET:			Identi-	identi-				- 1.	hold	
G6c - You said someone else bought the	items for you,						All oth-			fied	fied				Don't		NI -
which of these best describes whether y	ou need to pay	NET:	Doing	Cott	Ctruca		er Ethnic-		Mantal	need/	need/ condi-	NET:		Has an	have	ves Benef-	No Benef-
them back or not? [SINGLE]	ou noou to pu,	C2DE	Doing well	ing by	Strugg- ling	Whit		Nour	Mental Health	tion	tion	Yes	No	EHCP	an EHCP	its	its
them back of not: [SiNGLE]	% within column	290	156	323	186	501	151	61	29	181	473	81	191	78	587	337	298
Weighted Base	N Count	250	130	323	100	301	131	01	23	101	4/3	01	131	70	307	337	230
Weighted base	Column Comparisons																
	% within column	230	183	309	170	498	152	55	30	176	475	83	196	81	582	330	306
Unweighted Base	N Count	230	103	303	170	430	152	33	30	170	4/3	65	150	01	302	330	300
onweighted base	Column Comparisons																
	% within column	f	а	b	C	а	b	а	b	r	Ь	а	b	а	b	а	b
Column Names	N Count		u		·	u		u	, ,	·	ŭ.	ŭ		u	, ,	u	, ,
Columnitatives	Column Comparisons																
	% within column	78%	77%	74%	79%	75%	80%			72%	78%		81%		75%	76%	76%
They paid for it and I don't need to pay them back	N Count	226	120	237	147	377	121			130	368		154		443	256	226
me, para ie ir ana i aen eneca te pa, trem zaen	Column Comparisons	-				0				-							
	% within column	20%	22%	25%	18%	24%	18%			27%	21%		19%		23%	23%	23%
They paid for it and I needed to pay them back	N Count	59	35	82	34	119	27			48	98		36		136	77	69
-, p	Column Comparisons	_								_							
	% within column	2%	0%	1%	3%	1%	2%			1%	1%		0%		1%	2%	1%
Don't know	N Count	5	1	4	5	5	3			2	6		1		9	5	3
	Column Comparisons	_				=	-			-	-					-	-

Part 3 of 7

									BAN	INER							
			ental trols	Pare	ntal Cor	ncern	Tin	ne Spen	t Online	(Weekd	lay)	Tim	ne Spent	Online	e (Weeke	nd)	Spent Money
		NET:															Bought somet- hing on eit- her
		Has				NET:											Social
G6c - You said someone else bought the	items for you	Paren-				Mod											Media,
which of these best describes whether	-	tal	No	Not	A little	•					NET: 5						or whi-
-	ou need to pay	Contr-	Contr-	Conce-	Conce-		0 -	3 -	5 -	C . h	+	0 -	3 -	5 -	Over 6	+	le
them back or not? [SINGLE]	% within column	ols 632	ols 31	rned 208	rned 208	rned 247	2hrs 191	4hrs 319	6hrs 103	6+ hrs 50	Hours 153	2hrs 54	4hrs 233	6hrs	hrs 181	375	gaming 666
Weighted Base	% Within Column	032	31	208	208	247	191	319	103	50	153	54	233	194	181	3/3	000
Weighted base	Column Comparisons																
	% within column	628	33	190	205	265	191	312	107	51	158	53	234	196	177	373	663
Unweighted Base	N Count	020						0		0-						0.0	
<u> </u>	Column Comparisons																
	% within column	а	b	а	b	С	a	b	С	d	е	а	b	С	d	е	а
Column Names	N Count																
	Column Comparisons																
	% within column	76%		85% †	66%↓	77%	81%	74%	73%		74%		75%	72%	81%	76%	76%
They paid for it and I don't need to pay them back		478		177 †	137↓	190	155	236	75		113		176	140	146	287	504
	Column Comparisons	-		b c		b					-					-	-
	% within column	23%		15%	32% †	21%	18%	25%	25%		24%		23%	26%	18%	22%	23%
They paid for it and I needed to pay them back	N Count	145		31	67 †	52	33	81	26		37		54	51	32	83	152
	Column Comparisons	-			a c				_		-					-	-
	% within column	1%		0%	2%	2%	1%	1%	2%		2%		2%	1%	2%	1%	1%
Don't know	N Count	9		0	4	5	3	3	2		4		4	3	3	6	9
	Column Comparisons	-									-					-	-

Part 4 of 7

									BAI	NNER							
			Spent	Money		SIV	1 purcha	se categ	ory	Feelin	gs abou	it SM pu	rchase	(Gaming	Method	d
															Desk-		
		Bought	Bought												top		
		somet-		Bought	t									Games	comp-	Mobile	
G6c - You said someone else bought the	items for you.	hing		somet						_		I spend		cons-	uter,	phone	
which of these best describes whether y	•	on soc-		hing	bought			Subs		things I	•		l like		laptop		
•	ou need to pay	ial me-	Gami-	from	from	Prod-	Activ-	Upgr-	NET:	buy	good	than I	the	U		smart-	-
them back or not? [SINGLE]	0/ 111	dia	ng	both	either	uct	ity	ade	Gift	online	value				book	1	Tablet
W. L. 18	% within column	376	666	376	0	185	96	133	111	193	288	226	278	444	216	421	245
Weighted Base	N Count																
	Column Comparisons																
	% within column	393	663	393	0	196	104	141	119	204	305	240	295	440	223	421	245
Unweighted Base	N Count																
	Column Comparisons																
	% within column	b	С	d	е	а	b	С	d	а	b	С	d	a	b	С	d
Column Names	N Count																
	Column Comparisons																
	% within column	72%	76%	72%		72%	66%	78%	65%	67%	74%	69%	73%	76%	74%	78%	78%
They paid for it and I don't need to pay them back	N Count	271	504	271		134	63	103	72	129	214	155	202	340	160	329	192
	Column Comparisons	-	-	-				d		-	-	-	-				
	% within column	27%	23%	27%		27%	34%	21%	34%	32% †	25%	31%	27%	22%	25%	20%	20%
They paid for it and I needed to pay them back	N Count	102	152	102		49	33	28	38	62 †	72	69	74	97	53	84	49
	Column Comparisons	-	-	-			С		С	-	-	-	-				
	% within column	1%	1%	1%		1%	0%	1%	1%	1%	1%	1%	1%	2%	1%	2%	2%
Don't know	N Count	3	9	3		2	0	1	1	2	1	1	1	7	3	7	4
	Column Comparisons	-	-	-						-	-	-	-				

Part 5 of 7

									BAN	INER							
		Gami- ng Meth- od						Ga	aming Ty	/pe							ning uency
						Playing		Creat-							NET:		
G6c - You said someone else bought the	items for you,	NET:	Dunnlo	. Astion		against	-		Playing		Fitmoss.		Intoro		Playing		
which of these best describes whether y	ou need to pay	Any Gami-	or	Action / adve-	Shoot-			build-	in a virtual		Fitness and		Intera- ctive	Make-	against other	NET:	Week-
them back or not? [SINGLE]		ng	_	s nture	ers	person	ms	mes	worlds			Sports			people		ly
	% within column	666	182	271	218	164	305	362	203	116	119	258	92	92	380	557	96
Weighted Base	N Count																
	Column Comparisons																
	% within column	663	190	279	229	171	304	347	213	123	122	265	98	97	381	552	99
Unweighted Base	N Count																
	Column Comparisons																
	% within column	е	а	b	С	d	е	f	g	h	i	j	k	1	m	a	b
Column Names	N Count																
	Column Comparisons																
	% within column	76%	76%	80%	78%	79%	78%	74%	79%	76%	76%	79%			79%	78%	
They paid for it and I don't need to pay them back	N Count	504	139	218	170	129	237	269	160	88	91	204			299	432	
	Column Comparisons	-													-		
	% within column	23%	23%	19%	21%	20%	21%	24%	19%	22%	23%	20%			20%	21%	
They paid for it and I needed to pay them back	N Count	152	42	50	47	33	63	86	39	26	27	52			77	118	
	Column Comparisons	-													-		
	% within column	1%	1%	1%	1%	1%	1%	2%	2%	1%	1%	1%			1%	1%	
Don't know	N Count	9	2	3	2	2	5	6	4	2	1	1			5	7	
	Column Comparisons	-													-		

Part 6 of 7

								BAN	INER						
				Gar	ning Pu	rchase T	уре			F	eelings	about G	aming	Purchas	е
															It's not always
		NET:												that	clear
		Chara-												people	what
		cter,												who	ľm
		skins,		Loot										spend	going
		weap-		boxes/		A stan-								more,	to get
G6c - You said someone else bought the	items for you,	ons,	NET:	packs/	1	dard	•	Early		_		I spend	1.191	get	for my
which of these best describes whether y	ou need to pay	armo-		chests/	In-	version	A	access	Dottle	things I	-	more than I	I like the	further	-
them back or not? [SINGLE]	ou noou to pu,	ur, to- ols	expan- sion	bund- les	game money	of the game	iption	to a game	Battle Pass	buy online	good value	should		in	in games
them back of not: [ShtGLL]	% within column	335	162	101	282	99	198	87	136	234	494	288	458	450	302
Weighted Base	N Count	333	102	101	202	22	130	67	130	234	454	200	430	450	302
Weighted base	Column Comparisons														
	% within column	339	171	105	264	110	211	94	137	237	493	295	462	447	307
Unweighted Base	N Count	333	1/1	105	204	110	211	54	137	237	455	233	402	447	307
onweighted base	Column Comparisons														
	% within column	а	b	С	d	e	f	g	h	а	b	С	d	е	f
Column Names	N Count	u	Б	C	u			Б		u	b	C	u	C	
Column Names	Column Comparisons														
	% within column	77%	69%	79%	77%	71%	79%		82%	72%	77%	71%	75%	76%	73%
They paid for it and I don't need to pay them back		256	112	80	216	71	156		112	169	380	205	343	340	222
They paid for it and I don't need to pay them back	Column Comparisons	230	112	00	210	, _	130		112	103	300	203	3-13	340	222
	% within column	22%	28%	20%	22%	28%	21%		16%	27%	22%	28%	24%	23%	25%
They paid for it and I needed to pay them back	N Count	73	45	20	63	28	41		22	64	111	80	108	104	77
they paid for it and theeded to pay them back	Column Comparisons	, 3	73	20	03	20	71			0-1			100	10-7	,,
	% within column	2%	3%	1%	1%	1%	1%		1%	0%	1%	1%	1%	1%	1%
Don't know	N Count	5	5	1	3	1	1		2	1	3	3	7	6	4
23	Column Comparisons	3	3	-	J	-	-		_	-	J	J	•	J	ŕ

		boo which wheth	You sught the of ack or	e item ese be i need	ns for y st deso to pay	ou, cribes them
		They paid for it and I	They paid for it and I			
G6b - You said so the items for you know about these [SINGLE]	•	don't need to pay them back	need- ed to pay th- em ba- ck	Don't know	Row n	Row Popul- ation
Weighted Base	% within column N Count Column Comparisons	504	152	9		
Unweighted Base	% within column N Count Column Comparisons	501	152	10		
Column Names	% within column N Count Column Comparisons	а	b	С		
Yes	% within column N Count Column Comparisons % within column	87% † 440 † b	60%↓ 92↓		533	534
Some of them	N Count Column Comparisons % within column	11%↓ 56↓ 1%↓	33% † 51 † a 5% †		110	112
No	N Count Column Comparisons % within column	7 ↓ 0%	8 † a 1%		16	16
Don't know	N Count	1	2		4	4

Column Comparisons

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17 AND say a parent or someone else paid for their last gaming purchase; Weight: Based on Nat Rep Sample; effective sample size = 610 (92%); Blank cells have a sample size that is smaller than 100.; Blank cells have a sample size that is smaller than 100. Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

		boo which wheth	You saught the of the of the of the of the of the or ack or	e item ese be need	s for y st deso to pay	ou, cribes them
G6b - You said some	eone else bought	They paid for it and I don't	They paid for it and I need-			
the items for you. D know about these p [SINGLE]	id that person	. ,	ed to pay th- em ba- ck	Don't know	Row n	Row Popul- ation
NET: Some of them / No	% within column N Count Column Comparisons	13%↓ 64↓		KIIOW	126	128

						BAN	NER				
G7 - Which of these do you think has influ	enced vour		Gender respo			ļ	Age of child	responden	t		Age and gender of child respondent
spending whilst gaming in the last month?	•	Total	Male	Female	8-9	10-12	13-15	16-17	NFT: 8-12	NET: 13-17	
spending will st gaining in the last month.	% within column	1078	656	422	190	341	365	182	531	547	113
Weighted Base	N Count	1070	050	722	130	341	303	102	331	547	113
weighted base	Column Comparisons										
	% within column	1082	640	442	192	329	367	194	521	561	114
Unweighted Base	N Count	1002	0.0		132	323	307	13.	321	301	
5	Column Comparisons										
	% within column	а	а	b	а	b	С	d	е	f	а
Column Names	N Count						-				
	Column Comparisons										
	% within column	31%	30%	33%	31%	36%	28%	29%	34%	28%	30%
To have more fun	N Count	336	198	137	59	122	101	53	181	155	34
	Column Comparisons	-							-	-	
	% within column	30%	30%	31%	37%	35%	27%	20%↓	36% 1	25%↓	34%
To customise my character / avatar / equipment /	N Count	325	196	129	70	120	98	37↓	190 †	135↓	39
weapons or personalise the game	Column Comparisons	-			c d	c d			-	-	h
	% within column	22%	22%	22%	17%	21%	22%	30% †	19%	24%	21%
There was a special offer / discount	N Count	236	143	94	32	71	79	54 1	103	133	23
	Column Comparisons	-						a	-	-	
	% within column	21%	23%	18%	19%	23%	19%	23%	21%	20%	21%
Something was only available for a limited amount of time	N Count	224	150	74	36	78	70	41	113	111	24
ime	Column Comparisons	-	b						-	-	
	% within column	20%	21%	18%	19%	19%	24%	14%	19%	21%	19%
To make more / quicker progress in the game	N Count	213	135	78	36	64	86	26	100	113	21
	Column Comparisons	-							-	-	
	% within column	17%	18%	17%	24%	17%	15%	15%	19%	15%	23%
To get more rewards than the free ones	N Count	187	115	72	45	59	57	27	103	84	26
	Column Comparisons	-							-	-	

						BAN	NER				
					Age a	ind gender o	f child resp	ondent			
G7 - Which of these do you think has in	fluenced your		Male 10-	Female 10-	Male 13-	Female 13-	Male 16-	Female 16-	NET: Male	NET: Fem-	NET: Male
spending whilst gaming in the last mon	th? [MULTI]	Female 8-9	12	12	15	15	17	17	8-12	ale 8-12	13-17
	% within column	77	200	141	219	146	124	66	313	218	343
Weighted Base	N Count										
	Column Comparisons										
	% within column	78	191	138	211	156	124	82	305	216	335
Unweighted Base	N Count										
	Column Comparisons										
	% within column	b	С	d	е	f	g	h	i	j	k
Column Names	N Count										
	Column Comparisons										
			35%	36%	24%	33%	33%		34%	35%	27%
To have more fun			71	51	52	49	41		105	76	94
			240/	260/	270/	2.00/	220/		-	-	-
To customise my character / avatar / equipment	/		34%	36%	27%	26%	23%		34%	38%	26%
weapons or personalise the game			. 68	51	60	38	28		107	82	88
			h	h aaar	200/	2.40/	200/		-	-	-
The second of the first of the second			20%	22%	20%	24%	28%		20%	18%	23%
There was a special offer / discount			41	31	44	34	35		64	39	79
			24%	21%	20%	100/	28%		-	100/	-
Something was only available for a limited amoun	nt of		24% 48	21% 29	43	18% 27	28% 34		23% 72	19% 41	23% 78
time			40	29	45	27	54		12	41	70
			20%	17%	24%	23%	17%		20%	- 18%	- 21%
To make more / quicker progress in the game			40	24	53	34	21		62	39	73
To make more / quicker progress in the game			40	24	33	54	21		- 02	-	-
									_	_	_

15%

30

To get more rewards than the free ones

20%

29

18%

39

12%

18

17%

20

18%

56

22%

48

Part 2 of 33

17%

59

						BAN	NER				
		Age and gender of child respondent	Urban/	[/] Rural		Workinį	g status		D3	- Social grad	e
		NET:						NET: Not			
G7 - Which of these do you think has influ	ienced your	Female 13-	NET:					working/			
spending whilst gaming in the last month	? [MULTI]	17	Urban	Rural	Full time	Part time	Student	retired	AB	C1	C2
	% within column	209	990	88	732	169	46	109	358	261	217
Weighted Base	N Count										
	Column Comparisons										
	% within column	234	989	93	774	144	46	99	498	213	158
Unweighted Base	N Count										
	Column Comparisons										
	% within column	1	a	b	a	b	С	d	а	b	С
Column Names	N Count										
	Column Comparisons										
	% within column	31%	31%		30%	33%			34%	29%	30%
To have more fun	N Count	64	302		217	55			121	75	64
	Column Comparisons	-									
To contract to the contract of the contract of	% within column	23%	30%		27%	35%			32%	28%	29%
To customise my character / avatar / equipment /	N Count	47	297		201	58			115	72	63
weapons or personalise the game	Column Comparisons	-									
	% within column	26%	22%		23%	13%↓			22%	20%	24%
There was a special offer / discount	N Count	54	220		169	22↓			80	52	52
	Column Comparisons	-			b						
	% within column	16%	20%		20%	18%			20%	21%	17%
Something was only available for a limited amount of	N Count	34	201		144	30			72	55	37
time	Column Comparisons	-									
	% within column	19%	21%		22%	15%			23%	21%	16%
To make more / quicker progress in the game	N Count	40	204		158	25			84	55	35
	Column Comparisons	-	b								
	% within column	12%	18%		18%	15%			20%	14%	16%
To get more rewards than the free ones	N Count	26	178		129	25			73	37	34
	Column Comparisons	-									

						BAN	INER				
		D	3 - Social gra	ade	Fina	ancial wellb	eing	Eth	nicity	Child identi	
G7 - Which of these do you think has influ	•						a. !!	White B-	NET: All other	Neurodiv-	Mental
spending whilst gaming in the last month		DE			Doing well	· · · ·		ritish	Ethnicities	ersity	Health
	% within column	242	618	460	239	536	299	841	216	93	55
Weighted Base	N Count										
	Column Comparisons	212		074			272		0.4-	0-	
	% within column	213	711	371	277	522	279	844	217	87	56
Unweighted Base	N Count										
	Column Comparisons										
Column Names	% within column	d	е	Т	a	b	С	a	b	а	b
Column Names	N Count										
	Column Comparisons	240/	220/	200/	220/	200/	2.40/	200/	270/		
To have made for	% within column N Count	31%	32%	30%	32%	30%	34%	29%	37%		
To have more fun	Column Comparisons	75	197	139	77	158	101	248	81		
	% within column	31%	30%	- 30%	34%	29%	28%	30%	a 29%		
To customise my character / avatar / equipment /	N Count	75	30% 187	137	34% 82	29% 157	28% 85	253	29% 64		
weapons or personalise the game	Column Comparisons	/5	10/	137	02	157	65	255	04		
	% within column	22%	21%	23%	22%	22%	22%	21%	25%		
There was a special offer / discount	N Count	52	132	105	52	119	64	175	25% 54		
There was a special offer / discount	Column Comparisons	32	-	103	32	119	04	1/3	54		
	% within column	25%	21%	21%	16%	20%	26%	22%	19%		
Something was only available for a limited amount of	of N Count	60	127	97	38	110	77	181	41		
time	Column Comparisons	00	-	-	30	110	a	101	71		
	% within column	16%	22%	16%	27% †	18%	17%	18%	25%		
To make more / quicker progress in the game	N Count	39	139	74	66 1		51	154	53		
TE MENO MENO / Manage Proprieto m uno Banno	Column Comparisons	33	-	-	b c	30	J-		a		
	% within column	18%	18%	17%	20%	17%	15%	15%			
To get more rewards than the free ones	N Count	43	110	77	49	93	45	129			
<u> </u>	Column Comparisons		_	_			_		а		

Part 4 of 33

						BAI	NNER				
			ified need/ condition	Disability/ in I			nal Health an (EHCP)	Bene	efits	Parental	Controls
G7 - Which of these do you think has influ spending whilst gaming in the last month?	-	NET: Identified need/ condition	NET: No identified need/condition	NET: Yes	No	Has an EHCP	Don't have an EHCP	NET: Household receives Benefits	No Benefits	NET: Has Parental Controls	No Control
	% within column	264	796	136	376	100	978	493	539	992	83
Weighted Base	N Count										
	Column Comparisons										
	% within column	259	804	138	389	103	979	487	553	993	87
Jnweighted Base	N Count										
	Column Comparisons										
	% within column	С	d	a	b	a	b	a	b	a	
Column Names	N Count										
	Column Comparisons										
	% within column	30%	32%	23%	30%	29%	31%	31%	31%	31%	
o have more fun	N Count	79	251	31	113	29	307	151	168	304	
	Column Comparisons	-									
	% within column	32%	29%	27%	24%	36%	30%	29%	32%	30%	
o customise my character / avatar / equipment /	N Count	85	232	37	92	36	289	142	172	302	
veapons or personalise the game	Column Comparisons	-									
	% within column	21%	22%	22%	25%	29%	21%	23%	22%	22%	
There was a special offer / discount	N Count	55	175	30	96	29	207	113	117	217	
	Column Comparisons	-									
	% within column	27%	19%	24%	20%	25%	20%	23%	18%	21%	
something was only available for a limited amount or	N Count	70	152	33	75	25	200	115	98	207	
ime	Column Comparisons	-						b			
	% within column	20%	19%	23%	19%	26%	19%	19%	21%	20%	
o make more / quicker progress in the game	N Count	53	154	32	73	26	187	93	111	198	
	Column Comparisons	-									
	% within column	15%	18%	13%	16%	19%	17%	18%	17%	17%	
To get more rewards than the free ones	N Count	40	145	18	60	19	168	90	91	173	
	Column Comparisons	-									

						BAN	NER				
		Pa	rental Conc	ern		Time Spe	nt Online (V	Veekday)			nt Online kend)
G7 - Which of these do you think has influ spending whilst gaming in the last month?	-	Not Concerned	A little Concerned	NET: Modera- tely/ Very Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs	6+ hrs	NET: 5+ Hours	0 - 2hrs	3 - 4hrs
	% within column	376	331	367	309	524	176	66	241	94	365
Weighted Base	N Count Column Comparisons										
Unweighted Base	% within column N Count Column Comparisons	352	338	389	307	521	181	69	250	92	367
Column Names	% within column N Count Column Comparisons	a	b	С	а	b	С	d	е	а	b
	% within column	32%	33%	29%	36%	30%	25%		27%		33%
To have more fun	N Count Column Comparisons	120	108	107	111	157	44		66		121
	% within column	34%	29%	27%	29%	31%	31%		29%		29%
To customise my character / avatar / equipment / weapons or personalise the game	N Count Column Comparisons	128	96	101	90	162	55		69 -		105
	% within column	21%	18%	26%	19%	22%	22%		25%		19%
There was a special offer / discount	N Count Column Comparisons	78	61	96 b	60	115	39		61		70
Something was only available for a limited amount o	% within column	24%	18%	20%	16%	21%	25%		26%		17%
time	N Count Column Comparisons	90	61	72	49	110	44		63 -		61
	% within column	19%	19%	22%	18%	19%	21%		24%		16%
To make more / quicker progress in the game	N Count Column Comparisons	70	62	81	56	99	36		58 -		60
	% within column	14%	15%	23%↑	18%	16%	18%		19%		17%
To get more rewards than the free ones	N Count Column Comparisons	54	50	83 † a b	56	85	31		46 -		61

						BAN	NER				
		Time Spe	ent Online (W	/eekend)		S	pent Mone	У		SM purchas	se category
G7 - Which of these do you think has influe spending whilst gaming in the last month?	-	5 - 6hrs	Over 6 hrs	NET: 5+ Hours	Bought something on either Social Media, or while gaming	Bought	Bought something while Gaming	Bought something from both	Not bought from either	Product	Activity
	% within column	326	288	614	1078	590	1078	590	0	306	135
Weighted Base	N Count Column Comparisons										
Unweighted Base	% within column N Count Column Comparisons	334	284	618	1082	619	1082	619	0	323	147
Column Names	% within column N Count Column Comparisons	С	d	е	a	b	С	d	е	a	b
	% within column	29%	31%	30%	31%	30%	31%	30%		31%	31%
To have more fun	N Count Column Comparisons	94	91	185 -	336 -	178 -	336 -	178 -		96	41
To contamina much so that I amake I amake I	% within column	29%	36%	32%	30%	26%↓	30%	26%↓		28%	30%
To customise my character / avatar / equipment / weapons or personalise the game	N Count Column Comparisons	94	103 a	197 -	325 -	154 ↓ -	325 -	154↓		85	41
	% within column	24%	25%	24%	22%	23%	22%	23%		24%	26%
There was a special offer / discount	N Count Column Comparisons	78	71	149 -	236 -	138 -	236 -	138 -		74	36
Compething was only available for a limited amount of	% within column	21%	27% ↑	24% ↑	21%	21%	21%	21%		23%	23%
Something was only available for a limited amount of time	N Count	69	78 †	146 †	224	125	224	125		71	30
time	Column Comparisons		b	-	-	-	-	-			
	% within column	20%	24%	22%	20%	22%	20%	22%		22%	33% ↑
To make more / quicker progress in the game	N Count Column Comparisons	64	69	132 -	213 -	132 -	213 -	132 -		68	44 ↑
	% within column	16%	18%	17%	17%	20%	17%	20%		26%↑	26%
To get more rewards than the free ones	N Count Column Comparisons	52	52	103 -	187 -	119 -	187 -	119 -		81 †	35

						BAN	NER				
		SM purcha	se category	Fe	elings abou	t SM purcha	se	_	Gaming	Method	
G7 - Which of these do you think has influsive spending whilst gaming in the last month?	-	Subscription/ Upgrade	NET: Gift	Regret things I buy online	What I buy is good value	I spend more than I should	I like the feeling	Games console or games player	Desktop computer, laptop or netbook	Mobile phone or smartp-hone	Tablet
	% within column	193	145	274	441	330	451	733	331	687	379
Weighted Base	N Count Column Comparisons										
Unweighted Base	% within column N Count Column Comparisons	205	158	290	466	354	479	732	345	693	381
Column Names	% within column N Count	С	d	а	b	С	d	a	b	С	d
	Column Comparisons % within column	34%	24%	25%	28%	29%	29%	33%	33%	32%	34%
To have more fun	N Count Column Comparisons	66	35	68	123	96	130	243	110	221	129
	% within column	26%	25%	21%	28%	26%	28%	33% ↑	31%	30%	36%1
To customise my character / avatar / equipment / weapons or personalise the game	N Count Column Comparisons	50	37	56	, 121 a	86 a	124	243 †	102	206	1351 c
	% within column	29%	23%	24%	23%	23%	24%	23%	30% ↑	26%↑	21%
There was a special offer / discount	N Count Column Comparisons	57	33	66	102	77	110	171	101↑ d	178 ↑ d	81
Something was only available for a limited amount of	% within column	20%	22%	21%	21%	22%	20%	23%	22%	23%	21%
time	N Count Column Comparisons	39	33	57	94	73	91	168	72	157	79
	% within column	23%	25%	23%	23%	23%	22%	20%	25% ↑	22%	18%
To make more / quicker progress in the game	N Count Column Comparisons	44	36	63	102	77	101	146	84 1 d	151 d	70
	% within column	26%	23%	19%	22%		20%	17%	21%	19%	21%
To get more rewards than the free ones	N Count Column Comparisons	50	33	52	95 †	67	91	126	71	129	78

						BAN	INER				
		Gaming Method				(Gaming Type	e			
G7 - Which of these do you think has influ spending whilst gaming in the last month?	•	NET: Any Gaming	Puzzles or quizzes	Action/ adventure	Shooters	Playing against one other person	Playing against multiple people/teams	Creative and building games	Playing in a virtual worlds	Simulation experience	Fitness and dance
	% within column	1078	287	416	361	253	517	575	318	163	162
Weighted Base	N Count Column Comparisons										
Unweighted Base	% within column N Count Column Comparisons	1082	297	431	379	264	518	556	332	174	168
Column Names	% within column N Count Column Comparisons	е	а	b	С	d	е	f	g	h	i
	% within column	31%	33%	34%	33%	32%	34%	35% ↑	31%	40%	31%
To have more fun	N Count Column Comparisons	336 -	95	140	121	80	177	202 ↑	100	66	50
To customise my character / avatar / equipment / weapons or personalise the game	% within column N Count	30% 325	25% 71	33% 136	32% 116	33% 84	40% ↑ 205 ↑	206 ↑	110	36% 59	31% 49
	Column Comparisons	-	200/4	a • • • • • • • • • • • • • • • • • • •	200/ 🛧	270/	abcdij	a j	a	a	270/
There was a special offer / discount	% within column N Count Column Comparisons	22% 236	28% 1 81 1				22% 113	23% 130	26% 82	33% † 53 †	27% 43
Something was only available for a limited amount o time	% within column f N Count	21% 224	20% 58	24% 98	28% † 102 †		23% 121	20% 118	21% 66	26% 42	20% 33
	Column Comparisons % within column	- 20%	26% 1	23%	26% ↑	26%↑	21%	21%	20%	27%	29% ↑
To make more / quicker progress in the game	N Count	213	76 1		93 †			120	65	45	47 †
	Column Comparisons % within column	- 17%	21%	24%↑		26%↑	19%	20%	19%	25%↑	28%↑
To get more rewards than the free ones	N Count Column Comparisons	187 -	60	99↑	76	67 †	98	114	59	41 ↑	46 ↑

						BAN	NER				
			Gami	ng Type		Gaming F	requency		Gaming Pu	rchase Type	
G7 - Which of these do you think has influe spending whilst gaming in the last month?	-	Sports	Interactive stories	e Makeovers	NET: Playing against other people	NET: Daily	Weekly	NET: Character, skins, weapons, armour, tools	NET: Game expansion	Loot boxes / packs/ chests/ bundles	In-game money
	% within column	436	131	130	633	900	162	535	237	151	447
Weighted Base	N Count Column Comparisons										
Unweighted Base	% within column N Count Column Comparisons	451	141	137	638	898	169	549	250	158	428
Column Names	% within column N Count Column Comparisons	j	k	I	m	а	b	a	b	С	d
	% within column	35%	33%	33%	32%	32%	28%	34%	34%	33%	31%
To have more fun	N Count Column Comparisons	151	43	43	203	290	45	182	81	49	138
To customise my character / avatar / equipment / weapons or personalise the game	% within column N Count Column Comparisons	29% 126	36% 47	33% 43	37% ↑ 234 ↑ -	278	27% 43	39% ↑ 209 ↑ b e f g	70 g	38% 57 e g	40%1 1781 b e f g
There was a special offer / discount	% within column N Count	26% 111	27% 35	19% 25	23% 143	22% 198	22% 35	25% 134	31% ↑ 73 ↑		20% 90
	Column Comparisons				-				d		
Something was only available for a limited amount of time	% within column N Count Column Comparisons	22% 95	28% 37	22% 29	22% 142	21% 189	20% 32	24% 126	26% 62	30% ↑ 45 ↑	27%1 1211
To make more / quicker progress in the game	% within column N Count	23% 98	25% 33	23% 30	21% 136	21% 186	14% 22	23% 123	27% † 64 †		24%1 1071
	Column Comparisons % within column	22% ↑	32%1		- 20% ↑		15%	21%†			22%1
To get more rewards than the free ones	N Count Column Comparisons	96 †	421	31	129 ↑ -	162	24	111 †	60 †	45 †	1001

						BAN	INER				
			Gaming Pu	rchase Type			Feel	ings about G	iaming Pur	chase	
G7 - Which of these do you think has influe spending whilst gaming in the last month?	-	A standard version of the game	A subscription	Early access to a game	Battle Pass	Regret things I	What I buy is good value	I spend more than I should	I like the		It's not always clear what I'm going to get for my money in games
spending winist gaining in the last month.	% within column	147	302	122	205	346	772	445	720	715	449
Weighted Base	N Count Column Comparisons	147	302	122	203	340	772	443	720	713	449
Unweighted Base	% within column N Count Column Comparisons	154	320	133	211	356	777	454	734	710	459
Column Names	% within column N Count Column Comparisons	е	f	g	h	a	b	С	d	е	f
	% within column	34%	36%	30%	29%	24%↓	31%	28%	32%	30%	28%
To have more fun	N Count Column Comparisons	50	109	37	59	84↓	242	122	231	218	126
	% within column	26%	33%	22%	39% ↑	23%↓	33% †	25%↓	32%	30%	28%
To customise my character / avatar / equipment /	N Count	38	101	27	80 †	79↓	255 †	110↓	228	218	126
weapons or personalise the game	Column Comparisons		g		b e g		ас		ас	ас	а
	% within column	26%	28%1	37% 1		21%	23%	22%	24%	23%	23%
There was a special offer / discount	N Count Column Comparisons	39	85 1 d	45 1 d	54	74	179	98	173	164	102
Constitution was action with the four district of an action of	% within column	20%	27% †	29%	33%↑	22%	21%	23%	22%	23%	25%
Something was only available for a limited amount of time	N Count Column Comparisons	29	82 †	35	68↑	77	160	104	158	162	111
	% within column	21%	27% †	28%	28% ↑	20%	20%	23%	22%1	18%	21%
To make more / quicker progress in the game	N Count	31	82 †	34	57 ↑	70	158	103	160 1	129	94
	Column Comparisons								е		
	% within column	21%	24% †	32% 1	25%↑	18%	18%	22% ↑	19%	18%	20%
To get more rewards than the free ones	N Count Column Comparisons	31	73 †	39 1	52 ↑	64	138	96 ↑	137	128	90

						BAN	NER				
G7 - Which of these do you think has influe	enced vour		Gender respo	of child ndent		,	Age of child	respondent	i.		Age and gender of child respondent
spending whilst gaming in the last month?	-	Total	Male	Female	8-9	10-12	13-15	16-17	NFT: 8-12 N	FT· 13-17	
spending winner gamming in the last month.	% within column	17%	17%	18%	22%	17%	19%	10%↓			23%
I wanted to look good in the game / didn't want to	N Count	187	113	74	43	58	68	19↓			27
look like a noob	Column Comparisons	-	113	, -	d	30	d	13*	-	-	g g
	% within column	16%	16%	15%	15%	17%	16%	17%	16%	16%	14%
My friends or family had also bought something and I	N Count	173	108	65	28	58	58	30	85		16
wanted it too	Column Comparisons	-	100	03	20	30	30	30	-	-	10
	% within column	16%	15%	16%	16%	17%	17%	11%	16%	15%	15%
To have access to a new map or level	N Count	167	102	66	30	57	61	19	87		17
To have access to a new map or level	Column Comparisons	-	102	00	30	3,	01		-	NET: 13-17 16% 87 - 16% 88 - 15% 80 - 13% 71 - 9% 48 - 11% 60 - 9% 47 - 1% 8 - 1% 8	-,
	% within column	12%	12%	10%	14%	8%	14%	11%	10%	13%	17%
I was close to finishing the game or a level of the	N Count	126	82	44	27	27	51	21	54		19
game	Column Comparisons	-	-				-		_	_	
	% within column	10%	10%	10%	14%	9%	7%	13%	11%	9%	18% †
I was asked to pay to complete the game or the level	l N Count	105	65	40	27	30	25	23	57		211
was on	Column Comparisons	-			С				-	_	
	% within column	9%	9%	10%	9%	7%	11%	12%	8%	11%	9%
If I didn't pay I would have lost something in the	N Count	100	59	42	16	24	38	21	40	60	10
game	Column Comparisons	-							-	_	
	% within column	8%	10%	7%	10%	7%	9%	7%	8%	9%	12%
To skip the level I was on	N Count	91	63	28	18	25	34	13	43	47	13
·	Column Comparisons	-							-	_	
	% within column	1%	2%	1%	2%	1%	1%	2%	1%	1%	4%
Don't know	N Count	14	11	3	4	3	5	3	7	8	4
	Column Comparisons	-							-	-	
	% within column	1%	1%	0%	0%	1%	0%	1%	1%	0%	0%
Another reason – Please type in below	N Count	5	5	1	0	2	1	1	3	3	0
	Column Comparisons	-							_	_	

BANNER Age and gender of child respondent

				Age a	ınd gender o	t child respo	ondent			
G7 - Which of these do you think has influenced your			Female 10-		Female 13-					
spending whilst gaming in the last month? [MULTI]	Female 8-9	12	12	15	15	17	17	8-12	ale 8-12	13-17
I wanted to look good in the game / didn't want to		16%	19%	21%	15%	8%↓	•	19%	19%	16%
look like a noob		31	26	46	22	91	•	58	42	55
				g				-	-	-
My friends or family had also bought something and I		17%	16%	16%	16%	18%		16%	16%	17%
wanted it too		34	23	35	23	23		51 -	35 -	58 -
		15%	19%	18%	15%	12%		15%	18%	16%
To have access to a new map or level		30	27	39	22	15		48	39	54
		70/	00/	4.00/	440/	440/		-	-	- 4.40/
I was close to finishing the game or a level of the		7%	9%	16%	11%	11%		11%	10%	14%
game		14	13	34	17	14		34 -	21 -	48 -
Lorenza de al la como de consede de altre accordo de la colli		8%	10%	7%	7%	10%		12%	10%	8%
I was asked to pay to complete the game or the level I was on		16	14	15	10	13		36 -	21 -	28 -
		7%	8%	10%	11%	10%		8%	8%	10%
If I didn't pay I would have lost something in the game		13	11	22	16	13		24	17	35
burne								-	-	-
		9%	5%	11%	7%	6%		10%	6%	9%
To skip the level I was on		18	7	24	10	8		31	12	32
		1%	1%	1%	2%	3%		- 2%	- 1%	- 2%
Don't know		1	1	2	2	3		5	1	6
								-	-	-
		1%	1%	1%	0%	1%		1%	0%	1%
Another reason – Please type in below		2	1	1	0	1		2	1	3
								_	_	-

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17 AND Children who game AND who have bought something via gaming; Weight: Based on Nat Rep Sample; effective sample size = 1007 (93%); Blank cells have a sample size that is smaller than 100.; Blank cells have a sample size that is smaller than 100. Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 13 of 33

						BAN	NER				
		Age and gender of child respondent	Urban/	' Rural		Workin	g status		D3 -	Social grad	le
		NET:						NET: Not			
G7 - Which of these do you think has influe	-	Female 13-	NET:					working/			
spending whilst gaming in the last month?	[MULTI]	17	Urban	Rural	Full time	Part time	Student	retired	AB	C1	C2
I wanted to look good in the game / didn't want to	% within column	16%	18%		19%	15%			17%	18%	17%
look like a noob	N Count	32	176		137	26			62	47	38
look like a flood	Column Comparisons	-									
My friends or family had also bought something and I	% within column	15%	16%		18%	9%			19%	12%	18%
wanted it too	N Count	30	159		133	16			67	31	38
wanted it too	Column Comparisons	-			b						
	% within column	13%	16%		19% ↑	8%			19%	16%	14%
To have access to a new map or level	N Count	27	158		136 †	14			69	41	31
	Column Comparisons	-			b d				d		
Lorentz de Calabia de accesa de la colonidad de	% within column	11%	11%		13%	7%			15% ↑	11%	10%
I was close to finishing the game or a level of the	N Count	23	111		94	11			55 †	29	21
game	Column Comparisons	-									
	% within column	10%	10%		12% †	7%			13%	9%	10%
I was asked to pay to complete the game or the level	N Count	21	102		84 ↑	11			45	23	23
was on	Column Comparisons	-							d		
	% within column	12%	10%		11%	5%			11%	8%	9%
If I didn't pay I would have lost something in the	N Count	25	95		77	9			38	20	20
game	Column Comparisons	-									
	% within column	8%	9%		9%	7%			9%	6%	10%
To skip the level I was on	N Count	16	86		67	12			32	15	22
	Column Comparisons	-									
	% within column	1%	1%		0%↓	4%↑			1%	1%	1%
Don't know	N Count	2	13		4↓	7 †			2	2	1
	Column Comparisons	-				а					
	% within column	0%	0%		1%	1%			1%	0%	1%
Another reason – Please type in below	N Count	0	4		4	1			3	0	1
•	Column Comparisons	-									

						BAN	INER				
		D	3 - Social gra	ade	Fina	ancial wellb	eing	Eth	nicity	Child identi impacting	
C7 Milhigh of those do you think has influe									NET: All		
G7 - Which of these do you think has influe	•							White B-	other	Neurodiv-	Mental
spending whilst gaming in the last month?		DE			Doing well			ritish	Ethnicities	ersity	Health
I wanted to look good in the game / didn't want to	% within column	17%	18%	17%	20%	16%	18%	17%	18%		
look like a noob	N Count	40	109	78	48	84	54	144	40		
	Column Comparisons		-	-							
My friends or family had also bought something and	% within column	15%	16%	17%	22%	14%	15%	16%	18%		
wanted it too	N Count	38	97	76	51	77	45	134	39		
wanted it too	Column Comparisons		-	-	b						
	% within column	11%	18%	12%	20%	17%	10%↓	15%	18%		
To have access to a new map or level	N Count Column Comparisons	26	111	57	48	91	29↓	126	38		
	Column Comparisons		-	-	С	С					
Lorenza de la contra Carlo de la contra dela contra de la contra del la contra del la contra del la contra de la contra del la contra de la contra de la contra del la	% within column	8%	14%	9%	17% †	11%	9%	10%	17% †		
I was close to finishing the game or a level of the	N Count	20	85	41	40 1	58	26	87	37 †		
game	Column Comparisons		-	-	b c				a		
	% within column	6%	11%	8%	16% †	9%	7%	9%	13%		
I was asked to pay to complete the game or the level	N Count	14	69	36	38 †	46	21	75	29		
was on	Column Comparisons		-	-	bс						
	% within column	9%	9%	9%	12%	10%	7%	8%	14%		
If I didn't pay I would have lost something in the	N Count	22	58	42	28	51	20	67	31		
game	Column Comparisons		-	-					а		
	% within column	9%	8%	9%	8%	7%	11%	8%	9%		
To skip the level I was on	N Count	22	47	44	20	39	31	70	20		
·	Column Comparisons		_	_							
	% within column	4%1	1%	2%	1%	2%	1%	1%	1%		
Don't know	N Count	91		10	1	10	3	12	1		
	Column Comparisons	a	_	-	_		•		_		
	% within column	0%	0%	1%	1%	1%	0%	1%	0%		
Another reason – Please type in below	N Count	1	3	3	1	3	1	5	1		
	Column Comparisons	-	-	-	-	•	=	3	-		

Part 15 of 33

						BAN	INER				
			rified need/ condition	Disability/ C			nal Health n (EHCP)	Bene	efits	Parental	Controls
G7 - Which of these do you think has influe spending whilst gaming in the last month?	•	NET: Identified need/ condition	NET: No identified need/ condition	NET: Yes	No	Has an EHCP	Don't have	NET: Household receives Benefits	No Benefits	NET: Has Parental Controls	No Controls
I wanted to look good in the game / didn't want to look like a noob	% within column N Count Column Comparisons	22% 57	16% 127	21% 29 b	13% 50	25% 25 b	17% 162	18% 89	16% 87	17% 173	
My friends or family had also bought something and I wanted it too	% within column N Count Column Comparisons	17% 46 -	16% 127	18% 25	16% 59	18% 18	16% 155	17% 86	16% 84	17% 166	
To have access to a new map or level	% within column N Count Column Comparisons	11% 28 -	17% 136 a	11% 15	17% 64	14% 14	16% 153	14% 68	18% 96	16% 158	
I was close to finishing the game or a level of the game	% within column N Count Column Comparisons	14% 38 -	11% 86	17% 24	12% 46	19% 19 b	11% 107	14% 67 b	9% 51	12% 122 b	
I was asked to pay to complete the game or the level was on	% within column N Count Column Comparisons	12% 32 -	9% 73	15% † 20 † b	7% 26	18% ↑ 18 ↑ b	9%↓ 87↓	13% ↑ 64 ↑ b	8% 41	10% 100	
If I didn't pay I would have lost something in the game	% within column N Count Column Comparisons	13% 34 -	8% 65	15% 21	10% 36	15% 15 b	9% 85	10% 49	9% 48	10% 96	
To skip the level I was on	% within column N Count Column Comparisons	10% 25 -	8% 66	11% 14	7% 28	10% 10	8% 81	9% 46	7% 38	9% ↑ 89 ↑ b	
Don't know	% within column N Count Column Comparisons	2% 4 -	1% 9	2% 2	1% 4	1% 1	1% 13	1% 6	1% 7	1% 11	
Another reason – Please type in below	% within column N Count Column Comparisons	1%	0% 4	1% 1	0% 1	0% 0	1% 5	0% 0	1% 5 a	0% 4	

						BAN	NER				
		Pai	rental Conc	ern		Time Spe	nt Online (V	Veekday)		•	ent Online ekend)
G7 - Which of these do you think has influ	enced your	Not	A little	NET: Modera- tely/ Very					NET: 5+		
spending whilst gaming in the last month?	[MULTI]	Concerned	Concerned	Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs	6+ hrs	Hours	0 - 2hrs	3 - 4hrs
Lucented to look good in the game / didu/taut to	% within column	14%	19%	19%	13%	18%	21%		22%		16%
I wanted to look good in the game / didn't want to look like a noob	N Count	54	62	70	41	92	37		53		57
look like a flood	Column Comparisons								-		
No. friends on family had also because to example on a deli	% within column	9%↓	18%	21% ↑	11%↓	18%	16%		18%		17%
My friends or family had also bought something and liwanted it too	N Count	35↓	60	78↑	33↓	97	28		43		62
wanted it too	Column Comparisons		a	а		а			-		a
	% within column	11%	17%	18%	12%	16%	20%		19%		13%
To have access to a new map or level	N Count	43	57	67	37	85	36		45		46
	Column Comparisons		a	а					-		
Lorenza de la Carle de la Carle de la companya de la contra de la Carle de la	% within column	9%	8%	18% ↑	12%	10%	13%		15%		11%
I was close to finishing the game or a level of the	N Count	33	27	66 †	37	53	23		36		41
game	Column Comparisons			a b					-		
to a second to a second to the second to the	, % within column	5%↓	8%	17% ↑	8%	9%	10%		13%		9%
I was asked to pay to complete the game or the level	N Count	17↓	27	61 †	24	49	18		32		34
was on	Column Comparisons			a b					-		
	% within column	5%↓	9%	13% ↑	10%	7%	12%		12%		9%
If I didn't pay I would have lost something in the	N Count	19↓	30	48 ↑	32	39	22		30		31
game	Column Comparisons			а					-		
	% within column	4%↓	8%	13% ↑	6%	7%	14%↑		14%↑		7%
To skip the level I was on	N Count	16↓	25	47↑	19	38	25 ↑		33 †		27
	Column Comparisons			a b			a b		-		
	% within column	2%	2%	1%	1%	1%	3%		2%		1%
Don't know	N Count	6	5	2	4	5	5		5		5
	Column Comparisons								-		
	% within column	1%	0%	0%	1% ↑	0%	0%		0%		1%
Another reason – Please type in below	N Count	4	0	1	4 ↑	1	0		0		3
	Column Comparisons								_		

						BAN	NER				
		Time Spe	ent Online (W	/eekend)		S	pent Mone	ey .		SM purcha	se category
					Bought something on either Social	Bought	Bought		Not		
G7 - Which of these do you think has influe	enced vour					J	_	•	bought		
spending whilst gaming in the last month?	•	5 - 6hrs	Over 6 hrs	NET: 5+	while	on social	while	something	from	Dradust	A ativity
spending whilst gaining in the last month?	% within column	19%	21%	Hours 20%	gaming 17%	media 19%	Gaming 17%	from both 19%	either	Product 20%	Activity 17%
I wanted to look good in the game / didn't want to	N Count	61	59	120%	17%	112	187	112		60	23
look like a noob	Column Comparisons	01	33	120	107	- 112	-	- 112		00	23
	% within column	20%	15%	17%	16%	21%	16%	- 21% ↑		24%	25%
My friends or family had also bought something and I	N Count	64	43	107	173	124	173	124 †		72	34
wanted it too	Column Comparisons	а	a	-	-		-	-		, _	34
	% within column	19%	15%	17%	16%	20%	16%	20%↑		20%	21%
To have access to a new map or level	N Count	62	45	107	167	1161	167	116†		61	29
	Column Comparisons	-		_	_	_	_	-			
	% within column	12%	11%	12%	12%	14%↑	12%	14% †		16%	21%
I was close to finishing the game or a level of the	N Count	39	33	72	126	84 †	126	84 †		49	29
game	Column Comparisons			-	-	-	-	-			
	% within column	12%	7%	9%	10%	16%↑	10%	16% †		17%	26% ↑
I was asked to pay to complete the game or the level	N Count	38	19	57	105	92 †	105	92 †		51	35 ↑
was on	Column Comparisons			-	-	-	-	-			
If I didn't any law and have been another in the	% within column	10%	9%	9%	9%	12% ↑	9%	12% †		11%	10%
If I didn't pay I would have lost something in the	N Count	31	26	57	100	70 †	100	70 †		35	13
game	Column Comparisons			-	-	-	-	-			
	% within column	7%	10%	8%	8%	11%↑	8%	11%↑		12%	16%
To skip the level I was on	N Count	22	29	51	91	66 †	91	66 †		36	22
	Column Comparisons			-	-	-	-	-			
	% within column	1%	2%	1%	1%	0%↓	1%	0%↓		0%	0%
Don't know	N Count	3	4	8	14	1↓	14	1↓		1	0
	Column Comparisons			-	-	-	-	-			
	% within column	1%	0%	0%	1%	0%	1%	0%		1%	0%
Another reason – Please type in below	N Count	2	0	2	5	3	5	3		2	0
	Column Comparisons			-	-	-	-	-			

						BAN	NER				
		SM purcha	se category	Fe	elings abou	t SM purcha	se		Gaming	Method	
G7 - Which of these do you think has influe spending whilst gaming in the last month?	•	Subscri- ption/ Upgrade	NET: Gift	Regret things I buy online	What I buy is good value	I spend more than I should	I like the feeling	Games console or games player	Desktop computer, laptop or netbook	Mobile phone or smartp- hone	Tablet
	% within column	23%	22%	22%	19%	20%	20%	18%	16%	18%	19%
I wanted to look good in the game / didn't want to look like a noob	N Count Column Comparisons	45	32	60	82	67	92	133	54	126	73
No. friends on family had also become a constitute and	% within column	24%	21%	24% †	23% ↑	24% ↑	22%1	16%	18%	16%	15%
My friends or family had also bought something and I wanted it too	N Count Column Comparisons	47	31	65 1	100 †	78 ↑	99 1	119	61	110	59
	% within column	25%	23%	20%	20% ↑	22%🕇	21% †	17%	20%	17%	17%
To have access to a new map or level	N Count Column Comparisons	49	33	54	90 ↑	72↑	96 1	123	66	117	63
I was close to finishing the game or a level of the	% within column	17%	23%		15% †		15% †		sole or computer, phone of smes laptop or smartp-layer netbook hone 18% 16% 18% 126 16% 18% 16% 110 17% 20% 17% 123 66 117 11% 17% 1 22% 81 57 1 86 9% 16% 1 10% 69 53 1 66 a c 9% 12% 9% 68 39 64 7% 4 9% 9% 48 30 64 2% 1% 1% 1% 12% 9% 12% 12% 14% 15% 15% 15% 15% 15% 15% 15% 15% 15% 15		15%
game	N Count Column Comparisons	32	34 †	41	67 †	59 ↑	69 1	81	57 ↑	86	55
I was asked to pay to complete the game or the level	% within column	22% ↑	29% †	21% †	17% †	17% †	17% †	9%	16% †	10%	12%
was on	N Count Column Comparisons	42 ↑	42 1	57 1	77 †	57 ↑	75 1	69		66	45
If I didn't pay I would have lost something in the	% within column	16%	17%	16% †	12% ↑	15% ↑	12%	9%	12%	9%	11%
game	N Count Column Comparisons	31	25	43 †	54 †	49 ↑	54	68	39	64	41
	% within column	13%	15%	16% †		14%↑	12% †			9%	8%
To skip the level I was on	N Count Column Comparisons	24	22	45 1	54 †	45 ↑	54 1	48↓	30	64 a	32
	% within column	0%	0%	1%	0%	0%	0%	2%	1%	1%	1%
Don't know	N Count Column Comparisons	0	0	-	-	- 1	- -			9	4
	% within column	0%	0%	0%	0%	0%	0%			0%	0%
Another reason – Please type in below	N Count Column Comparisons	1	0	0	2	0	2	5	1	3	0

Part 19 of 33

						BAN	NER				
		Gaming Method				G	Saming Type	9			
G7 - Which of these do you think has influe	enced vour	NET: A.	D	A		Playing against	Playing against multiple	Creative and	Playing in	C'analatian	Ethanan
spending whilst gaming in the last month?	_	NET: Any Gaming	Puzzles or quizzes	Action/ adventure	Shooters	one other person	people/ teams	building games		Simulation experience	Fitness
spending winist gaining in the last month:	% within column	17%	16%	21%	20%	22%	23%1	20%	19%	20%	22%
I wanted to look good in the game / didn't want to look like a noob	N Count	187	46	87	73	55	117 †	116	60	33	35
look like a noop	Column Comparisons	-									
NA. friando ou fousille had also havelet as usathing and I	% within column	16%	18%	20% ↑	20%	22% ↑	17%	13%	21% †	17%	19%
My friends or family had also bought something and I wanted it too	N Count	173	51	84 ↑	71	56 †	88	76	68 1	28	31
wanted it too	Column Comparisons	-		f	f	f			f		
	% within column	16%	16%	19%	22%1	25% ↑	17%	15%	19%	19%	19%
To have access to a new map or level	N Count	167	47	80	81 ↑	63 †	85	89	61	32	31
	Column Comparisons	-									
Lucas aloca to finishing the game or a lovel of the	% within column	12%	17% 1	16% ↑	16%↑	18%↑	11%	11%	14%	18%↑	18%
I was close to finishing the game or a level of the game	N Count	126	50 1	66 ↑	57 ↑	45 ↑	59	66	46	29 ↑	28
game	Column Comparisons	-									
Lyas asked to have a complete the game or the level	% within column	10%	16% 1	13%	13%	18%↑	10%	9%	13%	16% ↑	18% †
I was asked to pay to complete the game or the level was on	N Count	105	46 1	52	46	45 ↑	53	49	42	26 †	30 ↑
was on	Column Comparisons	-	f			e f			f	f	f
If I didn't you I would have look as weathing in the	% within column	9%	13%	10%	10%	12%	9%	7%↓	12%	14%	14%
If I didn't pay I would have lost something in the	N Count	100	38	41	35	31	48	39↓	40	22	23
game	Column Comparisons	-	f			f			f	f	f
	% within column	8%	12%	9%	9%	14%↑	7%	8%	9%	11%	16%↑
To skip the level I was on	N Count	91	34	39	33	35 †	37	44	29	17	26 ↑
	Column Comparisons	-				e f					е
	% within column	1%	1%	2%	1%	0%	1%	2%	2%	1%	0%
Don't know	N Count	14	2	7	2	1	8	9	5	1	0
	Column Comparisons	-									
	% within column	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Another reason – Please type in below	N Count	5	1	0	1	0	2	1	1	0	0
	Column Comparisons	-									

Part 20 of 33

-						BAN	NER				
			Gamir	ng Type		Gaming F	requency		Gaming Pu	rchase Type	
G7 - Which of these do you think has influe	enced your		Interactive		NET: Playing against other			NET: Character, skins, weapons, armour,	NET: Game	Loot boxes / packs/ chests/	In-game
spending whilst gaming in the last month?	[MULTI]	Sports	stories	Makeovers	people	NET: Daily	Weekly	tools	expansion	bundles	money
I wanted to look good in the game / didn't want to look like a noob	% within column N Count Column Comparisons	20% 88	23% 30	20% 26	21% † 133 † -		11% 17	22% † 120 †			19% 84
My friends or family had also bought something and I wanted it too	% within column N Count Column Comparisons	19% 83 f	21% 27	18% 24	17% 108 -	16% 148	13% 22	19% 101	22% † 52 †		17% 78
To have access to a new map or level	% within column N Count Column Comparisons	17% 75	21% 28	22% 28	18% 113 -	16% 144	14% 22	17% 93	28% † 67 † a d		17% 75
I was close to finishing the game or a level of the game	% within column N Count Column Comparisons	16% ↑ 69 ↑			12% 77 -	12% 105	11% 17	16% ↑ 85 ↑ d			10% 43
I was asked to pay to complete the game or the level was on	% within column N Count Column Comparisons	11% 49	22% 1 29 1 f		12% 74 -	9% 84	13% 21	13% ↑ 70 ↑ d		16% 24	8% 35
If I didn't pay I would have lost something in the game	% within column N Count Column Comparisons	9% 41	11% 14	16% ↑ 21 ↑ f	10% 63 -	9% 79	10% 16	11% 60	16% ↑ 37 ↑	20	8% 36
To skip the level I was on	% within column N Count Column Comparisons	9% 38	19% 1 25 1 e f g	18	9% 58 -	9% 78	6% 10	10% 55	15% † 36 †	231	11% 47
Don't know	% within column N Count Column Comparisons	1% 5	1%	0%	1% 8 -	1% 11	1%	0%	0%	0%	1% 6
Another reason – Please type in below	% within column N Count Column Comparisons	1% 4	0%	0% 0	0% 2 -	1% 5	0%	0% 0	0% 0	0% 0	0% 0

						BAN	NER				
			Gaming Pur	chase Type	<u>:</u>		Feel	ings about G	aming Purc	hase	
										It's unfair that people who spend	It's not always clear what I'm going
G7 - Which of these do you think has influe	ancod vour	A standard		Early		Ū	What I buy	•		more, get	
•	•		A subscri-			things I	is good	more than			my money
spending whilst gaming in the last month?		the game	ption	game	Battle Pass	<u> </u>	value	I should	feeling	games	in games
I wanted to look good in the game / didn't want to	% within column	15%	20%	22%	20%	19%	18%	21%	19%	19%	19%
look like a noob	N Count	22	59	27	42	67	137	92	137	139	85
	Column Comparisons										
My friends or family had also bought something and I	% within column	23%	20%	25%1		22% ↑	17%	20%	18% ↑		19%
wanted it too	N Count	34	60	301	47 ↑	75 ↑	134	87	133 ↑	127	85
	Column Comparisons										
	% within column	20%	20%	31%1		19%	16%	18%	17%	15%	19%
To have access to a new map or level	N Count	29	62	381	48 ↑	67	123	81	120	106	86
	Column Comparisons										
Luca dana ta finishina tha anna an alaud af tha	% within column	25% ↑	16% ↑	21%1	16%	15%	14%↑	18% ↑	14%↑	11%	15% ↑
I was close to finishing the game or a level of the	N Count	37 ↑	49 ↑	261	33	51	105↑	78 †	101 ↑	81	69 †
game	Column Comparisons	d	d	d			e	е	е		е
	% within column	19% ↑	14% †	19%1	14%	17% †	11%	15% ↑	12% †	11%	16% †
I was asked to pay to complete the game or the level	N Count	28 †	43 ↑	231	29	61 †	83	67 †	84 ↑	75	70 ↑
was on	Column Comparisons	d	d	d	d						
	% within column	13%	10%	16%	10%	13%↑	10%	13%↑	10%	10%	13% ↑
If I didn't pay I would have lost something in the	N Count	20	30	20	21	45 ↑	74	59 †	69	68	59 †
game	Column Comparisons					d		d			d
	% within column	11%	9%	20%1	13%	15% †	8%	13% ↑	8%	8%	11%
To skip the level I was on	N Count	16	27	251		51 †	65	60 †	57	60	51 †
	Column Comparisons	-			_	b d e		b d e			d
	% within column	1%	1%	2%	0%	1%	0%↓	1%	0%↓	1%	1%
Don't know	N Count	1	3	2	0	3	2↓	3	1↓		3
	Column Comparisons	_		_	· ·	d		d		b d	d
	% within column	0%	2% ↑	0%	0%	0%	1%	0%	0%	0%	0%
Another reason – Please type in below	N Count	0	5 †	0	0	0	5	0	3	3	2
	Column Comparisons	J	a d	3	J	3	3	J	3	3	_

						BAN	NER				
G7 - Which of these do you think has influ			of child ndent		,	Age of child	responden	t		Age and gender of child respondent	
spending whilst gaming in the last month	? [MULTI]	Total	Male	Female	8-9	10-12	13-15	16-17	NET: 8-12	NET: 13-17	Male 8-9
	% within column	99%	98%	99%	98%	99%	99%	98%	99%	99%	96%
NET: Any	N Count	1,063	645	418	186	339	360	178	525	539	109
	Column Comparisons	-							-	-	

					BAN	NER				
				Age a	nd gender of	child resp	ondent			
G7 - Which of these do you think has influenced your		Male 10-	Female 10-	Male 13-	Female 13-	Male 16-	Female 16-	NET: Male	NET: Fem-	NET: Male
spending whilst gaming in the last month? [MULTI]	Female 8-9	12	12	15	15	17	17	8-12	ale 8-12	13-17
		99%	99%	99%	98%	97%		98%	99%	98%
NET: Any		199	140	217	144	121		308	217	337
								-	-	-

						BAN	NER				
	A _l ge re		Urban/	' Rural		Working	g status		D3 -	- Social grad	e
G7 - Which of these do you think has influ	enced your	NET: Female 13-	NET:					NET: Not working/			
spending whilst gaming in the last month?	P [MULTI]	17	Urban	Rural	Full time	Part time	Student	retired	AB	C1	C2
	% within column	99%	99%		100% †	96%↓			99%	99%	99%
NET: Any	N Count	207	978		729 †	161↓			355	259	216
	Column Comparisons	-			b				d		

						BAN	INER				_
		D:	3 - Social gra	ide	Fina	ancial wellbe	eing	Ethi	nicity	Child identified no impacting conditions	
G7 - Which of these do you think has influenced your spending whilst gaming in the last month? [MULTI]		D.F.	NET: ADC4	NET. CODE	Data a confli	Cattin a law	Charactica	White B-	NET: All other	Neurodiv-	Mental
spending whilst gaining in the last mon		DE				Getting by			Ethnicities	ersity	Health
	% within column	96%	99%	98%	99%	98%	99%	99%	99%		
NET: Any	N Count	234	614	450	237	526	295	829	215		
Column Comparisons			-	-							

Part 26 of 33

						BAN	NNER				
		impacting condition		Disability/ in I			nal Health an (EHCP)	Bene	efits	Parental	Controls
G7 - Which of these do you think has spending whilst gaming in the last m	-	NET: Identified need/ condition	NET: No identified need/condition	NET: Yes	No	Has an EHCP	Don't have an EHCP	NET: Household receives Benefits	No Benefits	NET: Has Parental Controls	No Controls
% within column IET: Any N Count		98%	99% 786	98% 133	99% 372	99% 99	99% 965	99% 487	99% 532	99% 982	
NET. Ally	Column Comparisons	-	780	133	372	33	903	407	332	902	

-						BAN	NER				
		Parental Concern				Time Spe	nt Online (V	Veekday)		•	ent Online kend)
				NET:							
G7 - Which of these do you think has influenced your		NI - 4	A 11441 -	Modera-					NET E		
-		Not	A little	tely/ Very					NET: 5+		
spending whilst gaming in the las	t month? [MULTI]	Concerned	Concerned	Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs	6+ hrs	Hours	0 - 2hrs	3 - 4hrs
	% within column	98%	98%	99%	99%	99%	97%		98%		99%
NET: Any	N Count	370	326	365	305	518	170		236		360
	Column Comparisons								-		

						BAN	NER				
		Time Sp	ent Online (W	/eekend)		S	pent Mone	ey .		SM purchas	se category
					Bought something						
					on either Social Media or	Bought something	Bought	g Bought	Not bought		
G7 - Which of these do you think has	s influenced your			NET: 5+	while	on social	while	something	from		
spending whilst gaming in the last m	onth? [MULTI]	5 - 6hrs	Over 6 hrs	Hours	gaming	media	Gaming	from both	either	Product	Activity
	% within column	99%	98%	99%	99%	100%↑	99%	100%↑		100%	100%
NET: Any	N Count	322	284	606	1,063	589 †	1,063	589 †		305	135
. Column Comparisons				-	-	-	-	-			

						BAN	NER				
		SM purcha	se category	Fe	elings abou	t SM purcha	se		Gaming	Method	
		Subscri- ption/		Daniel	\A/l==+ 1 l=	Lamand		Games	Desktop	Mobile	
G7 - Which of these do you think	- Which of these do you think has influenced your			Regret things I	What I buy is good	I spend more than	I like the	games	computer,	phone or smartp-	
spending whilst gaming in the las	•	Upgrade	NET: Gift	buy online	U	I should	feeling	player	netbook	hone	Tablet
	% within column	100%	100%	99%	100%	100%	100%	98%	99%	99%	99%
NET: Any	N Count	193	145	273	439	329	449	721	327	678	375
	Column Comparisons			-	-	-	-				

Part 30 of 33

						BAN	NER				
		Gaming Method				(Gaming Typ	e			
							Playing				
						Playing	against	Creative			
6- 1441						against	multiple	and	Playing in		
G7 - Which of these do you think has in	fluenced your	NET: Any	Puzzles or	Action/		one other	people/	building	a virtual	Simulation	Fitness
spending whilst gaming in the last mon	th? [MULTI]	Gaming	quizzes	adventure	Shooters	person	teams	games	worlds	experience	and dance
	% within column	99%	99%	98%	99%	100%	99%	98%	98%	99%	100%
NET: Any	N Count	1,063	285	409	358	252	509	567	313	162	162
	Column Comparisons	-									

Part 31 of 33

						BAN	NER				
			Gami	ng Type		Gaming F	requency		Gaming Pu	rchase Type	
								NET:			
					NET:			Character,			
					Playing			skins,		Loot boxes	
67 - Which of these do you think has influenced your					against			weapons,	NET:	/ packs/	
			Interactive	9	other			armour,	Game	chests/	In-game
spending whilst gaming in the last mo	nth? [MULTI]	Sports	stories	Makeovers	people	NET: Daily	Weekly	tools	expansion	bundles	money
	% within column	99%	99%	100%	99%	99%	99%	100%	100%	100%	99%
NET: Any	N Count	430	131	130	625	889	159	533	237	151	441
	Column Comparisons				-						

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17 AND Children who game AND who have bought something via gaming; Weight: Based on Nat Rep Sample; effective sample size = 1007 (93%); Blank cells have a sample size that is smaller than 100.; Blank cells have a sample size that is smaller than 100.

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

						BAN	INER				
			Gaming Pu	ırchase Type	!		Feeli	ngs about G	aming Purc	hase	
										It's unfair	It's not
										that	always
									people	clear what	
										who spend	l I'm going
67 Which of the code of this like		A standard		Early		Regret	What I buy	I spend		more, get	to get for
G7 - Which of these do you think ha	s influencea your	version of	A subscri-	access to a		things I	is good	more than	I like the	further in	my money
spending whilst gaming in the last m	nonth? [MULTI]	the game	ption	game	Battle Pass	buy online	value	I should	feeling	games	in games
	% within column	99%	99%	98%	100%	99%	100%	99%	100% ↑	99%	99%
NET: Any	N Count	145	299	121	205	344	769 †	442	720 †	708	446
	Column Comparisons						е		a c e f		

Page 943

G8 - Thinking about spending money whilst gaming, how much do you agree or disagree with the following statements? [SINGLE]

		Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know	NET: Strongly agree/ Agree	NET: Strongly Disagree/ Disagree
	% within row	10%↓	22%↓	22%	33% ↑	12% ↑	1%	32%↓	45%↑
I often regret making purchases whilst gaming	Column Comparisons	f	a e f	a e f	a b c e f	f		-	-
	N Count	108↓	239↓	234	358 ↑	127 ↑	12	346↓	486 ↑
	% within row	19% ↑	52%↑	21%	6%↓	1%↓	1%	72%↑	7%↓
The purchases I make whilst gaming are good value	Column Comparisons	d e f	a c d e f	d e f	e f			-	-
	N Count	209 ↑	562 †	224	64↓	8 ↓	10	772 †	72↓
	% within row	12%↓	29%↓	18%	28% ↑	12% †	1%	41%↓	40%↑
I often spend more money than I should whilst gaming	Column Comparisons	f	acef	a e f	a c e f	f		-	-
	N Count	132↓	313↓	198	301 ↑	129 ↑	6	445↓	430 †
	% within row	19% ↑	47%↑	24%	6%↓	2%↓	1%	67% ↑	8%↓
I like the feeling of making purchases whilst gaming	Column Comparisons	d e f	a c d e f	a d e f	e f			-	-
	N Count	210 ↑	510 †	256	68↓	21↓	12	720 †	90↓
	% within row	24% ↑	42% ↑	19%	10%↓	3%↓	1%	66% ↑	13%↓
I think it's unfair that people who spend more, get further in games like these	Column Comparisons	c d e f	acdef	d e f	e f	f		-	-
	N Count	264 †	451 †	206	111↓	34↓	12	715 ↑	145↓
	% within row	11%↓	31%↓	23%	26%	9% ↑	1%	42%↓	35% ↑
It's not always clear what I'm going to get for my money in games	Column Comparisons	f	acdef	a e f	a e f	f		-	-
	N Count	117↓	332↓	245	275 †	98 †	11	449↓	373 †

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17 AND Children who game AND who have bought something via gaming; Weight: Based on Nat Rep Sample; effective sample size = 986 (91%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

							BANNER					
G8_1 - I often regret r	making purchases		Gender respor				Age of child r	espondent				nder of child Indent
whilst gaming	- -	Total	Male	Female	8-9	10-12	13-15	16-17	NET: 8-12	NET: 13-17	Male 8-9	Female 8-9
	% within column	1078	656	422	190	341	365	182	531	547	113	77
Weighted Base	N Count											
	Column Comparisons											
	% within column	1082	640	442	192	329	367	194	521	561	114	78
Unweighted Base	N Count											
	Column Comparisons											
	% within column	a	a	b	a	b	С	d	е	f	a	b
Column Names	N Count											
	Column Comparisons											
	% within column	10%	10%	10%	12%	9%	10%	10%	10%	10%	11%	
Strongly agree	N Count	108	64	44	23	30	36	18	53	55	13	
	Column Comparisons	-							-	-		
	% within column	22%	20%	26%	25%	20%	23%	20%	22%	22%	25%	
Agree	N Count	239	130	109	48	70	84	37	118	121	28	
	Column Comparisons	-		а					-	-		
	% within column	22%	22%	21%	16%	23%	22%	24%	21%	23%	15%	
Neither agree nor disagree	N Count	234	145	89	31	79	80	43	111	124	16	
	Column Comparisons	-							-	-		
	% within column	33%	35%	31%	32%	34%	33%	33%	33%	33%	37%	
Disagree	N Count	358	227	131	62	116	121	59	177	181	41	
	Column Comparisons	-							-	-		
	% within column	12%	12%	11%	12%	12%	11%	13%	12%	12%	10%	
Strongly disagree	N Count	127	80	48	22	39	42	24	62	66	11	
	Column Comparisons	-							-	-		
	% within column	1%	1%	0%	2%	2%	0%	0%	2%	0%	3%	
Don't know	N Count	12	10	2	4	7	1	0	10	1	4	
	Column Comparisons	-							-	-		
	% within column	32%	30%	36%	37%	29%	33%	30%	32%	32%	36%	
NET: Agree	N Count	346	194	152	71	100	120	55	171	176	41	
	Column Comparisons	-		а					-	-		

							BANNER					
					Age	and gender o	of child respon	ndent				Urban/ Rural
G8_1 - I often regret r	making purchases		Female 10-		Female 13-		Female 16-	NET: Male 8-	NET: Female	NET: Male	NET: Female	
whilst gaming		Male 10-12	12	Male 13-15	15	Male 16-17	17	12	8-12	13-17	13-17	NET: Urban
	% within column	200	141	219	146	124	66	313	218	343	209	990
Weighted Base	N Count											
	Column Comparisons											
	% within column	191	138	211	156	124	82	305	216	335	234	989
Unweighted Base	N Count											
	Column Comparisons											
	% within column	С	d	е	f	g	h	i	j	k	I	а
Column Names	N Count											
	Column Comparisons											
	% within column	9%	9%	10%	10%	10%		10%	11%	10%	11%	10%
Strongly agree	N Count	17	13	22	14	12		30	23	34	22	101
	Column Comparisons							-	-	-	-	
	% within column	19%	22%	20%	28%	16%		21%	23%	18%	28%	23%
Agree	N Count	39	31	44	40	19		67	51	63	58	225
	Column Comparisons							-	-	-	-	
	% within column	21%	26%	23%	21%	29%		19%	24%	25%	18%	22%
Neither agree nor disagree	N Count	43	36	50	31	36		59	51	86	38	220
	Column Comparisons							-	-	-	-	
	% within column	35%	32%	35%	31%	32%		36%	30%	34%	32%	33%
Disagree	N Count	71	45	76	45	39		112	65	115	67	324
	Column Comparisons							-	-	-	-	
	% within column	13%	10%	12%	11%	14%		12%	12%	13%	12%	11%
Strongly disagree	N Count	26	14	26	15	17		36	26	44	24	109
	Column Comparisons							-	-	-	-	
	% within column	2%	1%	1%	0%	0%		3% 1	1%	0%	0%	1%
Don't know	N Count	5	2	1	0	0		8 1	2	1	0	11
	Column Comparisons							-	-	-	-	
	% within column	28%	31%	30%	37%	25%		31%	34%	28%	38%	33%
NET: Agree	N Count	56	44	66	55	31		97	74	97	80	326
	Column Comparisons							-	-	-	-	

							BANNER					
		Urban/ Rural		Workin	g status				D3 - Socia	l grade		
	ret making purchases					NET: Not working/						
whilst gaming		Rural	Full time	Part time	Student	retired	AB	C1	C2	DE	NET: ABC1	NET: C2DE
	% within column	88	732	169	46	109	358	261	217	242	618	460
Weighted Base	N Count											
	Column Comparisons											
	% within column	93	774	144	46	99	498	213	158	213	711	371
Unweighted Base	N Count											
	Column Comparisons											
	% within column	b	a	b	С	d	a	b	С	d	е	f
Column Names	N Count											
	Column Comparisons											
			12%	8%			13%	6%	11%	8%	10%	10%
Strongly agree			85	14			48	15	24	20	63	45
			d				b				-	-
			25% ↑	21%			23%	22%	27%	17%	23%	22%
Agree			185 †	35			81	59	58	40	140	99
			d								-	-
			20%	17%			18%	26%	19%	26%	21%	23%
Neither agree nor disa	gree		147	29			63	67	42	62	130	104
								a		а	-	-
			31%	42%			32%	36%	30%	35%	34%	33%
Disagree			224	70			114	94	65	85	208	150
				а							-	-
			12%	9%			14%	9%	11%	11%	12%	11%
Strongly disagree			87	16			51	24	24	28	75	52
			1%	3%			0%	1%	1%	3%↑	0%	2%
Don't know			5	5			1	1	3	7 †	2	9
										а	-	-
			37%↑	29%			36%	28%	38%	25%	33%	31%
NET: Agree			271 ↑	49			129	74	83	61	203	143
			d				d		d		-	-

							BANNER					
		Fin	ancial wellbei	ng	Ethn	icity	Child id	entified need	/ impacting co	ndition	Disability/ Co	ndition in HH
G8_1 - I often regret i	making purchases	Doing well	Getting by	Struggling	White British	NET: All other Ethnicities	Neurodiv- ersity	Mental Health	NET: Identified need/ condition	NET: No identified need/condition	NET: Yes	No
	% within column	239	536	299	841	216	93	55	264	796	136	376
Weighted Base	N Count Column Comparisons											
	% within column	277	522	279	844	217	87	56	259	804	138	389
Unweighted Base	N Count Column Comparisons											
Column Names	% within column N Count Column Comparisons	а	b	С	а	b	а	b	С	d	a	b
	% within column	20%↑	7%↓	7%	11%	7%			11%	10%	13%	9%
Strongly agree	N Count Column Comparisons	47 ↑ b c	39↓	21	92	16			29 -	78 a	18	32
	% within column	22%	23%	20%	21%	26%			23%	21%	19%	22%
Agree	N Count Column Comparisons	52	125	60	175	57			61 -	170	26	83
	% within column	14%↓	23%	26%	21%	26%			24%	21%	24%	22%
Neither agree nor disagree	N Count Column Comparisons	32↓	122 a	79 a	173	55			64 -	164	33	81
	% within column	31%	33%	35%	34%	29%			31%	34%	34%	33%
Disagree	N Count Column Comparisons	73	178	106	289	63			- 81	273	46	126
	% within column	14%	12%	10%	12%	11%			9%	13%	8%	14%
Strongly disagree	N Count Column Comparisons	33	64	31	102	24			- -	103	11	53
	% within column	0%	2%	1%	1%	1%			2%	1%	1%	0%
Don't know	N Count Column Comparisons	1	8	2	10	1			-	7	1	0
	% within column	41%↑		27%	32%	34%			34%	31%	32%	31%
NET: Agree	N Count Column Comparisons	99 ↑ b c	164	81	267	73			91 -	248 a	44	116

							BANNER					
		Educational Plan (Ben	efits	Parenta	l Controls	Pa	arental Conce	rn	Time Spe (Wee	
G8_1 - I often regret i	making purchases	Has an EHCP	Don't have	NET: House- hold recei- ves Benefits	No Benefits	NET: Has Parental Controls	No Controls	Not Concerned	A little Concerned	NET: Moder- ately/ Very Concerned	0 - 2hrs	3 - 4hrs
0 0	% within column	100	978	493	539	992	83	376	331	367	309	524
Weighted Base	N Count Column Comparisons											
	% within column	103	979	487	553	993	87	352	338	389	307	521
Unweighted Base	N Count Column Comparisons											
Column Names	% within column N Count Column Comparisons	a	b	a	b	a	b	a	b	С	а	b
	% within column	10%	10%	12%	8%	10%		4%↓	9%	17%↑	8%	9%
Strongly agree	N Count Column Comparisons	10	98	60 b	41	104		15↓	28 a	63 ↑ a b	24	47
	% within column	18%	23%	21%	23%	23%		11%↓	28% ↑	28% ↑	21%	24%
Agree	N Count Column Comparisons	18	220	103	126	225		42↓	92 † a	103 ↑ a	65	124
	% within column	29%	21%	23%	19%	22%		22%	21%	22%	23%	19%
Neither agree nor disagree	N Count Column Comparisons	29	205	116	103	219		83	71	81	70	102
	% within column	28%	34%	32%	35%	33%		46% ↑	31%	23%↓	36%	35%
Disagree	N Count	28	330	157	189	325		174 †	101	83↓	111	185
	Column Comparisons							b c	С		d	d
	% within column	14%	12%	10%	14%	11%		16% ↑	11%	8%	12%	12%
Strongly disagree	N Count Column Comparisons	14	113	51	75	109		61 † c	36	31	36	62
	% within column	1%	1%	1%	1%	1%		0%	1%	2%	1%	1%
Don't know	N Count Column Comparisons	1	10	6	5	10		1	3	6	3	4
	% within column	28%	33%	33%	31%	33%		15%↓	36%	45% ↑	29%	33%
NET: Agree	N Count	28	319	163	167	329		57↓	120	166 ↑	89	171
	Column Comparisons					b			a	a b		

							BANNER					
		Time Spe	nt Online (W	eekday)		Time Spe	ent Online (W	/eekend)			Spent Money	
G8_1 - I often regret I	making purchases	5 - 6hrs	6+ hrs	NET: 5+ Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6 hrs	NET: 5+ Hours	Bought something on either Social Medi- a, or while gaming	Bought something on social media	Bought something while Gaming
willist gailing	% within column	176	66	241	94	3 - 41113	326	288	614	1078	590	1078
Weighted Base	N Count	170	00	241	34	303	320	200	014	1078	390	1078
Weighted base	Column Comparisons											
	% within column	181	69	250	92	367	334	284	618	1082	619	1082
Unweighted Base	N Count				-	30.		_0.	020	2002	010	
g	Column Comparisons											
	% within column	С	d	е	а	b	С	d	е	a	b	С
Column Names	N Count											
	Column Comparisons											
	% within column	17% †		15% †		11%	10%	9%	9%	10%	16% †	10%
Strongly agree	N Count	30 †		36 †		40	33	25	58	108	92 †	108
	Column Comparisons	a b		-					-	-	-	-
	% within column	21%		21%		29% ↑	19%	16%↓	18%↓	22%	28% ↑	22%
Agree	N Count	36		50		106 ↑	62	46↓	108↓	239	164 ↑	239
	Column Comparisons			-		c d			-	-	-	-
	% within column	25%		26%		19%	23%	22%	23%	22%	21%	22%
Neither agree nor disagree		44		63		68	76	62	138	234	124	234
	Column Comparisons			-					-	-	-	-
	% within column	27%		25%↓		30%	36%	37%	36%	33%	26%↓	33%
Disagree	N Count	48		60↓		111	116	105	221	358	153↓	358
	Column Comparisons			-					-	-	-	-
	% within column	8%		12%		10%	10%	17% ↑	13%	12%	9%↓	12%
Strongly disagree	N Count	14		28		37	34	48 1	82	127	55↓	127
	Column Comparisons			-					-	-	-	-
	% within column	2%		2%		1%	2%	1%	1%	1%	0%↓	1%
Don't know	N Count	4		5		4	5	2	7	12	2↓	12
	Column Comparisons			-					-	-	-	-

							BANNER					
		Spent	Money		SM purcha	ase category			Feelings about	SM purchase		Gaming Method
G8_1 - I often regret r whilst gaming	naking purchases	Bought something from both	Not bought from either	Product	Activity	Subscription / Upgrade	NET: Gift	Regret things I buy online	What I buy is good value	I spend more than I should	I like the feeling	Games console or games player
	% within column	590	0	306	135	193	145	274	441	330	451	733
Weighted Base	N Count											
	Column Comparisons											
	% within column	619	0	323	147	205	158	290	466	354	479	732
Unweighted Base	N Count											
	Column Comparisons											
	% within column	d	е	а	b	С	d	a	b	С	d	a
Column Names	N Count											
	Column Comparisons											
	% within column	16% 1		15%	22%	19%	25% ↑	26% 1	17%↑	24%↑	18% ↑	7%↓
Strongly agree	N Count	92 1		47	30	36	37 †	71 1	77 †	80 †	81 †	54↓
	Column Comparisons	-					a			b d		
	% within column	28%1		25%	30%	30%	36%	41% 1	27%↑	36%↑	29% ↑	18%↓
Agree	N Count	164 1		76	40	58	52	113 1	121 †	118 ↑	132 ↑	134↓
	Column Comparisons	-						b		b d		
	% within column	21%		19%	21%	19%	18%	19%	18%	16%↓	17%↓	23%
Neither agree nor disagree	N Count	124		59	28	36	26	51	78	51↓	75↓	165
	Column Comparisons	-										
	% within column	26%		29%	19%	23%	13%↓	11%↓	25%↓	18%↓	27%↓	36%
Disagree	N Count	153		87	26	43	19↓	31↓	112↓	61↓	120↓	264
	Column Comparisons	-		d					a	а	С	
	% within column	9%↓		11%	8%	10%	8%	2%↓	12%	6%↓	9%	14%↑
Strongly disagree	N Count	55 \		35	10	19	11	6 1	52	20↓	42	106 ↑
	Column Comparisons	-							a c d	a		b
	% within column	0%↓		0%	1%	0%	0%	1%	0%	0%	0%	1%
Don't know	N Count	2↓		1	1	0	0	2	1	0	2	10
	Column Comparisons	-										

							BANNER					
			Gaming N	Лethod					Gaming Type			
G8_1 - I often regret n whilst gaming	naking purchases	Desktop computer, laptop or netbook	Mobile phone or smartphone	Tablet	NET: Any Gaming	Puzzles or quizzes	Action/ adventure	Shooters	Playing against one other person	Playing against multiple people/ teams	Creative and building games	Playing in a virtual worlds
	% within column	331	687	379	1078	287	416	361	253	517	575	318
Weighted Base	N Count Column Comparisons											
Unweighted Base	% within column N Count Column Comparisons	345	693	381	1082	297	431	379	264	518	556	332
Column Names	% within column N Count Column Comparisons	b	С	d	е	а	b	С	d	е	f	g
	% within column	9%	9%	11%	10%	12%	11%	6%↓	14%	7%	8%	11%
Strongly agree	N Count	28	62	40	108	33	44	23	35	38	47	37
	Column Comparisons				-	c e	С		сеј			c e
	% within column	23%	21%	22%	22%	26%	21%	22%	24%	19%	18%↓	24%
Agree	N Count	76	141	83	239	75	87	79	61	101	105↓	75
	Column Comparisons	а		a	-							
	% within column	20%	22%	17%	22%	24%	20%	21%	21%	23%	20%	19%
Neither agree nor disagree	N Count Column Comparisons	65	149	65	234	69	82	77	53	116	115	59
	% within column	34%	34%	35%	33%	23%↓	33%	33%	27%	36%	39% ↑	32%
Disagree	N Count	113	237	132	358	67 ↓	136	121	67	186	222 †	
213461.00	Column Comparisons	113	23,	152	-	0, 1	a	a	0,	a d	abdghil	a
	% within column	14%	13%	15%	12%	14%	15%	16% 1	13%	14%	14%	13%
Strongly disagree	N Count	45	93	56	127	41	62	59 1		71	79	43
556.1 aloagice	Column Comparisons	73	33	30	-	'-	32	33.	54	, _	, 3	13
	% within column	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Don't know	N Count	3	5	3	12	2	5	2	3	5	7	3
	Column Comparisons	3	3	J	-	_	•	_	J	3	,	J

							BANNER					
				Gamin	g Type			Gaming F	requency	Gam	ning Purchase	Туре
G8_1 - I often regret r whilst gaming	naking purchases	Simulation experience	Fitness and dance	Sports	Interactive stories	Makeovers	NET: Playing against other people	NET: Daily	Weekly	NET: Character, skins, weapons, armour, tools	NET: Game expansion	Loot boxes/ packs/ chests/ bundles
	% within column	163	162	436	131	130	633	900	162	535	237	151
Weighted Base	N Count Column Comparisons											
Unweighted Base	% within column N Count Column Comparisons	174	168	451	141	137	638	898	169	549	250	158
Column Names	% within column N Count Column Comparisons	h	i	j	k	1	m	a	b	а	b	С
	% within column	14%	15%	8%	14%	18% 1	9%	10%	12%	11%	13%	15%
Strongly agree	N Count	22	24	34	18	241	57	89	19	60	31	22
	Column Comparisons	cefj	cefj		С	cefj	-					
	% within column	25%	23%	22%	27%	29%	21%	21%	26%	22%	29%	30%
Agree	N Count Column Comparisons	40	38	97	36	37	130 -	185	43	119	68 f	45 f
	% within column	20%	22%	19%	14%	17%	23%	21%	27%	21%	21%	15%
Neither agree nor disagree	N Count Column Comparisons	32	35	82	19	22	146 -	187	44	113	49	23
	% within column	26%	28%	36%	27%	25%	33%	35%	27%	32%	25%↓	24%
Disagree	N Count	42	45	155	36	33	209	313	43	174	60↓	36
	Column Comparisons			a d			-	b		h		
	% within column	15%	11%	14%	17%	11%	13%	13%	8%	11%	11%	16%
Strongly disagree	N Count Column Comparisons	25	19	63	22	14	85 -	115	13	61	25	24
	% within column	1%	1%	1%	1%	1%	1%	1%	0%	2%	2%	0%
Don't know	N Count Column Comparisons	1	2	4	1	1	- 6	12	0	8	4	1

							BANNER					
			Gam	ning Purchase	Туре			Fee	elings about G	aming Purcha	ise	
G8_1 - I often regret n whilst gaming	naking purchases	In-game money	A standard version of the game	A subscription	Early access to a game	Battle Pass	Regret things I buy online	What I buy is good value	I spend more than I should	I like the feeling	It's unfair that people who spend more, get further in games	It's not always clear what I'm going to get for my mon- ey in games
	% within column	447	147	302	122	205	346	772	445	720	715	449
Weighted Base	N Count Column Comparisons											
Unweighted Base	% within column N Count Column Comparisons	428	154	320	133	211	356	777	454	734	710	459
Column Names	% within column N Count Column Comparisons	d	е	f	g	h	а	b	С	d	е	f
	% within column	10%	11%	10%	18% ↑	12%	31% †	12%↑	20%↑	13% ↑	13%1	19% ↑
Strongly agree	N Count Column Comparisons	46	16	29	221	26	108 † b c d e f	89↑	91 ↑ b d e	94 †	921	86 † b
	% within column	20%	31% †	20%	33% ↑	31% ↑	69% †	20%	35% ↑	24%	25%1	34%↑
Agree	N Count	88	46 1	59	40 ↑	63 †	239 †	157	157 ↑	171	181 1	
	Column Comparisons		f		f	d f	b c d e f		b d e	b	b	b d e
	% within column	19%	21%	20%	19%	24%	0%↓		20%	18%↓	20%	21%
Neither agree nor disagree	N Count	84	31	60	23	49	01	141↓	91	131↓	146	93
	Column Comparisons							а	a b d	a	a	a
	% within column	37%	25%	34%	18%↓	21%↓			19%↓	33%	31%	21%↓
Disagree	N Count	165	36	103	22↓	44↓	01	275	85↓	239	224	96↓
	Column Comparisons	c g h		g h				a c d e f	а	acf	аcf	a
	% within column	13%	11%	16% ↑	11%	10%	0%↓		4%↓	11%	9%	
Strongly disagree	N Count	58	17	49 †	14	21	01	104	18↓	82	66	. 19↓
	Column Comparisons							a c d e f	a	a c f	acf	a
	% within column	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%
Don't know	N Count Column Comparisons	6	2	2	2	3	0	6	3	4	7	4

							BANNER					
G8_1 - I often regr	et making purchases		Gender respo	of child ndent			Age of child r	espondent				nder of child ondent
whilst gaming	-	Total	Male	Female	8-9	10-12	13-15	16-17	NET: 8-12	NET: 13-17	Male 8-9	Female 8-9
	% within column	32%	30%	36%	37%	29%	33%	30%	32%	32%	36%	
NET: Agree	N Count	346	194	152	71	100	120	55	171	176	41	
	Column Comparisons	-		а					-	-		
	% within column	45%	47%	42%	44%	46%	45%	46%	45%	45%	46%	
NET: Disagree	N Count	486	307	178	84	155	163	83	239	246	52	
	Column Comparisons	-							-	-		

Part 11 of 20

							BANNER					
					Age	and gender o	f child respor	ndent				Urban/ Rural
G8_1 - I often regr	et making purchases		Female 10-		Female 13-		Female 16-	NET: Male 8-	NET: Female	NET: Male	NET: Female	
whilst gaming		Male 10-12	12	Male 13-15	15	Male 16-17	17	12	8-12	13-17	13-17	NET: Urban
	% within column	28%	31%	30%	37%	25%		31%	34%	28%	38%	33%
NET: Agree	N Count	56	44	66	55	31		97	74	97	80	326
	Column Comparisons							-	-	-	-	
	% within column	48%	42%	47%	41%	45%		47%	42%	46%	44%	44%↓
NET: Disagree	N Count	96	59	102	60	56		148	91	159	91	433↓
	Column Comparisons							-	-	-	-	

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17 AND Children who game AND who have bought something via gaming; Weight: Based on Nat Rep Sample; effective sample size = 996 (92%); Blank cells have a sample size that is smaller than 100.; Blank cells have a sample size that is smaller than 100.

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 12 of 20

						BANNER					
	Urban/ Rural		Working	g status				D3 - Socia	l grade		
G8_1 - I often regret making purchases whilst gaming	Rural	Full time	Part time	Student	NET: Not working/ retired	AB	C1	C2	DE	NET: ABC1	NET: C2DE
		37%↑	29%			36%	28%	38%	25%	33%	31%
NET: Agree		271 †	49			129	74	83	61	203	143
		d				d		d		-	-
		42%	51%			46%	45%	41%	46%	46%	44%
NET: Disagree		310	86			165	118	90	113	283	202

Part 13 of 20

							BANNER					
		Fin	ancial wellbe	ing	Ethn	icity	Child id	entified need	d/ impacting co	ondition	Disability/ Con	dition in HH
G8_1 - I often regi	et making purchases	Doing well	Catting by	Struggling	White British	NET: All other Ethnicities	Neurodiv- ersity	Mental Health	NET: Identified need/ condition	NET: No identified need/ condition	NET: Yes	No
willist gailing			Getting by	Struggling			ersity	пеанн				
	% within column	41% ↑	31%	27%	32%	34%			34%	31%	32%	31%
NET: Agree	N Count	99 ↑	164	81	267	73			91	248	44	116
	Column Comparisons	bс							-	а		
	% within column	45%	45%	46%	47%	40%			40%	47%	42%	48%
NET: Disagree	N Count	107	241	136	391	87			104	376	58	179
	Column Comparisons								-			

							BANNER					
		Educational Plan (E		Ben	efits	Parental	Controls	Pa	arental Conce	ern	Time Spei (Weel	
	ret making purchases		Don't have	NET: House- hold recei-		NET: Has Parental		Not	A little	NET: Moder- ately/ Very		
whilst gaming		Has an EHCP	an EHCP	ves Benefits	No Benefits	Controls	No Controls	Concerned	Concerned	Concerned	0 - 2hrs	3 - 4hrs
	% within column	28%	33%	33%	31%	33%		15%↓	36%	45% ↑	29%	33%
NET: Agree	N Count	28	319	163	167	329		57↓	120	166 ↑	89	171
	Column Comparisons					b			a	a b		
	% within column	42%	45%	42%	49%	44%↓		62% ↑	41%	31%↓	48%	47%
NET: Disagree	N Count	42	444	207	264	434↓		234 ↑	137	114↓	147	247
	Column Comparisons				а			bс	С		С	С

							BANNER					
		Time Spe	nt Online (W	eekday)		Time Spe	nt Online (W	/eekend)			Spent Money	
G8_1 - I often regi	ret making purchases	5 - 6hrs	6+ hrs	NET: 5+ Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6 hrs	NET: 5+ Hours	Bought something on either Social Medi- a, or while gaming	Bought something on social media	Bought something while Gaming
0 0	% within column	38%		36%		40%↑	29%	25%↓	27%↓		43% ↑	
NET: Agree	N Count	66		86		146 †	95	71↓	166↓	346	256 †	346
	Column Comparisons			-		c d			-	-	-	-
	% within column	35%↓		36%↓		40%	46%	53% ↑	49% †	45%	35%↓	45%
NET: Disagree	N Count	62↓		88↓		148	150	153 ↑	303 †	486	208↓	486
	Column Comparisons			_				a b	_	_	-	-

Part 16 of 20

							BANNER					
		Spent I	Money		SM purcha	ase category			Feelings about	SM purchase		Gaming Method
G8_1 - I often regi	ret making purchases	Bought something from both	Not bought from either	Product	Activity	Subscription / Upgrade	NET: Gift	Regret things I buy online	What I buy is good value	I spend more than I should	I like the feeling	Games console or games player
	% within column	43%↑		40%	52%	49%	61%	67% 1		60%↑	47% ↑	26%↓
NET: Agree	N Count	256 ↑		123	70	94	89 ↑	184 †	197 †	198 †	213 ↑	188↓
•	Column Comparisons	-					ас	b		b d		
	% within column	35%↓		40%	27%	33%	21%↓	14%↓	37%↓	24%↓	36%↓	50% ↑
NET: Disagree	N Count	208↓		123	36	63	30↓	37↓	164↓	80↓	162↓	369 †
	Column Comparisons	-		b d		d			a c	a	С	

Part 17 of 20

							BANNER					
			Gaming N	/lethod					Gaming Type			
G8_1 - I often regro	et making purchases	Desktop computer, laptop or netbook	Mobile phone or smartphone	Tablet	NET: Any Gaming	Puzzles or	Action/ adventure	Shooters	Playing against one other person	Playing against multiple people/teams	Creative and building games	Playing in a virtual worlds
3.0	% within column	32%	30%	33%	32%	38%	31%	28%	38%	27%↓		
NET: Agree	N Count	104	203	123	346	108	130	102	95	139↓	152↓	112
	Column Comparisons	a	a	а	-	c e f	f		cefj			e f
	% within column	48%	48%	49%	45%	38%↓	48%	50%	40%	50% †	52%↑	45%
NET: Disagree	N Count	158	329	187	486	108↓	198	180	101	257 †	302 ↑	144
	Column Comparisons				-		a	a d h l		a d l	abdghil	

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17 AND Children who game AND who have bought something via gaming; Weight: Based on Nat Rep Sample; effective sample size = 996 (92%); Blank cells have a sample size that is smaller than 100.; Blank cells have a sample size that is smaller than 100. Part 18 of 20

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

							BANNER					
				Gamir	ng Type			Gaming Fr	equency	Gam	ing Purchase	Туре
	et making purchases	Simulation	Fitness and		Interactive		NET: Playing against			NET: Character, skins, weapons, armour,	NET: Game	Loot boxes/ packs/ chests/
whilst gaming		experience	dance	Sports	stories	Makeovers	other people	NET: Daily	Weekly	tools	expansion	bundles
	% within column	38%	38%	30%	41%	47% 1	29%	30%	38%	34%	42% ↑	44%↑
NET: Agree	N Count	63	62	131	54	61 1	187	274	62	179	99 1	67 †
	Column Comparisons	cefj	f		c e f	bcefgj	-				d f	d f
	% within column	41%	39%	50%	44%	36%	47%	48% ↑	35%↓	44%	36%↓	40%
NET: Disagree	N Count	67	63	218	58	46	294	428 †	56↓	235	85↓	60
	Column Comparisons			adhil			-	b		g h		

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17 AND Children who game AND who have bought something via gaming; Weight: Based on Nat Rep Sample; effective sample size = 996 (92%); Blank cells have a sample size that is smaller than 100.; Blank cells have a sample size that is smaller than 100.

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

							BANNER					
			Gan	ning Purchase	Туре			Fe	elings about G	aming Purcha	ise	
CO 1 Lefter record	at malifing much assa		A standard				Regret		l spend		It's unfair that people who spend more, get	It's not always clear what I'm going to get
	et making purchases	In-game	version of	Α	Early access		things I buy	What I buy is	more than I	I like the	further in	for my mon-
whilst gaming		money	the game	subscription	to a game	Battle Pass	online	good value	should	feeling	games	ey in games
	% within column	30%	42%	29%	51% ↑	43% ↑	100% †	32%	56% ↑	37%↑	38% 1	53% ↑
NET: Agree	N Count	134	61	88	62 †	89 ↑	346 †	247	248 †	265 †	273 1	237 †
	Column Comparisons		f		a d f	d f	b c d e f		b d e	b	b	b d e
	% within column	50%	36%	50%	29%↓	32%↓	0%↓	49% ↑	23%↓	44%	40%↓	26%↓
NET: Disagree	N Count	223	53	152	36↓	65↓	01	379 ↑	103↓	320	289↓	116↓
	Column Comparisons	abegh		bcegh				acdef	а	a c e f	a c f	a

Part 20 of 20

								BAI	NNER						
				of child		А	ge of child	responde	ent		Ag	e and gen	der of child	d responde	ent
G8_2 - The purchases	I make whilst		·							NET: 13-		Female 8-	Male 10-	Female	Male 13-
gaming are good valu	е	Total	Male	Female	8-9	10-12	13-15	16-17	NET: 8-12	17	Male 8-9	9	12	10-12	15
	% within column	1078	656	422	190	341	365	182	531	547	113	77	200	141	219
Weighted Base	N Count														
	Column Comparisons														
	% within column	1082	640	442	192	329	367	194	521	561	114	78	191	138	211
Unweighted Base	N Count														
	Column Comparisons														
	% within column	a	а	b	a	b	С	d	е	f	a	b	С	d	е
Column Names	N Count														
	Column Comparisons														
	% within column	19%	19%	20%	22%	21%	16%	19%	22%	17%	18%		21%	21%	17%
Strongly agree	N Count	209	125	84	42	72	59	35	115	94	20		43	30	38
	Column Comparisons	-							-	-					
	% within column	52%	54%	50%	56%	54%	52%	47%	54%	50%	58%		56%	50%	53%
Agree	N Count	562	353	209	106	183	188	85	289	273	66		113	70	116
	Column Comparisons	-							-	-					
	% within column	21%	20%	22%	17%	18%	23%	26%	17%	24%	19%		16%	19%	22%
Neither agree nor disagree	N Count	224	132	92	32	60	85	47	92	132	21		33	27	49
	Column Comparisons	-							-	-					
	% within column	6%	6%	7%	3%	6%	8%	6%	5%	7%	2%		5%	6%	6%
Disagree	N Count	64	37	27	6	20	28	11	26	39	2		11	9	14
	Column Comparisons	-							-	-					
	% within column	1%	1%	1%	0%	1%	1%	1%	1%	1%	0%		0%	1%	1%
Strongly disagree	N Count	8	4	4	1	3	3	1	3	5	0		1	2	2
	Column Comparisons	-							-	-					
	% within column	1%	1%	1%	2%	1%	1%	1%	1%	1%	3%		0%	2%	0%
Don't know	N Count	10	5	5	3	3	2	1	6	4	3		0	3	0
	Column Comparisons	-							-	-					
	% within column	72%	73%	69%	78%	75%	68%	66%	76%	67%	76%		78%	71%	71%
NET: Agree	N Count	772	479	293	148	256	247	120	404	368	86		155	100	155
	Column Comparisons	-			c d				-	-					

								BAN	INER						
			A	ge and gen	ider of chil	d responde	nt		Urban/	Rural		Workin	g status		D3 - Soci- al grade
G8_2 - The purchases gaming are good valu		Female 13-15	Male 16- 17	Female 16-17	NET: Male 8- 12	NET: Female 8- 12	NET: Male 13- 17	NET: Female 13-17	NET: Urban	Rural	Full time	Part time	Student	NET: Not working/ retired	
	% within column	146	124	66	313	218	343	209	990	88	732	169	46	109	358
Weighted Base	N Count Column Comparisons														
Unweighted Base	% within column N Count Column Comparisons	156	124	82	305	216	335	234	989	93	774	144	46	99	498
Column Names	% within column N Count Column Comparisons	f	g	h	i	j	k	I	a	b	а	b	С	d	а
	% within column	14%	19%		20%	24%	18%	16%	20%		22%	12%			24%
Strongly agree	N Count Column Comparisons	21	24		63	52 -	62 -	32	199		160 b	20			85 b
	% within column	49%	47%		57%	51%	51%	48%	52%		51%	55%			52%
Agree	N Count Column Comparisons	72	58		179 -	110 -	175 -	101	513		371	93			185
	% within column	25%	23%		17%	17%	23%	27%	21%		19%	24%			18%
Neither agree nor disagree	N Count Column Comparisons	36	28		54 -	38 -	77 -	57 -	206		140	41			63
	% within column	9%	8%		4%	6%	7%	7%	6%		6%	7%			5%
Disagree	N Count Column Comparisons	14	10		13	13 -	24 -	15 -	58		46	11			20
	% within column	1%	1%		0%	1%	1%	1%	0%↓		1%	0%			1%
Strongly disagree	N Count Column Comparisons	2	1		- 1	-	- 3	- 2	5↓		8	0			3
	% within column	2%	1%		1%	1%	0%	1%	1%		1%	2%			0%
Don't know	N Count Column Comparisons	2	1		- 4	-	- 1	- 2	9		7	4			1
	% within column	63%	66%		77%	74%	69%	64%	72%		73%	67%			76%
NET: Agree	N Count Column Comparisons	92	82		242	162 -	237 -	134	712		531	113			270

								BAI	NNER						
			D3 -	- Social gra	de		Fina	ncial welll	being	Ethn	icity	Child		need/ imp	acting
G8_2 - The purchases	I make whilst				NET:	NET:	Doing	Getting		White B-	NET: All other Ethnic-	Neurodiv-	Mental	NET: Identified need/	NET: No identified need/
gaming are good value	е	C1	C2	DE	ABC1	C2DE	well	by	Struggling	ritish	ities	ersity	Health	•	condition
	% within column	261	217	242	618	460	239	536	299	841	216	93	55	264	796
Weighted Base	N Count														
· ·	Column Comparisons														
	% within column	213	158	213	711	371	277	522	279	844	217	87	56	259	804
Unweighted Base	N Count														
· ·	Column Comparisons														
	% within column	b	С	d	е	f	а	b	С	а	b	а	b	С	d
Column Names	N Count														
	Column Comparisons														
	% within column	14%	18%	20%	20%	19%	29% ↑	16%	18%	19%	21%			23%	18%
Strongly agree	N Count	36	39	49	121	88	70 †	86	53	160	45			61	145
	Column Comparisons				-	-	bс							-	
	% within column	53%	53%	52%	52%	52%	53%	54%	50%	51%	57%			49%	53%
Agree	N Count	137	114	126	322	240	125	288	148	431	123			129	425
	Column Comparisons				-	-								-	
	% within column	25%	23%	18%	21%	20%	13%↓	23%	23%	21%	17%			20%	21%
Neither agree nor disagree	N Count	66	50	45	129	94	30↓	121	70	180	37			52	165
	Column Comparisons				-	-		a	a					-	
	% within column	6%	5%	7%	6%	6%	5%	6%	7%	6%	5%			6%	6%
Disagree	N Count	17	11	17	36	28	11	32	21	52	11			17	47
	Column Comparisons				-	-								-	
	% within column	0%	1%	1%	1%	1%	0%	0%	2%	1%	0%			1%	1%
Strongly disagree	N Count	1	1	2	5	3	1	3	5	7	1			2	6
	Column Comparisons				-	-								-	
	% within column	1%	1%	2%	1%	1%	1%	1%	1%	1%	0%			1%	1%
Don't know	N Count	3	1	4	4	6	1	7	2	10	0			2	8
	Column Comparisons				-	-								-	

								BAN	INER						
		Disability/ (in H			nal Health in (EHCP)	Ben	efits	Parental	Controls	Par	ental Con	cern	Time Spe	nt Online (Weekday)
G8_2 - The purchases gaming are good value		NET: Yes	No	Has an	Don't have an EHCP	NET: House- hold receives Benefits	No Benefits	NET: Has Parental Controls	No Controls	Not Conc- erned	A little Conce- rned	NET: Modera- tely/ Very Conce- rned	0 - 2hrs	3 - 4hrs	5 - 6hrs
gailing are good value	€ % within column	136	376	100	978	493	539	992	83	376	331	367	309	524	176
Weighted Base	N Count Column Comparisons	130	370	100	376	493	339	992	03	370	331	307	309	324	170
Unweighted Base	% within column N Count Column Comparisons	138	389	103	979	487	553	993	87	352	338	389	307	521	181
Column Names	% within column N Count Column Comparisons	a	b	a	b	а	b	a	b	a	b	С	a	b	С
	% within column	21%	17%	28%	19%	22%	17%	20%		17%	17%	24%	19%	19%	20%
Strongly agree	N Count Column Comparisons	28	63	28 b	181	108	91	194		64	57	88 a b	58	98	35
	% within column	44%	52%	55%	52%	51%	53%	52%		55%	49%	52%	52%	55%	49%
Agree	N Count Column Comparisons	60	195	55	507	252	286	519		208	163	189	159	289	87
	% within column	24%	25%	10%	22%	19%	23%	20%		23%	21%	18%	23%	19%	22%
Neither agree nor disagree	Column Comparisons	33	93	10	213 a	91	125	199		85	71	66	71	100	38
	% within column	10%	5%	4%	6%	7%	5%	6%		3%↓	11%1		3%	6%	8%
Disagree	N Count	13	18	4	61	33	26	. 64		10↓	351	20	10	33	14
	Column Comparisons	b						b			a c				a
o	% within column	1%	1%	1%	1%	1%	1%	1%		1%	1%	1%	2%	0%	0%
Strongly disagree	N Count Column Comparisons	1	3	1	7	4	4	8		3	3	2	6 b	1	0
	% within column	0%	1%	2%	1%	1%	1%	1%		2%	1%	1%	2%	1%	0%
Don't know	N Count Column Comparisons	0	4	2	9	4	6	8		6	3	2	6	3	1

								BAI	NNER						
		Time Spe (Wee			Time Spe	nt Online (\	Weekend)			S	pent Mone	чy		•	ırchase egory
G8_2 - The purcha gaming are good v		6+ hrs	NET: 5+ Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6 hrs	NET: 5+ Hours	Bought somet- hing on either Social Media, or while gaming	Bought somet- hing on social media	Bought somet- hing whi- le Gaming	Bought somet- hing from both	Not bought from either	Product	Activity
gaining are good v	% within column	66	241	94	365	326	288	614	1078	590	1078	590	0	306	135
Weighted Base	N Count Column Comparisons					525		02.	20.0		2070		·		
Unweighted Base	% within column N Count Column Comparisons	69	250	92	367	334	284	618	1082	619	1082	619	0	323	147
Column Names	% within column N Count Column Comparisons	d	е	a	b	С	d	е	a	b	С	d	е	a	b
			21%		22%	20%	16%	18%	19%	24%1	19%	24%↑		27%	27%
Strongly agree			52 -		79	65	47	112 -	209 -	142 1 -	-	142 ↑ -		83	37
			47%		51%	52%	54%	53%	52%	50%	52%	50%		48%	55%
Agree			113		185	169	156	325	562 -	296 -	562 -	296		147	74
			22%		21%	19%	22%	20%	21%	18%	21%	18%		17%	15%
Neither agree nor disag	gree		53 -		75	61	64	124	224	108	224	108		53	20
			9%		5%	8%	7%	7%	6%	7%	6%	7%		6%	4%
Disagree			- -		17	25	20	44 -	64 -	39 -	64 -	39 -		19	5
			0%		1%	1%	0%	1%	1%	1%	1%	1%		1%	0%
Strongly disagree			1		5	2	1	3	8	5	8	5		4	0

								BAN	INER						
		•	irchase egory	Fee	lings about	SM purch	ase		Ga	ming Meth	od		G	aming Typ	oe
G8_2 - The purchases gaming are good value		Subscription/ Upgrade	NET: Gift	Regret things I buy online	What I buy is good value	I spend more than I should	I like the feeling	Games console or games player	Desktop compu- ter, lapt- op or netbook	Mobile phone or smartp- hone	Tablet	NET: Any Gaming	Puzzles or quizzes	Action/ adven- ture	Shooters
Barring are good value	% within column	193	145	274	441	330	451	733	331	687	379	1078	287	416	361
Weighted Base	N Count Column Comparisons	133	143	274	771	330	431	733	331	007	373	1070	207	410	301
Unweighted Base	% within column N Count Column Comparisons	205	158	290	466	354	479	732	345	693	381	1082	297	431	379
Column Names	% within column N Count Column Comparisons	С	d	a	b	С	d	а	b	С	d	е	a	b	С
	% within column	28%	26%	26% ↑	29% ↑	27% ↑	27% ↑	20%	20%	20%	22%	19%	23%	22%	23%
Strongly agree	N Count Column Comparisons	53	38	72 †	126 ↑	89 ↑	122↑	148	65	137	83	209 -	66	91	81
	% within column	52%	51%	48%	54%	50%	52%	51%	50%	51%	55%	52%	50%	50%	52%
Agree	N Count Column Comparisons	100	73	133	237	166	235	373	166	352	209	562 -	145	210	187
	% within column	14%	14%	18%	14%↓	16%	15%↓	21%	21%	21%	17%	21%	20%	18%	19%
Neither agree nor disagree	N Count Column Comparisons	27	21	49	62↓	54	67↓	154	69	144	65	224 -	56	77	70
	% within column	5%	8%	6%	3%↓	6%	5%	6%	7%	5%	4%	6%	6%	7%	5%
Disagree	N Count Column Comparisons	10	12	16 b	14↓	19 b	23	43	23	38	15	64 -	16	29	19
	% within column	1%	1%	2%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Strongly disagree	N Count Column Comparisons	3	1	4 b	2	3	2	7	3	7	4	- 8	3	5	4

Part 6 of 16

								BAI	NNER						
						Gamin	g Type					Gaming F	requency	_	Purchase vpe
G8_2 - The purchases gaming are good valu		Playing against one other person	Playing against multiple people/teams	Creative and building games	Playing in a virtual worlds	Simula- tion experi- ence	Fitness and dance	Sports	Intera- ctive stor- ies	Makeo- vers	NET: Playing against other people	NET: Daily	Weekly	NET: Charac- ter, skins, weapons, armour, tools	NET: Ga-
	% within column	253	517	575	318	163	162	436	131	130	633	900	162	535	237
Weighted Base	N Count														
	Column Comparisons														
	% within column	264	518	556	332	174	168	451	141	137	638	898	169	549	250
Unweighted Base	N Count														
	Column Comparisons														
	% within column	d	е	f	g	h	i	j	k	I	m	a	b	a	b
Column Names	N Count														
	Column Comparisons														
	% within column	25%	19%	18%	22%	21%	22%	21%	25%	24%	20%	20%	16%	19%	25%
Strongly agree	N Count	62	98	101	70	34	36	93	33	31	126	180	26	103	59
	Column Comparisons										-				
	% within column	53%	53%	54%	50%	57%	55%	53%	48%	53%	53%	53%	48%	51%	52%
Agree	N Count	133	276	312	158	92	89	232	63	68	336	481	77	274	124
	Column Comparisons										-				
	% within column	15%	20%	20%	20%	15%	15%	19%	16%	16%	20%	19%↓	29%	21%	15%
Neither agree nor disagree		37	105	112	65	24	25	83	21	21	125	171↓	47	112	36
	Column Comparisons										-		а		
	% within column	7%	6%	7%	5%	5%	6%	6%	10%	5%	6%	6%	5%	7%	6%
Disagree	N Count	18	33	39	17	8	9	25	13	7	39	54	9	35	14
	Column Comparisons										-				
	% within column	1%	0%	0%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Strongly disagree	N Count	2	1	2	3	3	2	3	1	1	3	6	2	3	2
	Column Comparisons										-				

Part 7 of 16

							BAN	INER					
				Gaming Pur	chase Typ	e			Feelin	gs about (Gaming Pui	chase	
G8_2 - The purchases		Loot boxes/ packs/ chests/	In-game	A standard version of A		Early	Battle	Regret things I buy	What I buy is good	l spend more than l	-	It's unfair that people who spend more, get further in	clear what I'm going to get for my
gaming are good value		bundles	money	the game	ption	a game	Pass	online	value	should	feeling	games	games
Weighted Base	% within column N Count Column Comparisons	151	447	147	302	122	205	346	772	445	720	715	449
Unweighted Base	% within column N Count Column Comparisons	158	428	154	320	133	211	356	777	454	734	710	459
Column Names	% within column N Count Column Comparisons	С	d	е	f	g	h	а	b	С	d	е	f
	% within column	22%	17%	23%	23%	23%	22%	24%	27%↑	23%	25% 1	19%	22%
Strongly agree	N Count Column Comparisons	33	76	34	68	29	46	83	209 ↑ a c d e f	103	183 † a c e f	135	101
	% within column	56%	59% 1		51%	48%	52%	47%	73% ↑	48%	53%	52%	49%
Agree	N Count Column Comparisons % within column	85	2641		155	59	107	163	562 1 a c d e f	215	383	373	219
Nath and and a discount		14%	18%	23%	18%	17%	17%	20%	0%↓	21%	16%↓		20%
Neither agree nor disagree	Column Comparisons	22	79	33	54	21	35	69 b d	01	94 b d	113 ↓ b	149 b d	88 b d
	% within column	5%	4%	5%	6%	7%	7%	8%	0%↓	7%	5%	6%	7%
Disagree	N Count	7	20	7	19	9	15	28	0‡	30	36	46	33
-	Column Comparisons							b d		b d	b	b	b d
	% within column	2%	1%	1%	1%	2%	1%	1%	0%↓	1%	0%	1%	1%
Strongly disagree	N Count	3	3	1	3	3	2	3	01	3	2	6	6
	Column Comparisons							b d		b		b	b d

								BAI	NNER						
				of child ondent		А	ge of child	responde	nt		Ą	ge and gen	der of child	d responde	ent
G8_2 - The purch	ases I make whilst									NET: 13-		Female 8-	Male 10-	Female	Male 13-
gaming are good	value	Total	Male	Female	8-9	10-12	13-15	16-17	NET: 8-12	17	Male 8-9	9	12	10-12	15
	% within column	1%	1%	1%	2%	1%	1%	1%	1%	1%	3%		0%	2%	0%
Don't know	N Count	10	5	5	3	3	2	1	6	4	3		0	3	0
	Column Comparisons	-							-	-					
	% within column	72%	73%	69%	78%	75%	68%	66%	76%	67%	76%		78%	71%	71%
NET: Agree	N Count	772	479	293	148	256	247	120	404	368	86		155	100	155
	Column Comparisons	-			c d				-	-					
	% within column	7%	6%	8%	3%	7%	8%	7%	5%	8%	2%		6%	8%	7%
NET: Disagree	N Count	72	41	32	7	22	31	13	29	43	2		11	11	15
	Column Comparisons	-							-	-					

Part 9 of 16

								BAN	INER						
			Aş	ge and gen	ider of chi	d responde	ent		Urban	/ Rural		Working	g status		D3 - Soci- al grade
G8_2 - The purcha		Female	Male 16-	Female	NET: Male 8-	NET: Female 8-	NET: Male 13-	NET: Female	NET:					NET: Not working/	
gaming are good v	<i>r</i> alue	13-15	17	16-17	12	12	17	13-17	Urban	Rural	Full time	Part time	Student	retired	AB
	% within column	2%	1%		1%	1%	0%	1%	1%		1%	2%			0%
Don't know	N Count	2	1		4	3	1	2	9		7	4			1
	Column Comparisons				-	-	-	-							
	% within column	63%	66%		77%	74%	69%	64%	72%		73%	67%			76%
NET: Agree	N Count	92	82		242	162	237	134	712		531	113			270
	Column Comparisons				-	-	-	-							
	% within column	11%	9%		4%	7%	8%	8%	6%		7%	7%			6%
NET: Disagree	N Count	15	12		13	16	27	16	63		54	11			23
	Column Comparisons	а			-	-	-	-							

								BAI	NNER						
			D3 -	· Social gra	de		Fina	ncial well	being	Ethr	nicity	Child		need/ imp dition	acting
											NET: All	-11		NET:	NET: No
GQ 2 The pure	hases I make whilst										other				l identified
					NET:	NET:	Doing	Getting		White B-	Ethnic-	Neurodiv-	Mental	need/	need/
gaming are good	d value	C1	C2	DE	ABC1	C2DE	well	by	Struggling	ritish	ities	ersity	Health	condition	condition
	% within column	1%	1%	2%	1%	1%	1%	1%	1%	1%	0%			1%	1%
Don't know	N Count	3	1	4	4	6	1	7	2	10	0			2	8
	Column Comparisons				-	-								-	
	% within column	67%	71%	72%	72%	71%	82% †	70%	67%	70%	77%			72%	72%
NET: Agree	N Count	174	154	174	444	328	195 †	373	201	591	168			190	570
	Column Comparisons				-	-	b c				a			-	
	% within column	7%	6%	8%	7%	7%	5%	6%	9%	7%	6%			7%	7%
NET: Disagree	N Count	18	13	19	41	32	12	35	26	59	12			19	53
	Column Comparisons				-	-								-	

Part 11 of 16

								BAN	INER						
		Disability/ (in H			nal Health n (EHCP)	Ben	efits	Parental	Controls	Par	ental Con	cern	Time Spe	nt Online (Weekday)
	nases I make whilst			Has an	Don't have an	NET: House- hold receives	No	NET: Has Parental	No	Not Conc-	A little Conce-	NET: Modera- tely/ Very Conce-			
gaming are good	l value	NET: Yes	No	EHCP	EHCP	Benefits	Benefits	Controls	Controls	erned	rned	rned	0 - 2hrs	3 - 4hrs	5 - 6hrs
	% within column	0%	1%	2%	1%	1%	1%	1%		2%	1%	1%	2%	1%	0%
Don't know	N Count Column Comparisons	0	4	2	9	4	6	8		6	3	2	6	3	1
	% within column	65%	69%	84%	70%	73%	70%	72%		72%	66%	76%	70%	74%	70%
NET: Agree	N Count	88	258	84	688	360	378	713		272	220	277	217	387	122
	Column Comparisons			b								b			
	% within column	10%	6%	4%	7%	8%	6%	7%		3%↓	12%1	6%	5%	7%	8%
NET: Disagree	N Count	14	21	4	68	37	30	72		13↓	381	22	16	34	14
	Column Comparisons							b			ас				

						BAI	NNER						
	Time Spent Online (Weekday)	<u> </u>	Time Spe	nt Online ('	Weekend)			9	Spent Mone	У		•	irchase egory
G8_2 - The purchases I make whilst							Bought somet- hing on either Social Media, or	_	Bought somet-	Bought somet-	Not bought		
	NET: 5-				Over 6	NET: 5+	while	social	hing whi-	_	from		
gaming are good value	6+ hrs Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	hrs	Hours	gaming	media	le Gaming	both	either	Product	Activity
	0%	1	1%	1%	0%	1%	1%	0%	1%	0%↓		0%	0%
Don't know	1	·	3	4	1	5	10	1	10	1↓		1	0
	-					-	-	-	-	-			
	68%	1	72%	72%	70%	71%	72%	74%	72%	74%		75%	82%
NET: Agree	165		265	234	203	437	772	438	772	438		229	110
-	_					-	-	-	-	-			
	9%	1	6%	8%	7%	8%	7%	7%	7%	7%		7%	4%
NET: Disagree	23		22	26	21	47	72	44	72	44		23	5
0						_	_	_	_	_			_

Part 13 of 16

								BAN	INER						
		•	rchase gory	Fee	lings about	SM purch	nase		Ga	iming Meth	od		G	aming Typ	oe
G8_2 - The purcha	ases I make whilst	Subscription/		Regret things I buy	What I buy is good	I spend more than I	I like the	Games console or games	Desktop compu- ter, lapt- op or	Mobile phone or smartp-		NET: Any	Puzzles or	Action/ adven-	
gaming are good v	value	Upgrade	NET: Gift	online	value	should	feeling	player	netbook	hone	Tablet	Gaming	quizzes	ture	Shooters
	% within column	0%	0%	0%	0%	0%	0%	1%	1%	1%	1%	1%	0%	1%	0%
Don't know	N Count	0	0	0	0	0	1	8	5	9	3	10	1	4	1
	Column Comparisons			-								-			
	% within column	79%	77%	75%	82% †	77%	79% †	71%	70%	71%	77%	72%	73%	72%	74%
NET: Agree	N Count	153	112	205	363 †	255	358 †	521	232	489	292	772	210	301	268
	Column Comparisons				ас							-			
	% within column	7%	9%	7%	4%↓	7%	6%	7%	8%	7%	5%	7%	7%	8%	6%
NET: Disagree	N Count	13	13	21	16↓	22	25	50	26	45	19	72	19	34	22
	Column Comparisons			b		b						-			

Part 14 of 16

								BAI	NNER						
						Gamin	g Type					Gaming F	requency	_	Purchase /pe
G8_2 - The purcha gaming are good v		Playing against one other person	Playing against multiple people/teams	Creative and building games	Playing in a virtual worlds	Simula- tion experi- ence	Fitness and dance	Sports	Intera- ctive stor- ies	Makeo- vers	NET: Playing against other people	NET: Daily	Weekly	· -	NET: Ga- me expa- nsion
garring are good .	% within column	0%	1%	2%	1%	1%	0%	0%	1%	1%	1%	1%	1%	1%	1%
Don't know	N Count Column Comparisons	1	4	9	5	1	1	1	1	2	4	9	1	8	1
	% within column	77%	72%	72%	72%	78%	77%	75%	72%	77%	73%	73%	64%	70%	77%
NET: Agree	N Count Column Comparisons	195	374	413	228	127	125	325	95	100	462 -	661 b	103	377	183
	% within column	8%	7%	7%	6%	6%	7%	6%	11%	6%	7%	7%	7%	7%	7%
NET: Disagree	N Count Column Comparisons	20	34	41	20	11	12	27	14	7	42 -	59	11	38	16

Part 15 of 16

							BAN	INER					
				Gaming Pur	chase Typ	e			Feelin	gs about (Gaming Pu	chase	
													It's not
												It's unfair	always
												that	clear
												people	what I'm
		Loot										who	going to
		boxes/		Α				Regret	What I	I spend		spend	get for
CO 2 The nurel	hasas I maka whilet	packs/		standard		Early		things I	buy is	more		more, get	•
	hases I make whilst	chests/	In-game			access to	Battle	buy	good	than I	I like the	further in	money in
gaming are good	d value	bundles	money	the game	ption	a game	Pass	online	value	should	feeling	games	games
	% within column	0%	1%	0%	1%	2%	1%	0%	0%↓	0%	0%	1%	1%
Don't know	N Count	1	6	1	3	2	1	0	01	0	3	6	3
	Column Comparisons												b
	% within column	78%	76%	72%	74%	72%	74%	71%	100%↑	71%	78% 1	71%	71%
NET: Agree	N Count	118	340	106	224	88	153	247	772 †	317	565 1	508	320
	Column Comparisons								a c d e f		a c e f		
	% within column	7%	5%	5%	7%	9%	8%	9%	0%↓	7%	5%	7%	9%
NET: Disagree	N Count	10	22	7	21	12	16	31	01	33	39	52	39
	Column Comparisons							b d		b d	b	b d	b d

					BANN	ER			
G8_3 - I often spend r	nore money than I		Gender of child	respondent		Age	of child responden	it	
should whilst gaming	_	Total	Male	Female	8-9	10-12	13-15	16-17	NET: 8-12
	% within column	1078	656	422	190	341	365	182	531
Weighted Base	N Count								
	Column Comparisons								
	% within column	1082	640	442	192	329	367	194	521
Jnweighted Base	N Count								
	Column Comparisons								
	% within column	a	а	b	a	b	С	d	ϵ
Column Names	N Count								
	Column Comparisons								
	% within column	12%	11%	14%	16%	11%	11%	13%	12%
Strongly agree	N Count	132	74	58	30	36	42	24	66
	Column Comparisons	-							-
	% within column	29%	29%	29%	32%	28%	29%	28%	29%
Agree	N Count	313	192	121	60	94	107	51	154
	Column Comparisons	-							-
	% within column	18%	17%	20%	17%	22%	19%	12%	20%
Neither agree nor disagree	N Count	198	112	86	32	77	68	21	108
	Column Comparisons	-				d			-
	% within column	28%	30%	25%	22%	26%	29%	36%↑	25%
Disagree	N Count	301	196	105	43	88	105	66 †	130
_	Column Comparisons	-						a b	-
	% within column	12%	12%	12%	12%	13%	11%	11%	13%
Strongly disagree	N Count	129	78	51	23	44	42	19	68
	Column Comparisons	-							-
	% within column	1%	1%	0%	1%	1%	0%	0%	1%
Don't know	N Count	6	5	1	3	2	1	0	4
	Column Comparisons	-							-
	% within column	41%	40%	42%	47%	38%	41%	41%	41%
NET: Agree	N Count	445	266	179	90	131	149	75	220
-	Column Comparisons	-							-
	% within column	40%	42%	37%	35%	39%	40%	47%	37%
NET: Disagree	N Count	430	273	156	66	132	146	85	198
<u> </u>	Column Comparisons	-							-

					BAN	NER			
G8_3 - I often sper	nd more money than I	Age of child respondent			Age and	gender of child resp	oondent		
should whilst gam	ing -	NET: 13-17	Male 8-9	Female 8-9	Male 10-12	Female 10-12	Male 13-15	Female 13-15	Male 16-17
_	% within column	547	113	77	200	141	219	146	124
Weighted Base	N Count								
	Column Comparisons								
	% within column	561	114	78	191	138	211	156	124
Unweighted Base	N Count								
_	Column Comparisons								
	% within column	f	a	b	С	d	е	f	g
Column Names	N Count								
	Column Comparisons								
	% within column	12%	15%		8%	14%	12%	11%	12%
Strongly agree	N Count	66	17		16	20	26	16	15
	Column Comparisons	-							
	% within column	29%	32%		26%	29%	32%	25%	26%
Agree	N Count	159	36		53	42	71	37	32
	Column Comparisons	-							
	% within column	16%	17%		21%	25%	15%	24%	14%
Neither agree nor disag	gree N Count	90	19		42	35	33	35	17
	Column Comparisons	-			h	h		h	
	% within column	31%	23%		31%	18%↓	28%	29%	37%
Disagree	N Count	170	26		62	25↓	62	43	45
	Column Comparisons	-							d
	% within column	11%	10%		13%	14%	12%	10%	11%
Strongly disagree	N Count	61	12		25	19	27	15	14
	Column Comparisons	-							
	% within column	0%	2%		1%	0%	1%	0%	0%
Don't know	N Count	1	3		1	1	1	0	0
	Column Comparisons	-							
	% within column	41%	47%		35%	43%	44%	36%	38%
NET: Agree	N Count	224	53		69	61	96	53	47
	Column Comparisons	-							

					BAN	NER			
			Age and go	ender of child re	espondent		Urban/ R	tural	Working status
G8_3 - I often spei	nd more money than I			NET: Female 8-		NET: Female 13-			-
should whilst gam	ing	Female 16-17	NET: Male 8-12	12	NET: Male 13-17	17	NET: Urban	Rural	Full time
	% within column	66	313	218	343	209	990	88	732
Weighted Base	N Count								
	Column Comparisons								
	% within column	82	305	216	335	234	989	93	774
Jnweighted Base	N Count								
· ·	Column Comparisons								
	% within column	h	i	i	k	1	а	b	
Column Names	N Count			,					
	Column Comparisons								
	,		11%	15%	12%	13%	12%		139
trongly agree			34	32	40	26	123		9.
arongry agree			_	-	-	-	123		3
			28%	30%	30%	27%	30%		33%
Agree			89	65	103	57	296		239
.6. 00			-	-	-	-	b		
			20%	22%	15%	19%	18%		189
Neither agree nor disa	gree		61	47	51	39	182		13:
vertirer agree from aloa,	5, 66		-	-	-	-	102		13.
			28%	19%	31%	31%	27%↓		27%
Disagree			89	42		64	264↓		19
			-	-	-	-			
			12%	14%	12%	11%	12%		10%
Strongly disagree			37	31	41	23	120		7:
and and an and an			-	-	-	-			-
			1%	0%	0%	0%	1%		0%
on't know			4	1	1	0	5		9,
			· ·	-	-	-	3		
			39%	45%	42%	40%	42%		469
NET: Agree			123	98	143	83	419		334
.0				_	2.0	_	b		b d

					BANN	ER			
		,	Working status			D3	3 - Social grade		
G8_3 - I often sper	nd more money than I $^-$			NET: Not					
should whilst gam	ing _	Part time	Student	working/ retired	AB	C1	C2	DE	NET: ABC1
	% within column	169	46	109	358	261	217	242	618
Weighted Base	N Count								
	Column Comparisons								
	% within column	144	46	99	498	213	158	213	711
Unweighted Base	N Count								
	Column Comparisons								
	% within column	b	С	d	a	b	С	d	е
Column Names	N Count								
	Column Comparisons								
	% within column	12%			14%	8%	11%	15%	11%
Strongly agree	N Count	21			51	20	24	37	71
	Column Comparisons				b			b	-
	% within column	23%			31%	27%	32%	25%	29%
Agree	N Count	39			112	70	70	61	182
	Column Comparisons								-
	% within column	14%			18%	21%	16%	18%	19%
Neither agree nor disag	gree N Count	24			65	55	34	44	120
	Column Comparisons								-
	% within column	32%			24%	36% ↑	25%	27%	29%
Disagree	N Count	55			86	93 ↑	55	66	180
	Column Comparisons					а			-
	% within column	16%			12%	9%	15%	13%	10%
Strongly disagree	N Count	27			42	22	34	30	65
	Column Comparisons								-
	% within column	2% ↑			0%	0%	0%	2% ↑	0%
Don't know	N Count	3 †			1	0	0	4 ↑	1
	Column Comparisons	а							-
	% within column	35%			45%	35%	43%	41%	41%
NET: Agree	N Count	60			162	90	94	98	252
	Column Comparisons								-

					BAN	NER			
		D3 - Social grade	Fi	nancial wellbeing		Ethni	city	Child identified need/impacting condition	
G8_3 - I often spend r	more money than						NET: All other		
should whilst gaming		NET: C2DE	Doing well	Getting by	Struggling	White British	Ethnicities	Neurodiversity	Mental Health
	% within column	460	239	536	299	841	216	93	55
Weighted Base	N Count								
	Column Comparisons								
	% within column	371	277	522	279	844	217	87	56
Unweighted Base	N Count								
	Column Comparisons								
	% within column	f	a	b	С	a	b	a	b
Column Names	N Count								
	Column Comparisons								
	% within column	13%	20% ↑	9%↓	12%	13%	9%		
Strongly agree	N Count	61	48 ↑	48↓	36	110	20		
	Column Comparisons	-	b c						
	% within column	28%	30%	29%	27%	27%↓	38% ↑		
Agree	N Count	131	72	157	81	224↓	82 †		
	Column Comparisons	-					a		
	% within column	17%	16%	21%	16%	18%	18%		
Neither agree nor disagree	N Count	78	38	112	47	155	40		
	Column Comparisons	-							
	% within column	26%	23%	27%	33%	28%	26%		
Disagree	N Count	121	56	146	98	238	56		
	Column Comparisons	-			a				
	% within column	14%	10%	13%	12%	13%	8%		
Strongly disagree	N Count	64	24	69	35	110	18		
	Column Comparisons	-							
	% within column	1%	0%	1%	0%	1%	0%		
Don't know	N Count	4	0	4	1	5	1		
	Column Comparisons	-							
	% within column	42%	50% ↑	38%	39%	40%	47%		
NET: Agree	N Count	192	120 ↑	205	117	333	101		
	Column Comparisons	-	b c						

					BAN	NER			
			need/ impacting lition	Disability/ Cond	ition in HH		ealth Care Plan ICP)	Bene	fits
G8_3 - I often sper should whilst gam	nd more money than I ing	NET: Identified need/ condition	NET: No identified need/ condition	NET: Yes	No	Has an EHCP	Don't have an EHCP	NET: Household receives Benefits	No Benefits
	% within column	264	796	136	376	100	978	493	539
Weighted Base	N Count								
	Column Comparisons								
	% within column	259	804	138	389	103	979	487	553
Unweighted Base	N Count								
	Column Comparisons								
	% within column	С	d	a	b	a	b	a	b
Column Names	N Count								
	Column Comparisons								
	% within column	16%	11%	18%	9%↓	17%	12%	16% ↑	9%↓
Strongly agree	N Count	42	88	24	33↓	17	115	79 †	48↓
	Column Comparisons	-		b				b	
	% within column	35%	27%	37%	27%	35%	28%	30%	27%
Agree	N Count	92	214	50	101	35	278	149	145
	Column Comparisons	-		b					
	% within column	14%	20%	10%	18%	14%	19%	19%	18%
Neither agree nor disag	gree N Count	37	158	13	68	14	184	92	97
	Column Comparisons	-	a		а				
	% within column	25%	29%	27%	33%	23%	28%	25%	31%
Disagree	N Count	65	231	36	124	23	278	121	168
	Column Comparisons	-							a
	% within column	10%	13%	8%	13%	10%	12%	10%	15%
Strongly disagree	N Count	27	101	11	50	10	119	49	79
	Column Comparisons	-							a
	% within column	1%	0%	1%	0%	1%	0%	0%	1%
Don't know	N Count	2	4	1	0	1	4	2	4
	Column Comparisons	-							
	% within column	51% †	38%↓	55% ↑	36%↓	51%	40%	46% ↑	36%↓
NET: Agree	N Count	134 †	302↓	74 †	134↓	51	393	229 ↑	192↓
	Column Comparisons	-		b		b		b	

					BANI	NER			
		Parental (Controls	1	Parental Concern		Time Sp	oent Online (Weel	kday)
G8_3 - I often spend r should whilst gaming	=	NET: Has Parental Controls	No Controls	Not Concerned	A little	NET: Moderately / Very Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs
Siloulu Willist gailling	% within column	992	83	376	Concerned	367	309	524	5 - brits 176
Weighted Base	N Count Column Comparisons	992	83	3/6	331	307	309	524	176
Unweighted Base	% within column N Count Column Comparisons	993	87	352	338	389	307	521	181
Column Names	% within column N Count	a	b	a	b	С	a	b	С
	Column Comparisons	4.20/		70/1	440/	400/	00/	440/	200/
Ctronglyograp	% within column N Count	13% 127		7%↓ 24↓	11% 36	19% ↑ 69 ↑	9% 28	11% 57	20% ↑ 36 ↑
Strongly agree	Column Comparisons	127		24❖	a	a b	28	5/	a b
	% within column	30%		15%↓	38% ↑	36% ↑	25%	30%	29%
Agree	N Count	295		56↓	125 ↑	130 ↑	77	159	51
	Column Comparisons				a	a			
	% within column	18%		13%↓	21%	22%	19%	18%	18%
Neither agree nor disagree		183		51↓	68	79	58	94	31
	Column Comparisons				a	a			
	% within column	27%		46% †	19%↓	17%↓	32%	28%	25%
Disagree	N Count	268		175 †	63↓	63↓	99	144	45
	Column Comparisons			b c					
	% within column	12%		19% ↑	11%	6%↓	14%	13%	7%
Strongly disagree	N Count	115		70 †	35	23↓	44	68	12
	Column Comparisons			b c					
	% within column	0%		0%	1%	1%	1%	0%	1%
Don't know	N Count	4		0	3	2	3	1	2
	Column Comparisons								
	% within column	43% †		21%↓	49% ↑	54% ↑	34%↓	41%	49%
NET: Agree	N Count	422 ↑		80↓	161 †	200 ↑	105↓	216	86
	Column Comparisons	b			a	a			а

					BANI	NER			
		Time Spent On	line (Weekday)		Time S _l	pent Online (Wee	kend)		Spent Money
G8_3 - I often sper	nd more money than I	6+ hrs	NET: 5+ Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6 hrs	NET: 5+ Hours	Bought somet- hing on either Social Media, or while gaming
onouna minot gain	% within column	66	241	94	365	326	288	614	1078
Weighted Base	N Count Column Comparisons								
	% within column	69	250	92	367	334	284	618	1082
Unweighted Base	N Count Column Comparisons								
Column Names	% within column N Count Column Comparisons	d	е	а	b	С	d	е	а
	·		19% ↑		12%	12%	13%	12%	12%
Strongly agree			47 ↑		45	38	36	75	132
			32%		29%	31%	25%	28%	29%
Agree			77		104	102	72	174	313
			18%		18%	21%	14%	18%	18%
Neither agree nor disag	gree		44		64	68	41	109	198
			24%		27%	26%	34% ↑		28%
Disagree			57		100	84	99 ↑ a	183	301
			6%↓		14%	10%	13%	11%	12%
Strongly disagree			15↓		50	31	39	70	129
			1%		0%	1%	0%	0%	1%
Don't know			- 2		2	2	1	3	- 6
			51%↑		41%	43%	38%	41%	41%
NET: Agree			123 †		149	140	109	249	445

					BAN	NER			
			Spent	Money			SM purchas	se category	
G8_3 - I often spend r should whilst gaming	more money than I	Bought something on social media	Bought something while Gaming	Bought something from both	Not bought from either	Product	Activity	Subscription/ Upgrade	NET: Gift
5.1.5 d. d. 1.1.1.5 d. Bu	% within column	590	1078	590	0	306	135	193	145
Weighted Base	N Count				_				
	Column Comparisons								
	% within column	619	1082	619	0	323	147	205	158
Unweighted Base	N Count								
	Column Comparisons								
	% within column	b	С	d	е	а	b	С	d
Column Names	N Count								
	Column Comparisons								
	% within column	17%1	12%	17%1		17%	23%	20%	28%↑
Strongly agree	N Count	1011		1011		51	32	39	40 †
0,1011	Column Comparisons	_	-	-					
	% within column	38%1	29%	38%1		36%	42%	42%	46%
Agree	N Count	2241		2241		112	57	82	67
	Column Comparisons	-	-	-					
	% within column	22%1	18%	22%1	•	24%	20%	20%	15%
Neither agree nor disagree	N Count	1281	198	1281	•	72	27	39	22
	Column Comparisons	-	-	-					
	% within column	16%	28%	16%		15%	10%	13%	8%↓
Disagree	N Count	95		95	•	47	13	25	12↓
_	Column Comparisons	-	-	-					
	% within column	7%	12%	7%	•	8%	5%	4%	2%↓
Strongly disagree	N Count	41	129	41	•	25	6	8	3↓
	Column Comparisons	-	-	-		d			
	% within column	0%	1%	0%	•	0%	0%	0%	0%
Don't know	N Count	01		01	•	0	0	0	0
	Column Comparisons	-	-	-					
	% within column	55%1	41%	55%1		53%	66% ↑	62%	74%↑
NET: Agree	N Count	3261	445	3261		162	89 ↑	121	108 ↑
	Column Comparisons	-	-	-					а

-					BAN	INER			
			Feelings about	SM purchase			Gaming	g Method	
G8_3 - I often spend r should whilst gaming	more money than I	Regret things I buy online	What I buy is good value	I spend more than I should	I like the feeling	Games console	Desktop compu- ter, laptop or netbook	Mobile phone or smartphone	Tablet
	% within column	274	441	330	451	733	331	687	379
Weighted Base	N Count								
G	Column Comparisons								
	% within column	290	466	354	479	732	345	693	381
Unweighted Base	N Count								
· ·	Column Comparisons								
	% within column	а	b	С	d	a	b	С	d
Column Names	N Count								
	Column Comparisons								
	% within column	26% ↑	19% ↑	25% †	20% ↑	10%↓	12%	11%	15%
Strongly agree	N Count	72 †	841	84 1	88 †	75↓	40	75	58
	Column Comparisons								а
	% within column	52% ↑	37%↑	50% 1	41% †	25%↓	33%	27%	26%
Agree	N Count	143 †	165 †	164 1	183 †	182↓	108	189	99
	Column Comparisons	b		b d	b		ас		
	% within column	15%	20%	17%	19%	18%	18%	18%	19%
Neither agree nor disagree	N Count	41	89	55	84	133	58	123	72
	Column Comparisons								
	% within column	6%↓	15%↓	7%↓	14%↓	32%	26%	30%	25%
Disagree	N Count	17↓	66↓	22↓	65↓	2311	86	204	94
	Column Comparisons		ас		С	d			
	% within column	1%↓	8%↓	2%↓	7%↓	15% ↑	11%	14%	14%
Strongly disagree	N Count	2↓	37↓	61	30↓	107 †	36	93	54
	Column Comparisons		a c d			b		b	
	% within column	0%	0%	0%	0%	1%	1%	0%	1%
Don't know	N Count	0	0	0	0	5	3	3	2
	Column Comparisons								
	% within column	78% ↑	56% ↑	75% 1	60% †	35%↓	45%	38%	41%
NET: Agree	N Count	215 ↑	249 ↑	248 1	271 †	256↓	148	264	157
	Column Comparisons	b		b d	b		ас	a	а

					BAI	NNER			
		Gaming Method				Gaming Type			
G8_3 - I often spend r should whilst gaming	more money than	I NET: Any Gaming	Puzzles or quizzes	Action/ adventure	Shooters	Playing against one other person	Playing against multiple people/ teams	Creative and building games	Playing in a virtual worlds
0 0	% within column	1078	287	416	361	253	517	575	318
Weighted Base	N Count								
	Column Comparisons								
	% within column	1082	297	431	379	264	518	556	332
Unweighted Base	N Count								
-	Column Comparisons								
	% within column	e	а	b	С	d	е	f	g
Column Names	N Count								
	Column Comparisons								
	% within column	12%	16%	13%	11%	15%	11%	10%	15%
Strongly agree	N Count	132	45	55	40	38	56	57	47
	Column Comparisons	-	f						
	% within column	29%	28%	28%	28%	35%	25%↓	24%↓	30%
Agree	N Count	313	81	115	103	89	129↓	138↓	96
	Column Comparisons	-				e f			f
	% within column	18%	19%	18%	19%	21%	18%	18%	18%
Neither agree nor disagree	N Count	198	53	76	68	53	92	103	57
	Column Comparisons	-							
	% within column	28%	26%	27%	28%	17%↓	33% ↑	33%↑	24%
Disagree	N Count	301	75	112	102	43↓		189 ↑	78
	Column Comparisons	-	d	k	d k		abdghijk	abdghikl	
	% within column	12%	11%	13%	13%	11%	13%	15%↑	12%
Strongly disagree	N Count	129	31	55	45	29	65	84 ↑	39
	Column Comparisons	-							
	% within column	1%	0%	1%	1%	0%	0%	1%	1%
Don't know	N Count	6	0	3	3	1	2	6	2
	Column Comparisons	-							
	% within column	41%	44%	41%	40%	50%↑	36%↓	34%↓	45%
NET: Agree	N Count	445	127	170	143	128 †	185↓	195↓	143
-	Column Comparisons	-	e f	f	f	b c e f			e f

			BANNER								
				Gaming	; Туре			Gaming Fre	equency		
G8_3 - I often spend r should whilst gaming	•	Simulation experience	Fitness and dance	Sports	Interactive stories	Makeovers	NET: Playing against other people	NET: Daily	Weekly		
	% within column	163	162	436	131	130	633	900	162		
Weighted Base	N Count										
· ·	Column Comparisons										
	% within column	174	168	451	141	137	638	898	169		
Unweighted Base	N Count										
o .	Column Comparisons										
	% within column	h	i	i	k	1	m	а	b		
Column Names	N Count			,							
	Column Comparisons										
	% within column	14%	21%†	11%	19% ↑	20%↑	11%	12%	10%		
Strongly agree	N Count	23	34 †	50	261	26 ↑	71	112	16		
0, 0	Column Comparisons		cefj			f	-				
	% within column	30%	29%	31%	32%	29%	29%	27%↓	38%↑		
Agree	N Count	48	47	133	42	37	181	246↓	61 †		
J	Column Comparisons						-		а		
	% within column	21%	18%	18%	22%	23%	19%	19%	17%		
Neither agree nor disagree	N Count	33	30	76	29	30	118	167	27		
0 0	Column Comparisons						-				
	% within column	21%	20%	27%	14%↓	22%	29%	29%	22%		
Disagree	N Count	34	32	119	18↓	29	187	261	36		
ŭ	Column Comparisons			d			-				
	% within column	14%	11%	13%	13%	5%	12%	12%	13%		
Strongly disagree	N Count	23	18	56	17	7	74	108	20		
	Column Comparisons		1				-				
	% within column	0%	0%	0%	1%	1%	0%	1%	0%		
Don't know	N Count	0	1	1	1	1	2	6	0		
	Column Comparisons						-				
	% within column	44%	50%	42%	51%	49%	40%	40%	48%		
NET: Agree	N Count	71	81	183	67	63	252	358	78		
-	Column Comparisons	f	e f	e f	e f	e f	-				

BANNER

Gaming Purchase Type

G8_3 - I often spend r should whilst gaming	nore money than I	NET: Character, skins, weapons, armour, tools	NET: Game expansion	Loot boxes/ packs/ chests/ bundles	In-game money	A standard version of the game	A subscription	Early access to a game	Battle Pass
	% within column	535	237	151	447	147	302	122	205
Weighted Base	N Count								
	Column Comparisons								
	% within column	549	250	158	428	154	320	133	211
Unweighted Base	N Count								
	Column Comparisons								
	% within column	a	b	С	d	е	f	g	h
Column Names	N Count								
	Column Comparisons								
	% within column	13%	16%	20% ↑	11%	16%	12%	18%	14%
Strongly agree	N Count	69	37	30 †	51	24	37	22	29
	Column Comparisons								
	% within column	32%	40% ↑	33%	24%↓	38%	28%	41% ↑	38% ↑
Agree	N Count	173	96 †	51	107↓	56	83	50 ↑	79 ↑
	Column Comparisons	d	d f			d		d f	d f
	% within column	18%	20%	15%	17%	16%	22%	23%	20%
Neither agree nor disagree	N Count	96	48	23	78	23	67	29	40
	Column Comparisons								
	% within column	24%↓	19%↓	25%	33% ↑	23%	26%	12%↓	22%
Disagree	N Count	126↓	45↓	37	148 ↑	34	77	15↓	44
	Column Comparisons				abgh				
	% within column	13%	4%↓	6%	13%	6%	12%	5%↓	6%↓
Strongly disagree	N Count	68	10↓	10	59	9	37	6↓	12↓
	Column Comparisons	b			b		b		
	% within column	0%	0%	1%	1%	0%	0%	1%	1%
Don't know	N Count	2	1	1	4	1	1	1	1
	Column Comparisons								
	% within column	45%	56% ↑	53% ↑	35%↓	54% ↑	40%	59% ↑	52% ↑
NET: Agree	N Count	242	133 ↑	80 †	158↓	801	120	72 ↑	108 †
	Column Comparisons	d f	d f	d f		d f		d f	d f

				BAN	NER		
				Feelings about G	aming Purchase		
G8_3 - I often spend n should whilst gaming	nore money than I	Regret things I buy online	What I buy is good value	I spend more than I should	I like the feeling	It's unfair that people who spend more, get further in games	It's not always clear what I'm going to get for my money in games
	% within column	346	772	445	720	715	449
Weighted Base	N Count						
	Column Comparisons						
	% within column	356	777	454	734	710	459
Unweighted Base	N Count						
	Column Comparisons						
	% within column	a	b	С	d	е	f
Column Names	N Count						
	Column Comparisons						
	% within column	26% ↑	13%	30% ↑	15% †	15%↑	22% ↑
Strongly agree	N Count	90 ↑	102	132 ↑	111 †	107 †	99 ↑
	Column Comparisons	b d e		a b d e f	b		b
	% within column	46% ↑	28%	70% ↑	32% 1		40% ↑
Agree	N Count	158 ↑	216	313 ↑	2331	222	182 ↑
	Column Comparisons	b d e		a b d e f	b	b	b d e
	% within column	14%	17%	0%↓	18%	16%	16%
Neither agree nor disagree		49	130	01	127	116	72
	Column Comparisons	С	С		С	С	С
	% within column	11%↓	29%	0%↓	26%	27%	16%↓
Disagree	N Count	40↓	225	01	185	194	72↓
	Column Comparisons	С	a c d f		acf	a c f	С
	% within column	3%↓	13%	0%↓	9%↓		5%↓
Strongly disagree	N Count	10↓	99	01	64↓	75	23↓
	Column Comparisons	С	a c d f		С	ас	С
	% within column	0%	0%↓	0%	0%	0%	0%

0

Don't know

N Count

Column Comparisons

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17 AND Children who game AND who have bought something via gaming; Weight: Based on Nat Rep Sample; effective sample size = 993 (92%); Blank cells have a sample size that is smaller than 100.; Blank cells have a sample size that is smaller than 100. Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.0\$) art 14 of 28

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0

		BANNER										
G8_3 - I often sp	end more money than I		Gender of child	respondent		Age o	of child responden	t				
should whilst ga	ming	Total	Male	Female	8-9	10-12	13-15	16-17	NET: 8-12			
	% within column	41%	40%	42%	47%	38%	41%	41%	41%			
NET: Agree	N Count	445	266	179	90	131	149	75	220			
	Column Comparisons	-							-			
	% within column	40%	42%	37%	35%	39%	40%	47%	37%			
NET: Disagree	N Count	430	273	156	66	132	146	85	198			
	Column Comparisons	-							-			

			BANNER									
G8_3 - I often spe	end more money than I	Age of child respondent			Age and	gender of child res	pondent					
should whilst gar	ming	NET: 13-17	Male 8-9	Female 8-9	Male 10-12	Female 10-12	Male 13-15	Female 13-15	Male 16-17			
	% within column	41%	47%		35%	43%	44%	36%	38%			
NET: Agree	N Count	224	53		69	61	96	53	47			
	Column Comparisons	-										
	% within column	42%	34%		44%	31%	40%	40%	48%			
NET: Disagree	N Count	232	38		88	44	88	58	59			
	Column Comparisons	-										

	BANNER									
		Age and	gender of child re	Urban/ Rural		Working status				
G8_3 - I often spend more money than I			NET: Female 8-		NET: Female 13-					
should whilst gaming	Female 16-17	NET: Male 8-12	12	NET: Male 13-17	17	NET: Urban	Rural	Full time		
		39%	45%	42%	40%	42%		46%↑		
NET: Agree		123	98	143	83	419		334 ↑		
		-	-	-	-	b		b d		
		40%	33%	43%	42%	39%		36%↓		
NET: Disagree		126	72	148	87	383		267↓		
-		-	-	-	-					

			BANNER								
_			Working statu	S		D:	3 - Social grade				
G8_3 - I often sp	end more money than I $\bar{\ \ }$			NET: Not							
should whilst gar	ming	Part time	Student	working/ retired	AB	C1	C2	DE	NET: ABC1		
	% within column	35%			45%	35%	43%	41%	41%		
NET: Agree	N Count	60			162	90	94	98	252		
	Column Comparisons								-		
	% within column	49%			36%	44%	41%	40%	40%		
NET: Disagree	N Count	82			129	116	89	96	244		
	Column Comparisons	а									

					BAN	NER			
		D3 - Social grade	grade Financial wellbeing			Ethn	icity	Child identified need/ impact condition	
G8_3 - I often sp	end more money than	l					NET: All other		
should whilst ga	ming	NET: C2DE	Doing well	Getting by	Struggling	White British	Ethnicities	Neurodiversity	Mental Health
	% within column	42%	50% ↑	38%	39%	40%	47%		
NET: Agree	N Count	192	120 †	205	117	333	101		
	Column Comparisons	-	b c						
	% within column	40%	33%	40%	45%	41%	34%		
NET: Disagree	N Count	185	80	214	133	348	75		
	Column Comparisons	-			а				

Part 19 of 28

					BANI	NER			
		Child identified r condi		Disability/ Condi	Disability/ Condition in HH Educational Hea			Bene	fits
G8_3 - I often spend more money than I should whilst gaming		NET: Identified need/ condition	NET: No identified need/ condition	NET: Yes	No	Has an EHCP	Don't have an EHCP	NET: Household receives Benefits	No Benefits
_	% within column	51% ↑	38%↓	55% ↑	36%↓	51%	40%	46% ↑	36%↓
NET: Agree	N Count	134 ↑	302↓	74 †	134↓	51	393	229 †	192↓
	Column Comparisons	-		b		b		b	
	% within column	35%	42%	35%	46% ↑	33%	41%	34%↓	46% ↑
NET: Disagree	N Count	92	332	47	174 †	33	397	170↓	246 †
	Column Comparisons	-			а				а

			BANNER										
		Parental C	Controls	F	arental Concern	Time Sp	day)						
CO 2 after an					1	NET: Moderately							
_	end more money than	NET: Has			A little	/ Very							
should whilst ga	ming	Parental Controls	No Controls	Not Concerned	Concerned	Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs				
	% within column	43% ↑		21%↓	49% ↑	54% ↑	34%↓	41%	49%				
NET: Agree	N Count	422 †		80↓	161 ↑	200 ↑	105↓	216	86				
	Column Comparisons	b			а	a			а				
	% within column	39%↓		65% ↑	30%↓	23%↓	46%	41%	32%				
NET: Disagree	N Count	383↓		245 †	99↓	86↓	143	213	56				
	Column Comparisons			b c			c d	d					

		BANNER									
_	Time Spent Online (Weekday)			Time Sp	pent Online (Weel	kend)		Spent Money			
G8_3 - I often spend more money than I								Bought somet- hing on either Social Media, or			
should whilst gaming	6+ hrs	NET: 5+ Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6 hrs	NET: 5+ Hours	while gaming			
		51% ↑		41%	43%	38%	41%	41%			
NET: Agree		123†		149	140	109	249	445			
		30%↓		41%	35%	48% ↑	41%	40%			
NET: Disagree		72↓		150	115	137 †	253	430			
		-		а		ас	-	-			

			BANNER								
			Spent I	Money		SM purchase category					
G8_3 - I often spend more money than I		Bought something on	Bought something while	Bought something from	Not bought from			Subscription/			
should whilst ga	ming	social media	Gaming	both	either	Product	Activity	Upgrade	NET: Gift		
	% within column	55% 1	41%	55% ↑		53%	66%1	62%	74%↑		
NET: Agree	N Count	326 1	445	326 ↑		162	89 ↑	121	108 ↑		
	Column Comparisons	-	-	-					а		
	% within column	23%↓	40%	23%↓		23%	14%↓	17%	10%↓		
NET: Disagree	N Count	136↓	430	136↓		72	19↓	33	15↓		
	Column Comparisons	-	-	-		d					

			BANNER									
			Feelings about	SM purchase			g Method					
G8 3 - Loften sp	end more money than I	d more money than I Regret things I What I buy is I spend more					Desktop compu-					
should whilst gaming		buy online	good value	than I should	I like the feeling	Games console or games player	ter, laptop or netbook	Mobile phone or smartphone	Tablet			
	% within column	78% ↑	56% ↑	75%↑	60%↑	35%↓	45%	38%	41%			
NET: Agree	N Count	215 ↑	249 ↑	248 ↑	271 ↑	256↓	148	264	157			
	Column Comparisons	b		b d	b		ас	а	а			
	% within column	7%↓	23%↓	8%↓	21%↓	46% ↑	37%	43% ↑	39%			
NET: Disagree	N Count	19↓	103↓	28↓	95↓	338 ↑	122	297 ↑	148			
	Column Comparisons		ас		С	b c d		b				

					BAI	NNER			
		Gaming Method				Gaming Type			
G8_3 - I often spend more money than I should whilst gaming		NET: Any Gaming	Puzzles or quizzes	Action/ adventure	Shooters	Playing against one other person	Playing against multiple people/ teams	Creative and building games	Playing in a virtual worlds
Siloulu Willist ga	% within column	41%	44%	41%	40%	50% 1		34%	45%
NET: Agree	N Count	445	127	170	143	128 †	185↓	195↓	143
	Column Comparisons	-	e f	f	f	b c e f			e f
	% within column	40%	37%	40%	41%	28%↓	46% ↑	47% ↑	37%
NET: Disagree	N Count	430	107	166	147	72↓	237 ↑	272 ↑	117
	Column Comparisons	-	d	d k	d		abcdghijkl	abcdghijkl	1

					BANI	NER			
				Gaming	у Туре			Gaming Fre	equency
G8_3 - I often sp should whilst gar	end more money than I ming	Simulation experience	Fitness and dance	Sports	Interactive stories	Makeovers	NET: Playing against other people	NET: Daily	Weekly
	% within column	44%	50%	42%	51%	49%	40%	40%	48%
NET: Agree	N Count	71	81	183	67	63	252	358	78
	Column Comparisons	f	e f	e f	e f	e f	-		
	% within column	35%	31%	40%	27%↓	27%↓	41%	41%	35%
NET: Disagree	N Count	58	50	175	35↓	35↓	261	369	57
	Column Comparisons			d			-		

Part 26 of 28

BANNER

Gaming Purchase Type

	nd more money than	NET: Character, skins, weapons,	NET: Game	Loot boxes/ packs/ chests/		A standard version of the		Early access to a	
should whilst gam	ning	armour, tools	expansion	bundles	In-game money	game	A subscription	game	Battle Pass
	% within column	45%	56% ↑	53% ↑	35%↓	54% ↑	40%	59% ↑	52% ↑
NET: Agree	N Count	242	133 ↑	801	158↓	80 ↑	120	72 †	108 †
	Column Comparisons	d f	d f	d f		d f		d f	d f
	% within column	36%	23%↓	31%	46% ↑	29%↓	38%	17%↓	27%↓
NET: Disagree	N Count	194	55↓	47	207 ↑	43↓	114	21↓	56↓
	Column Comparisons	b		g	abcefgh	g	bgh		

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17 AND Children who game AND who have bought something via gaming; Weight: Based on Nat Rep Sample; effective sample size = 993 (92%); Blank cells have a sample size that is smaller than 100.; Blank cells have a sample size that is smaller than 100. Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 27 of 28

				BAN	INER		
				Feelings about G	Gaming Purchase		
G8_3 - I often sp should whilst ga	end more money than I ming	Regret things I buy online	What I buy is good value	I spend more than I should	I like the feeling	It's unfair that people who spend more, get further in games	It's not always clear what I'm going to get for my money in games
	% within column	71%1	41%	100%	48%1	46% †	62% ↑
NET: Agree	N Count	248 ↑	317	445 ↑	344 1	329 †	281 †
	Column Comparisons	b d e		a b d e f	b	b	b d e
	% within column	14%↓	42%	0%↓	34%	38%	21%↓
NET: Disagree	N Count	49↓	324	01	248↓	269	96↓
	Column Comparisons	С	acdef		acf	a c d f	С

								BAI	NNER						
				of child endent		А	ge of child	responde	nt		Ag	ge and gen	der of child	d responde	ent
G8_4 - I like the feeling	g of making									NET: 13-		Female 8-	Male 10-	Female	Male 13
purchases whilst gam	ing	Total	Male	Female	8-9	10-12	13-15	16-17	NET: 8-12	17	Male 8-9	9	12	10-12	15
	% within column	1078	656	422	190	341	365	182	531	547	113	77	200	141	219
Weighted Base	N Count														
	Column Comparisons														
	% within column	1082	640	442	192	329	367	194	521	561	114	78	191	138	211
Unweighted Base	N Count														
	Column Comparisons														
	% within column	a	а	b	а	b	С	d	e	f	a	b	С	d	е
Column Names	N Count														
	Column Comparisons														
	% within column	19%	19%	20%	28%↑	22%	15%	14%	24%↑	15%↓	27%		21%	22%	16%
Strongly agree	N Count	210	127	83	54 †	74	56	26	128 ↑	82↓	31		43	31	34
	Column Comparisons	-			c d				-	-					
	% within column	47%	47%	48%	47%	45%	51%	47%	45%	49%	49%		43%	48%	51%
Agree	N Count	510	308	203	88	153	185	84	241	269	55		85	67	111
	Column Comparisons	-							-	-					
	% within column	24%	24%	24%	17%	24%	25%	30%	21%	26%	14%		26%	21%	24%
Neither agree nor disagree	N Count	256	156	100	32	81	90	54	113	143	16		52	29	53
	Column Comparisons	-						а	-	-					
	% within column	6%	6%	6%	5%	6%	7%	7%	6%	7%	5%		6%	7%	7%
Disagree	N Count	68	41	27	9	21	25	13	30	38	6		11	10	15
	Column Comparisons	-							-	-					
	% within column	2%	2%	1%	1%	2%	2%	1%	2%	2%	1%		4%	1%	2%
Strongly disagree	N Count	21	15	6	3	8	8	2	11	11	1		7	1	5
	Column Comparisons	-							-	-					
	% within column	1%	1%	1%	2%	1%	0%	1%	2%	1%	4% ↑		1%	1%	1%
Don't know	N Count	12	9	3	4	4	1	2	8	4	4↑		2	2	1
	Column Comparisons	-							-	-					
	% within column	67%	66%	68%	75%	67%	66%	61%	70%	64%	76%		64%	70%	66%
NET: Agree	N Count	720	435	285	142	227	240	111	370	351	86		128	99	146
	Column Comparisons	-			d				_	_					

								BAN	INER						
			Aį	ge and gen	der of chil	d responde	nt		Urban,	/ Rural		Workin	g status		D3 - Soci- al grade
G8_4 - I like the feelin	_	Female 13-15	Male 16- 17	Female 16-17	NET: Male 8- 12	NET: Female 8- 12	NET: Male 13- 17	NET: Female 13-17	NET: Urban	Rural	Full time	Part time	Student	NET: Not working/ retired	AB
han endoes minor 8am.	% within column	146	124	66	313	218	343	209	990	88	732	169	46	109	358
Weighted Base	N Count Column Comparisons														
	% within column	156	124	82	305	216	335	234	989	93	774	144	46	99	498
Unweighted Base	N Count Column Comparisons														
Column Names	% within column N Count Column Comparisons	f	g	h	i	j	k	I	a	b	а	b	С	d	а
	% within column	15%	16%		23%	25%	16%	14%	20%		21%	18%			25% ↑
Strongly agree	N Count	21	19		74	55	54	30	198		155	30			91 †
37 30 33	Column Comparisons				_	-	-	-							bс
	% within column	50%	45%		45%	46%	49%	50%	47%		49%	44%			48%
Agree	N Count Column Comparisons	74	56		141 -	100 -	167 -	105 -	467		360	74			173
	% within column	25%	29%		22%	21%	26%	27%	23%		21%	27%			18%↓
Neither agree nor disagree	N Count Column Comparisons	37	36		68 -	45 -	88	56 -	230		157	45			64↓
	% within column	7%	8%		5%	6%	7%	7%	7%		6%	7%			5%
Disagree	N Count Column Comparisons	11	9		17 -	13 -	24 -	14 -	66		43	12			19
	% within column	2%	2%		3%	1%	2%	2%	2%		2%	2%			3%
Strongly disagree	N Count Column Comparisons	3	2		-	- -	7 -	-	20		12	4			9
	% within column	0%	1%		2%	1%	1%	0%	1%		1%	2%			1%
Don't know	N Count Column Comparisons	0	1		-	-	- -	- 1	9		4	3			2
	% within column	65%	61%		68%	71%	64%	64%	67%		70%1				74% ↑
NET: Agree	N Count Column Comparisons	95	75		214 -	155 -	221 -	135 -	666		516 1 d	105			263 ↑ d

								BAN	INER						
			D3 ·	- Social gra	de		Fina	ncial wellk	peing	Ethn	icity	Child		need/ imp	acting
G8_4 - I like the feelin	_				NET:	NET:	Doing	Getting		White B-	NET: All other Ethnic-	Neurodiv-	Mental	need/	NET: No identified need/
purchases whilst gam	ing	C1	C2	DE	ABC1	C2DE	well	by	Struggling	ritish	ities	ersity	Health		condition
	% within column	261	217	242	618	460	239	536	299	841	216	93	55	264	796
Weighted Base	N Count														
	Column Comparisons														
	% within column	213	158	213	711	371	277	522	279	844	217	87	56	259	804
Unweighted Base	N Count														
	Column Comparisons														
	% within column	b	С	d	е	f	a	b	С	a	b	a	b	С	d
Column Names	N Count														
	Column Comparisons														
	% within column	16%	15%	18%	22%	17%	31% ↑	15%	18%	20%	20%			23%	19%
Strongly agree	N Count	42	33	43	133	77	73 †	83 ↓	52	167	43			61	148
	Column Comparisons				-	-	b c							-	
	% within column	49%	50%	43%	48%	46%	44%	51%	44%	47%	48%			42%	49%
Agree	N Count	127	108	103	299	211	106	272	131	397	103			111	390
	Column Comparisons				-	-								-	
	% within column	29%	24%	27%	22%	26%	15%↓	24%	30%	24%	22%			25%	23%
Neither agree nor disagree	N Count	75	51	66	139	118	36↓	129	89	203	47			67	183
	Column Comparisons	а		а	-	-		а	а					-	
	% within column	5%	8%	8%	5%	8%	7%	6%	6%	6%	9%			6%	6%
Disagree	N Count	13	17	19	32	36	16	34	19	47	20			17	50
_	Column Comparisons				-	-								-	
	% within column	1%	3%	2%	2%	2%	2%	2%	2%	2%	2%			1%	2%
Strongly disagree	N Count	3	6	4	12	10	5	11	6	16	4			3	17
- · · · ·	Column Comparisons				-	-								-	
	% within column	0%	1%	3%	1%	2%	1%	1%	1%	1%	0%			2%	1%
Don't know	N Count	1	1	7	4	8	2	7	2	12	0			4	7
	Column Comparisons				_	_								_	

								BAN	INER						
		Disability/ (in H		Education Care Plan		Ben	efits	Parental	Controls	Par	ental Con	cern	Time Spe	nt Online (Weekday)
G8_4 - I like the feelin		NET: Voc	No	Has an	Don't have an	NET: House- hold receives	No	NET: Has	No	Not Conc-	A little Conce-	NET: Modera- tely/ Very Conce-	0. 21	2 45.00	□ Ch.···
purchases whilst gam	ing % within column	NET: Yes	No 376	EHCP 100	EHCP 978	Benefits 493	Benefits 539	Controls 992	Controls 83	erned 376	rned 331	rned 367	0 - 2hrs 309	3 - 4hrs 524	5 - 6hrs
Weighted Base	N Count Column Comparisons	136	376	100	978	493	539	992	83	3/6	331	367	309	524	176
Unweighted Base	% within column N Count Column Comparisons	138	389	103	979	487	553	993	87	352	338	389	307	521	181
Column Names	% within column N Count Column Comparisons	а	b	a	b	a	b	a	b	а	b	С	a	b	С
	% within column	20%	13%	32%↑	18%↓	22%	17%	20%		13%↓	17%	28% ↑	17%	19%	24%
Strongly agree	N Count	27	47	32 †	178↓	110	92	199		49↓	57	103 †	52	97	43
	Column Comparisons	b		b		b						a b			
	% within column	42%	53%	46%	48%	43%	52%	47%		44%	54%	45%	51%	46%	45%
Agree	N Count	58	198	46	465	210	278	471		166	179	165	156	241	79
	Column Comparisons						a				ас				
	% within column	31%	25%	17%	24%	26%	22%	23%		30% ↑	20%	21%	21%	26%	24%
Neither agree nor disagree	N Count	42	92	17	239	127	119	228		113 ↑	67	76	66	134	41
	Column Comparisons									b c					
	% within column	6%	7%	3%	7%	6%	6%	6%		8%	6%	4%	7%	6%	5%
Disagree	N Count Column Comparisons	8	26	3	65	31	35	64		32	20	16	22	33	9
	% within column	0%	3%	0%	2%	2%	2%	2%		3%	2%	1%	3%	2%	0%
Strongly disagree	N Count Column Comparisons	0	11	0	21	9	11	20		10	6	5	9	12	1
	% within column	1%	1%	1%	1%	1%	1%	1%		2%	1%	1%	1%	1%	1%
Don't know	N Count Column Comparisons	1	2	1	10	7	5	9		6	2	3	3	6	2

								BAI	NNER						
		Time Spe (Wee			Time Spe	nt Online (\	Weekend)			S	pent Mone	ey .		-	irchase egory
G8_4 - I like the fe	eling of making		NET: 5+				Over 6	NET: 5+	Bought somet- hing on either Social Media, or while	Bought somet- hing on social	Bought somet- hing whi-	Bought somet- hing from	Not bought from		
purchases whilst g	aming	6+ hrs	Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	hrs	Hours	gaming	media	le Gaming		either	Product	Activity
Weighted Base	% within column N Count Column Comparisons	66	241	94	365	326	288	614	1078	590	1078	590	0	306	135
Unweighted Base	% within column N Count Column Comparisons	69	250	92	367	334	284	618	1082	619	1082	619	0	323	147
Column Names	% within column N Count Column Comparisons	d	е	а	b	С	d	е	а	b	С	d	е	a	b
Strongly agree			25% 60 -		19% 69	20% 66	19% 56	20% 122 -	19% 210 -	25% 1 146 1 -		25% ↑ 146 ↑ -		27% 82	33% 44
Agree			46% 111 -		47% 172	47% 153	48% 139	48% 292 -	47% 510 -	48% 286 -	47% 510 -	48% 286 -		51% 156	42% 57
Neither agree nor disag	gree		23% 56 -		24% 86	24% 78	24% 69	24% 147 -	24% 256 -	19%↓ 115↓ -		19%↓ 115↓ -		17% 53	19% 25
Disagree			5% 12 -		8% 29	5% 18	5% 15	5% 33 -	6% 68 -	5% 28 -	6% 68 -	5% 28 -		3% 9	6% 8
Strongly disagree			0%		2% 6	1% 5	3% 8	2% 12	2% 21	2% 14	2% 21	2% 14		2% 6	1% 1

								BAN	INER						
		•	rchase gory	Fee	ings about	SM purch	ase		Ga	aming Meth	od		G	aming Typ	oe .
G8_4 - I like the feelin purchases whilst gam	-	Subscri- ption/ Upgrade	NET: Gift	Regret things I buy online	What I buy is good value	I spend more than I should	I like the feeling	Games console or games player	Desktop compu- ter, lapt- op or netbook	Mobile phone or smartp- hone	Tablet	NET: Any Gaming	Puzzles or quizzes	Action/ adven- ture	Shooters
	% within column	193	145	274	441	330	451	733	331	687	379	1078	287	416	361
Weighted Base	N Count Column Comparisons														
Unweighted Base	% within column N Count Column Comparisons	205	158	290	466	354	479	732	345	693	381	1082	297	431	379
Column Names	% within column N Count Column Comparisons	С	d	a	b	С	d	а	b	С	d	е	a	b	С
	% within column	29%	35% ↑	30%↑	29% ↑	30% ↑	29% ↑	20%	21%	18%	21%	19%	20%	23%	21%
Strongly agree	N Count Column Comparisons	56	51 ↑	81 ↑	127 ↑	99 ↑	132↑	145	70	123	81	210 -	56	94	77
	% within column	42%	43%	44%	48%	47%	51%	47%	48%	47%	50%	47%	51%	47%	51%
Agree	N Count Column Comparisons	80	62	122	210	156	230	347	160	325	188	510 -	147	197	184
	% within column	20%	17%	20%	17%↓	18%↓	14%↓	23%	23%	24%	22%	24%	22%	22%	22%
Neither agree nor disagree	N Count Column Comparisons	39	24	55	75↓	59 ↓ d	65↓	172	75	168	81	256 -	62	93	81
	% within column	5%	5%	5%	4%	4%	4%↓	6%	5%	7%	4%	6%	5%	5%	4%
Disagree	N Count Column Comparisons	10	8	13	17	15	16↓	44	16	46	16	68 -	14	21	14
	% within column	4%	0%	1%	3%	1%	1%	2%	2%	2%	2%	2%	2%	1%	1%
Strongly disagree	N Count Column Comparisons	8	0	2	11 d	3	6	14	5	14	9	21 -	5	6	5

								BAN	INER						
						Gamin	g Type					Gaming F	requency	_	Purchase vpe
G8_4 - I like the feelin purchases whilst gam	_	Playing against one other person	Playing against multiple people/teams	Creative and building games	Playing in a virtual worlds	Simula- tion experi- ence	Fitness and dance	Sports	Intera- ctive stor- ies	Makeo- vers	NET: Playing against other people	NET: Daily	Weekly	NET: Charac- ter, skins, weapons, armour, tools	NET: Ga- me expa- nsion
	% within column	253	517	575	318	163	162	436	131	130	633	900	162	535	237
Weighted Base	N Count Column Comparisons														
Unweighted Base	% within column N Count Column Comparisons	264	518	556	332	174	168	451	141	137	638	898	169	549	250
Column Names	% within column N Count Column Comparisons	d	е	f	g	h	i	j	k	I	m	а	b	a	b
	% within column	27% ↑	18%	20%	23%	19%	26%	22%	27%	25%	21%	21%🕇	12%	23%	28% ↑
Strongly agree	N Count Column Comparisons	69 ↑ e	95	114	73	31	43	96	36	32	131 -	190 ↑ b	19	122	67 †
	% within column	47%	49%	46%	47%	48%	49%	50%	46%	46%	48%	47%	51%	50%	44%
Agree	N Count Column Comparisons	120	252	266	149	79	79	216	60	59	302 -	423	83	267	104
	% within column	18%	25%	24%	20%	24%	16%	19%	21%	20%	24%	23%	26%	20%	20%
Neither agree nor disagree	N Count Column Comparisons	46	130	140	65	39	26	82	27	26	151 -	210	42	109	48
	% within column	4%	4%	7%	6%	6%	7%	6%	5%	8%	5%	5%↓	9%	5%	7%
Disagree	N Count Column Comparisons	10	22	40	21	9	11	27	6	11	29 -	48↓	14	28	15
	% within column	3%	2%	1%	1%	3%	1%	2%	1%	0%	2%	2%	2%	1%	1%
Strongly disagree	N Count Column Comparisons	7	11	8	5	4	2	10	1	0	12 -	19	3	5	1

Part 7 of 16

							BAN	INER					
				Gaming Pur	chase Typ	e			Feelin	gs about G	aming Pu	chase	
		Loot boxes/ packs/		A standard		Early		Regret things I	What I buy is	I spend more		It's unfair that people who spend more, get	It's not always clear what I'm going to get for my
G8_4 - I like the feelin	-	chests/	In-game	version of	A subscri-	-	Battle	buy	good	than I	I like the	_	-
purchases whilst gam	ing	bundles	money	the game	ption	a game	Pass	online	value	should	feeling	games	games
Weighted Base	% within column N Count Column Comparisons	151	447	147	302	122	205	346	772	445	720	715	449
Unweighted Base	% within column N Count Column Comparisons	158	428	154	320	133	211	356	777	454	734	710	459
Column Names	% within column N Count Column Comparisons	С	d	е	f	g	h	a	b	С	d	е	f
	% within column	26%	19%	19%	21%	26%	25%	27% ↑	24% †	28% ↑	29% 1	21%	25% ↑
Strongly agree	N Count Column Comparisons	39	83	27	64	32	51	93 ↑	182 ↑ e	124 ↑ e	210 1 a b c e f		113 ↑
	% within column	43%	49%	45%	42%	44%	50%	50%	50%	50%	71%1		48%
Agree	N Count Column Comparisons	66	221	65	127	53	102	172	383	221	510 1 a b c e f		215
	% within column	20%	24%	25%	24%	19%	19%	18%↓	20%↓	16%↓	0%1		18%↓
Neither agree nor disagree		30	106	36	73	23	38	62↓	158↓	73↓	01		.79↓
	Column Comparisons							d	d	d		d	d
	% within column	7%	5%	8%	8%	9%	5%	5%	4%↓	4%	0%↓		6%
Disagree	N Count	10	22	12	25	11	10	. 17	32↓	. 19	01		28
	Column Comparisons	261	201	201	401	401	401	d Oo/ I	d 101	d	001	b d	b d
C	% within column	3%	2%	2%	4%	1%	1%	0%↓	1%	1%	0%↓		2%
Strongly disagree	N Count Column Comparisons	5 a	8	4	12 a b h	2	2	1↓ d	10 d	4 d	01	. d	10 d e

								BAI	NNER						
				of child ndent		А	ge of child	responde	nt		A	ge and ger	nder of child	d responde	ent
G8_4 - I like the fe	eling of making		-							NET: 13-	-	Female 8-	Male 10-	Female	Male 13-
purchases whilst g	gaming	Total	Male	Female	8-9	10-12	13-15	16-17	NET: 8-12	17	Male 8-9	9	12	10-12	15
	% within column	1%	1%	1%	2%	1%	0%	1%	2%	1%	4%↑		1%	1%	1%
Don't know	N Count	12	9	3	4	4	1	2	8	4	4 ↑		2	2	1
	Column Comparisons	-							-	-					
	% within column	67%	66%	68%	75%	67%	66%	61%	70%	64%	76%		64%	70%	66%
NET: Agree	N Count	720	435	285	142	227	240	111	370	351	86		128	99	146
	Column Comparisons	-			d				-	-					
	% within column	8%	9%	8%	6%	9%	9%	8%	8%	9%	6%		9%	8%	9%
NET: Disagree	N Count	90	56	33	11	29	34	15	41	49	7		18	11	20
	Column Comparisons	-							-	-					

Part 9 of 16

								BAN	INER						
			A	ge and ger	nder of chi	ld responde	ent		Urban	/ Rural		Workin	g status		D3 - Soci- al grade
	feeling of making	Female	Male 16-	Female	NET: Male 8-		NET: Male 13-	NET: Female	NET:					NET: Not working/	
purchases whilst	t gaming	13-15	17	16-17	12	12	17	13-17	Urban	Rural	Full time	Part time	Student	retired	AB
	% within column	0%	1%		2%	1%	1%	0%	1%		1%	2%			1%
Don't know	N Count	0	1		6	2	3	1	9		4	3			2
	Column Comparisons				-	-	-	-							
	% within column	65%	61%		68%	71%	64%	64%	67%		70% 1	62%			74% ↑
NET: Agree	N Count	95	75		214	155	221	135	666		516 1	105			263 †
	Column Comparisons				-	-	-	-			d				d
	% within column	10%	9%		8%	7%	9%	8%	9%		8%	9%			8%
NET: Disagree	N Count	14	12		25	16	31	18	85		55	16			28
	Column Comparisons				-	-	-	-							

Part 10 of 16

								BAI	NNER						
			D3 -	· Social gra	de		Fina	ncial well	being	Ethr	nicity	Child		need/ imp dition	pacting
											NET: All	-11		NET:	NET: No
G9 / Llike the	feeling of making										other				didentified
_	•				NET:	NET:	Doing	Getting		White B-	Ethnic-	Neurodiv-	Mental	need/	need/
purchases whils	t gaming	C1	C2	DE	ABC1	C2DE	well	by	Struggling	ritish	ities	ersity	Health	condition	condition
	% within column	0%	1%	3%	1%	2%	1%	1%	1%	1%	0%			2%	1%
Don't know	N Count	1	1	7	4	8	2	7	2	12	0			4	7
	Column Comparisons				-	-								-	
	% within column	65%	65%	61%	70%	63%	75%↑	66%	61%	67%	67%			65%	68%
NET: Agree	N Count	169	141	147	432	288	179 †	355	183	564	146			173	538
	Column Comparisons				-	-	bс							-	
	% within column	6%	11%	9%	7%	10%	9%	8%	8%	7%	11%			8%	8%
NET: Disagree	N Count	16	23	23	44	46	21	45	24	63	23			20	67
	Column Comparisons				-	-								-	

Part 11 of 16

								BAN	INER						
		Disability/ (in H			nal Health n (EHCP)	Ben	efits	Parental	Controls	Par	ental Con	cern	Time Spe	nt Online (Weekday)
G8_4 - I like the f	feeling of making			Has an	Don't have an	NET: House- hold receives	No	NET: Has	No	Not Conc-	A little Conce-	NET: Modera- tely/ Very Conce-			
purchases whilst	gaming	NET: Yes	No	EHCP	EHCP	Benefits	Benefits	Controls	Controls	erned	rned	rned	0 - 2hrs	3 - 4hrs	5 - 6hrs
	% within column	1%	1%	1%	1%	1%	1%	1%		2%	1%	1%	1%	1%	1%
Don't know	N Count Column Comparisons	1	2	1	10	7	5	9		6	2	3	3	6	2
	% within column	62%	65%	78%	66%	65%	69%	68%		57%↓	71%	73%	68%	65%	70%
NET: Agree	N Count	85	245	78	642	319	370	671		215↓	236	267	209	338	122
	Column Comparisons			b							a	a			
	% within column	6%	10%	3%	9%	8%	9%	8%		11%	8%	6%	10%	9%	6%
NET: Disagree	N Count	8	37	3	86	39	46	84		42	26	21	31	45	10
	Column Comparisons				a					С					

							BAN	INER						
	Time Sper (Weel			Time Spe	nt Online (Weekend)			9	Spent Mone	у		•	rchase gory
								Bought somet- hing on either Social Media, or	Bought somet- hing on	Bought somet-	Bought somet-	Not bought		
G8_4 - I like the feeling of making		NET: 5+				Over 6	NET: 5+	while	social	hing whi-		from		
purchases whilst gaming	6+ hrs	Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	hrs	Hours	gaming	media	le Gaming	_	either	Product	Activity
		1%		1%	2%	1%	1%	1%	0%	1%	0%		0%	1%
Don't know		2		3	6	1	7	12	2	12	2		1	1
		-					-	-	-	-	-			
		71%		66%	67%	68%	68%	67%	73%1	67%	73% †		78%	74%
NET: Agree		171		241	220	195	415	720	4321	720	432 †		238	101
		-					-	-	-	-	-			
		5%		10%	7%	8%	7%	8%	7%	8%	7%		5%	6%
NET: Disagree		12		35	22	23	45	90	41	90	41		14	8
		_					_	_	_	_	_			

Part 13 of 16

								BAN	INER						
		•	rchase gory	Fee	lings about	SM purch	ase		Ga	iming Meth	od		G	aming Typ	oe
CO 4 Hills the fe	acting of walking	Subscri-		Regret things I	nings I buy is more				Desktop compu- ter, lapt-	Mobile phone or				Action/	
G8_4 - I like the fe purchases whilst	•	ption/	NET: Cift	buy	_			or games		smartp-	Tablet	-	Puzzles or	adven-	Chaotara
purchases willist			NET: Gift					player	netbook	hone		Gaming		ture	Shooters
	% within column	0%	0%	0%	0%	0%	0%	1%	1%	2%	1%	1%	1%	1%	0%
Don't know	N Count	0	0	1	1	0	1	11	5	10	3	12	3	6	0
	Column Comparisons											-			
	% within column	71%	78%	74%	76% ↑	77% †	80% †	67%	69%	65%	71%	67%	71%	70%	72%
NET: Agree	N Count	137	113	203	337 †	254 ↑	362 †	492	230	448	269	720	203	291	261
	Column Comparisons						b c					-			
	% within column	9%	5%	6%	6%	5%	5%↓	8%	7%	9%	7%	8%	7%	6%	5%
NET: Disagree	N Count	17	8	16	28	17	23↓	58	22	60	25	90	19	27	19
	Column Comparisons											-			

								BAI	NNER						
						Gamin	g Type					Gaming F	requency	_	Purchase pe
G8_4 - I like the for	•	Playing against one other person	Playing against multiple people/teams	Creative and building games	Playing in	Simula- tion experi- ence	Fitness and dance	Sports	Intera- ctive stor- ies	Makeo- vers	NET: Playing against other people	NET: Daily	Weekly	-	NET: Ga- me expa- nsion
parchases willist;	% within column	0%	1%	1%	2%	0%	0%	1%	1%	1%	1%	1%	1%	1%	1%
Don't know	N Count Column Comparisons	1	8	7	6	0	1	4	1	2	8	10	1	4	1
	% within column	75% †	67%	66%	70%	67%	75%	72%	73%	71%	68%	68%	63%	73% †	72%
NET: Agree	N Count Column Comparisons	189 ↑	347	380	222	110	121	312	96	92	433	612	102	389 † e f	171
	% within column	7%	6%	8%	8%	8%	8%	9%	5%	8%	6%	7%	10%	6%	7%
NET: Disagree	N Count Column Comparisons	17	32	47	25	14	14	37	7	11	41 -	66	16	33	17

Part 15 of 16

							BAN	INER					
				Gaming Pur	chase Typ	e			Feelin	gs about G	Saming Pu	rchase	
G8_4 - I like the	feeling of making	Loot boxes/ packs/ chests/	In-game	A standard version of	A subscri-	Early - access to	Battle	Regret things I buy	What I buy is good	I spend more than I	I like the	It's unfair that people who spend more, get further in	clear what I'm going to get for my
purchases whils	t gaming	bundles	money	the game	ption	a game	Pass	online	value	should	feeling	games	games
	% within column	1%	2%	1%	0%	2%	1%	0%	1%	1%	0%↓	1%	1%
Don't know	N Count	1	7	2	1	2	2	1	6	4	01	7	4
	Column Comparisons									d			d
	% within column	69%	68%	63%	63%	70%	75%	76% †	73% †	77% ↑	100%1	70% ↑	73% ↑
NET: Agree	N Count	104	304	93	191	85	153	265 †	565 †	344 ↑	720 1	504 †	328 †
	Column Comparisons										a b c e f		
	% within column	10%	7%	11%	12%	10%	6%	5%	5%↓	5%↓	0%	7%	8%
NET: Disagree	N Count	15	30	16	37	12	12	18	42↓	23↓	01	50	38
	Column Comparisons			a	a d h			d	d	d		d	b c d

								BAN	NNER						
G8_5 - I think it's unfa	• •			of child ondent		А	ge of child	responde	nt		Ag	ge and gen	der of child	d responde	ent
who spend more, get	further in games									NET: 13-		Female 8-	Male 10-	Female	Male 13-
like these		Total	Male	Female	8-9	10-12	13-15	16-17	NET: 8-12	17	Male 8-9	9	12	10-12	15
Weighted Base	% within column N Count Column Comparisons	1078	656	422	190	341	365	182	531	547	113	77	200	141	219
Unweighted Base	% within column N Count Column Comparisons	1082	640	442	192	329	367	194	521	561	114	78	191	138	211
Column Names	% within column N Count Column Comparisons	а	a	b	a	b	С	d	е	f	a	b	С	d	е
	% within column	24%	26%	22%	27%	27%	21%	24%	27%	22%	27%		29%	25%	23%
Strongly agree	N Count Column Comparisons	264 -	171	93	51	92	77	43	143 -	121 -	31		57	35	50
	% within column	42%	41%	43%	39%	41%	44%	42%	41%	43%	39%		40%	43%	44%
Agree	N Count Column Comparisons	451 -	272	179	75	141	160	76	215 -	236 -	45		80	61	96
	% within column	19%	19%	19%	17%	22%	18%	17%	20%	18%	21%		21%	23%	18%
Neither agree nor disagree	N Count Column Comparisons	206 -	126	80	33	75	67	31	108 -	98 -	24		42	33	40
	% within column	10%	10%	11%	9%	6%	13%	12%	8%	13%	6%		7%	6%	12%
Disagree	N Count Column Comparisons	111 -	62	48	18	22	49 b	22	40 -	71 -	7		14	8	27
	% within column	3%	3%	4%	5%	2%	3%	4%	3%	3%	3%		3%	1%	2%
Strongly disagree	N Count Column Comparisons	34 -	19	15	9	8	10	7	17 -	18 -	3		6	1	5
	% within column	1%	1%	1%	2%	1%	0%	1%	2%	1%	3%		0%	2%	1%
Don't know	N Count Column Comparisons	12 -	5	6	5	4	1	2	- 8	- -	3		1	3	1
	% within column	66%	67%	65%	66%	68%	65%	66%	67%	65%	67%		68%	68%	67%
NET: Agree	N Count Column Comparisons	715 -	443	272	126	233	238	119	359 -	357 -	76		137	96	146

								BAN	INER						
			A	ge and gen	der of chil	d responde	nt		Urban,	/ Rural		Workin	g status		D3 - Soci- al grade
G8_5 - I think it's unfa who spend more, get like these	• •	Female 13-15	Male 16- 17	Female 16-17	NET: Male 8- 12	NET: Female 8- 12	NET: Male 13- 17	NET: Female 13-17	NET: Urban	Rural	Full time	Part time	Student	NET: Not working/ retired	
Weighted Base	% within column N Count	146	124	66	313	218	343	209	990	88	732	169	46	109	358
Unweighted Base	Column Comparisons % within column N Count	156	124	82	305	216	335	234	989	93	774	144	46	99	498
-	Column Comparisons % within column	f	g	h	i	j	k	1	a	b	a	b	С	d	a
Column Names	N Count Column Comparisons % within column	19%	26%		28%	25%	24%	19%	24%		24%	25%			22%
Strongly agree	N Count Column Comparisons	27	32		88 -	55 -	83	40	237		174	42			79
Agree	% within column N Count	44% 64	42% 52		40% 124	42% 91	43% 148	43% 91	43% 422		42% 309	43% 73			42% 149
Neither agree nor disagree	Column Comparisons % within column N Count	19% 27	16% 20		- 21% 66	- 19% 41	- 17% 60	- 18% 38	19% 188		18% 133	23% 39			18% 65
	Column Comparisons % within column	15%	12%		- 7%	- 9%	- 12%	- 14%	11%		11%	6%			13%
Disagree	N Count Column Comparisons % within column	22 4%	15 4%		21 - 3%	19 - 3%	42 - 3%	30 - 4%	105 3%		84 4%	10 0%			48 c 4%
Strongly disagree	N Count Column Comparisons	5	5		10	7 -	10	8	29		30 b	0			15
Don't know	% within column N Count	0% 0	0% 0		1% 4	2% 4	0% 1	1% 2	1% 9		3 1 0% 1	6			0% 2
NET: Agree	Column Comparisons % within column N Count	63% 92	68% 84		- 68% 213	- 67% 146	- 67% 230	- 62% 130	66% 658		66% 483	a 68% 114			64% 228
NET: Agree	Column Comparisons	92	84		-	14b -	23U -	-	658		483	114			228

-								BAI	NNER						
			D3 ·	- Social gra	ıde		Fina	ıncial welli	being	Ethr	icity	Child		need/ imp dition	acting
G8_5 - I think it's unfa who spend more, get	• •	64	62	95	NET:	NET:	Doing	Getting	G. I.	White B-	NET: All other Ethnic-	Neurodiv-		need/	NET: No identified need/
like these	% within column	C1 261	C2 217	DE	ABC1	C2DE	well	by	Struggling		ities	ersity	Health 55		condition
Weighted Base	N Count Column Comparisons	261	217	242	618	460	239	536	299	841	216	93	55	264	796
Unweighted Base	% within column N Count Column Comparisons	213	158	213	711	371	277	522	279	844	217	87	56	259	804
Column Names	% within column N Count Column Comparisons	b	С	d	е	f	a	b	С	а	b	а	b	С	d
	% within column	26%	23%	28%	24%	26%	24%	23%	28%	25%	22%			32%	22%↓
Strongly agree	N Count Column Comparisons	67	49	68	146 -	118 -	56	123	84	209	48			84	173↓
	% within column	39%	50%	38%	41%	44%	38%	43%	43%	42%	40%			37%	44%
Agree	N Count Column Comparisons	102	108	92	251 -	200 -	91	228	130	357	87			98	349
Neither agree nor disagree	% within column N Count Column Comparisons	22% 59	17% 36	19% 46	20% 124	18% 82	17% 40	22% 116	16% 47	18% 154	21% 46			20% 53	18% 147
	% within column	8%	5%	12%	11%	9%	15%	8%	11%	10%	12%			9%	11%
Disagree	N Count Column Comparisons	22	12	30	69	41	37 b	41	33	84	26			23	87
	% within column	3%	4%	1%	3%	3%	5%	4%	1%	3%	4%			2%	4%
Strongly disagree	N Count	7	10	3	22	13	12	19	3	26	9			5	30
	Column Comparisons % within column	20/	40/	40/	40/	- 40/	C 10/	40/	40/	40/	00/			- 40/	40/
Don't know	N Count Column Comparisons	2% 5	1% 2	1% 3	1% 6 -	1% 5 -	1% 2	1% 8	1% 2	1% 11	0% 1			1% 2 -	1% 9

								BAN	INER						
		Disability/ (in H			nal Health n (EHCP)	Ben	efits	Parental	Controls	Par	ental Con	cern	Time Spe	nt Online (Weekday)
G8_5 - I think it's unfa who spend more, get like these		NET: Yes	No	Has an	Don't have an EHCP	NET: House- hold receives Benefits	No Benefits	NET: Has Parental Controls	No Controls	Not Conc- erned	A little Conce- rned	NET: Modera- tely/ Very Conce- rned	0 - 2hrs	3 - 4hrs	5 - 6hrs
	% within column	136	376	100	978	493	539	992	83	376	331	367	309	524	176
Weighted Base	N Count														
	Column Comparisons														
	% within column	138	389	103	979	487	553	993	87	352	338	389	307	521	181
Unweighted Base	N Count														
	Column Comparisons														
	% within column	a	b	a	b	a	b	a	b	a	b	С	a	b	С
Column Names	N Count														
	Column Comparisons														
	% within column	32% ↑	18%	32%	24%	28%	22%	25%		24%	23%	27%	21%	24%	30%
Strongly agree	N Count	43 †	69	32	232	137	117	246		89	76	97	64	126	53
	Column Comparisons	b				b									
	% within column	41%	43%	41%	42%	40%	43%	42%		40%	46%	40%	44%	42%	40%
Agree	N Count	56	162	41	410	196	234	421		150	152	148	137	219	70
	Column Comparisons														
	% within column	17%	18%	18%	19%	18%	19%	19%		21%	18%	18%	18%	21%	15%
Neither agree nor disagree		23	70	18	188	91	105	185		78	60	67	57	112	26
	Column Comparisons														
	% within column	8%	15%	6%	11%	10%	10%	10%		11%	9%	10%	11%	10%	10%
Disagree	N Count	11	57	6	104	51	57	98		43	31	37	33	52	18
	Column Comparisons		а												
	% within column	2%	4%	2%	3%	3%	4%	3%		3%	2%	4%	4%	2%	4%
Strongly disagree	N Count	2	15	2	32	13	21	33		12	8	14	12	11	8
	Column Comparisons														
	% within column	0%	1%	0%	1%	1%	1%	1%		1%	1%	1%	2%	1%	1%
Don't know	N Count	0	3	0	12	4	6	8		4	3	4	6	4	1
	Column Comparisons														

								BAI	NNER						
		Time Spe (Wee			Time Spe	nt Online (\	Weekend)			9	Spent Mone	_e y			urchase egory
G8_5 - I think it's uwho spend more, like these	unfair that people get further in games	6+ hrs	NET: 5+ Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6 hrs	NET: 5+ Hours	Bought somet- hing on either Social Media, or while gaming	Bought somet- hing on social media	Bought somet- hing whi- le Gaming	Bought somet- hing from both	Not bought from either	Product	Activity
Weighted Base	% within column N Count Column Comparisons	66	241	94	365	326	288	614	1078	590	1078	590	0	306	135
Unweighted Base	% within column N Count Column Comparisons	69	250	92	367	334	284	618	1082	619	1082	619	0	323	147
Column Names	% within column N Count Column Comparisons	d	е	a	b	С	d	е	а	b	С	d	е	а	b
Strongly agree			29% 71 -		20% 72	24% 77	29% 84	26% 161 -	24% 264 -	27% 161 -	24% 264 -	27% 161 -		29% 89	27% 36
Agree			39% 95 -		49% 178 a d	46% 148 a d	33%↓	40% 243 -	42% 451 -	41% 243 -	42% 451 -	41% 243 -		43% 130	41% 55
Neither agree nor disag	gree		15% 37 -		18% 65	19% 61	18% 53	18% 114 -	19% 206 -	19% 112 -	19% 206 -	19% 112 -		15% 47	18% 25
Disagree			10% 25 -		9% 34	10% 31	14% 40	12% 71 -	10% 111 -	9% 52 -	10% 111 -	9% 52 -		9% 27	10% 13
Strongly disagree			5% 12		3% 11	2% 7	5% 14	3% 20	3% 34	3% 19	3% 34	3% 19		3% 9	4% 6

								BAN	INER						
		•	rchase gory	Fee	lings abou	t SM purch	ase		Ga	ming Meth	od		G	aming Typ	ре
G8_5 - I think it's unfa who spend more, get like these	• •	Subscription/	NET: Gift	Regret things I buy online	What I buy is good value	I spend more than I should	I like the feeling	Games console or games player	Desktop compu- ter, lapt- op or netbook	Mobile phone or smartp- hone	Tablet	NET: Any Gaming	Puzzles or quizzes	Action/ adven- ture	Shooters
	% within column	193	145	274	441	330	451	733	331	687	379	1078	287	416	361
Weighted Base	N Count Column Comparisons														
Unweighted Base	% within column N Count Column Comparisons	205	158	290	466	354	479	732	345	693	381	1082	297	431	379
Column Names	% within column N Count Column Comparisons	С	d	а	b	С	d	а	b	С	d	е	а	b	С
	% within column	27%	24%	28%	28%	30%	29%	25%	24%	24%	25%	24%	23%	26%	22%
Strongly agree	N Count Column Comparisons	52	35	76	121	98	130	183	80	167	96	264 -	67	107	81
	% within column	40%	47%	50%	42%	48%	42%	39%	41%	42%	43%	42%	43%	39%	43%
Agree	N Count Column Comparisons	76	69	137	186	159	190	288	137	289	163	451 -	122	164	157
	% within column	17%	16%	16%	16%	13%↓		20%	19%	19%	17%	19%	17%	19%	19%
Neither agree nor disagree	N Count Column Comparisons	33	24	43	73	43↓	73	144	64	128	65	206 -	47	78	67
	% within column	12%	9%	5%	9%	6%	9%	10%	10%	10%	9%	10%	12%	10%	10%
Disagree	N Count Column Comparisons	22	13	14	41	21	42	75	32	67	34	111 -	35	41	37
	% within column	4%	3%	1%	4%	3%	3%	4%	5%	4%	5%	3%	6%	5%	4%
Strongly disagree	N Count Column Comparisons	8	5	3	17	9	14	32	15	29	19	34 -	16	20	16

Part 6 of 16

								BAI	NNER						
						Gamin	g Type					Gaming F	requency	•	Purchase /pe
G8_5 - I think it's unfa who spend more, get like these	• •	Playing against one other person	Playing against multiple people/teams	Creative and building games	Playing in a virtual worlds	Simula- tion experi- ence	Fitness and dance	Sports	Intera- ctive stor- ies	Makeo- vers	NET: Playing against other people	NET: Daily	Weekly	NET: Charac- ter, skins, weapons, armour, tools	NET: Ga- me expa- nsion
	% within column	253	517	575	318	163	162	436	131	130	633	900	162	535	237
Weighted Base	N Count Column Comparisons														
Unweighted Base	% within column N Count Column Comparisons	264	518	556	332	174	168	451	141	137	638	898	169	549	250
Column Names	% within column N Count Column Comparisons	d	е	f	g	h	i	j	k	I	m	a	b	а	b
	% within column	27%	29%	25%	25%	23%	31%	25%	26%	24%	27%	26%	19%	28%	27%
Strongly agree	N Count Column Comparisons	69	148	144	78	38	50	107	34	32	168 -	233	30	148	64 g
	% within column	39%	40%	42%	39%	42%	39%	40%	42%	46%	41%	41%	45%	42%	41%
Agree	N Count Column Comparisons	99	208	239	123	68	63	173	55	60	262 -	373	73	224	96
	% within column	15%	17%	19%	19%	21%	16%	19%	11%	18%	17%	19%	17%	17%	16%
Neither agree nor disagree	Column Comparisons	39	87	111	61	35	27	82	14	24	108 -	172	28	92	39
	% within column	12%	10%	9%	10%	7%	9%	12%	15%	7%	10%	9%	15%	9%	8%
Disagree	N Count	29	50	54	33	11	14	50	19	9	64	84	24	48	20
	Column Comparisons										-		а		
	% within column	6% ↑		3%	5%	7%	4%	4%	6%	3%	4%	3%	3%	3%	6%
Strongly disagree	N Count Column Comparisons	16 ↑	19	19	16	12	6	18	8	4	26 -	29	4	18	15

Part 7 of 16

							BAN	INER					
				Gaming Pur	chase Typ	e			Feelir	ngs about G	Saming Pur	chase	
		Loot										It's unfair that people who	It's not always clear what I'm going to
G8_5 - I think it's unfa	ir that people	boxes/		Α				Regret	What I	I spend		spend	get for
who spend more, get		packs/		standard		Early	5	things I	buy is	more		more, get	
like these	rarther in games	chests/ bundles	In-game money	version of the game	A subscri- ption		Battle Pass	buy online	good value	than I should	I like the feeling	further in	-
iike tilese	% within column	151	447	147	302	a game 122	205	346	772	445	720	games 715	games 449
Weighted Base	N Count Column Comparisons	151	447	147	302	122	203	340	772	443	720	713	443
	% within column	158	428	154	320	133	211	356	777	454	734	710	459
Unweighted Base	N Count Column Comparisons												
	% within column	С	d	e	f	g	h	a	b	С	d	е	f
Column Names	N Count Column Comparisons												
	% within column	28%	27%	23%	27%	15%	28%	29%	24%	31% †	28% †	37% ↑	31% ↑
Strongly agree	N Count Column Comparisons	43 g	120 g	33	81	19	57 g	102	187	136 ↑	201 † b	a b c d f	b
	% within column	42%	43%	42%	35%	42%	38%	49% ↑	42%	43%	42%	63% ↑	
Agree	N Count Column Comparisons	63	191	61	105	52	79	171 ↑ c d	320	193	303	451 ↑ a b c d f	203
	% within column	16%	17%	17%	18%	20%	17%	14%	19%	17%	16%↓	0%↓	14%↓
Neither agree nor disagree	N Count	25	77	25	55	24	36	48	145	76	114↓	01	64↓
	Column Comparisons							е	d e f	е	е		е
	% within column	10%	9%	12%	14%	16%	11%	5%↓	11%	6%↓	10%	0%↓	7%
Disagree	N Count	14	40	17	42	19	22	17↓	82	28↓	74	01	34
	Column Comparisons							е	е	е	a e		е
	% within column	4%	3%	4%	5%	6%	5%	2%	4%	2%	3%	0%↓	1%
Strongly disagree	N Count	6	16	7	16	7	10	7	30	10	24	01	6
	Column Comparisons							е	c e	e	e		е

								BAI	NNER						
_	unfair that people			of child indent		А	ge of child	responde	ent		Ag	ge and gei	nder of child	l responde	ent
-	, get further in games									NET: 13-		Female 8	- Male 10-	Female	Male 13-
like these		Total	Male	Female	8-9	10-12	13-15	16-17	NET: 8-12	17	Male 8-9	9	12	10-12	15
	% within column	1%	1%	1%	2%	1%	0%	1%	2%	1%	3%		0%	2%	1%
Don't know	N Count	12	5	6	5	4	1	2	8	3	3		1	3	1
	Column Comparisons	-							-	-					
	% within column	66%	67%	65%	66%	68%	65%	66%	67%	65%	67%		68%	68%	67%
NET: Agree	N Count	715	443	272	126	233	238	119	359	357	76		137	96	146
	Column Comparisons	-							-	-					
	% within column	13%	12%	15%	14%	9%	16%	16%	11%	16%	9%		10%	7%	15%
NET: Disagree	N Count	145	82	63	27	30	59	30	57	88	10		20	10	32
	Column Comparisons	-					b	b	-	-					

Part 9 of 16

								BAN	INER						
			A	ge and gen	nder of chi	d responde	ent		Urban,	/ Rural		Workin	g status		D3 - Soci- al grade
_	unfair that people , get further in games				NET:	NET:	NET:	NET:			_			NET: Not	
•	, get fultiler ill gailles	Female	Male 16-	Female	Male 8-		Male 13-	Female	NET:					working/	
like these		13-15	17	16-17	12	12	17	13-17	Urban	Rural	Full time	Part time	Student	retired	AB
	% within column	0%	0%		1%	2%	0%	1%	1%		0%↓	3%			0%
Don't know	N Count	0	0		4	4	1	2	9		3↓	6			2
	Column Comparisons				-	-	-	-				a			
	% within column	63%	68%		68%	67%	67%	62%	66%		66%	68%			64%
NET: Agree	N Count	92	84		213	146	230	130	658		483	114			228
	Column Comparisons				-	-	-	-							
	% within column	18%	16%		10%	12%	15%	18%	14%		16%	6%			18%
NET: Disagree	N Count	27	20		30	26	52	38	135		114	10			63
	Column Comparisons				-	-	-	-			b				

-								BAI	NNER						
			D3 -	- Social gra	de		Fina	ncial well	peing	Ethr	nicity	Child		need/ imp dition	acting
_	s unfair that people e, get further in games	C1	C2	DE	NET: ABC1	NET: C2DE	Doing	Getting	Struggling	White B-	NET: All other Ethnic- ities	Neurodiv-	Mental Health	need/	NET: No l identified need/ condition
like tilese	% within column	2%	1%	1%	1%	1%	well 1%	by 1%	Struggling 1%	1%	0%	ersity	пеанн	1%	1%
Don't know	N Count	2% 5	1% 2	3	1%	1% 5	1% 2	1%	1%		0%			1%	1% 9
Don't know	Column Comparisons	5	2	3	-	-	2	ŏ	2	11	1			-	9
	% within column	65%	73%	66%	64%	69%	62%	66%	72%	67%	62%			69%	66%
NET: Agree	N Count	169	158	160	397	318	148	351	214	567	135			181	522
	Column Comparisons				-	-								-	
	% within column	11%	10%	13%	15%	12%	21%	11%	12%	13%	16%			10%	15%
NET: Disagree	N Count	28	21	33	91	54	49 †	60	35	110	34			27	117
	Column Comparisons				-	-	b c							-	

Part 11 of 16

								BAN	INER						
		Disability/ (in H			nal Health an (EHCP)	Ben	efits	Parental	Controls	Par	ental Con	cern	Time Spe	nt Online (Weekday)
_	s unfair that people e, get further in games	NET: Yes	No	Has an EHCP	Don't have an EHCP	NET: House- hold receives Benefits	No Benefits	NET: Has Parental Controls	No	Not Conc- erned	A little Conce- rned	NET: Modera- tely/ Very Conce- rned	0 - 2hrs	3 - 4hrs	5 - 6hrs
	% within column	0%	1%	0%	1%	1%	1%	1%		1%	1%	1%	2%	1%	1%
Don't know	N Count Column Comparisons	0	3	0	12	4	6	8		4	3	4	6	4	1
	% within column	73%	61%	73%	66%	68%	65%	67%		64%	69%	67%	65%	66%	70%
NET: Agree	N Count Column Comparisons	100 b	231	73	642	333	350	668		239	228	245	201	345	122
	% within column	10%	19%	8%	14%	13%	14%	13%		15%	12%	14%	15%	12%	15%
NET: Disagree	N Count Column Comparisons	13	73 a	8	137	64	78	131		55	39	51	45	63	26

							BAN	NER						
	•	ent Online ekday)		Time Spe	nt Online (Weekend)			;	Spent Mone	У		•	rchase gory
G8_5 - I think it's unfair that people who spend more, get further in games		NET: 5+				Over 6	NET: 5+	Bought somet- hing on either Social Media, or while	social	hing whi-	_			
like these	6+ hrs	Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	hrs	Hours	gaming	media	le Gaming		either	Product	Activity
		1%		1%	0%	1%	1%	1%	1%	1%	1%		1%	0%
Don't know		1		5	1	4	5	12	3	12	3		3	0
		-					-	-	-	-	-			
		69%		69%	69%	62%	66%	66%	69%	66%	69%		72%	68%
NET: Agree		166		250	226	178	404	715	404	715	404		220	91
		-					-	-	-	-	-			
		15%		12%	12%	18%	15%	13%	12%	13%	12%		12%	14%
NET: Disagree		37		44	38	53	91	145	71	145	71		37	19
-		_					_	_	_	_	_			

Part 13 of 16

								BAN	INER						
		•	rchase gory	Feel	lings about	t SM purch	ase		Ga	iming Meth	od		G	aming Typ	pe
_	unfair that people , get further in games	Subscription/	NET: Gift	Regret things I buy online	What I buy is good value	I spend more than I should	I like the feeling	Games console or games player	Desktop compu- ter, lapt- op or netbook	Mobile phone or smartp- hone	Tablet	NET: Any Gaming	Puzzles or quizzes	Action/ adven- ture	Shooters
	% within column	0%	0%	0%	0%	0%	0%	1%	1%	1%	1%	1%	0%	1%	1%
Don't know	N Count Column Comparisons	1	0	1	2	1	2	10	3	7	2	12	0	5	4
	% within column	67%	72%	78% †	70%	78% †	71%	64%	65%	66%	68%	66%	66%	65%	66%
NET: Agree	N Count Column Comparisons	129	104	214	308	257🕇		472	217	456	259 a	715 -	189	271	237
NET: Disagree	% within column N Count	16% 31	12% 17	6%↓ 17↓	13% 58	9% 29	12% 56	15% 107	14% 47	14% 96	14% 53	13% 145	18% 51	15% 61	14% 52
	Column Comparisons	01	2,	2, 0	30	23	30	207	.,	30	33	-	31	01	32

								BAI	NNER						
						Gamin	g Type					Gaming F	requency	_	Purchase vpe
_	unfair that people , get further in games	Playing against one other person	Playing against multiple people/teams	Creative and building games	Playing in a virtual worlds	Simula- tion experi- ence	Fitness and dance	Sports	Intera- ctive stor- ies	Makeo- vers	NET: Playing against other people	NET: Daily	Weekly	-	NET: Ga- me expa- nsion
	% within column	0%	1%	1%	2%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Don't know	N Count Column Comparisons	1	5	8	6	0	2	5	1	1	5 -	9	2	5	3
	% within column	66%	69%	67%	63%	65%	70%	64%		71%	68%	67%	64%	70%	68%
NET: Agree	N Count Column Comparisons % within column	168 18%	355 13%	383 13%	202 15%	106 14%	113 12%	280 16%	89 21%	92 10%	430 - 14%	605 13%	103 18%	372 g 12%	160 15%
NET: Disagree	N Count Column Comparisons	46	70	73	49	23	20	68	27	13	90	113	28	66	35

Part 15 of 16

							BAN	INER					
				Gaming Pur	chase Typ	e			Feelir	ngs about G	Saming Pur	chase	
_	s unfair that people e, get further in games	Loot boxes/ packs/ chests/ bundles	In-game money	A standard version of the game	A subscri- ption	Early access to a game	Battle Pass	Regret things I buy online	What I buy is good value	I spend more than I should	I like the feeling	It's unfair that people who spend more, get further in games	clear what I'm going to get for my
	% within column	0%	1%	2%	1%	1%	1%	1%	1%	0%	1%	0%↓	1%
Don't know	N Count	1	4	3	3	2	2	2	6	2	5	01	4
	Column Comparisons							е					е
	% within column	70%	69%	64%	62%	58%	66%	79% ↑	66%	74%↑	70% 1	100%	76% †
NET: Agree	N Count	106	310	94	186	70	136	273 †	508	329 †	504 †	715 †	341 †
	Column Comparisons							b d		b	b	a b c d f	b
	% within column	13%	13%	16%	19% †	21%	16%	7%↓	15%	9%↓	14%	0%↓	9%↓
NET: Disagree	N Count	20	56	24	58 1	26	32	24↓	113	38↓	98	01	40 ↓
	Column Comparisons				а	а		е	a c e f	e	a e		e

								BANNER	R					
				of child ndent		P	age of child	responder	nt		Age an	d gender o	f child resp	ondent
G8_6 - It's not always	clear what I'm									NET: 13-		Female 8-	Male 10-	Female 10
going to get for my m	oney in games	Total	Male	Female	8-9	10-12	13-15	16-17	NET: 8-12	17	Male 8-9	9	12	-12
Weighted Base	% within column N Count Column Comparisons	1078	656	422	190	341	365	182	531	547	113	77	200	141
Unweighted Base	% within column N Count Column Comparisons	1082	640	442	192	329	367	194	521	561	114	78	191	138
Column Names	% within column N Count Column Comparisons	а	а	b	а	b	С	d	е	f	a	b	С	d
	% within column	11%	11%	11%	17%↑	12%	8%	10%	14%	8%	17%		11%	13%
Strongly agree	N Count	117	69	48	32 †	40	28	17	72	45	19		22	18
	Column Comparisons	-			С				-	-				
	% within column	31%	29%	34%	28%	29%	33%	31%	29%	33%	31%		23%	38%
Agree	N Count	332	188	144	54	99	122	57	153	179	35		45	54
	Column Comparisons	-							-	-				
	% within column	23%	24%	21%	21%	26%	23%	17%	24%	21%	20%		31% 1	19%
Neither agree nor disagree	N Count	245	157	88	40	89	85	31	129	116	22		631	26
	Column Comparisons	-							-	-			h	
	% within column	26%	27%	23%	25%	23%	24%	34%1	24%	27%	27%		23%	23%
Disagree	N Count	275	178	97	47	79	87	621	126	149	31		46	33
	Column Comparisons	-						bс	-	-				
	% within column	9%	9%	9%	8%	8%	11%	7%	8%	10%	4%		11%	5%
Strongly disagree	N Count	98	58	40	15	28	42	13	43	54	4		22	6
	Column Comparisons	-							-	-				
	% within column	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%		1%	2%
Don't know	N Count	11	7	4	2	5	2	1	8	3	1		3	3
	Column Comparisons	-							-	-				
	% within column	42%	39%	46%	45%	41%	41%	41%	42%	41%	48%		33%	51%
NET: Agree	N Count	449	257	192	86	139	149	75	225	224	54		67	73
	Column Comparisons	-		а					-	-				С

								BANNER	R					
00 6 111				Age ar	nd gender of	child resp	ondent			Urban,	/ Rural	V	Vorking stat	us
G8_6 - It's not always		Male 13-	Female 13	Male 16-	Female 16	NET: Male	NET: Fem-	NET: Male	NET: Fem-	NET:				
going to get for my m		15	-15	17	-17	8-12	ale 8-12	13-17	ale 13-17	Urban	Rural	Full time	Part time	Student
	% within column	219	146	124	66	313	218	343	209	990	88	732	169	46
Weighted Base	N Count													
	Column Comparisons													
	% within column	211	156	124	82	305	216	335	234	989	93	774	144	46
Jnweighted Base	N Count													
	Column Comparisons													
	% within column	е	f	g	h	i	j	k	1	а	b	а	b	С
Column Names	N Count													
	Column Comparisons													
	% within column	8%	7%	9%		13%	14%	8%	9%	11%		12%	9%	
Strongly agree	N Count	17	10	11		40	32	29	18	111		88	15	
	Column Comparisons					-	-	-	-					
	% within column	33%	33%	28%		26%	33%	31%	34%	31%		32%	30%	
Agree	N Count	73	49	35		80	73	108	71	305		233	50	
	Column Comparisons					-	-	-	-					
	% within column	22%	25%	19%		27%	20%	21%	21%	23%		22%	24%	
Neither agree nor disagree	N Count	49	36	23		85	44	72	44	230		164	40	
	Column Comparisons					-	-	-	-					
	% within column	25%	23%	38% 1		25%	22%	29%	25%	25%		23%	29%	
Disagree	N Count	54	33	47 1		77	49	101	52	245		172	49	
_	Column Comparisons					-	-	-	-					
	% within column	12%	11%	5%		8%	8%	9%	11%	9%		10%	6%	
Strongly disagree	N Count	25	17	6		26	17	31	24	88		71	11	
	Column Comparisons					-	-	_	_					
	% within column	1%	1%	1%		1%	2%	1%	0%	1%		1%	3%	
Don't know	N Count	1	1	1		4	4	3	1	10		4	5	
	Column Comparisons					-	-	-	-					
	% within column	41%	41%	37%		39%	48%	40%	43%	42%		44%	38%	
NET: Agree	N Count	90	59	46		121	105	136	89	417		321	65	
<u> </u>	Column Comparisons					_	_	_	_					

-								BANNER						_
		Working status			D3 - Socia	al grade			Finai	ncial wellb	eing	Eth	nicity	Child identified need/ impacting condition
G8 6 - It's not alw	ays clear what I'm	NET: Not working/										White B-	NET: All other	Neurodiv-
going to get for m	=	retired	AB	C1	C2	DE	NET: ABC1	NET: C2DE	Doing well	Getting by	Struggling	ritish	Ethnicities	
Weighted Base	% within column N Count Column Comparisons	109	358	261	217	242	618	460	239	536	299	841	216	93
Unweighted Base	% within column N Count Column Comparisons	99	498	213	158	213	711	371	277	522	279	844	217	87
Column Names	% within column N Count Column Comparisons	d	а	b	С	d	е	f	a	b	С	а	b	a
Strongly agree			13% 47	9% 22	9% 20	11% 28	11% 70 -	10% 48 -	19% ↑ 46 ↑ b c	8% 45	9% 26	11% 95	9% 20	
Agree			32% 115	28% 72	35% 77	28% 68	30% 187 -	32% 145 -	28% 67	32% 169	32% 96	30% 249	36% 77	
Neither agree nor disa	gree		19% 68	25% 66	25% 54	24% 57	22% 134 -	24% 111 -	20% 47	24% 131	22% 66	23% 190	22% 48	
Disagree			25% 89	29% 77	21% 46	26% 63	27% 165 -	24% 110	22% 53	26% 139	27% 80	26% 220	23% 51	
Strongly disagree			10% 36	9% 22	8% 17	9% 22	9% 58	9% 39	10% 24	9% 46	9% 28	9% 78	9% 19	
Don't know			1% 3	1% 1	1% 3	2% 4	1% 4	1% 7	1% 2	1% 6	1% 3	1% 9	1% 2	

								BANNER	₹					
		Child iden	tified need/ condition	' impacting	Disability/ in F			nal Health n (EHCP)	Ben	efits	Parental	Controls	Parental	Concern
G8_6 - It's not alw going to get for my	y money in games	Mental Health	need/ condition		NET: Yes	No	Has an EHCP	Don't have an EHCP	NET: House- hold rece- ives Bene- fits	No Benefits	NET: Has Parental Controls	No Controls	Not Conc- erned	A little Conce- rned
Weighted Base	% within column N Count Column Comparisons	55	264	796	136	376	100	978	493	539	992	83	376	331
Unweighted Base	% within column N Count Column Comparisons	56	259	804	138	389	103	979	487	553	993	87	352	338
Column Names	% within column N Count Column Comparisons	b	С	d	a	b	a	b	a	b	a	b	а	b
Strongly agree			14% 37 -	10% 78	9% 12	9% 32	17% 17	10% 101	14% ↑ 71 ↑ b				6%↓ 22↓	10% 35 a
Agree			36% 96 -	29% 231	39% 53	30% 113	33% 33	31% 299	30% 148	30% 163	32% 314		23%↓ 87↓	32% 106 a
Neither agree nor disag	gree		21% 56 -	23% 182	19% 26	20% 75	18% 18	23% 227	23% 116	22% 120	23% 225		21% 77	24% 81
Disagree			21% 56	27% 216	27% 37	29% 107	25% 25	26% 250	23% 113	28% 151	25% 245		37% ↑ 139 ↑ b c	24% 79 c
Strongly disagree			5% 13	11% 84 b	5% 7	13% 47	5% 5	9% 93	8% 40	11% 58	8% 84		12% 45	8% 27
Don't know			- 2% 6	1% 5	1% 1	a 0% 1	2% 2	1% 9	1% 5	1% 6	1% 10		1% 6	1% 3

								BANNER						
		Parental Concern		Time Spe	nt Online (\	Veekday)			Time Spe	nt Online (\	Weekend)		Spent	Money
													Bought something	,
		NET:											on either	Davaba
		Modera- tely/ Very											Social Media or	Bought something
G8_6 - It's not always	clear what I'm	Conce-					NET: 5+					NET: 5+	while	on social
going to get for my m	oney in games	rned	0 - 2hrs	3 - 4hrs	5 - 6hrs	6+ hrs	Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6 hrs	Hours	gaming	media
	% within column	367	309	524	176	66	241	94	365	326	288	614	1078	590
Weighted Base	N Count													
	Column Comparisons													
	% within column	389	307	521	181	69	250	92	367	334	284	618	1082	619
Unweighted Base	N Count													
	Column Comparisons													
	% within column	С	a	b	С	d	е	a	b	С	d	е	a	b
Column Names	N Count													
	Column Comparisons													
	% within column	16% ↑	11%	9%	15%		15%		13%	9%	9%	9%	11%	15% ↑
Strongly agree	N Count	59 ↑	33	48	27		36		49	31	25	56	117	901
	Column Comparisons	a b					-					-	-	-
	% within column	38%↑	25%	33%	33%		33%		27%	39%		33%	31%	37% ↑
Agree	N Count	138 ↑	79	174	58		79		97	128 †	74	202	332	220 †
	Column Comparisons	a					-			b d		-	-	-
	% within column	23%	26%	21%	21%		22%		26%	19%	20%	20%	23%	22%
Neither agree nor disagree		85	80	111	36		54		97	63	58	121	245	130
	Column Comparisons	4.00/ [270/	270/	220/		240/		2.40/	220/	2.40/ 🛧	-	-	400/ 1
Diagram	% within column N Count	16%↓ 57↓	27%	27%	22%		21%		24%	23% 74	34% ↑ 99 ↑	28%	26%	18%↓ 105↓
Disagree	Column Comparisons	5/♥	82	142	39		51		88	/4	a b c	173	275 -	105♣
	% within column	7%	10%	9%	8%		- 8%		8%	8%	а в с 10%	- 9%	- 9%	- 7%
Strongly disagree	N Count	7% 25	30	9% 45	8% 14		20		30	28	30	9% 57	9% 98	7% 40
Ju ongry ursagree	Column Comparisons	23	30	43	14		- 20		30	20	30	- -	70	- 40

								BANNER	1					
			Spent Money	/		SM purcha	se category		Fee	lings abou	t SM purcha	ase	Gaming	Method
G8_6 - It's not always going to get for my me		Bought something while Gaming	Bought something from both	Not bought from either	Product	Activity	Subscri- ption/ Upgrade	NET: Gift	Regret things I buy online	What I buy is good value	I spend more than I should	I like the feeling	Games console or games player	Desktop computer, laptop or netbook
Weighted Base	% within column N Count Column Comparisons	1078	590	0	306	135	193	145	274	441	330	451	733	331
Unweighted Base	% within column N Count Column Comparisons	1082	619	0	323	147	205	158	290	466	354	479	732	345
Column Names	% within column N Count Column Comparisons	С	d	е	а	b	С	d	a	b	С	d	a	b
Strongly agree	% within column N Count Column Comparisons % within column	11% 117 -	15%↑ 90↑ - 37%↑		10%↓ 31↓	25% † 33 † a 37%	22%† 42† a 38%	23%† 34† a		18% ↑ 79 ↑ 37% ↑	73↑		68	10% 33
Agree	N Count Column Comparisons % within column	31% 332 - 23%	220† - 22%		40% 121 22%	50 19%	73 17%	41% 59 21%	132 † b	162 †		169 1 21%		34% 113 20%
Neither agree nor disagree		245 - 26%	130 - 18%↓		66	26 13%	33 17%	30 9% ↓	51	86 17%	66	94	155	65
Disagree	N Count Column Comparisons % within column	275 - 9%	105↓ - 7%		61 d 8%	18 5%	33	13 ↓ 5%		77↓ a c 8%		76. c		
Strongly disagree	N Count Column Comparisons	98	40		23	6	12	7	6↑	35 c	12↓	32	75	39

Part 6 of 18

								BANNER						
		Gar	ning Meth	od					Gamin	g Type				
G8_6 - It's not always going to get for my me		Mobile phone or smartp- hone	Tablet	NET: Any Gaming	Puzzles or quizzes	Action/ adventure	Shooters	Playing against one other person	Playing against multiple people/teams	Creative and building games	Playing in a virtual worlds	Simula- tion experi- ence	Fitness and dance	Sports
	% within column	687	379	1078	287	416	361	253	517	575	318	163	162	436
Weighted Base	N Count Column Comparisons													
Unweighted Base	% within column N Count Column Comparisons	693	381	1082	297	431	379	264	518	556	332	174	168	451
Column Names	% within column N Count Column Comparisons	С	d	е	а	b	С	d	е	f	g	h	i	j
	% within column	9%	11%	11%	14%	12%	10%	12%	10%	8%↓	14%	10%	17%	11%
Strongly agree	N Count Column Comparisons	62	40	117 -	41 f	48 f	35	31 f	50	46↓	45 f	16	28 f	46
	% within column	31%	32%	31%	31%	29%	27%	36%	28%	28%	33%	34%	29%	30%
Agree	N Count Column Comparisons	214	122	332	88	119	98	91	144	161	106	55	47	131
	% within column	21%	22%	23%	19%	21%	21%	20%	21%	23%	19%	21%	23%	23%
Neither agree nor disagree	N Count Column Comparisons	143	82	245 -	56	86	77	51	108	133	60	33	37	99
	% within column	26%	24%	26%	25%	27%	31%	21%	30% ↑	28%	23%	23%	21%	28%
Disagree	N Count Column Comparisons	181	90	275 -	72	112	110 d	53	156 ↑ d	163 I	72	37	34	120
	% within column	11% 🕇	10%	9%	10%	11%	11%	10%	10%	11%	9%	13%	8%	9%
Strongly disagree	N Count Column Comparisons	77↑	39	98	29	45	40	26	53	65	30	21	14	41

Part 7 of 18

								BANNER						
		G	aming Type	9	Gaming F	requency				Gaming Pu	rchase Type	!		
							NET:							
				NET:			Character,		Loot					
				Playing			skins,		boxes/		Α			
G8_6 - It's not always	clear what I'm	Intera-		against			weapons,	NET:	packs/		standard		Early	5
		ctive stor-	Makeo-	other	NET. Daily	Modely	armour,	Game	chests/	In-game	version of			Battle
going to get for my m	% within column	ies 131	vers 130	people 633	NET: Daily 900	Weekly 162	tools 535	expansion 237	bundles 151	money 447	the game	ption 302	a game 122	Pass 205
Waightad Daga	N Count	131	130	033	900	102	535	237	151	447	147	302	122	205
Weighted Base	Column Comparisons													
	% within column	141	137	638	898	169	549	250	158	428	154	320	133	211
Unweighted Pace	N Count	141	13/	036	090	109	549	250	136	420	154	320	155	211
Unweighted Base	Column Comparisons													
	% within column	k		m	2	b	2	b	6	d	0	ŧ	Œ	h
Column Names	N Count	K	I	111	а	D	а	D	С	u	е	1	g	11
Column Names	Column Comparisons													
	% within column	13%	17%	11%	11%	11%	11%	14%	13%	10%	16%	10%	16%	12%
Strongly agree	N Count	16	22	67	96	11%	60	32	20	46	23	30	10%	24
Strongly agree	Column Comparisons	10	f	07	90	10	00	32	20	40	23	30	19	24
	% within column	29%	38%	- 29%	29%↓	42% 1	33%	36%	36%	30%	43% ↑	34%	42% ↑	42% ↑
Agree	N Count	38	50	185	261↓	42%1 69 1		86	54	136	63 ↑	102	52 †	861
Agree	Column Comparisons	30	30	103	201♥	a	1/3	80	34	130	031	102	321	801
	% within column	23%	17%	22%	23%	21%	22%	22%	17%	19%	16%	19%	16%	21%
Neither agree nor disagree		30	22	139	206	34	116	52	25	84	23	57	19	44
Neither agree nor alsagree	Column Comparisons	30	22	-	200	34	110	32	23	04	25	37	13	77
	% within column	23%	18%	27%	27%	20%	25%	20%	18%	29%	19%	26%	19%	16%↓
Disagree	N Count	30	23	174	241	32	133	46	27	128	27	79	23	33↓
2.000.00	Column Comparisons	30	23	-	271	32	133	40	27	h	21	, 3	23	35₹
	% within column	12%	8%	10%	10%	5%	8%	8%	15% ↑		5%	11%	6%	8%
Strongly disagree	N Count	15	11	62	86	8	45	19	231		7	32	7	16
	Column Comparisons			-		Ü	.5	_3	е	.,	•	32	,	_3

Part 8 of 18

				BAN	NER		
			Feeli	ngs about G	aming Puro	chase	
						It's unfair	It's not
						that peop-	always
						le who	clear what
			What I			spend	I'm going
	alaanbat I/na	Regret	buy is	I spend		more, get	_
G8_6 - It's not always		things I	good	more than			my money
going to get for my m		buy online	value	I should	feeling	games	in games
	% within column	346	772	445	720	715	449
Weighted Base	N Count						
	Column Comparisons						
	% within column	356	777	454	734	710	459
Unweighted Base	N Count						
	Column Comparisons						
	% within column	a	b	С	d	е	f
Column Names	N Count						
	Column Comparisons						
	% within column	24% ↑	12%	21%🕇	13% ↑	14% ↑	26% ↑
Strongly agree	N Count	831	96	92 †	95 †	101 †	117 †
	Column Comparisons	b d		b d			a b c d e
	% within column	44%↑	29%	42%↑	32%	34%	74%↑
Agree	N Count	153 ↑	223	188 ↑	233	240	332 †
	Column Comparisons	b d e		b d e	b	b	a b c d e
	% within column	18%	20%↓	19%	19%↓	21%	0%↓
Neither agree nor disagree	N Count	62	153↓	86	140↓	153	01
	Column Comparisons	f	f	f	f	f	
	% within column	10%↓	27%	12%↓	26%	23%↓	0%↓
Disagree	N Count	34↓	210	55↓	188	163↓	01
	Column Comparisons	f	a c e f	f	acef	a c f	
	% within column	4%↓	11%	5%↓	8%	7%↓	0%↓
Strongly disagree	N Count	12↓	83 †	21↓	60	51↓	01
	Column Comparisons	f	a c d e f	f	f	f	

								BANNER	₹					
				of child endent		A	ge of child	responde	nt		Age an	ıd gender o	f child resp	ondent
_	lways clear what I'm					NET: 13-		Female 8-	Male 10-	Female 10				
going to get for	my money in games	Total	Male	Female	8-9	10-12	13-15	16-17	NET: 8-12	17	Male 8-9	9	12	-12
	% within column	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%		1%	2%
Don't know	N Count	11	7	4	2	5	2	1	8	3	1		3	3
	Column Comparisons	-							-	-				
	% within column	42%	39%	46%	45%	41%	41%	41%	42%	41%	48%		33%	51%
NET: Agree	N Count	449	257	192	86	139	149	75	225	224	54		67	73
	Column Comparisons	-		a					-	-				С
	% within column	35%	36%	33%	33%	31%	35%	41%	32%	37%	31%		34%	28%
NET: Disagree	N Count	373	236	137	62	107	129	75	169	203	35		68	39
	Column Comparisons	-							-	-				

Part 10 of 18

								BANNER	R					
				Age ar	nd gender o	f child respo	ondent			Urban,	/ Rural	V	orking stat	us
_	ays clear what I'm	Male 13-	Female 13	Male 16-	Female 16	NET: Male	NET: Fem-	NET: Male	NET: Fem-	NET:				
going to get for m	y money in games	15	-15	17	-17	8-12	ale 8-12	13-17	ale 13-17	Urban	Rural	Full time	Part time	Student
	% within column	1%	1%	1%		1%	2%	1%	0%	1%		1%	3%	
Don't know	N Count	1	1	1		4	4	3	1	10		4	5	
	Column Comparisons					-	-	-	-					
	% within column	41%	41%	37%		39%	48%	40%	43%	42%		44%	38%	
NET: Agree	N Count	90	59	46		121	105	136	89	417		321	65	
	Column Comparisons					-	-	-	-					
	% within column	36%	34%	43%		33%	30%	39%	36%	34%		33%	35%	
NET: Disagree	N Count	79	50	53		104	66	132	76	333		243	60	
	Column Comparisons					-	-	-	-					

							BANNER	R					
	Working status			D3 - Socia	al grade			Fin	ancial welll	peing	Eth	nicity	Child identified need/ impacting condition
G8_6 - It's not always clear what I'm	NET: Not											NET: All	
	working/										White B-		Neurodiv-
going to get for my money in games	retired	AB	C1	C2	DE	NET: ABC1	NET: C2DE	Doing wel	I Getting b	y Struggling	ritish	Ethnicities	ersity
		1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	
Don't know		3	1	3	4	4	7	2	6	3	9	2	
						-	_						
		45%	36%	45%	40%	41%	42%	47%	40%	41%	41%	45%	
NET: Agree		162	94	97	96	257	193	113	214	121	344	97	
						-	_						
		35%	38%	29%	35%	36%	32%	32%	35%	36%	35%	32%	
NET: Disagree		125	99	64	85	224	149	77	185	108	298	69	
						-	-						

Part 12 of 18

							BANNER	R					
	Child ider	ntified need/ condition	impacting	Disability/ in I			nal Health n (EHCP)	Bene	efits	Parental	Controls	Parental	Concern
G8_6 - It's not always clear what I'm	Mental	NET: Identified need/	NET: No identified need/			Has an	Don't have an	NET: House- hold rece- ives Bene-	No	NET: Has Parental	No	Not Conc-	A little Conce-
going to get for my money in games	Health	condition	condition	NET: Yes	No	EHCP	EHCP	fits	Benefits	Controls	Controls	erned	rned
		2%	1%	1%	0%	2%	1%	1%	1%	1%		1%	1%
Don't know		6	5	1	1	2	9	5	6	10		6	3
NET: Agree		- 50% ↑ 133 ↑	39%↓		38% 145	50% 50	41% 399	45% 219	38% 205	43% ↑ 428 ↑		29%↓ 109↓	42% 140
NET: Agree		1551	309❖	03	145	30	599	b	205	b		109*	a
		26%↓	38% ↑	32%	41%	30%	35%	31%	39%	33%↓		49% ↑	32%
NET: Disagree		69↓	300↑	43	155	30	342	153	209	330↓		184 †	106
		-							a			bс	С

Part 13 of 18

								BANNER	1					
		Parental Concern		Time Spe	nt Online (\	Weekday)			Time Spe	nt Online ('	Weekend)		Spent Money	
		NET: Modera-											Bought something on either Social	Bought
G8 6 - It's not all	ways clear what I'm	tely/ Very												something
_	ny money in games	Conce- rned	0 - 2hrs	3 - 4hrs	5 - 6hrs	6+ hrs	NET: 5+ Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6 hrs	NET: 5+ Hours	while gaming	on social media
Bomb to Bet for i	% within column	1%	2%	1%	1%	0, 1113	1%	0 21113	1%	1%	1%	1%	1%	1%
Don't know	N Count	2	6	3	1		1		5	2	2	5	11	4
	Column Comparisons						-					-	-	-
	% within column	54% ↑	36%	42%	48%		47%		40%	49% 1	34%↓	42%	42%	53% ↑
NET: Agree	N Count	197 †	111	222	85		115		146	159 1	99↓	258	449	311 ↑
	Column Comparisons	a b					-			d		-	-	-
	% within column	22%↓	36%	36%	30%		30%		32%	31%	45% ↑	37%	35%	25%↓
NET: Disagree	N Count	82↓	112	187	53		72		118	102	128 ↑	230	373	145↓
	Column Comparisons						-				аbс	-	-	-

Part 14 of 18

		BANNER												
		S	Spent Money SM purchase category Feelings about SM purchase									Gaming Method		
		Bought		Not						What I			Games	Desktop
CO C 14/2	l	something	Bought	bought			Subscri-		Regret	buy is	I spend		console or	computer,
G8_6 - It's not always		while	something	from			ption/		things I	good	more than	I like the	games	laptop or
going to get for my	y money in games	Gaming	from both	either	Product	Activity	Upgrade	NET: Gift	buy online	value	I should	feeling	player	netbook
	% within column	1%	1%		1%	1%	0%	1%	1%	0%	0%	1%	1%	1%
Don't know	N Count	11	4		3	2	0	1	2	2	2	4	9	3
	Column Comparisons	-	-											
	% within column	42%	53% ↑		50%	62%	59%	64% ↑	73%↑	55% 1	66%↑	54%1	39%↓	44%
NET: Agree	N Count	449	311 ↑		153	83	114	93 ↑	199 ↑	241 1	218 ↑	2451	282↓	145
	Column Comparisons	-	-					а	b		b d			а
	% within column	35%	25%↓		28%	18%	23%	14%↓	8%↓	25%	13%↓	24%	39% ↑	36%
NET: Disagree	N Count	373	145↓		85	24	45	20↓	22↓	112↓	44↓	108	287 †	118
	Column Comparisons	-	-		d					ас		С	d	

								BANNER						
		Gai	ming Meth	nod					Gamin	g Type				
									Playing					
		Mobile						Playing	against	Creative		Simula-		
GO 6 It's not all	ways clear what I'm	phone or						against	multiple	and	Playing in	tion		
_	-	smartp-		NET: Any	Puzzles or	Action/		one other	people/	building	a virtual	experi-	Fitness	
going to get for n	ny money in games	hone	Tablet	Gaming	quizzes	adventure	Shooters	person	teams	games	worlds	ence	and dance	Sports
	% within column	1%	1%	1%	1%	1%	1%	0%	1%	1%	2%	0%	2%	0%
Don't know	N Count	9	5	11	2	6	2	1	6	7	6	1	3	0
	Column Comparisons			-										
	% within column	40%	43%	42%	45%	40%	37%	48%	38%	36%↓	47%	43%	46%	41%
NET: Agree	N Count	276	162	449	129	167	132	123	194	207↓	151	71	74	177
	Column Comparisons		а	-	c f			b c e f j			c e f		f	
	% within column	38%	34%	35%	35%	38%	42%1	31%	40% ↑	40% ↑	32%	36%	29%	37%
NET: Disagree	N Count	259	129	373	101	157	150 1	79	208 †	228 †	101	58	48	160
	Column Comparisons			-		d	dgil		dgil	gΙ				

Part 16 of 18

			BANNER											
		G	Saming Type	è	Gaming F	requency				Gaming Pu	rchase Type			
							NET:							
				NET:			Character,		Loot					
				Playing			skins,		boxes/		Α			
60.6 11/2 1 - 1		Intera-		against			weapons,	NET:	packs/		standard		Early	
_	ays clear what I'm	ctive stor-	Makeo-	other			armour,	Game	chests/	In-game	version of	A subscri-	access to	Battle
going to get for m	y money in games	ies	vers	people	NET: Daily	Weekly	tools	expansion	bundles	money	the game	ption	a game	Pass
	% within column	1%	2%	1%	1%	1%	1%	1%	0%	1%	2%	1%	2%	1%
Don't know	N Count	1	2	6	10	1	6	1	1	6	3	3	2	2
	Column Comparisons			-										
	% within column	42%	55% †	40%	40%↓	53% †	44%	50% ↑	49%	41%	59% ↑	44%	58% †	54% †
NET: Agree	N Count	55	71↑	252	357↓	86 1	235	118 †	74	182	861	132	71↑	110 †
	Column Comparisons		b c e f j	-		a					a d f		d	
	% within column	34%	27%	37%	36%	25%	33%	28%	34%	39%	24%↓	37%	25%	24%↓
NET: Disagree	N Count	45	34	236	327	40	178	65	51	175	35↓	111	30	49↓
	Column Comparisons			-	b		h			begh		b h		

Part 17 of 18

		BANNER								
			Feeli	ngs about G	aming Pur	chase				
						It's unfair	It's not			
						that peop-	always			
						le who	clear what			
			What I			spend	I'm going			
60.6.11/2	l	Regret	buy is	I spend		more, get	to get for			
G8_6 - It's not alwa	-	things I	good	more than	I like the	further in	my money			
going to get for my	buy online	value	I should	feeling	games	in games				
	% within column	0%	1%	1%	1%	1%	0%			
Don't know	N Count	1	6	2	5	7	0			
	Column Comparisons									
	% within column	68% ↑	41%	63% ↑	46% †	48% ↑	100% ↑			
NET: Agree	N Count	237 †	320	281 †	328 †	341 ↑	449 ↑			
	Column Comparisons	b d e		b d e	b	b	a b c d e			
	% within column	13%↓	38% 1	17%↓	34%	30%↓	0%↓			
NET: Disagree	N Count	47↓	293 †	76↓	248	213↓	01			
	Column Comparisons	f	acdef	f	a c e f	acf				

Social Media (SM) Questions

SM1a - We're now interested in
your use of sites / apps for
'social media' - so doing things
like 'following' friends, people
or organisations, reading,
'liking' or sharing things (like
photos, opinions, comments,
news stories, links to other
content etc). Which, if any, of
these social media sites/ apps

BANNER

Gender of child respondent Age of child respondent

	поши опосо, прро								
do you use?	[MULTI]	Total	Male	Female	8-9	10-12	13-15	16-17	NET: 8-12
	% within column	2215	1145	1070	442	690	682	401	1131
Weighted Base	N Count								
	Column Comparisons								
	% within column	2189	1093	1096	431	655	658	445	1086
Unweighted Bas	e N Count								
	Column Comparisons								
	% within column	a	a	b	a	b	С	d	e
Column Names	N Count								
	Column Comparisons								
	% within column	56%	54%↓	59% ↑	32%↓	48%↓	74% ↑	69% ↑	41%↓
TikTok	N Count	1,248	616↓	632 ↑	140↓	329↓	502 ↑	277 ↑	469↓
	Column Comparisons	-		a		a	a b	a b	-
	% within column	49%	46%↓	53% ↑	21%↓	39%↓	67% ↑	68% †	32%↓
Snapchat	N Count	1,086	521↓	565 ↑	91↓	266↓	458 ↑	271 ↑	357↓
	Column Comparisons	-		a		а	a b	a b	-
	% within column	39%	35%↓	44% ↑	17%↓	24%↓	53% ↑	67% ↑	21%↓
Instagram	N Count	872	404↓	468 ↑	74↓	165↓	362 ↑	271 ↑	239↓
	Column Comparisons	-		a		а	a b	аbс	-
	% within column	37%	37%	36%	19%↓	26%↓	47% ↑	56% ↑	23%↓
Facebook	N Count	809	428	381	85↓	180↓	320 ↑	225 ↑	264↓
	Column Comparisons	-				а	a b	аbс	-

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2096 (96%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 1 of 42

SM1a - We're now interested in your use of sites / apps for 'social media' - so doing things like 'following' friends, people or organisations, reading, 'liking' or sharing things (like photos, opinions, comments, news stories, links to other content etc). Which, if any, of these social media sites/ apps do you use? [MULTI]

Age of child

respondent

BANNER

Age and gender of child respondent

tilese social i	incula sites, apps								
do you use?	[MULTI]	NET: 13-17	Male 8-9	Female 8-9	Male 10-12	Female 10-12	Male 13-15	Female 13-15	Male 16-17
Weighted Base	% within column N Count Column Comparisons	1083	221	221	358	332	341	341	224
Unweighted Bas		1103	216	215	331	324	323	335	223
Column Names	Column Comparisons % within column N Count Column Comparisons	f	a	b	С	d	е	f	g
TikTok	% within column N Count	72% ↑ 779 ↑	35% ↓ 77 ↓	29%↓ 63↓	44%↓ 159↓	51% 169	70% ↑ 237 ↑	78% ↑ 265 ↑	63% 142
	Column Comparisons % within column	- 67% ↑	21%↓	20%↓	a b 36%↓	a b 41%↓	a b c d 61% ↑	a b c d e g 73% ↑	a b c d 61% ↑
Snapchat	N Count Column Comparisons	729 ↑ -	46↓	45↓	128 ↓ a b	137 ↓ a b	209 ↑ a b c d	249 ↑ abcdeg	138 ↑ a b c d
Instagram	% within column N Count	58% ↑ 632 ↑	20%↓ 44↓	13%↓ 30↓	19% ↓ 67 ↓	30%↓ 99↓	45% 153	61% ↑ 209 ↑	62% ↑ 140 ↑
	Column Comparisons % within column	- 50% ↑	20%↓	19%↓	25%↓	a b c 27%↓	a b c d 49% ↑	a b c d e 44% ↑	a b c d e 56% ↑
Facebook	N Count Column Comparisons	545 ↑ -	43↓	41↓	90↓	89 ↓ b	168 ↑ a b c d	152 ↑ a b c d	126 ↑ a b c d f

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2096 (96%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 2 of 42

SM1a - We're now interested in	BANNER		
your use of sites / apps for	Age and gender of child respondent	Urban/ Rural	Working status
(aaaia)aalia/ aa dainaabhinaa			

your use of sites / apps for 'social media' - so doing things like 'following' friends, people or organisations, reading, 'liking' or sharing things (like photos, opinions, comments, news stories, links to other content etc). Which, if any, of these social media sites/ apps do you use? [MULTI]

do you use?	[MULTI]	Female 16-17	NET: Male 8-12	NET: Female 8-12	NET: Male 13-17	NET: Female 13-17	NET: Urban	Rural	Full time
	% within column	201	579	552	565	536	1971	244	1326
Weighted Base	N Count								
	Column Comparisons								
	% within column	253	547	539	546	580	1935	254	1370
Unweighted Bas	e N Count								
	Column Comparisons								
	% within column	h	i	j	k	1	a	b	a
Column Names	N Count								
	Column Comparisons								
	% within column	74% ↑	41%↓	42%↓	67%1	76% ↑	57%	53%	59% ↑
TikTok	N Count	149 ↑	236↓	233↓	3791	409 ↑	1,118	130	787↑
	Column Comparisons	a b c d g	-	-	-	-			b d
	% within column	74% ↑	30%↓	33%↓	61%1	73%↑	50%	43%	51% ↑
Snapchat	N Count	149 ↑	175↓	182↓	3471	393↑	981	105	678 ↑
	Column Comparisons	abcdeg	-	-	-	-			d
	% within column	71% ↑	19%↓	23%↓	52%1	65% †	40%	34%	44% ↑
Instagram	N Count	142 ↑	111↓	128↓	2931	348 ↑	789	83	583 ↑
	Column Comparisons	a b c d e f	-	-	-	-			b d
	% within column	52%↑	23%↓	24%↓	52%1	48%	37%	31%	41% ↑
Facebook	N Count	105 ↑	134↓	130↓	2941	255↑	735	74	545 ↑
	Column Comparisons	a b c d	-	-	-	-	b		b d

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2096 (96%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

SM1a - We're now interested in your use of sites / apps for 'social media' - so doing things like 'following' friends, people or organisations, reading, 'liking' or sharing things (like photos, opinions, comments, news stories, links to other content etc). Which, if any, of these social media sites/ apps

BANNER

Working status D3 - Social grade

NET: Not working/

	,,		IN	ET. NOT WOLKING/					
do you use?	[MULTI]	Part time	Student	retired	AB	C1	C2	DE	NET: ABC1
	% within column	426	112	305	623	580	486	526	1202
Weighted Base	N Count								
	Column Comparisons								
	% within column	384	113	281	882	482	354	471	1364
Unweighted Bas	e N Count								
	Column Comparisons								
	% within column	b	С	d	a	b	С	d	е
Column Names	N Count								
	Column Comparisons								
	% within column	53%	71%↑	46%↓	59%	52%↓	57%	58%	56%
TikTok	N Count	224	79 †	140↓	366	301↓	277	303	668
	Column Comparisons		a b d						-
	% within column	45%	64% †	42%↓	49%	50%	50%	47%	49%
Snapchat	N Count	192	71 †	128↓	305	288	243	249	594
	Column Comparisons		a b d						-
	% within column	34%↓	57% ↑	25%↓	47%↑	39%	39%	32%↓	43% ↑
Instagram	N Count	143↓	64 ↑	76↓	291 ↑	223	188	170↓	514 ↑
	Column Comparisons	d	a b d		b c d				-
	% within column	28%↓	48% ↑	26%↓	39%	33%	40%	34%	36%
Facebook	N Count	119↓	54 ↑	79↓	241	193	194	181	434
	Column Comparisons		b d						-

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2096 (96%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 4 of 42

SM1a - We're now interested in your use of sites / apps for 'social media' - so doing things like 'following' friends, people or organisations, reading, 'liking' or sharing things (like photos, opinions, comments, news stories, links to other content etc). Which, if any, of these social media sites/ apps do you use? [MULTI]

		BANNER		
D3 - Social grade	Financial wellbeing	Et	thnicity	Child identified need/ impacting condition

NET: All other NET: C2DE Doing well Getting by Struggling White British **Ethnicities** Neurodiversity Mental Health % within column 1013 395 1145 652 1730 448 194 108 N Count Weighted Base Column Comparisons % within column 825 447 1114 608 1701 449 182 109 Unweighted Base N Count Column Comparisons % within column b а а b а N Count Column Names Column Comparisons % within column 57% 63%**†** 54% 57% 58% 52% 45%↓ **75%** TikTok N Count 580 249[†] 618 368 995 234 87↓ 811 b Column Comparisons a d % within column 49% 51% 48% 50% 49% 50% 42% 68%**†** N Count 202 325 493 549 851 223 81 74**†** Snapchat Column Comparisons a d % within column 35%↓ 49%**†** 38% 36% 40% 39% 31%↓ 56%**†** Instagram N Count 358↓ 192**†** 437 236 684 177 60↓ 611 Column Comparisons bс a d % within column 37% 46%**†** 35% 34% 37% 34% 23%↓ 51%[†] 375 183**†** 403 45↓ 55**†** Facebook N Count 219 646 153 Column Comparisons b c a d

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2096 (96%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 5 of 42

SM1a - We're now interested in					BAN	INER				
your use of s	ites / apps for	Child identified need/impacting		Disability/Com	dition in IIII	Educational Health	Coro Dian (FLICD)			
'social media	'social media' - so doing things		condition		Disability/ Condition in HH		n Care Plan (EHCP)	Benefits		
like 'followir	ng' friends, people									
or organisati	ons, reading,									
•	ring things (like									
_	ons, comments,									
	links to other									
•	Which, if any, of									
•	nedia sites/ apps									
		NET: Identified	NET: No identified	NET V		51105	Don't have an	NET: Household	N D (''	
do you use?	WIULII] % within column	need/ condition	need/ condition	NET: Yes	No	Has an EHCP	EHCP	receives Benefits	No Benefits	
Mainhtad Dasa		473	1710	234	791	158	2057	915	1195	
Weighted Base	N Count Column Comparisons									
	% within column	457	1698	238	805	154	2035	874	1216	
Unweighted Bas		457	1090	250	803	154	2055	0/4	1210	
Oliweighted bas	Column Comparisons									
	% within column	С	d	a	b	а	b	а	b	
Column Names	N Count	C	u	u	5	u	S	u	S	
coldimi ranies	Column Comparisons									
	% within column	55%	57%	71%	72%	55%	56%	60%1	53%↓	
TikTok	N Count	260	973	166	569	88	1,160	548 ↑	634↓	
	Column Comparisons	-	a				,	b		
	% within column	51%	49%	68%	67%	48%	49%	52% ↑	46%↓	
Snapchat	N Count	240	834	160	531	76	1,011	479↑	555↓	
	Column Comparisons	-						b		
	% within column	41%	39%	58%	59%	40%	39%	38%	41%	
Instagram	N Count	192	671	136	467	64	808	346	487	
	Column Comparisons	-	a							
	% within column	38%	36%	49%	51%	33%	37%	39%	35%	
Facebook	N Count	179	620	115	404	53	756	356	420	
	Column Comparisons	-	a							

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2096 (96%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

SM1a - We're now interested in
your use of sites / apps for
'social media' - so doing things
like 'following' friends, people
or organisations, reading,
'liking' or sharing things (like
photos, opinions, comments,
news stories, links to other
content etc). Which, if any, of
these social media sites/ apps
do you use? [MULTI]

	BANNER	
Parental Controls	Parental Concern	Time Spent Online (Weekday)

these social media sites/ apps		NET: Has Parental	NET: Has Parental NET: Moderately/								
do you use?	[MULTI]	Controls	No Controls	Not Concerned	A little Concerned	Very Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs		
	% within column	1853	336	1045	548	601	873	938	278		
Weighted Base	N Count										
	Column Comparisons										
	% within column	1828	339	1007	554	610	855	924	282		
Unweighted Bas	e N Count										
	Column Comparisons										
	% within column	a	b	а	b	С	а	b	С		
Column Names	N Count										
	Column Comparisons										
	% within column	55%	64% ↑	54%↓	58%	61% †	41%↓	64% ↑	74% ↑		
TikTok	N Count	1,026	214 ↑	5594	317	364 ↑	357↓	598 †	206 ↑		
	Column Comparisons		a			a		а	a b		
	% within column	48%↓	58% ↑	48%	49%	52%	33%↓	57%↑	65% †		
Snapchat	N Count	882↓	196 ↑	498	268	312	290↓	532 ↑	181 ↑		
	Column Comparisons		а					а	a b		
	% within column	37%↓	53% ↑	36%↓	41%	45 % ↑	26%↓	46% ↑	50% ↑		
Instagram	N Count	689↓	177 ↑	372↓	225	269 ↑	229↓	434 ↑	139 ↑		
	Column Comparisons		а			а		а	а		
	% within column	36%	42% ↑	30%↓	39%	47 % ↑	26%↓	42% †	47% ↑		
Facebook	N Count	661	142 ↑	312↓	214	280 †	223↓	397 †	130 ↑		
	Column Comparisons		a		a	a b		а	a		

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2096 (96%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

SM1a - We're now interested in your use of sites / apps for 'social media' - so doing things like 'following' friends, people or organisations, reading, 'liking' or sharing things (like photos, opinions, comments, news stories, links to other content etc). Which, if any, of these social media sites/ apps do you use? [MULTI]

BANNER

Time Spent Online (Weekend)

Bought something on either Social Media, or while

Spent Money

do you use?	[MULTI]	6+ hrs	NET: 5+ Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6 hrs	NET: 5+ Hours	gaming
•	% within column	102	380	291	785	622	492	1114	1289
Weighted Base	N Count								
	Column Comparisons								
	% within column	106	388	281	777	619	489	1108	1296
Unweighted Bas	e N Count								
	Column Comparisons								
	% within column	d	e	a	b	С	d	e	a
Column Names	N Count								
	Column Comparisons								
	% within column	77% ↑	75% ↑	37%↓	50%↓	61% †	72% ↑	66% ↑	64% ↑
TikTok	N Count	78 ↑	284 †	108↓	393↓	382 ↑	353 ↑	735 ↑	819 †
	Column Comparisons	a b	-		a	a b	a b c	-	е
	% within column	73% ↑	67% ↑	32%↓	40%↓	54% ↑	68% ↑	60% ↑	56% ↑
Snapchat	N Count	74↑	256 ↑	93↓	313↓	336 ↑	335 ↑	671 †	725 ↑
	Column Comparisons	a b	-		a	a b	a b c	-	е
	% within column	66% ↑	54% ↑	30%↓	32%↓	44% ↑	51%↑	47%↑	46% ↑
Instagram	N Count	67 ↑	206 ↑	87↓	252↓	275 ↑	252 ↑	526 ↑	599 ↑
	Column Comparisons	a b c	-			a b	a b c	-	е
	% within column	55% ↑	49% ↑	26%↓	35%	39%	44% ↑	41% †	45% ↑
Facebook	N Count	56 ↑	186 ↑	76↓	274	240	216 ↑	456 ↑	574 ↑
	Column Comparisons	a b	-		а	а	a b	-	e

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2096 (96%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Time Spent Online (Weekday)

Part 8 of 42

SM1a - We're now interested in		BANNER
your use of sites / apps for	Spent Money	SM purchase category
'social media' - so doing things		

like 'following' friends, people or organisations, reading, 'liking' or sharing things (like photos, opinions, comments, news stories, links to other content etc). Which, if any, of these social media sites/ apps do you use? [MULTI]

Bought something Bought something Not bought from Subscription/ NET: Gift on social media while Gaming from both either **Product** Activity Upgrade % within column 768 1125 604 926 429 153 216 158 N Count Weighted Base Column Comparisons % within column 800 1128 632 893 450 165 226 171 Unweighted Base N Count Column Comparisons % within column d d b С e а b С N Count Column Names Column Comparisons % within column 71% 62%**†** 71% 46%↓ 79%**†** 70% 72% 67% TikTok N Count 547**†** 701**†** 429**†** 429↓ 339**†** 107 157 106 Column Comparisons bcd се е e 39%↓ 50%↓ % within column 62%**†** 54%**†** 60%**†** 69%**†** 63% 65% N Count 479**†** 611**†** 364**†** 298[†] 96 140 80↓ Snapchat 361↓ b d d d Column Comparisons c e е e % within column 54%**†** 45%**†** 54%**†** 29%↓ 63%**†** 66%1 56% 58% Instagram N Count 413**†** 511**†** 326**†** 273↓ 272**†** 101 121 91 **Column Comparisons** c d c e е e % within column 52%**†** 45%**†** 54%**†** 25%↓ 56%**†** 68% 58% 54% 398**†** 501**†** 325**†** 235↓ 2411 105**†** Facebook N Count 126 86 Column Comparisons d се e

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2096 (96%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

SM1a - We're now interested in
your use of sites / apps for
'social media' - so doing things
like 'following' friends, people
or organisations, reading,
'liking' or sharing things (like
photos, opinions, comments,
news stories, links to other
content etc). Which, if any, of
these social media sites/ apps
do you use? [MIIITI]

BANNER

Feelings about SM purchase Gaming Method

content etc).	Which, if any, of						Desktop		
these social i	media sites/ apps	Regret things I buy Wh	hat I buy is good I sp	end more than		Games console or	computer, laptop	Mobile phone or	
do you use?	[MULTI]	online	value	I should	I like the feeling	games player	or netbook	smartphone	Tablet
	% within column	314	556	378	565	1330	572	1316	782
Weighted Base	N Count								
	Column Comparisons								
	% within column	329	585	402	596	1316	582	1317	774
Unweighted Bas	e N Count								
	Column Comparisons								
	% within column	a	b	С	d	а	b	С	d
	N Count								
	Column Comparisons								
	% within column	69% ↑	74%↑	73% †	75%↑	58%	59%	65% ↑	49%↓
TikTok	N Count	215 †	413 ↑	277 ↑	423 ↑	767	337	859 †	386↓
	Column Comparisons			а	a	d	d	a b d	
	% within column	57%↑	64%↑	59% ↑	65% ↑	51%	52%	57%↑	41%↓
Snapchat	N Count	180 †	355 ↑	222 ↑	367 ↑	679	297	750 ↑	319↓
	Column Comparisons					d	d	a b d	
	% within column	55%↑	57% ↑	59% ↑	57%↑	41%	45% ↑	45 % ↑	33%↓
Instagram	N Count	174 ↑	318 †	221 ↑	319 ↑	539	255 ↑	596 ↑	257↓
	Column Comparisons					d	d	a b d	
	% within column	54% ↑	55% ↑	57%↑	53% †	39% ↑	43% ↑	42% †	32%↓
	N Count	169 ↑	306 ↑	213 †	300 ↑	520 †	249 ↑	550 †	247↓
	Column Comparisons					d	d	a d	

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2096 (96%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 10 of 42

BANNER SM1a - We're now interested in your use of sites / apps for **Gaming Method Gaming Type** 'social media' - so doing things like 'following' friends, people or organisations, reading, 'liking' or sharing things (like photos, opinions, comments, news stories, links to other content etc). Which, if any, of Playing against these social media sites/ apps Playing against multiple people/ do you use? [MULTI] NET: Any Gaming Puzzles or guizzes Action/ adventure Shooters one other person % within column 2140 650 731 547 387 Weighted Base N Count Column Comparisons

	% within column	2117	662	740	564	395	802	1111	570
Unweighted Bas	se N Count								
	Column Comparisons								
	% within column	e	a	b	С	d	e	f	g
Column Names	N Count								
	Column Comparisons								
	% within column	57%	63% †	54%	69% †	68% ↑	62% †	54%↓	61%
TikTok	N Count	1,215	407 †	393	380 ↑	264 ↑	511 ↑	623↓	339
	Column Comparisons	-	b f		bfgh	b f	b f		b
	% within column	49%	55% †	46%	62% †	59% ↑	58% ↑	48%	52%
Snapchat	N Count	1,057	358 ↑	338	337 ↑	230↑	476↑	558	290
	Column Comparisons	-	b		bfgi	b	bfg		
	% within column	39%	46% †	43% ↑	51% †	49% ↑	44%↑	35%↓	45% ↑
Instagram	N Count	843	298 ↑	314 †	280 ↑	191 ↑	363 ↑	397↓	252 ↑
	Column Comparisons	-	f	f	b f	f	f		f
	% within column	37%	44% †	42% ↑	53% †	53%↑	40%	32%↓	42% ↑
Facebook	N Count	789	283 ↑	305 ↑	292 ↑	205 ↑	328	365↓	236 ↑
	Column Comparisons		f	f	abefgl	a b e f g l	f		f

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2096 (96%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 11 of 42

Playing in a virtual

worlds

557

Creative and

building games

1151

teams

822

SM1a - We're now interested in your use of sites / apps for 'social media' - so doing things like 'following' friends, people or organisations, reading, 'liking' or sharing things (like photos, opinions, comments, news stories, links to other content etc). Which, if any, of these social media sites/ apps do you use? [MULTI]

Simulation

BANNER

Gaming Type Gaming Frequency

NET: Playing against other

do you use? [MULTI]			C:t	Consulta	lakawa aki sa akawi aa	Malaaaaa	against other	NET. Dail.	Mandal.
uo you use:		experience	Fitness and dance	Sports	Interactive stories	Makeovers	people	NET: Daily	Weekly
	% within column	248	278	728	207	249	1027	1602	460
Weighted Base	N Count								
	Column Comparisons								
	% within column	266	283	736	218	257	1009	1567	480
Unweighted Bas	e N Count								
	Column Comparisons								
	% within column	h	i	j	k	1	m	a	b
Column Names	N Count								
	Column Comparisons								
	% within column	65%1	64% †	63% 1	64%	64% ↑	62% ↑	59% ↑	48%↓
TikTok	N Count	1621	177↑	459 1	133	159 ↑	641 ↑	953 ↑	219↓
	Column Comparisons	bf		b f		b	-	b	
	% within column	57%1	53%	56% 1	60%↑	55%	57% ↑	51% ↑	45%↓
Snapchat	N Count	1421	146	405 1	125 ↑	136	581 †	820 †	206↓
	Column Comparisons	f		b f	b		-	b	
	% within column	53%1	48% †	45% 1	52% ↑	47%↑	44% ↑	40%	38%
Instagram	N Count	1331	132 †	331 1	108 ↑	117 ↑	450 †	643	177
	Column Comparisons	f	f	f	f	f	-		
	% within column	54%1	49% †	47% 1	49% ↑	41%	42% ↑	38%	34%
Facebook	N Count	1341	136 †	339 1	102 ↑	103	428 †	613	155
	Column Comparisons	e f l	f	e f	f		-		

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2096 (96%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 12 of 42

SM1a - We're now interested in your use of sites / apps for 'social media' - so doing things like 'following' friends, people or organisations, reading, 'liking' or sharing things (like photos, opinions, comments, news stories, links to other content etc). Which, if any, of

BANNER

Gaming Purchase Type

these social r	these social media sites/ apps do you use? [MULTI]		NET: Game expansion	Loot boxes/ packs/ chests/ bundles	In-game money	A standard version of the game	A subscription	Early access to a game	Battle Pass
Weighted Base	% within column N Count Column Comparisons	535	237	151	447	147	302	122	205
Unweighted Bas	% within column	549	250	158	428	154	320	133	211
Column Names	% within column N Count Column Comparisons	а	b	С	d	е	f	g	h
TikTok	% within column N Count Column Comparisons	64% 340	72% 1 170 1	101	61% 271	64% 95	72% † 216 †	74% † 90 †	67% 137
Snapchat	% within column N Count Column Comparisons	58% 308	60% 142	59% 90	53% 237	64% ↑ 93 ↑	63%† 190†	66% † 81 †	59% 121
Instagram	% within column N Count Column Comparisons	49% 262 d	57% 1 135 1 d	77	39%\ 175\	85 ↑ d	58% † 175 † a d	62% † 76 † d	50% 102 d
Facebook	% within column N Count Column Comparisons	47% 253 d	61% 1 146 1 d h		40%\ 180\		54% ↑ 164 ↑ d	61% † 74 † d	50% 103 d

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2096 (96%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 13 of 42

SM1a - We're now interested in your use of sites / apps for 'social media' - so doing things like 'following' friends, people or organisations, reading, 'liking' or sharing things (like photos, opinions, comments, news stories, links to other content etc). Which, if any, of these social media sites/ apps

BANNER

Feelings about Gaming Purchase

It's unfair that

It's not always

•	which, it any, of					people who spend	clear what I'm
these social r	media sites/ apps	Regret things I buy W	hat I buy is good	I spend more than		more, get further	going to get for my
do you use? [[MULTI]	online	value	I should	I like the feeling	in games	money in games
	% within column	346	772	445	720	715	449
Weighted Base	N Count						
	Column Comparisons						
	% within column	356	777	454	734	710	459
Unweighted Bas	e N Count						
	Column Comparisons						
	% within column	a	b	С	d	e	f
Column Names	N Count						
	Column Comparisons						
	% within column	66% †	63% ↑	66% ↑	65% †	65% †	66% ↑
TikTok	N Count	229 †	488 †	292 ↑	465 ↑	462 1	298 ↑
	Column Comparisons						
	% within column	54%	53% ↑	55% ↑	56% ↑	56% 1	55% ↑
Snapchat	N Count	186	408 †	246 ↑	403 ↑	400 1	249 ↑
	Column Comparisons						
	% within column	51% ↑	45% ↑	50% ↑	47% ↑	47% 1	50% ↑
Instagram	N Count	176 ↑	349 ↑	222 ↑	336 ↑	335 †	223 ↑
	Column Comparisons						
	% within column	48% ↑	47% ↑	49% ↑	44% ↑	42% †	48% ↑
Facebook	N Count	168 ↑	364 ↑	217 †	320 †	304 1	217 ↑
	Column Comparisons		٩	٩			٩

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2096 (96%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05) art 14 of 42

SM1a - We're	now interested in				BANN	R			
your use of sites / apps for			Gender of child respondent Age of child respondent						
'social media	- so doing things								
like 'followin	g' friends, people								
or organisation									
_	ring things (like								
_	ons, comments,								
=	links to other								
•	Which, if any, of								
•	nedia sites/ apps								
do you use? [• • •	Total	Male	Female	8-9	10-12	13-15	16-17	NET: 8-12
do you use: [% within column	21%	23%1	18%↓	49% †	27% †	6%↓	3%↓	36%1
I do not use any	N Count	455	258 †	197↓	216 †	188 ↑	38↓	13↓	4041
of these	Column Comparisons	-	b		b c d	c d			-
	% within column	15%	9%↓	20% ↑	9%↓	11%↓	20% ↑	19% ↑	10%↓
Pinterest	N Count	326	108↓	218 †	38↓	76↓	135 ↑	77 †	114↓
	Column Comparisons	-		а			a b	a b	-
	% within column	13%	16% ↑	10%↓	8%↓	8%↓	17% ↑	21% ↑	8%↓
X/ Twitter	N Count	295	184 ↑	111↓	35↓	57↓	118 ↑	85 ↑	92↓
	Column Comparisons	-	b				a b	a b	-
	% within column	8%	9%	7%	5%↓	6%	10%↑	11% ↑	6%↓

74

5%

57

5%**†**

59**†**

3%

31

а

21↓

3%↓

13↓

3%

15

3%

12

b

43

4%

29

1%↓

4%

30

9↓

70**†**

7%↑

51**†**

6%**†**

40**†**

2%

15

a b

a b

b

45**†**

8%**†**

32**†**

7%↑

29↑

3%

14

a b

a b

a b

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2096 (96%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

105

6%

68

3%↓

34↓

4%

41

b

179

6%

125

4%

93

3%

71

Reddit

Threads

BeReal

I use other social

media sites/apps

N Count

N Count

N Count

N Count

Column Comparisons

Column Comparisons

Column Comparisons

Column Comparisons

% within column

% within column

% within column

Part 15 of 42

64↓

4%↓

42↓

2%↓

24↓

4%

42

SM1a - We're now interested in your use of sites / apps for 'social media' - so doing things like 'following' friends, people or organisations, reading, 'liking' or sharing things (like photos, opinions, comments, news stories, links to other content etc). Which, if any, of these social media sites/ apps

Age of child

respondent

BANNER

Age and gender of child respondent

do you use? [MULTI]		NET: 13-17	Male 8-9	Female 8-9	Male 10-12	Female 10-12	Male 13-15	Female 13-15	Male 16-17
	% within column	5%↓	49% ↑	49% ↑	32%↑	22%	7%↓	4%↓	5%↓
I do not use any	N Count	51↓	109 ↑	108 ↑	114 ↑	74	25↓	13↓	10↓
of these	Column Comparisons	-	cdefgh	cdefgh	defgh	e f g h			
	% within column	20%↑	8%↓	9%↓	6%↓	17%	12%	27% ↑	12%
Pinterest	N Count	212 ↑	18↓	20↓	21↓	55	41	94 ↑	28
	Column Comparisons	-				a b c	С	a b c d e g	С
	% within column	19% ↑	11%	4%↓	8%↓	8%↓	22% ↑	13%	24% ↑
X/ Twitter	N Count	203 ↑	25	10↓	30↓	27↓	74 ↑	44	55 ↑
	Column Comparisons	-	b				a b c d f	b	a b c d f h
	% within column	11% ↑	6%	3%↓	6%	7%	12% ↑	8%	13% ↑
Reddit	N Count	115 ↑	14	7↓	20	22	42 ↑	28	29 ↑
	Column Comparisons	-					bс		b c
	% within column	8% ↑	4%	2%↓	5%	4%	7%	7%	8%
Threads	N Count	831	8	5↓	16	13	25	25	19
	Column Comparisons	-							
	% within column	6% ↑	4%	2%	1%↓	2%↓	4%	7% ↑	3%
BeReal	N Count	69 ↑	9	5	3↓	6 ↓	14	26 ↑	7
	Column Comparisons	-	С				С	b c d	
I use other social	% within column	3%	2%	4%	5% ↑	3%	3%	2%	3%
media sites/apps		29	4	8	19 ↑	11	10	5	8
media sites/apps	Column Comparisons	_							

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2096 (96%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 16 of 42

SM1a - We're now interested in	BANNER		
your use of sites / apps for	Age and gender of child respondent	Urban/ Rural	Working status

your use of sites / apps for 'social media' - so doing things like 'following' friends, people or organisations, reading, 'liking' or sharing things (like photos, opinions, comments, news stories, links to other content etc). Which, if any, of these social media sites/ apps do you use? [MULTI]

do you use? [MULTI]		Female 16-17	NET: Male 8-12	NET: Female 8-12	NET: Male 13-17	NET: Female 13-17	NET: Urban	Rural	Full time
	% within column	5%↓	38% ↑	33% ↑	6%↓	4%↓	20%	26%	17%↓
I do not use any	N Count	91	223 ↑	182 †	35↓	21↓	393	62	222↓
of these	Column Comparisons		-	-	-	-			
	% within column	27% ↑	7%↓	14%	12%	27% ↑	15%	13%	16%
Pinterest	N Count	53 ↑	39↓	75	69	145 ↑	294	32	212
	Column Comparisons	abcdeg	-	-	-	-			d
	% within column	16%	9%↓	7%↓	23% ↑	14%	14% †	7%↓	17% ↑
X/ Twitter	N Count	32	55↓	37↓	129 †	75	277 ↑	18↓	232↑
	Column Comparisons	b c d	-	-	-	-	b		b d
	% within column	9%	6%	5%↓	12% †	8%	9% ↑	3%↓	11% ↑
Reddit	N Count	18	34	30↓	71 †	46	171 ↑	81	144 ↑
	Column Comparisons		-	-	-	-	b		b d
	% within column	7%	4%	3%↓	8%1	7%	6%	4%	8% ↑
Threads	N Count	13	24	19↓	44 ↑	39	115	10	104 ↑
	Column Comparisons		-	-	-	-			b c d
BeReal	% within column	11% ↑	2%↓	2%↓	4%	9% ↑	4%	3%	5% ↑
	N Count	22 ↑	13↓	12↓	22	47↑	86	7	70 †
	Column Comparisons	abcdeg	-	-	-	-			d
	% within column	3%	4%	3%	3%	2%	3%	6%	2%↓
I use other social		7	23	19	18	12	58	14	32↓
media sites/apps	Column Comparisons		-	-	-	-		а	

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2096 (96%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

SM1a - We're now interested i
your use of sites / apps for
'social media' - so doing things
like 'following' friends, people
or organisations, reading,
'liking' or sharing things (like
photos, opinions, comments,
news stories, links to other
content etc). Which, if any, of

these social media sites/ apps

BANNER

D3 - Social grade

NET: Not working/

Working status

ا دمیرینمی آ	NALII TI]	5		I	4.5	64	60	55	NIET ADGA
do you use? [Part time	Student	retired	AB	C1	C2	DE	NET: ABC1
I do not uso any	% within column	26% ↑	11%↓	32% †	19%	24%	20%	19%	21%
I do not use any of these	N Count	112 ↑	13↓	96 ↑	116	138	98	103	254
or these	Column Comparisons	ас		ас					-
	% within column	15%	17%	9%↓	18% ↑	16%	14%	10%↓	17% ↑
Pinterest	N Count	62	19	29↓	113↑	91	70	52↓	204 ↑
	Column Comparisons				d	d			-
	% within column	5%↓	19%	7%↓	22% ↑	10%↓	10%	9%↓	16% ↑
X/ Twitter	N Count	20↓	21	20↓	137 ↑	58↓	50	50↓	195 ↑
	Column Comparisons		b d		b c d				-
	% within column	3%↓	10%	4%↓	13% ↑	7%	5%	5%↓	10% ↑
Reddit	N Count	12↓	11	12↓	83 ↑	41	26	28↓	124 ↑
	Column Comparisons		b d		b c d				-
	% within column	3%↓	2%	2%↓	10% ↑	5%	5%	2%↓	7% ↑
Threads	N Count	12↓	3	6↓	60↑	27	26	12↓	881
	Column Comparisons				b c d		d		-
	% within column	3%	4%	1%↓	7% ↑	2%↓	6%	2%↓	5%
BeReal	N Count	14	5	4↓	43↑	12↓	27	11↓	55
	Column Comparisons				b d		b d		-
Lucia attanzantat	% within column	4%	3%	5%	3%	5%	2%	3%	4%
I use other social		16	4	15	19	27	12	14	45
media sites/apps	Column Comparisons								

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2096 (96%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 18 of 42

SM1a - We're now interested in your use of sites / apps for 'social media' - so doing things like 'following' friends, people or organisations, reading, 'liking' or sharing things (like photos, opinions, comments, news stories, links to other content etc). Which, if any, of these social media sites/ apps do you use? [MULTI]

% within column

		BANNER	
D3 - Social grade	Financial wellbeing	Ethnicity	Child identified need/ impacting
9	ğ	,	condition

NIET. All other

these social h	icula sites/ apps						NET: All other			
do you use? [MULTI]	NET: C2DE	Doing well	Getting by	Struggling	White British	Ethnicities	Neurodiversity	Mental Health	
Lala makima amir	% within column	20%	15%↓	23%↑	20%	20%	21%	28%↑	6%↓	
I do not use any of these	N Count	201	59↓	264 †	130	354	93	54 ↑	7↓	
or triese	Column Comparisons	-		a				b		
	% within column	12%↓	21% ↑	13%↓	14%	14%	17%	9%	23% ↑	
Pinterest	N Count	122↓	84 ↑	145↓	93	245	76	18	25 ↑	
	Column Comparisons	-	b c						a d	
	% within column	10%↓	25% ↑	11%↓	11%↓	14%	12%	8%↓	14%	
X/ Twitter	N Count	100↓	97 ↑	128↓	69↓	239	54	15↓	16	
	Column Comparisons	-	b c							
	% within column	5%↓	15% ↑	7%	6%	8%	7%	5%	6%	
Reddit	N Count	54↓	59 ↑	79	41	144	31	9	7	
	Column Comparisons	- b c								
	% within column	4%↓	11% ↑	5%	4%	5%	8%	2%	6%	
Threads	N Count	37↓	42 ↑	55	29	91	34	4	6	
	Column Comparisons	-	b c							
	% within column	4%	7% ↑	4%	4%	5%	2%	3%	3%	
BeReal	N Count	38	26 ↑	43	23	80	11	5	3	
	Column Comparisons	-	b c			b				
Luca athar social	% within column	3%	2%	4%	3%	4%	2%	7% ↑	6%	
I use other social media sites/apps	N COUNT	26	8	41	20	61	9	14 ↑	6	
media sites/apps	Column Comparisons	-						d		

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2096 (96%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 19 of 42

SM1a - We're	now interested in				BAN	INER			
-	your use of sites / apps for 'social media' - so doing things		Child identified need/ impacting condition		Disability/ Condition in HH		Care Plan (EHCP)	Benefits	
or organisatio	g' friends, people ons, reading, ring things (like								
photos, opini news stories,	ons, comments, links to other								
•	Which, if any, of								
these social n do you use? [nedia sites/ apps MULTI]	NET: Identified need/ condition	NET: No identified need/ condition	NET: Yes	No	Has an EHCP	Don't have an EHCP	NET: Household receives Benefits	No Benefits
•	% within column	17%	21%	4%	5%	21%	21%	16%↓	24%↑
I do not use any	N Count	81	367	9	41	32	423	151↓	288 ↑
of these	Column Comparisons	-	b						а
Pinterest	% within column	13%	15%	18%	20%	15%	15%	15%	14%
	N Count	61	260	43	157	24	302	137	167
	Column Comparisons	-	а						
	% within column	14%	13%	20%	19%	20% ↑	13%↓	14%	13%
X/ Twitter	N Count	64	228	46	151	31 ↑	264↓	131	156
	Column Comparisons	-				b			
	% within column	8%	8%	10%	11%	8%	8%	8%	8%
Reddit	N Count	36	140	24	88	13	166	73	99
	Column Comparisons	-							
	% within column	6%	6%	8%	8%	7%	6%	6%	6%
Threads	N Count	26	99	19	62	11	115	56	66
	Column Comparisons	-							
	% within column	6%	4%	9%	6%	6%	4%	5% ↑	4%
BeReal	N Count	28	63	21	45	9	84	49 ↑	42
	Column Comparisons	-						b	
I use other social	% within column	5%1	3%↓	4%	2%	7%↑	3%↓	3%	3%
media sites/apps	N (Olint	231	46↓	9	18	10 ↑	61↓	30	38
ilieula sites/apps	Column Comparisons	-				b			

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 20 of 42

SM1a - We're now interested in
your use of sites / apps for
'social media' - so doing things
like 'following' friends, people
or organisations, reading,
'liking' or sharing things (like
photos, opinions, comments,
news stories, links to other
content etc). Which, if any, of
these social media sites/ apps
do you use? [MULTI]

BANNER

Parental Controls Parental Concern Time Spent Online (Weekday)

these social n	nedia sites/ apps	NET: Has Parental				NET: Moderately/			
do you use? [MULTI]	Controls	No Controls	Not Concerned	A little Concerned	Very Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs
	% within column	21%	17%	26% †	19%	12%↓	35%↑	14%↓	4%↓
I do not use any of these	N Count	387	58	273 †	103	75↓	302 ↑	135↓	11↓
or triese	Column Comparisons			b c	С		b c d	c d	
	% within column	15%	17%	12%↓	14%	20% ↑	11%↓	15%	21% ↑
Pinterest	N Count	269	57	121↓	79	122 ↑	95↓	141	58 ↑
	Column Comparisons					a b		а	a b
	% within column	13%	12%	8%↓	15%	21% ↑	8%↓	14%	22% ↑
X/ Twitter	N Count	248	42	89↓	80	124 ↑	69↓	136	62 ↑
	Column Comparisons				а	a b		а	a b
	% within column	8%	7%	5%↓	9%	13% ↑	4%↓	9%	17% ↑
Reddit	N Count	155	24	55↓	47	76↑	38↓	81	47 †
	Column Comparisons				a	a b		а	a b
	% within column	6% ↑	3%↓	3%↓	7%	9% ↑	3%↓	6%	9% ↑
Threads	N Count	115 ↑	10↓	33↓	37	55 ↑	28↓	55	26 ↑
	Column Comparisons	b			а	a		а	a b
	% within column	4%	6%	3%	4%	6%	1%↓	4%	12% ↑
BeReal	N Count	74	19	35	23	34	12↓	38	33 ↑
	Column Comparisons							а	a b
	% within column	3%	2%	4%	3%	2%	4%	2%	4%
I use other socia	NICOLINT	63	8	39	18	14	32	22	12
media sites/apps	Column Comparisons								

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2096 (96%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 21 of 42

SM1a - We're now interested in your use of sites / apps for 'social media' - so doing things like 'following' friends, people or organisations, reading, 'liking' or sharing things (like photos, opinions, comments, news stories, links to other content etc). Which, if any, of these social media sites/ apps do you use? [MULTI]

BANNER

Time Spent Online (Weekend)

Spent Money

Bought something on either Social Media, or while

do you use? [MULTI]	6+ hrs	NET: 5+ Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6 hrs	NET: 5+ Hours	gaming
I da satura assur	% within column	2%↓	4%↓	34%↑	25% ↑	16%↓	11%↓	14%↓	14%↓
I do not use any	N Count	2↓	14↓	100 ↑	194 †	102↓	52↓	154↓	175↓
of these	Column Comparisons		-	b c d	c d	d		-	
	% within column	27% ↑	23% ↑	11%	12%↓	16%	19% ↑	18% ↑	18% ↑
Pinterest	N Count	28 ↑	86 †	33	93↓	100	96 ↑	196 ↑	230 ↑
	Column Comparisons	a b	-				a b	-	е
	% within column	26% ↑	23% ↑	11%	12%	14%	16% ↑	15% ↑	19% ↑
,	N Count	26 ↑	881	31	92	89	81 †	170 ↑	240 †
	Column Comparisons	a b	-					-	е
	% within column	13%	16% ↑	5%	6%	9%	12% ↑	10%↑	12% ↑
	N Count	13	60 †	15	51	56	58 †	113 ↑	156 ↑
	Column Comparisons	а	-				a b	-	е
	% within column	16% ↑	11% ↑	5%	5%	5%	8% ↑	7%	8% ↑
Threads	N Count	17 ↑	42 ↑	15	36	34	41 ↑	75	101 ↑
	Column Comparisons	аbс	-				b	-	е
	% within column	10% ↑	11% ↑	2%↓	3%	5%	6% ↑	6% ↑	6% ↑
BeReal	N Count	10 ↑	43 ↑	5↓	24	33	30 ↑	64 ↑	71↑
	Column Comparisons	a b	-			а	a b	-	е
1	% within column	4%	4%	4%	3%	3%	4%	3%	2%↓
I use other social		4	16	13	21	17	20	36	30↓
media sites/apps	Column Comparisons		_					_	

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2096 (96%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Time Spent Online (Weekday)

Part 22 of 42

SM1a - We're now interested in		BANNER				
your use of sites / apps for	Spent Money	SM purchase category				
'social media' - so doing things						

'liking' or sharing things (like photos, opinions, comments, news stories, links to other content etc). Which, if any, of these social media sites/ apps do you use? [MULTI]

% within column

like 'following' friends, people

or organisations, reading,

these social n	nedia sites/ apps	Bought something	Bought something B	ought something N	lot bought from			Subscription/	
do you use? [MULTI]	on social media	while Gaming	from both	either	Product	Activity	Upgrade	NET: Gift
1 4 +	% within column	6%↓	14%↓	5%↓	30%↑	5%	1%↓	2%↓	4%
I do not use any of these	N Count	47↓	160↓	32↓	280 ↑	20	1↓	5↓	7
or triese	Column Comparisons		b		a b c d				
	% within column	24% ↑	17% ↑	24% ↑	10%↓	27%	37% ↑	30%	27%
Pinterest	N Count	187 ↑	188 ↑	144 ↑	96↓	116	57 ↑	64	43
	Column Comparisons	c e	е	е					
	% within column	22% ↑	20% ↑	25% ↑	6%↓	23%	40%↑	34%↑	33% ↑
X/ Twitter	N Count	170 ↑	223 ↑	153 ↑	55↓	98	61 ↑	73 ↑	53 ↑
	Column Comparisons	e	е	е			а		
	% within column	14% ↑	13% ↑	17% ↑	2%↓	16%	27% ↑	19% ↑	26% ↑
Reddit	N Count	110 ↑	148 †	102 ↑	23↓	70	42 ↑	41↑	41 ↑
	Column Comparisons	е	е	е					
	% within column	11% ↑	8% ↑	13% ↑	3%↓	10%	21% ↑	18% ↑	18% ↑
Threads	N Count	86 ↑	94 ↑	79 ↑	24↓	44	32 ↑	39 ↑	28 ↑
	Column Comparisons	e	е	е			а	а	
	% within column	9% ↑	6% ↑	10% ↑	2%↓	9%	13% ↑	13%↑	15% ↑
BeReal	N Count	65 ↑	63 †	57↑	22↓	40	21 ↑	28 ↑	24 ↑
	Column Comparisons	c e	е	е					
	% within column	2%	2%↓	2%	4% ↑	3%	2%	2%	1%
I use other social media sites/apps		19	24↓	12	41 ↑	11	4	4	2
sites/apps	Column Comparisons				a b c d				

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2096 (96%)

SM1a - We're now interested in
your use of sites / apps for
'social media' - so doing things
like 'following' friends, people
or organisations, reading,
'liking' or sharing things (like
photos, opinions, comments,
news stories, links to other
content etc). Which, if any, of
these social media sites/ apps
do you use? [MULTI]

BANNER

Feelings about SM purchase Gaming Method

•	Which, if any, of						Desktop		
	nedia sites/ apps	Regret things I buy Wh	at I buy is good I s	spend more than		Games console or	computer, laptop	Mobile phone or	
do you use? [MULTI]	online	value	I should	I like the feeling	games player	or netbook	smartphone	Tablet
	% within column	2%↓	4%↓	2%↓	5%↓	21%	19%	14%↓	29% ↑
I do not use any of these	N Count	8↓	25↓	81	28↓	278	107	180↓	231 ↑
or triese	Column Comparisons					С	С		a b c
	% within column	26% ↑	25% ↑	27% ↑	25% ↑	13%↓	20%↑	19% ↑	15%
Pinterest	N Count	81 ↑	138 ↑	102 ↑	140 ↑	172↓	113↑	244 ↑	120
	Column Comparisons						a d	a d	
	% within column	27%↑	25% ↑	27% ↑	25% ↑	14%	18%↑	15% ↑	13%
, , , , , , , , , , , , , , , , , , , ,	N Count	85 ↑	138 ↑	101 ↑	143 ↑	192	104 ↑	198 ↑	103
	Column Comparisons						d	d	
	% within column	18% ↑	14% ↑	19% ↑	15% ↑	9% ↑	13%↑	10%↑	8%
Reddit	N Count	55 ↑	80 ↑	72 ↑	86 ↑	126 ↑	76 ↑	127 ↑	59
	Column Comparisons			b			d	d	
	% within column	13% ↑	14% ↑	14% ↑	12% ↑	6%	9% ↑	7% ↑	7%
Threads	N Count	42 ↑	78 ↑	54 ↑	66 ↑	81	49 ↑	93 ↑	53
	Column Comparisons		a d						
	% within column	10%↑	10% ↑	11% ↑	10% ↑	4%	6% ↑	5% ↑	5%
BeReal	N Count	31 ↑	54 ↑	42 ↑	59 ↑	50	33↑	70↑	37
	Column Comparisons							a	
I use other social	% within column	1%	2%	2%	2%	3%	4%	3%	5% ↑
media sites/apps	N COUNT	4	13	9	12	44	24	35	35 ↑
apps	Column Comparisons								С

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2096 (96%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 24 of 42

BANNER SM1a - We're now interested in your use of sites / apps for **Gaming Method Gaming Type** 'social media' - so doing things like 'following' friends, people or organisations, reading, 'liking' or sharing things (like photos, opinions, comments, news stories, links to other content etc). Which, if any, of Playing against these social media sites/ apps multiple people/ Playing in a virtual Playing against Creative and do you use? [MULTI] NET: Any Gaming Puzzles or quizzes Action/ adventure Shooters one other person teams building games worlds % within column 20% 17%↓ 23% 8%↓ 10%↓ 18%↓ 27%[†] 18% I do not use any N Count 434 107↓ 169 45↓ 37↓ 144↓ 3081 103 of these Column Comparisons c d acdeghjk c d abcdeghijkl c d % within column 15% 24%**†** 17% 17% 21% 15% 15% 23% N Count 315 154**†** 93 831 125**† Pinterest** 122 126 167 Column Comparisons bcefi j bcefi % within column 14% 15% 19%**†** 26% 24%[†] 16%[†] 11%↓ 18%**†** N Count 291 100 140**†** 144**†** 931 129**†** 124↓ 991 X/ Twitter Column Comparisons a f l abefgijl aefl f f % within column 8% 11% 14%**†** 17%**†** 17%**†** 11% 8% 13%[†] Reddit N Count 177 73**†** 106**†** 961 661 89**†** 97 711 f Column Comparisons aefl aefgil fΙ 5%↓ % within column 6% 9%1 8%1 11%**†** 12%**† 7%** 8%1 N Count 125 56**†** 59**†** 59**†** 47**†** 611 52↓ 47**†** Threads

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2096 (96%)

5%

40

3%

21

f

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

f

6%**†**

41**†**

3%

19

4%

91

3%

70

Column Comparisons % within column

Column Comparisons % within column

Column Comparisons

N Count

N Count

BeReal

I use other social

media sites/apps

Part 25 of 42

f

7%

38**†**

3%

17

5%

52

4%

46

f

5%

30

3%

17

f

8%1

311

4%

15

f

5%

43

3%

25

SM1a - We're now interested in your use of sites / apps for 'social media' - so doing things like 'following' friends, people or organisations, reading, 'liking' or sharing things (like photos, opinions, comments, news stories, links to other content etc). Which, if any, of these social media sites/ apps

BANNER

Gaming Type Gaming Frequency

NET: Playing Simulation against other

do you use? [MULTI]	experience	Fitness and dance	Sports	Interactive stories	Makeovers	people	NET: Daily	Weekly
l da	% within column	13%	16%	16%↓	10%↓	14%↓	16%↓	19%↓	25% ↑
I do not use any of these	N Count	31	44	117↓	20↓	36↓	167↓	300↓	116 †
or triese	Column Comparisons	С	c d	С		С	-		а
	% within column	22%1	25% ↑	14%	26% ↑	28% ↑	16%	14%	16%
Pinterest	N Count	551	↑ 71 ↑	99	53 ↑	70↑	165	225	75
	Column Comparisons		e f j		fj	bcefj	-		
X/ Twitter	% within column	25%1	22%†	20%	25% ↑	16%	17% ↑	15% ↑	11%
	N Count	621	61	149 †	52 ↑	39	171 †	237 †	50
	Column Comparisons	a e f l	a f l	aefgl	a f l		-	b	
	% within column	18%1	16%↑	12% †	20% ↑	12% †	11% †	9% ↑	6%
Reddit	N Count	461	↑ 45 ↑	89 †	42 ↑	30 ↑	114 †	147 †	30
	Column Comparisons	fl	f	f	a f l		-		
	% within column	14%1	12%↑	9% ↑	13% ↑	10% †	8% ↑	7% ↑	4%
Threads	N Count	341	↑ 34 ↑	65 †	26 ↑	26 ↑	78 ↑	104 ↑	18
	Column Comparisons	f	f	f	f		-	b	
	% within column	8%1	1 0% ↑	5%	10% ↑	8% ↑	5% ↑	5%	3%
BeReal	N Count	201	↑ 28 ↑	37	21 ↑	21 ↑	55 ↑	74	13
	Column Comparisons						-		
	% within column	5%	3%	3%	4%	3%	3%	3%	3%
I use other social		13	8	20	9	8	29	51	16
media sites/apps	Column Comparisons						-		

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2096 (96%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 26 of 42

SM1a - We're now interested in your use of sites / apps for 'social media' - so doing things like 'following' friends, people or organisations, reading, 'liking' or sharing things (like photos, opinions, comments, news stories, links to other content etc). Which, if any, of these social media sites / apps

NET: Character,

BANNER

Gaming Purchase Type

these social media sites/ apps		skins, weapons,	NET: Game	Loot boxes/ packs/		A standard version	E	arly access to a	
do you use? [MULTI]	armour, tools	expansion	chests/ bundles	In-game money	of the game	A subscription	game	Battle Pass
	% within column	15%	7%-	₩ 6%↓	21%	8%	10%↓	4%↓	13%
I do not use any of these	N Count	81	17-	91	95 ↑	11	30↓	5↓	28
or triese	Column Comparisons	b f g			abcefgh				g
	% within column	18%	24%1	23%	15%	21%	19%	31% †	21%
Pinterest	N Count	95	561	34	68	31	59	38 ↑	43
	Column Comparisons							d	
	% within column	24% ↑	30%1	26%	16%↓	28% ↑	28% ↑	37% ↑	30% ↑
X/ Twitter	N Count	127 ↑	711	39	74↓	41 ↑	83 ↑	46 ↑	62 ↑
	Column Comparisons	d	d			d	d	d	d
	% within column	17%↑	22%1	19% ↑	13%	19% ↑	21% ↑	27% ↑	21% ↑
Reddit	N Count	90 ↑	531	29↑	56	28 ↑	64↑	331	43 ↑
	Column Comparisons	d	d				d	d	d
	% within column	12% ↑	12%1	12%	9%	13% ↑	14% ↑	17% ↑	16% ↑
Threads	N Count	64 ↑	291	19	39	19 ↑	41↑	21 ↑	32 ↑
	Column Comparisons								
	% within column	7%	13%1	10%↑	7%	10% ↑	7%	17% ↑	12% ↑
BeReal	N Count	36	301	15↑	30	15 ↑	22	21 ↑	24 ↑
	Column Comparisons							f	
Luca athar sacial	% within column	2%	3%	2%	2%	1%	3%	1%	2%
I use other social media sites/apps	N COUNT	11	7	3	11	1	10	2	3
ilieula sites/apps	Column Comparisons								

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2096 (96%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 27 of 42

SM1a - We're now interested in your use of sites / apps for 'social media' - so doing things like 'following' friends, people or organisations, reading, 'liking' or sharing things (like photos, opinions, comments, news stories, links to other content etc). Which, if any, of these social media sites/ apps

BANNER

Feelings about Gaming Purchase

It's unfair that

It's not always

content etc).	content etc). Which, if any, of					noonlo who crond	clear what I'm
these social m	nedia sites/ apps	Regret things I huv	What I buy is good	I spend more than		people who spend more, get further	clear what I'm going to get for my
do you use? [MULTI]	online	value	I should			money in games
	% within column	8%↓	15%↓	8%↓	15%↓	13%	11%↓
I do not use any of these	N Count	28↓	115↓	35↓	105↓	901	50↓
or triese	Column Comparisons		ас		С		
	% within column	21% †	17% †	20% ↑	19% †	16%	19% ↑
Pinterest	N Count	74 1	135 †	90↑	134 †	115	87 †
	Column Comparisons						
	% within column	26% ↑	22%1	25% ↑	22%1	20%1	22%1
X/ Twitter	N Count	89 1	168 †	1111	160 †	141 1	1001
	Column Comparisons						
	% within column	16% †	14% †	17% ↑	15% †	14%1	14%
Reddit	N Count	56 †	110 †	77↑	107 †	1011	651
	Column Comparisons						
	% within column	14% †	9% ↑	12% ↑	10% †	9%1	12%†
Threads	N Count	48 1	70 1	53 ↑	73 †	631	52 †
	Column Comparisons						
	% within column	8%1	7% ↑	9% ↑	7% ↑	6% 1	8%1
BeReal	N Count	29 ↑	50 †	42↑	48 1	45 1	35↑
	Column Comparisons						
Luca athar casial	% within column	1%↓	2%	2%	2%↓	2%	1%↓
I use other social media sites/apps	IN COLINE	2↓	19	8	13↓	17	6↓
ilieula sites/apps	Column Comparisons						

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2096 (96%)

SM1a - We	e're now interested in				BANNI	ER			
your use o	of sites / apps for		Gender of child	respondent		Age	of child respondent		
=	dia' - so doing things						'		
	wing' friends, people								
	ations, reading,								
_	sharing things (like								
_									
	pinions, comments,								
	es, links to other								
	c). Which, if any, of								
	al media sites/ apps								
do you use	e? [MULTI]	Total	Male	Female	8-9	10-12	13-15	16-17	NET: 8-12
	% within column	3%	3%	3%	3%	2%	3%	3%	3%
Tumblr	N Count	62	35	27	14	15	23	11	29
	Column Comparisons	-							-
	% within column	2%	2%	2%	3%	2%	2%	1%	2%
Wink	N Count	38	18	21	12	13	10	3	25
	Column Comparisons	-							-
	% within column	2%	2%	2%	2%	2%	1%	1%	2%
Amino	N Count	35	18	18	10	12	8	4	23
	Column Comparisons	-							-
	% within column	2%	2%	2%	2%	2%	1%	1%	2%
HiPal	N Count	34	18	17	9	14	7	4	24
	Column Comparisons	-							-
	% within column	1%	1%	2%	2%	2%	1%	1%	2%
Yubo	N Count	31	13	18	8	11	8	5	19
	Column Comparisons	-							-
	% within column	1%	1%	1%	1%	1%	0%	2%	1%
Don't know	N Count	21	8	14	5	7	3	7	12
	Column Comparisons	-							-
	% within column	78%	77%	80%	50%↓	72%↓	94% ↑	95% ↑	63%↓

859

221↓

494↓

642**†**

a b

 $Multiple\ comparison\ correction:\ False\ Discovery\ Rate\ (FDR);\ Column\ comparison\ symbols:\ a,\ b,\ c,\ d,\ e,\ f,\ g,\ h,\ i,\ j,\ k,\ l,\ m,\ n,\ o,\ p,\ q,\ r,\ s,\ t,\ u,\ v,\ w,\ x,\ y,\ z\ (p <= 0.05)$

878

1,738

NET: Any

N Count

Column Comparisons

Part 29 of 42

715↓

381**†**

a b

SM1a - We're now interested in your use of sites / apps for 'social media' - so doing things like 'following' friends, people or organisations, reading, 'liking' or sharing things (like photos, opinions, comments, news stories, links to other content etc). Which, if any, of these social media sites/ apps

Age of child

respondent

BANNER

Age and gender of child respondent

tilese socia	i ilieula sites/ apps								
do you use	? [MULTI]	NET: 13-17	Male 8-9	Female 8-9	Male 10-12	Female 10-12	Male 13-15	Female 13-15	Male 16-17
	% within column	3%	4%	2%	2%	2%	3%	4%	4%
Tumblr	N Count	33	9	5	8	7	10	13	8
	Column Comparisons	-							
	% within column	1%	3%	3%	2%	2%	1%	2%	0%
Wink	N Count	13	7	6	6	7	4	6	1
	Column Comparisons	-							
	% within column	1%	2%	2%	2%	2%	1%	1%	1%
Amino	N Count	12	5	5	6	7	5	3	2
	Column Comparisons	-							
	% within column	1%	2%	2%	2%	2%	1%	1%	1%
HiPal	N Count	11	5	4	8	6	2	4	2
	Column Comparisons	-							
	% within column	1%	2%	2%	1%	2%	1%	1%	1%
Yubo	N Count	13	4	5	3	8	4	4	3
	Column Comparisons	-							
	% within column	1%	0%	2%	1%	1%	0%	1%	2%
Don't know	N Count	9	0	5	3	5	0	3	5
	Column Comparisons	-							
	% within column	94% ↑	51%↓	49%↓	67%↓	76%	93% ↑	95% ↑	93% ↑
NET: Any	N Count	1,023 †	112↓	108↓	241↓	253	316 ↑	326 ↑	209 ↑
	Column Comparisons	-			a b	a b c	a b c d	a b c d	a b c d

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2096 (96%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 30 of 42

SM1a - We're now interested in	BANNER		
your use of sites / apps for	Age and gender of child respondent	Urban/ Rural	Working status
'social media' - so doing things			
like 'following' friends, people			

do you use? [MULTI] Female 16-17 NET: Male 8-12 NET: Female 8-12 NET: Male 13-17 NET: Female 13-17 NET: Urban Rural Full time % within column 1% 3% 2% 3% 3% 3% 1% **4%** N Count 3 17 12 18 15 59 3 **57** Tumblr b d Column Comparisons % within column 1% 2% 2% 1% 2% 2% 0% 3%↑ N Count 2 13 5 9 37 1 Wink 12 36**†** Column Comparisons b d % within column 1% 2% 2% 1% 1% 2% 1% 2%↑ N Count 2 11 12 7 5 33 2 311 Amino Column Comparisons % within column 1% 2% 2% 1% 1% 2% 1% 2%**†** HiPal N Count 3 13 10 7 31 3 32**†** Column Comparisons b d % within column 1% 1% 2% 1% 1% 1% 1% **2%** N Count 2 6 12 7 6 29 2 29**†** Yubo d Column Comparisons % within column 1% 1% 2% 1% 1% 1% 1% 1% 5 Don't know N Count 2 3 9 5 19 2 11 Column Comparisons % within column 94% 61%↓ 65%↓ 93% 95% 79% 74% 82%1 190**†** 354↓ 362↓ 525**†** 510[†] 179 1,093 NET: Any N Count 1,559

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2096 (96%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

or organisations, reading, 'liking' or sharing things (like photos, opinions, comments, news stories, links to other content etc). Which, if any, of these social media sites/ apps

Column Comparisons

a b c d

Part 31 of 42

b d

SM1a - We're now interested in
your use of sites / apps for
'social media' - so doing things
like 'following' friends, people
or organisations, reading,
'liking' or sharing things (like
photos, opinions, comments,
news stories, links to other
content etc). Which, if any, of
these social media sites/ apps

BANNER

D3 - Social grade

these social	media sites/ apps		N	ET: Not working/							
do you use?	[MULTI]	Part time	Student	retired	AB	C1	C2	DE	NET: ABC1		
	% within column	0%↓	2%	1%↓	5% ↑	1%↓	4%	1%↓	3%		
Tumblr	N Count	1↓	2	2↓	32 ↑	7↓	18	5↓	39		
	Column Comparisons				b d		b d		-		
	% within column	0%	1%	0%↓	3%↑	1%	2%	1%↓	2%		
Wink	N Count	2	1	01	19 ↑	7	10	3↓	25		
	Column Comparisons				d				-		
	% within column	1%	1%	0%↓	3% ↑	1%	2%	1%	2%		
Amino	N Count	4	1	01	19 ↑	4	8	4	24		
	Column Comparisons		b d								
	% within column	0%	1%	0%	3%↑	1%	1%	1%	2%		
HiPal	N Count	1	1	1	21 ↑	5	4	5	26		
	Column Comparisons	b c d							-		
	% within column	0%	1%	0%↓	3%↑	1%	1%	1%	2%		
Yubo	N Count	1	1	0↓	19 ↑	4	5	4	22		
	Column Comparisons				b d				-		
	% within column	1%	0%	2%	0%	1%	1%	2% ↑	1%		
Don't know	N Count	4	0	7	3	5	3	10 ↑	8		
	Column Comparisons								-		
	% within column	73%↓	89% †	66%↓	81%	75%	79%	79%	78%		
NET: Any	N Count	310↓	99 ↑	202↓	503	436	385	413	940		
	Column Comparisons		b d						-		

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2096 (96%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Working status

Part 32 of 42

		BANNER		
D3 - Social grade	Financial wellbeing	Eth	nnicity	Child identified need/impacting condition

tnese socia	i media sites/ apps						NET: All other		
do you use?	? [MULTI]	NET: C2DE	Doing well	Getting by	Struggling	White British	Ethnicities	Neurodiversity	Mental Health
	% within column	2%	8% ↑	1%↓	2%	3%	2%	0%↓	3%
Tumblr	N Count	23	33↑	17↓	13	51	10	01	4
	Column Comparisons	-	b c						а
	% within column	1%	4% ↑	1%	1%	2%	2%	0%	2%
Wink	N Count	13	17 ↑	15	6	29	9	1	2
	Column Comparisons	-	b c						
	% within column	1%	5% ↑	1%↓	2%	1%	2%	1%	2%
Amino	N Count	12	19 ↑	7↓	10	25	9	2	2
	Column Comparisons	-	b c						
	% within column	1%	5% ↑	1%↓	0%↓	1%	2%	1%	0%
HiPal	N Count	9	21 ↑	11↓	3↓	24	9	1	0
	Column Comparisons	-	b c						
	% within column	1%	5% ↑	1%	0%↓	2%	1%	0%	1%
Yubo	N Count	9	19 ↑	10	2↓	27	4	1	1
	Column Comparisons	-	b c						
	% within column	1%	1%	1%	1%	1%	2%	2%	1%
Don't know	N Count	13	3	9	8	14	7	4	1
	Column Comparisons	-							
	% within column	79%	84% †	76%↓	79%	79%	78%	70%↓	93% ↑
NET: Any	N Count	798	333 ↑	872↓	514	1,362	348	136↓	100 ↑
	Column Comparisons	-	b c						a d

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2096 (96%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 33 of 42

SM1a - We'	re now interested in				BAN	INER			
your use of sites / apps for 'social media' - so doing things			need/ impacting dition	Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits	
like 'follow or organisa	ring' friends, people tions, reading,								
_	naring things (like nions, comments,								
news storie	s, links to other								
). Which, if any, of I media sites/apps						5 1.1		
do you use?		NET: Identified need/ condition	NET: No identified need/ condition	NET: Yes	No	Has an EHCP	Don't have an EHCP	NET: Household receives Benefits	No Benefits
	% within column	4%	3%	5%	3%	4%	3%	3%	2%
Tumblr	N Count	18	43	11	22	6	56	32	30
	Column Comparisons	-	а						
	% within column	3%	2%	2%	1%	4%	2%	2%	1%
Wink	N Count	12	26	4	9	6	33	21	16
	Column Comparisons	-				b			
	% within column	3%	1%	1%	1%	3%	1%	2% ↑	1%↓
Amino	N Count	12	23	2	8	5	30	211	12↓
	Column Comparisons	-				b		b	
	% within column	2%	1%	1%	1%	2%	1%	2%	1%
HiPal	N Count	9	24	3	6	4	30	18	14
	Column Comparisons	-							
	% within column	3%1	1%↓	2%	1%	4%↑	1%↓	2%	1%
Yubo	N Count	121	19↓	5	8	71	24↓	17	13
	Column Comparisons	-				b			
	% within column	2%	1%	2% ↑	0%↓	1%	1%	1%	1%
Don't know	N Count	8	13	5 ↑	1↓	2	20	12	7
	Column Comparisons	-		b					
	% within column	81%	78%	94%	95%	78%	78%	82% †	75%↓
NET: Any	N Count	384	1,330	220	749	124	1,614	751↑	900↓
-	Column Comparisons	-	a					b	

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 34 of 42

SM1a - We're now interested in
your use of sites / apps for
'social media' - so doing things
like 'following' friends, people
or organisations, reading,
'liking' or sharing things (like
photos, opinions, comments,
news stories, links to other
content etc). Which, if any, of
these social media sites/ apps
do vou use? [MULTI]

Parental Controls Parental Concern Time Spent Online (Weekday)

BANNER

these social	I media sites/ apps	NET: Has Parental				NET: Moderately/			
do you use?	? [MULTI]	Controls	No Controls	Not Concerned	A little Concerned	Very Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs
	% within column	3%✝	1%↓	1%↓	2%	7% ↑	1%↓	3%	8%↑
Tumblr	N Count	60 †	2↓	10↓	10	40 ↑	7↓	26	23 ↑
	Column Comparisons	b				a b		а	a b
	% within column	2%	0%	1%↓	2%	4% ↑	1%	2%	4% ↑
Wink	N Count	37	2	61	8	23 ↑	8	18	11↑
	Column Comparisons	b				a b			а
	% within column	2%	0%	0%↓	1%	4% ↑	1%↓	2%	3% ↑
Amino	N Count	34	1	3↓	6	26 ↑	6↓	18	9 ↑
	Column Comparisons				a	a b		а	а
	% within column	2%	0%	1%↓	2%	3% ↑	1%	1%	3% ↑
HiPal	N Count	33	1	61	10	17 ↑	9	13	9 ↑
	Column Comparisons				а	a			а
	% within column	2%	0%	1%↓	1%	3% ↑	0%↓	1%	5% ↑
Yubo	N Count	30	1	5↓	6	20 ↑	4↓	12	13 ↑
	Column Comparisons					a b			a b
	% within column	1%	0%	0%	1%	1%	1%	1%	0%
Don't know	N Count	18	0	5	6	7	7	7	1
	Column Comparisons								
	% within column	78%	83%	73%↓	80%	86% †	65%↓	85% ↑	96% ↑
NET: Any	N Count	1,448	278	767↓	439	519 ↑	564↓	796↑	266 ↑
•	Column Comparisons				а	a h		а	a h

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2096 (96%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 35 of 42

SM1a - We're now interested in your use of sites / apps for 'social media' - so doing things like 'following' friends, people or organisations, reading, 'liking' or sharing things (like photos, opinions, comments, news stories, links to other content etc). Which, if any, of these social media sites/ apps do you use? [MULTI]

BANNER

Time Spent Online (Weekend)

Spent Money

Bought something on either Social Media, or while

	, II								vicula, or writie
do you use?	? [MULTI]	6+ hrs	NET: 5+ Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6 hrs	NET: 5+ Hours	gaming
	% within column	6%	8% ↑	1%	2%	4%	3%	4% ↑	4% ↑
Tumblr	N Count	6	29 ↑	4	18	24	17	41 ↑	57 ↑
	Column Comparisons	a	-					-	е
	% within column	1%	3% ↑	2%	1%	2%	2%	2%	3% ↑
Wink	N Count	1	13 ↑	6	11	13	8	22	35 ↑
	Column Comparisons		-					-	е
	% within column	2%	3% ↑	1%	2%	2%	0%↓	1%	2% ↑
Amino	N Count	2	11 ↑	4	16	14	1↓	15	32 ↑
	Column Comparisons		-	d	d	d		-	е
	% within column	4%	3% ↑	2%	1%	2%	2%	2%	2% ↑
HiPal	N Count	4	13 ↑	5	10	10	8	18	28 ↑
	Column Comparisons	a	-					-	е
	% within column	3%	4% ↑	1%	1%	2%	2%	2%	2% ↑
Yubo	N Count	3	15 ↑	2	9	11	9	21	27 ↑
	Column Comparisons	a	-					-	е
	% within column	1%	1%	1%	1%	1%	1%	1%	1%
Don't know	N Count	1	2	3	5	3	6	10	12
	Column Comparisons		-					-	
	% within column	96% ↑	96% ↑	65%↓	75%↓	83%🕇	88% ↑	85% ↑	86% ↑
NET: Any	N Count	98 ↑	364 †	188↓	586↓	517 ↑	434 ↑	950 ↑	1,102 †
	Column Comparisons	a b	-		a	a b	a b c	-	е

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2096 (96%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Time Spent Online (Weekday)

Part 36 of 42

SM1a - We're now interested in		BANNER
your use of sites / apps for	Spent Money	SM purchase category
'social media' - so doing things		

photos, opinions, comments, news stories, links to other content etc). Which, if any, of these social media sites/ apps do you use? [MULTI]

Column Comparisons

c e

like 'following' friends, people

or organisations, reading, 'liking' or sharing things (like

Bought something Bought something Not bought from Subscription/ on social media while Gaming from both either **Product** Activity Upgrade NET: Gift % within column 6%**†** 5%↑ 8%1 1%↓ 7% 17%**†** 13%**†** 13%**†** 5↓ N Count 50**†** 55**†** 48**†** 28 261 29**†** 211 Tumblr Column Comparisons e е e а а 0%↓ % within column 3%↑ 5%**†** 4% **7%** 13%[†] 4%**†** 9%1 N Count 33**†** 31 3↓ 211 Wink 33**†** 19 15**†** 16**†** Column Comparisons e е e а % within column 4%**†** 3%↑ 5%**†** 0%↓ 4% 11% 9%1 10% N Count 30**†** 32**†** 30**†** 3↓ 15 17**†** 19**†** 16**†** Amino Column Comparisons e е e а а а % within column 4%**†** 3%↑ 4%**†** 1%↓ 4% **7%** 6%**†** 11% HiPal N Count 27**†** 28**†** 27**†** 6↓ 17 111 13**†** 17**†** Column Comparisons e e e 0%↓ % within column **4%** 2%1 **5%↑** 3% 8%1 8%1 11%**†** N Count 27**†** 27**†** 27**†** 4↓ 12 13**†** 18**† 17** Yubo Column Comparisons e e e а а а % within column 1% 1% 1% 1% 1% 2% 1% 3% 7 Don't know N Count 9 9 10 4 3 1 4 Column Comparisons % within column 93% 85%1 94%1 69%↓ 95% 97% 97% 1 93% 712**†** 955**†** 565**†** 636↓ 405 2101 NET: Any N Count 149**†** 148

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2096 (96%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

е

Part 37 of 42

SM1a - We're now interested in
your use of sites / apps for
'social media' - so doing things
like 'following' friends, people
or organisations, reading,
'liking' or sharing things (like
photos, opinions, comments,
news stories, links to other
content etc). Which, if any, of
these social media sites/ apps
do you use? [MIIITI]

BANNER

Feelings about SM purchase Gaming Method

	c). Which, it any, of						Desktop		
	l media sites/ apps	Regret things I buy Wh	nat I buy is good I sp	pend more than		Games console or	computer, laptop	Mobile phone or	
do you use?	? [MULTI]	online	value	I should	I like the feeling	games player	or netbook	smartphone	Tablet
	% within column	10% ↑	7% ↑	10% ↑	8% ↑	3%	5% ↑	3%	3%
Tumblr	N Count	32 †	39 ↑	40 1	43 ↑	39	29 ↑	44	24
	Column Comparisons								
	% within column	6% †	5% ↑	6% ↑	4% ↑	2%	4% ↑	2%	2%
Wink	N Count	20 ↑	30 ↑	22 ↑	25 ↑	20	22 ↑	27	15
	Column Comparisons						a c d		
	% within column	8% 1	5% ↑	6% ↑	5% ↑	2%	3%↑	2%	2%
Amino	N Count	24 †	27 ↑	231	26 ↑	20	15 ↑	23	13
	Column Comparisons								
	% within column	6% †	4% ↑	5% ↑	4% ↑	1%	3%↑	2%	2%
HiPal	N Count	19 ↑	22 ↑	20 ↑	211	17	19 ↑	24	15
	Column Comparisons	d					ас		
	% within column	6% †	4% ↑	6% 1	4% ↑	2%	3% ↑	2%	2%
Yubo	N Count	18 †	23 ↑	21 ↑	21 ↑	23	15 ↑	21	12
	Column Comparisons								
	% within column	1%	1%	2%	1%	0%↓	1%	1%	1%
Don't know	N Count	2	8	6	6	61	3	9	6
	Column Comparisons								
	% within column	97% †	94% ↑	96% ↑	94% ↑	79%	81%	86% ↑	70%↓
NET: Any	N Count	304 ↑	523 ↑	364 ↑	532 ↑	1,046	462	1,128 †	545↓
	Column Comparisons					d	d	a b d	

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2096 (96%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 38 of 42

BANNER SM1a - We're now interested in your use of sites / apps for **Gaming Method Gaming Type** 'social media' - so doing things like 'following' friends, people or organisations, reading, 'liking' or sharing things (like photos, opinions, comments, news stories, links to other content etc). Which, if any, of Playing against these social media sites/ apps Playing against multiple people/ Playing in a virtual Creative and do you use? [MULTI] NET: Any Gaming Puzzles or quizzes Action/ adventure Shooters one other person teams building games worlds % within column 3% **5%** 5%**†** 6%**†** 6%**†** 3% 3% 5%**†** N Count 62 33**†** 37**†** 30**†** 221 22 30 27**†** Tumblr e f e f e f Column Comparisons e % within column 4%**†** 2% 2% 3% 2% 3%**†** 3% 3% N Count 38 20 Wink 20**†** 19 15 14**†** 16 15 Column Comparisons % within column 2% 2% 2% 2% 3%1 2% 2% 2% N Count 35 13 15 13 13**†** 16 22 11 Amino Column Comparisons % within column 2% 2% 2%**†** 3%↑ 4%**†** 2% 1%↓ 2% HiPal N Count 34 16 18**†** 17**†** 15**†** 14 12↓ 10 f f f Column Comparisons % within column 1% **2%** 2% 2% 4%**†** 2% 1% **2%** N Count 30 Yubo 15**†** 16 12 15**†** 16 16 13**†** Column Comparisons % within column 1%↓ 1% 1% 1% 0% 0% 0% 0% 5 Don't know N Count 18↓ 6 5 1 4 5 2 Column Comparisons % within column 79%**†** 83%1 76% 91% 90% 82% 1 73%↓ 81%

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2096 (96%)

557

497**†**

abefghijl

349[†]

abefgil

675**†**

b f

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

b f

1,6891

NET: Any

N Count

Column Comparisons

537**†**

Part 39 of 42

b f

452

837↓

SM1a - We're now interested in your use of sites / apps for 'social media' - so doing things like 'following' friends, people or organisations, reading, 'liking' or sharing things (like photos, opinions, comments, news stories, links to other content etc). Which, if any, of

these social media sites/ apps

BANNER

Gaming Type Gaming Frequency

NET: Playing Simulation against other

do you use?	? [MULTI]	experience	Fitness and dance	Sports In	teractive stories	Makeovers	people	NET: Daily	Weekly
	% within column	8%	↑ 9% ↑	4% ↑	9%1	6% ↑	3%	3%	1%↓
Tumblr	N Count	19 ⁻	↑ 25 ↑	32 †	18 †	14 ↑	34	54	6 ↓
	Column Comparisons	e	e f		е		-	b	
	% within column	5%	↑ 6% ↑	2%	4% ↑	4% ↑	2%	2%	1%
Wink	N Count	13	↑ 16 ↑	18	9 ↑	9 ↑	21	34	4
	Column Comparisons		e f				-		
	% within column	3%	↑ 4% ↑	3% ↑	6% †	5% ↑	2%	2%	1%
Amino	N Count	9.	† 11 †	20 ↑	12 †	13 ↑	22	26	6
	Column Comparisons						-		
	% within column	5%	↑ 5% ↑	2%	5% ↑	3%	2%	2%	1%
HiPal	N Count	13	↑ 13 ↑	17	10 †	7	21	29	5
	Column Comparisons	e f g	fg	f	f		-		
	% within column	4%	↑ 4% ↑	2%	4% ↑	2%	2% ↑	2%	1%
Yubo	N Count	9.	↑ 12 ↑	14	81	4	21 ↑	26	3
	Column Comparisons		f				-		
	% within column	1%	1%	0%	1%	2%	0%	1%	1%
Don't know	N Count	3	3	2	2	5	5	11	3
	Column Comparisons						-		
	% within column	86%	1 83%	84% †	89% †	84%	83% †	81% ↑	74%↓
NET: Any	N Count	214	† 231	609 ↑	185 †	208	855 †	1,291 ↑	342↓
•	Column Comparisons	b f	f	b f	b f	f	_	b	

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2096 (96%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 40 of 42

SM1a - We're now interested in your use of sites / apps for 'social media' - so doing things like 'following' friends, people or organisations, reading, 'liking' or sharing things (like photos, opinions, comments, news stories, links to other content etc). Which, if any, of

NET: Character

BANNER

Gaming Purchase Type

those sesie	I media sites/ apps	NET: Character,							
	• • •	skins, weapons,	NET: Game	Loot boxes/ packs/		A standard version		Early access to a	
do you use	? [MULTI]	armour, tools	expansion	chests/ bundles	In-game money	of the game	A subscription	game	Battle Pass
	% within column	7% ↑	12%1	9% ↑	5%	9% ↑	7%	17% ↑	9% ↑
Tumblr	N Count	36 ↑	291	14 ↑	23	13 ↑	21	21 ↑	18 ↑
	Column Comparisons		d					d	
	% within column	4%	8%1	5%	3%	8% ↑	4%	11% ↑	5%
Wink	N Count	20	201	7	14	11↑	11	14 ↑	9
	Column Comparisons		adfh					a d f h	
	% within column	3%	7%1	7% ↑	3%	8% ↑	4%	8%1	4%
Amino	N Count	18	161	10↑	11	12 ↑	12	10 ↑	9
	Column Comparisons								
	% within column	3%	6%1	4%	2%	3%	4%	10% ↑	6% ↑
HiPal	N Count	16	141	7	9	5	12	13 ↑	11↑
	Column Comparisons		d					a d e f	a d
	% within column	4% ↑	6%1	6% ↑	2%	8% ↑	5% ↑	11% ↑	4%
Yubo	N Count	20 ↑	141	91	9	12 ↑	14 ↑	13 ↑	8
	Column Comparisons		d	d		d		d h	
	% within column	1%	1%	2%	0%	2%	1%	2%	0%
Don't know	N Count	3	1	2	04	2	3	2	1
	Column Comparisons								
	% within column	84%	92%1	92%†	79%	91%	89% ↑	94% ↑	86%
NET: Any	N Count	451	2191	140 ↑	352	133	270 ↑	115 ↑	177
	Column Comparisons	d	a d	d		А	А	Ь	

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2096 (96%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 41 of 42

SM1a - We're now interested in your use of sites / apps for 'social media' - so doing things like 'following' friends, people or organisations, reading, 'liking' or sharing things (like photos, opinions, comments, news stories, links to other content etc). Which, if any, of these social media sites/ apps

BANNER

Feelings about Gaming Purchase

It's unfair that

It's not always

	media sites/ apps					people who spend	
do you use?		Regret things I buy Wha	at I buy is good Ts value	spend more than I should	I like the feeling	_	going to get for my
uo you use:	% within column					in games	money in games
		10%↑	6% †	8%1	6%↑		
Tumblr	N Count	35 ↑	44 ↑	37 ↑	45 1	37 1	34 1
	Column Comparisons	е		е			
	% within column	7% ↑	4% ↑	4% ↑	4% ↑	3%1	5% ↑
Wink	N Count	23 ↑	29 ↑	19 ↑	28 †	231	221
	Column Comparisons	е					
	% within column	7% ↑	3% ↑	4% ↑	3%↑	3% 1	5% †
Amino	N Count	24 ↑	26 ↑	18 ↑	24 ↑	211	221
	Column Comparisons	c d e					е
	% within column	5% ↑	3% ↑	5% ↑	3%✝	3%1	4% ↑
HiPal	N Count	16 †	25 ↑	21 ↑	23🕇	201	18 †
	Column Comparisons						
	% within column	5% ↑	3% ↑	5% ↑	3% ↑	2% 1	5% †
Yubo	N Count	17 ↑	22 ↑	21 ↑	21🕇	17 1	21🕇
	Column Comparisons	е		е			е
	% within column	1%	1%	2%	1%	1%	1%
Don't know	N Count	4	5	7	5	6	5
	Column Comparisons						
	% within column	91% ↑	84% ↑	91% ↑	85% †	87% 1	88%
NET: Any	N Count	314 †	651 ↑	403 ↑	611 †	619 1	394 1
	Column Comparisons						

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2096 (96%)

SM2a - How often do you go on the social media sites/ apps that you said you use?

[SINGLE]

At least At least Less than NET: Less
Several At least once a once a once a than
times a day once a day week month month Never Don't know NET: Daily monthly

				At least	At least	Less than				NET: Less
		Several	At least	once a	once a	once a				than
		times a day		week	month	month	Never	Don't know		monthly
	% within row	66% ↑	23%↓	9%↓	1%↓	1%↓	0%	0%↓	89% ↑	1%↓
TikTok	Column Comparisons	bcdefg	cdefg	defg	f g	f			-	-
	N Count	824 ↑	289↓	108↓	16↓	8 ↓	0	3 ↓	1,113 †	8 ↓
	% within row	62%↑	27%↓	9%↓	1%↓	1%↓	0%	0%↓	89% ↑	1%↓
Snapchat	Column Comparisons	bcdefg	cdefg	defg	f g	f			-	-
	N Count	671 †	294↓	94↓	15↓	9↓	0	3 ↓	966 †	9↓
	% within row	48% ↑	34%	15%	2%↓	1%	0%	0%	82% ↑	1%
Instagram	Column Comparisons	bcdefg	cdefg	defg	f g	f		f	-	-
	N Count	422 †	293	128	15↓	10	0	4	715 †	10
	% within row	43%	34%	16%	3%	3%	0%	0%↓	77%	3%
Facebook	Column Comparisons	bcdefg	cdefg	defg	fg	fg			-	-
	N Count	351	275	133	23	24	0	2↓	626	24
Tumblr										
	% within row	41%	34%	20%	2%	2%	0%	1%	74%	2%
X/Twitter	Column Comparisons	cdefg	cdefg	defg	f	f			-	_
•	N Count	120	99	60	6	7	0	2	219	7
HiPal										
Amino										
Wink										
Yubo										
	% within row	29%↓	33%	31% †	4%	3%	0%	0%	62%↓	3%
Reddit	Column Comparisons	defg	defg	defg	f g	fg			-	-
	N Count	52↓	58	55 †	8	5	0	0	111↓	5
	% within row	29%↓	52%↑	18%	1%↓	1%	0%	0%	81%	1%
Threads	Column Comparisons	defg	acdefg	defg					-	-
	N Count	36 ↓	65↑	22	1↓	1	0	0	101	1
	% within row	23%↓	54%↑	12%	1%	8% ↑	0%	1%	77%	8%↑
BeReal	Column Comparisons	defg	acdefg	dfg		dfg			-	-
	N Count	22↓	50 †	11	1	8 †	0	1	72	81

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17 AND Children who use Social Media sites; Weight: Based on Nat Rep Sample; effective sample size = 1133 (90%); Blank cells have a sample size that is smaller than 100.; Blank cells have a sample size that is smaller than 100.

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 1 of 2

SM2a - How often do you go on the social media sites/ apps that you said you use? [SINGLE]

		Several times a day	At least once a day	At least once a week	At least once a month	Less than once a month	Never	Don't know	NET: Daily	NET: Less than monthly
	% within row	23%↓	34%	29% ↑	10%↑	5% ↑	0%	1%	57%↓	5% ↑
Pinterest	Column Comparisons	defg	adefg	defg	e f g	f g			-	-
	N Count	75↓	109	93 †	32 ↑	15 ↑	0	2	184↓	15 ↑

I use other social media sites/apps

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17 AND Children who use Social Media sites; Weight: Based on Nat Rep Sample; effective sample size = 1133 (90%); Blank cells have a sample size that is smaller than 100.

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 2 of 2

SM1b - We're a	lso interested in				BANN	ER			
sites and apps t	hat you use to		Gender of child	respondent		Age o	of child respondent	t	
= =	n. Which, if any, of			<u> </u>			·		
these video site	•								
use? [MULTI]	-, appear /	Total	Male	Female	8-9	10-12	13-15	16-17	NET: 8-12
	% within column	2215	1145	1070	442	690	682	401	1131
Weighted Base	N Count								-
o .	Column Comparisons								
	% within column	2189	1093	1096	431	655	658	445	1086
Unweighted Base	N Count								
•	Column Comparisons								
	% within column	a	a	b	a	b	С	d	е
Column Names	N Count								
	Column Comparisons								
	% within column	78%	79%	78%	72%↓	78%	80%	82%	76%
YouTube	N Count	1,735	903	832	317↓	540	548	329	857
	Column Comparisons	-				a	a	a	-
	% within column	48%	45%↓	51% ↑	21%↓	39%↓	65% ↑	62% †	32%
TikTok	N Count	1,057	516↓	541 ↑	95↓	272↓	441 ↑	250 †	367
	Column Comparisons	-		а		а	a b	a b	-
	% within column	30%	29%	31%	54%↑	39% ↑	17%↓	9%↓	45%1
YouTube Kids	N Count	665	335	330	238 ↑	272 †	117↓	38↓	5101
	Column Comparisons	-			bcd	c d	d		-
	% within column	30%	27%↓	32% ↑	14%↓	21%↓	41% ↑	44% ↑	18%
Snapchat	N Count	658	314↓	345 ↑	60↓	147↓	276 ↑	174 ↑	208
	Column Comparisons	-		а		а	a b	a b	-
	% within column	28%	26%	30%	14%↓	16%↓	38% ↑	45% ↑	15%
Instagram	N Count	616	295	321	64↓	110↓	261 ↑	182 ↑	174
	Column Comparisons	-		а			a b	a b c	-
Facebook(inc.	% within column	20%	21%	18%	15%↓	13%↓	25% ↑	27% ↑	14%
Facebook (Inc.	N Count	437	241	196	64↓	92↓	172 ↑	108 ↑	156
racebook daming)	Column Comparisons	-					a b	a b	-
	% within column	8%	10%↑	6%↓	5%↓	7%	11%↑	10%	6%
Twitch	N Count	179	111↑	68↓	22↓	46	72 †	40	67
	Column Comparisons	-	b				a b	а	-

SM1b - We're a	lso interested in				BAN	NER			
sites and apps t watch videos or	hat you use to n. Which, if any, of	Age of child respondent			Age and §	gender of child resp	oondent		
these video site	s/ apps do you								
use? [MULTI]		NET: 13-17	Male 8-9	Female 8-9	Male 10-12	Female 10-12	Male 13-15	Female 13-15	Male 16-17
	% within column	1083	221	221	358	332	341	341	224
Weighted Base	N Count								
	Column Comparisons								
	% within column	1103	216	215	331	324	323	335	223
Unweighted Base	N Count								
	Column Comparisons								
	% within column	f	a	b	С	d	е	f	g
Column Names	N Count								
	Column Comparisons								
	% within column	81% ↑	74%	69%↓	78%	78%	81%	80%	81%
YouTube	N Count	878 †	164	153↓	281	259	276	272	182
	Column Comparisons	-					b		
	% within column	64% ↑	22%↓	21%↓	39%↓	40%↓	59% ↑	70% ↑	57% ↑
TikTok	N Count	691 ↑	48↓	47↓	139↓	133↓	201 ↑	240 ↑	129 †
	Column Comparisons	-			a b	a b	a b c d	abcdeg	a b c d
	% within column	14%↓	49% †	59% ↑	39% ↑	40% ↑	19%↓	16%↓	9%↓
YouTube Kids	N Count	155↓	109 ↑	129 †	141 †	131 †	64↓	53↓	21↓
	Column Comparisons	-	cdefgh	cdefgh	efgh	e f g h	g h		
	% within column	42% ↑	15%↓	12%↓	19%↓	24%↓	37% ↑	44% ↑	39% †
Snapchat	N Count	451 †	34↓	27↓	68↓	79↓	125 †	151 †	86 †
	Column Comparisons	-				a b	a b c d	a b c d	a b c d
	% within column	41% ↑	18%↓	11%↓	15%↓	17%↓	32%	44% ↑	41% †
Instagram	N Count	443 ↑	40↓	24↓	53↓	57↓	110	151 †	92 †
	Column Comparisons	-					a b c d	a b c d e	a b c d
Facebook/to-	% within column	26% ↑	14%	15%	13%↓	13%↓	29% ↑	21%	28% ↑
Facebook(inc.	N Count	280 ↑	31	33	48↓	44↓	99 ↑	73	62 1
Facebook Gaming)	Column Comparisons	-					a b c d f	c d	a b c d
	% within column	10% ↑	6%	4%↓	7%	6%	14% ↑	8%	12%
Twitch	N Count	112 ↑	13	9↓	26	20	46 †	26	26
	Column Comparisons	-					a b c d		b

SM1b - We're al	lso interested in				BAN	NER			
sites and apps t	hat you use to		Age and	gender of child re	spondent		Urban/ F	tural	Working status
watch videos or	n. Which, if any, of				•		•		
these video site	s/ apps do you			NET: Female 8-		NET: Female 13-			
use? [MULTI]	,	Female 16-17	NET: Male 8-12	12	NET: Male 13-17	17	NET: Urban	Rural	Full time
	% within column	201	579	552	565	536	1971	244	1326
Weighted Base	N Count								
J	Column Comparisons								
	% within column	253	547	539	546	580	1935	254	1370
Unweighted Base	N Count								
-	Column Comparisons								
	% within column	h	i	j	k	1	a	b	a
Column Names	N Count								
	Column Comparisons								
	% within column	83%	77%	75%	81%	81%	78%	80%	77%
YouTube	N Count	167	445	412	458	434	1,539	196	1,023
	Column Comparisons	b	-	-	-	-			
	% within column	67%↑	32%↓	33%	58% ↑	69% ↑	48%	47%	50%1
TikTok	N Count	134 †	187↓	180	330 †	369 ↑	942	115	6671
	Column Comparisons	a b c d	-	-	-	-			d
	% within column	10%↓	43% †	47%1	15%↓	14%↓	30%	26%	33%1
YouTube Kids	N Count	20↓	249 †	2601	85↓	73↓	600	64	4351
	Column Comparisons		-	-	-	-			С
	% within column	48% ↑	18%↓	19%	37% ↑	46% †	30%	27%	31%
Snapchat	N Count	97 †	102↓	106	212 †	245 †	592	67	407
	Column Comparisons	a b c d e	-	-	-	-			d
	% within column	47% ↑	16%↓	15%	36% ↑	45% †	29% ↑	20%↓	31%1
Instagram	N Count	94 ↑	92↓	82	203 †	243 †	568 †	49↓	4161
	Column Comparisons	a b c d e	-	-	-	-	b		b d
	% within column	25%	14%↓	14%	29% ↑	23%	21% ↑	13%↓	23%1
Facebook(inc.	N Count	49	79↓	77	162↑	121	404 ↑	32↓	3041
Facebook Gaming)	Column Comparisons	a b c d	-	-	-	-	b		b d
	% within column	8%	7%	5%	13% ↑	8%	9%	5%	10%1
Twitch	N Count	16	39	28		41	168	12	1281
	Column Comparisons		-	-	-	-	b		b

SM1b - We're a	lso interested in				BANNE	R			
sites and apps t	hat you use to		Working status			D:	3 - Social grade		
	n. Which, if any, of			-					
these video site	•			NET: Not					
use? [MULTI]	a, appo ao you	Part time	Student	working/ retired	AB	C1	C2	DE	NET: ABC1
	% within column	426	112	305	623	580	486	526	1202
Weighted Base	N Count	0			0_0		.00	323	
	Column Comparisons								
	% within column	384	113	281	882	482	354	471	1364
Unweighted Base	N Count								
J	Column Comparisons								
	% within column	b	С	d	a	b	С	d	е
Column Names	N Count								
	Column Comparisons								
	% within column	79%	83%	80%	76%	79%	78%	80%	77%
YouTube	N Count	337	92	244	474	456	382	422	931
	Column Comparisons								-
	% within column	45%	64% ↑	37%↓	50%	45%	50%	47%	47%
TikTok	N Count	191	72 ↑	114↓	309	260	242	246	569
	Column Comparisons		a b d						-
	% within column	28%	14%↓	29%	39% ↑	27%	27%	24%↓	34%1
YouTube Kids	N Count	118	15↓	87	245 †	159	133	127↓	4041
	Column Comparisons	С		С	b c d				-
	% within column	28%	46% ↑	24%	30%	30%	31%	28%	30%
Snapchat	N Count	118	52 ↑	74	184	175	152	147	359
	Column Comparisons		a b d						-
	% within column	23%	42% ↑	17%↓	34% ↑	28%	28%	20%↓	31%1
Instagram	N Count	98	47 ↑	51↓	212 ↑	161	136	108↓	3731
	Column Comparisons	d	a b d		b c d	d	d		-
Facebookling	% within column	14%↓	26%	12%↓	25% ↑	16%	18%	19%	21%
Facebook(inc. Facebook Gaming)	N Count	61↓	29	38↓	156 ↑	95	87	99	250
racebook darrillig)	Column Comparisons		b d		b c d				-
	% within column	5%↓	10%	6%	11% ↑	6%	7%	7%	9%
Twitch	N Count	19↓	11	18	70↑	35	36	39	105
	Column Comparisons				b				-

SM1b - We're al	so interested in	BANNER									
	sites and apps that you use to watch videos on. Which, if any, of		f Financial wellbeing				city	Child identified need/ impacting condition			
these video site	s/ apps do you						NET: All other				
use? [MULTI]		NET: C2DE	Doing well	Getting by	Struggling	White British	Ethnicities	Neurodiversity	Mental Health		
	% within column	1013	395	1145	652	1730	448	194	108		
Weighted Base	N Count										
	Column Comparisons										
	% within column	825	447	1114	608	1701	449	182	109		
Unweighted Base	N Count										
	Column Comparisons										
	% within column	f	a	b	С	a	b	a	b		
Column Names	N Count										
	Column Comparisons										
	% within column	79%	73%↓	79%	80%	79%	75%	82%	88%1		
YouTube	N Count	804	289↓	910	519	1,370	338	158	95 1		
	Column Comparisons	-		a	а						
	% within column	48%	52%	47%	47%	49%	45%	40%	69%1		
TikTok	N Count	488	204	534	309	843	201	77	74 1		
	Column Comparisons	-							a d		
	% within column	26%↓	43 % ↑	29%	25%↓	27%↓	43% ↑	26%	23%		
YouTube Kids	N Count	260↓	169 ↑	329	163↓	460↓	194 †	50	25		
	Column Comparisons	-	b c				а				
	% within column	30%	30%	30%	29%	30%	29%	23%	46% 1		
Snapchat	N Count	300	119	347	187	522	130	45	501		
	Column Comparisons	-							a d		
	% within column	24%↓	38% ↑	27%	23%↓	28%	29%	23%	38%		
Instagram	N Count	244↓	151 †	311	149↓	477	131	45	41		
	Column Comparisons	-	b c						a		
Facebook(inc.	% within column	18%	33% ↑	18%↓	16%↓	20%	19%	10%↓	23%		
	N Count	186	131 ↑	203↓	102↓	343	86	19↓	25		
Facebook Gaming)	Column Comparisons	-	b c						a		
	% within column	7%	12% ↑	8%	6%	9%	5%	10%	11%		
Twitch	N Count	75	48 1	91	40	150	24	18	12		
	Column Comparisons	-	bс			b					

SM1b - We're also interested in		BANNER									
sites and apps th	at you use to	Child identified need/ impacting condition		Disability/ Cond	Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits		
use? [MULTI]		NET: Identified need/ condition	NET: No identified need/ condition	NET: Yes	No	Has an EHCP	Don't have an EHCP	NET: Household receives Benefits	No Benefits		
	% within column	473	1710	234	791	158	2057	915	1195		
Weighted Base	N Count										
	Column Comparisons										
	% within column	457	1698	238	805	154	2035	874	1216		
Unweighted Base	N Count										
	Column Comparisons										
	% within column	С	d	a	b	а	b	a	b		
Column Names	N Count										
	Column Comparisons										
	% within column	80%	78%	83%	81%	81%	78%	79%	78%		
YouTube	N Count	380	1,333	195	642	127	1,607	724	932		
	Column Comparisons	-									
	% within column	48%	48%	68%	63%	51%	47%	49%	46%		
TikTok	N Count	229	816	158	497	80	977	447	554		
	Column Comparisons	-	а								
	% within column	27%	31%	14%	14%	37%	29%	28%	32%		
YouTube Kids	N Count	126	530	32	114	58	607	255	377		
	Column Comparisons	-									
	% within column	32%	29%	44%	42%	27%	30%	33% ↑	27%		
Snapchat	N Count	154	498	103	329	42	616	300 ↑	322		
	Column Comparisons	-						b			
	% within column	27%	28%	37%	43%	26%	28%	27%	29%		
Instagram	N Count	130	479	88	338	42	575	247	345		
	Column Comparisons	-									
Facebook(inc.	% within column	21%	19%	27%	25%	26%	19%	23% ↑	17%		
	N Count	101	329	64	200	40	396	213 ↑	205		
Facebook Gaming)	Column Comparisons	-	а					b			
	% within column	10%	7%	15% ↑	9%	11%	8%	10%	7%		
Twitch	N Count	46	128	34 ↑	74	18	161	89 †	88		
	Column Comparisons	-		b							

SM1b - We're also interested in					BAN	NER			
sites and apps t	hat you use to	Parental Controls		Parental Concern			Time Spent Online (Weekday)		
watch videos or these video site use? [MULTI]	n. Which, if any, of s/ apps do you	NET: Has Parental Controls	No Controls	Not Concerned	A little Concerned	NET: Moderately / Very Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs
	% within column	1853	336	1045	548	601	873	938	278
Weighted Base	N Count Column Comparisons								
	% within column	1828	339	1007	554	610	855	924	282
Unweighted Base	N Count Column Comparisons								
Column Names	% within column N Count Column Comparisons	а	b	a	b	С	a	b	С
	% within column	78%	82%	80%	79%	75%↓	76%↓	80%	80%
YouTube	N Count	1,443	275	837	434	448 ↓	660 ↓	754	222
	Column Comparisons	_,	_, _	C					
	% within column	47%↓	55% ↑	46%	48%	52%	34%↓	54% ↑	66%1
TikTok	N Count	863↓	186 †	479	262	310	293↓	506 ↑	1841
	Column Comparisons		а					а	a b
	% within column	33% ↑	11%↓	25%↓	28%	41% ↑	38% ↑	26%↓	20%
YouTube Kids	N Count	621 †	37↓	263↓	152	247 †	335 †	242↓	57
	Column Comparisons	b				a b	b c d		
	% within column	29%	34%	28%	28%	34% ↑	18%↓	34% ↑	46%1
Snapchat	N Count	537	116	295	153	206 ↑	156↓	319 ↑	1281
	Column Comparisons					a b		а	a b
	% within column	26%↓	36% ↑	25%↓	28%	33% ↑	17%↓	33% ↑	37%1
Instagram	N Count	491↓	120 †	257↓	155	200 ↑	151↓	313 ↑	1031
	Column Comparisons		а			а		а	а
5 I I ''	% within column	21%	15%	11%↓	23%	32% ↑	12%↓	22% ↑	28%1
Facebook(inc. Facebook Gaming)	N Count	381	52	119↓	125	192 ↑	108↓	208 ↑	791
i acebook daiiiiig)	Column Comparisons	b			a	a b		а	a b
	% within column	8%	8%	5%↓	11% ↑	10%	4%↓	9%	15%1
Twitch	N Count	150	28	56↓	63 †	57	35↓	85	411
	Column Comparisons				a	а		а	a b

SM1b - We're also interested in		BANNER								
sites and apps t		Time Spent Onl	Time Spent Online (Weekday) Time Spent Online (Weekend)							
watch videos on. Which, if any, of these video sites/ apps do you use? [MULTI]		6+ hrs	NET: 5+ Hours	0 - 2hrs	Bought somet- hing on either Social Media, or while gaming					
	% within column	102	380	291	785	622	492	NET: 5+ Hours 1114	1289	
Weighted Base	N Count									
	Column Comparisons									
	% within column	106	388	281	777	619	489	1108	1296	
Unweighted Base	N Count									
	Column Comparisons									
	% within column	d	е	а	b	С	d	e	а	
Column Names	N Count									
	Column Comparisons									
	% within column	82%	80%	67%↓	77%	80%	86% ↑	83%1	79%	
YouTube	N Count	83	305	194↓	604	500	422 ↑	922 †	1,023	
	Column Comparisons		-		а	a	a b c	-		
	% within column	67% ↑	66% ↑	28%↓	41%↓	52% ↑	65% ↑	58% †	54% 1	
TikTok	N Count	68 †	252 ↑	81↓	323↓	324 ↑	321 ↑	646 1	700 1	
	Column Comparisons	a b	-		a	a b	a b c	-	e	
	% within column	26%	22%↓	36%	34% ↑	30%	22%↓	26%↓	30%	
YouTube Kids	N Count	26	83↓	103	263 ↑	184	108↓	292↓	384	
	Column Comparisons		-	d	d	d		-		
	% within column	50% ↑	47% ↑	16%↓	24%↓	33%	42% ↑	37% †	35% 1	
Snapchat	N Count	51 ↑	179 ↑	46↓	192↓	207	207 †	413 †	456 1	
	Column Comparisons	a b	-		a	a b	a b c	-	е	
	% within column	47% ↑	40% ↑	20%↓	21%↓	33% ↑	37% ↑	35% †	35% 1	
Instagram	N Count	47 ↑	151 †	59↓	166↓	204 ↑	181 †	384 1	448 1	
	Column Comparisons	a b	-			a b	a b	-	е	
Facebook(inc.	% within column	39% ↑	31% †	14%	18%	21%	24% ↑	23%		
Facebook Gaming)	N Count	40 ↑	119 †	42	139	132	120 †	252 †	346 1	
. asesson daming/	Column Comparisons	a b c	-			а	a b	-	е	
	% within column	18% ↑	15% ↑	5%	5%↓	10%	11% ↑	11% †		
Twitch	N Count	18 ↑	59 †	14	43↓	64	56 ↑	120 †	155 †	
	Column Comparisons	a b	-			a b	a b	_	е	

SM1b - We're also interested in		BANNER									
sites and apps t	hat you use to		Spent	Money		SM purchase category					
watch videos on. Which, if any, of these video sites/ apps do you use? [MULTI]		Bought something on social media	Bought something while Gaming	Bought something from both	Not bought from either	Product	Activity	Subscription/ Upgrade	NET: Gift		
	% within column	768	1125	604	926	429	153	216	158		
Weighted Base	N Count Column Comparisons										
Unweighted Base	% within column N Count	800	1128	632	893	450	165	226	171		
	Column Comparisons % within column	b	С	d	e	a	b	С	d		
Column Names	N Count Column Comparisons										
	% within column	77%	80%	77%	77%	84% ↑	76%	79%	64%		
YouTube	N Count Column Comparisons	591	896	464	712	360 ↑ b d	117 d	171 d	102↓		
	% within column	61% 1	53% †	61% 1	39%↓	71% ↑	65%	64%	49%		
TikTok	N Count	472 1	599 †	371 1	357↓	305 ↑	100	138	77		
	Column Comparisons	c e	е	e		b c d	d	d			
	% within column	33%1	31%	36% 1	30%	35%	43% ↑	37%	46% 1		
YouTube Kids	N Count Column Comparisons	2571	344	217 1	280	152	66 ↑	80	74 1		
	% within column	41%1	35% †	41%1	22%↓	46 % ↑	45%	46%	38%		
Snapchat	N Count	315 1	390 †	249 1	202↓	197 ↑	69	100	60		
	Column Comparisons	c e	е	е							
	% within column	42%1	34% †	42%1	18%↓	50% ↑	52%↑	51% ↑	39%		
Instagram	N Count	323 1	379 †	253 1	168↓	214 ↑	7 9 ↑	110 ↑	62		
	Column Comparisons	c e	е	е		d	d	d			
Facabaaldina	% within column	34%1	28% ↑	39%1	10%↓	34%	56% ↑	42% ↑	52% 1		
Facebook(inc.	N Count	2621	317 †	2331	91↓	148	85 ↑	90 ↑	82 1		
Facebook Gaming)	Column Comparisons	e	e	e			ас		a		
	% within column	15% 1	13% †	18% 1	3%↓	15%	21%	20% ↑	24%1		
Twitch	N Count	1121	150 †	107 1	24↓	65	31	43 ↑	38 1		
	Column Comparisons	е	b e	e							

SM1b - We're also interested in		BANNER									
sites and apps t	hat you use to		Feelings about	SM purchase		Gaming Method					
watch videos on. Which, if any, of these video sites/ apps do you use? [MULTI]		Regret things I buy online	What I buy is good value	I spend more than I should	I like the feeling	Games console or games player	Desktop compu- ter, laptop or netbook	Mobile phone or smartphone	Tablet		
	% within column	314	556	378	565	1330	572	1316	782		
Weighted Base	N Count Column Comparisons										
Unweighted Base	% within column N Count	329	585	402	596	1316	582	1317	774		
onweighted base	Column Comparisons										
Column Names	% within column N Count	а	b	С	d	a	b	С	d		
	Column Comparisons										
YouTube	% within column	72%↓	77%	73%↓		83%↑	85% ↑		76%		
	N Count	227↓	428	275↓	435	1,108 ↑	488 1	•	598		
	Column Comparisons					d	d	d			
	% within column	58% ↑	64% ↑	60% †		50%↑	52% †		41%		
TikTok	N Count	182 ↑	355 ↑	227 †	360 ↑	671 †	299 †		323		
	Column Comparisons					d	d	a b d			
	% within column	35%	37% ↑	36% ↑	37% ↑	29%	34% ↑	29%	44%		
YouTube Kids	N Count	110	204 ↑	135 †	210 †	389	196 †	381	341		
	Column Comparisons		a						a b c		
	% within column	39% ↑	42% ↑	43% ↑	42% ↑	32% ↑	35% ↑	36% ↑	27%		
Snapchat	N Count	122 ↑	234 ↑	163 †	239 ↑	422 ↑	197 †	478 †	208		
	Column Comparisons					d	d	a b d			
	% within column	41%	45% ↑	45% †	45 % ↑	29%	33% ↑	33% ↑	26%		
Instagram	N Count	129 ↑	251 ↑	169 †	253 ↑	385	189 †	433 †	205		
	Column Comparisons						d	a d			
Facebook(inc.	% within column	44% ↑	38% ↑	43% †	37% ↑	21%	28% †	24% ↑	19%		
	N Count	137 †	210 ↑	164 †	207 ↑	273	163 †	310 ↑	152		
Facebook Gaming)	Column Comparisons						a d	a d			
	% within column	17% ↑	16% ↑	18% †	15% ↑	10% ↑	15% †	10% ↑	9%		
Twitch	N Count	54 †	881	69 1	83 †	135 ↑	86 1	125 ↑	70		
	Column Comparisons						d				

SM1b - We're al	so interested in				BAN	INER			
sites and apps t	hat you use to	Gaming Method				Gaming Type			
watch videos or these video site use? [MULTI]	n. Which, if any, of s/ apps do you		Puzzles or quizzes	Action/ adventure	Shooters	Playing against one other person	Playing against multiple people/ teams	Creative and building games	Playing in a virtual worlds
use: [iviozii]	% within column	2140	650	731	547	387	822	1151	557
Weighted Base	N Count Column Comparisons	22.10		,51	3.7	30,	022	1131	33,
Unweighted Base	% within column N Count	2117	662	740	564	395	802	1111	570
	Column Comparisons % within column	e	a	b	С	d	e	f	g
Column Names	N Count Column Comparisons								
	% within column	79%↑	79%	80%	83% 1		87%↑		81%
YouTube	N Count Column Comparisons	1,685 ↑ -	514	587	455 1 I	309	718 † abcdghijkl	959 ↑ a b g h l	449
	% within column	48%	55% ↑	48%	62% 1	59%↑	55% ↑	48%	54% 1
TikTok	N Count	1,030	359 ↑	352	340 1	2281	450 †	553	301 1
	Column Comparisons	-	b		bfghi	b	b f		
	% within column	30%	37% ↑	38% ↑	27%	39% ↑	28%	34% ↑	36% 1
YouTube Kids	N Count	648	243 ↑	278 †	149	151 ↑	227	395 ↑	201 1
	Column Comparisons	-	сеј	сеј		c e		сеј	c e
	% within column	30%	36% ↑	29%	42% 1	38%	37% ↑	30%	34%
Snapchat	N Count	644	233 ↑	215	228 1	146 †	303 ↑	349	187
	Column Comparisons	-	b		bfgij		bfj		
	% within column	28%	35% ↑	33% ↑	38% 1	38%↑	31% ↑	26%	34% 1
Instagram	N Count	597	226 †	238 †	207 1	146 ↑	255 ↑	300	191 1
	Column Comparisons	-	f	f	f	f	f		f
Facabaal/baa	% within column	20% ↑	27% ↑	27% ↑	33%1	35% ↑	22%	17%↓	27%1
Facebook (inc.	N Count	432 ↑	174 ↑	196 †	179 1	136 ↑	182	199↓	148 1
Facebook Gaming)	Column Comparisons	-	f	e f	efgl	efl	f		f
	% within column	8%↑	9%	13% †	14% 1	15% ↑	12% ↑	10%	13% 1
Twitch	N Count	179 ↑	57	94 †	78 1	57 †	96 ↑	111	70 1
	Column Comparisons	-		a	a	a			

SM1b - We're als	o interested in				BANI	NER			
sites and apps th	at you use to			Gaming	Туре			Gaming Fre	equency
watch videos on. these video sites use? [MULTI]	Which, if any, of / apps do you	Simulation experience	Fitness and dance	Sports	Interactive stories	Makeovers	NET: Playing against other people	NET: Daily	Weekly
	% within column	248	278	728	207	249	1027	1602	460
Weighted Base	N Count Column Comparisons								
Unweighted Base	% within column N Count	266	283	736	218	257	1009	1567	480
	Column Comparisons	L	:	:		•			L
Column Names	% within column N Count Column Comparisons	h	ı	J	k	ı	m	а	b
	% within column	80%	82%	83% ↑	79%	75%	84% ↑	80%	78%
YouTube	N Count Column Comparisons	199	227	603 ↑	164	186	864 ↑ -	1,279	357
	% within column	58% †	53%	56% ↑	57% ↑	56% ↑	54% ↑	51% ↑	40%
TikTok	N Count	145 †	146	409 ↑	119 †	139 ↑	550 †	822 †	182
	Column Comparisons			b f			-	b	
	% within column	39% ↑	43% ↑	32%	44% ↑	38%↑	31%	31%	31%
YouTube Kids	N Count	96 ↑	118 †	231	92 †	94 ↑	314	491	143
	Column Comparisons	сe	c e	С	c e	сe	-		
	% within column	41% ↑	34%	32%	36%	37% ↑	36% ↑	31%	26%
Snapchat	N Count	102 ↑	93	232	74	92 ↑	366 ↑	503	121
	Column Comparisons	f					-	b	
	% within column	43% ↑	34% ↑	32% ↑	40% ↑	40% ↑	31% ↑	29%	26%
Instagram	N Count	107 †	94 †	236 ↑	83 †	99 ↑	321 ↑	460	119
	Column Comparisons	f		f	f	f	-		
Facebook/inc	% within column	37% ↑	35% ↑	27% ↑	37% ↑	28% ↑	24% ↑	22% ↑	16%
Facebook(inc. Facebook Gaming)	N Count	91 ↑	98 †	196 ↑	76 †	70 †	243 ↑	345 †	73
i acebook dairiilig)	Column Comparisons	e f	e f	e f	a e f	f	-	b	
	% within column	20% ↑	14% ↑	12% ↑	18% ↑	13% ↑	12% ↑	10% ↑	5%
Twitch	N Count	49 ↑	39 ↑	88 ↑	38 ↑	31 ↑	120 ↑	153 ↑	25
	Column Comparisons	a f			а		-	b	

SM1b - We're als	so interested in				BAN	NER			
sites and apps th	nat you use to				Gaming Pur	chase Type			
watch videos on these video sites use? [MULTI]	. Which, if any, of apps do you	NET: Character, skins, weapons, armour, tools	NET: Game expansion	Loot boxes/ packs/ chests/ bundles	In-game money	A standard version of the game	A subscription	Early access to a game	Battle Pass
• •	% within column	535	237	151	447	147	302	122	205
Weighted Base	N Count Column Comparisons								
	% within column	549	250	158	428	154	320	133	211
Unweighted Base	N Count Column Comparisons								
Column Names	% within column N Count Column Comparisons	а	b	С	d	e	f	g	h
	% within column	81%	78%	80%	86%1	78%	86% ↑	79%	82%
YouTube	N Count	432	184	121	386 ↑	114	260 ↑	97	168
	Column Comparisons				b e		b		
	% within column	58% ↑	60% ↑	61%	54%	62%	65% †	67% ↑	55%
TikTok	N Count Column Comparisons	308↑	143↑	92	240	91	196 ↑	82↑	113
	% within column	33%	39% ↑	37%	31%	47% ↑	34%	43% †	33%
YouTube Kids	N Count	178	92 †	55	138	69 ↑	102	53 †	68
	Column Comparisons					d			
	% within column	37%	41%	37%	35%	34%	44% ↑	47% †	41%
Snapchat	N Count	196	97	55	155	50	134 ↑		84
•	Column Comparisons								
	% within column	37%	44% ↑	42%	32%	43% ↑	43% ↑	49% ↑	37%
Instagram	N Count	197	104 †	63	141	63 ↑	130 ↑	60 ↑	77
_	Column Comparisons						d		
- 1 17	% within column	32% ↑	49% ↑	39%1	24%	50% ↑	40% ↑	48% ↑	37% †
Facebook(inc.	N Count	169 ↑	116 †	591	108	73 ↑	120 ↑	58 †	75 1
Facebook Gaming)	Column Comparisons	d	a d h	d		d h	d	d	d
	% within column	15%	20% ↑	22%1	15%	15%	22% ↑	25% ↑	24% †
Twitch	N Count	79	46 †	331	69	21	65 †	31 †	49 1
	Column Comparisons								

				BAN	NER		
SM1b - We're al	so interested in			Feelings about G	Gaming Purchase		
sites and apps to watch videos or these video site use? [MULTI]	n. Which, if any, of	Regret things I buy online	What I buy is good value	I spend more than I should	I like the feeling	It's unfair that people who spend more, get further in games	It's not always clear what I'm going to get for my money in games
	% within column	346	772	445	720	715	449
Weighted Base	N Count Column Comparisons						
Unweighted Base	% within column N Count Column Comparisons	356	777	454	734	710	459
Column Names	% within column N Count	а	b	С	d	е	f
	Column Comparisons % within column	71%↓	79%	75%	79%	80%	76%
YouTube	N Count Column Comparisons	247 ↓	610	331	571	572	340
	% within column	52%	53% ↑	56% ↑	55% ↑	56%↑	57% ↑
TikTok	N Count Column Comparisons	181	412 ↑	248 ↑	395 †	404 ↑	255 ↑
	% within column	33%	34% ↑	34%	35% †		34%
YouTube Kids	N Count Column Comparisons % within column	115 39% ↑	265 ↑ e 35% ↑	152 37% ↑	250 ↑ e 36% ↑		151 39% ↑
Snapchat	N Count Column Comparisons	136 †	271 ↑	166 †			174 †
	% within column	40% ↑	34% ↑	39% ↑	35% †	34%↑	38% ↑
Instagram	N Count Column Comparisons	138 ↑	259 ↑	175 ↑	253 †	241↑	173 †
Facebook(inc.	% within column	36%↑	31% ↑	38% ↑			34% ↑
Facebook Gaming)	N Count Column Comparisons	126 ↑ e	242 ↑ e	169 ↑ d e	211 †	192 ↑	153 ↑ e

SM1b - We're al	so interested in				BANN	ER			
sites and apps th	nat you use to		Gender of child	respondent		Age	of child respondent	t	
	. Which, if any, of	<u> </u>		<u> </u>			·		
these video sites	s/ apps do you								
use? [MULTI]	, , ,	Total	Male	Female	8-9	10-12	13-15	16-17	NET: 8-12
	% within column	8%	10%↑	6%↓	5%↓	7%	11% ↑	10%	6%
Twitch	N Count	179	111↑	68↓	22↓	46	72 ↑	40	67
	Column Comparisons	-	b				a b	а	-
	% within column	7%	6%↓	9% ↑	5%↓	6%	10% ↑	9%	6%
Pinterest	N Count	163	64↓	99 ↑	20↓	42	65 ↑	36	63
	Column Comparisons	-		а			a b	а	-
	% within column	3%	3%	3%	6% ↑	2%	2%	2%	4%
I do not use any of	N Count	65	32	33	26 ↑	16	13	10	42
these	Column Comparisons	-			b c d				-
	% within column	3%	3%	2%	3%	2%	3%	3%	2%
Vimeo	N Count	59	32	27	12	15	19	12	27
	Column Comparisons	-							-
	% within column	2%	2%	1%	2%	2%	1%	3%	2%
Dailymotion	N Count	36	21	15	8	10	6	12	18
	Column Comparisons	-							-
	% within column	1%	1%	2%	3% ↑	1%	1%	1%	2%
GoNoodle	N Count	29	12	17	13 ↑	6	7	2	20
	Column Comparisons	-			b c d				-
	% within column	1%	1%	1%	2%	1%	1%	1%	1%
GROM social	N Count	26	16	10	7	8	7	4	15
	Column Comparisons	-							-
Lorentale of data and are	% within column	1%	1%	2%	0%	1%	1%	1%	1%
I watch videos on	N Count	24	7	17	2	10	8	5	11
other sites/apps	Column Comparisons	-		а					-
	% within column	1%	1%	1%	1%	1%	1%	0%	1%
Triller	N Count	24	15	9	5	7	10	2	12
	Column Comparisons	-							-
	% within column	1%	1%	1%	1%	1%	1%	1%	1%
Imgur	N Count	20	11	9	4	5	8	3	9
	Column Comparisons	-							_

SM1b - We're al	so interested in				BAN	NER			
sites and apps tl	hat you use to	Age of child			Ago and o	gender of child res	nondont		
watch videos on	. Which, if any, of	respondent			Age and g	gender of child res	pondent		
these video site	s/ apps do you								
use? [MULTI]		NET: 13-17	Male 8-9	Female 8-9	Male 10-12	Female 10-12	Male 13-15	Female 13-15	Male 16-17
	% within column	10%↑	6%	4%↓	7%	6%	14%↑	8%	12%
Twitch	N Count	112 ↑	13	9↓	26	20	46 ↑	26	26
	Column Comparisons	-					a b c d		b
	% within column	9% ↑	4%	5%	4%↓	8%	7%	12% ↑	7%
Pinterest	N Count	100 †	9	11	16↓	27	24	41 †	15
	Column Comparisons	-						a b c	
	% within column	2%	4%	8%1	2%	2%	2%	2%	3%
I do not use any of	N Count	23	10	17 †	9	7	7	6	6
these	Column Comparisons	-		c d e f h					
	% within column	3%	3%	2%	1%	3%	3%	3%	4%
Vimeo	N Count	32	7	4	5	10	10	9	10
	Column Comparisons	-							
	% within column	2%	2%	1%	2%	1%	1%	1%	4%
Dailymotion	N Count	18	5	3	6	5	2	3	8
	Column Comparisons	-							
	% within column	1%	2%	4% ↑	1%	1%	1%	1%	0%
GoNoodle	N Count	9	4	9 ↑	5	2	4	3	0
	Column Comparisons	-		d g					
	% within column	1%	2%	1%	1%	1%	2%	0%	1%
GROM social	N Count	11	4	3	5	4	5	2	3
	Column Comparisons	-							
	% within column	1%	0%	0%	1%	2%	1%	2%	1%
I watch videos on other sites/apps	N Count	13	1	1	3	7	2	6	2
other sites/apps	Column Comparisons	-							
	% within column	1%	1%	1%	1%	1%	2%	1%	0%
Triller	N Count	12	3	2	4	3	7	3	1
	Column Comparisons	-							
	% within column	1%	1%	1%	1%	1%	2%	1%	1%
Imgur	N Count	11	2	2	2	3	6	3	1
	Column Comparisons	-							

SM1b - We're al	so interested in					BANNE	ER			
sites and apps t	hat you use to		Age and	gender of child	respond	ent		Urban/ I	Rural	Working status
	n. Which, if any, of				•		-	•		
these video site				NET: Female 8	•	NI	ET: Female 13-			
use? [MULTI]	-,	Female 16-17	NET: Male 8-12	12		Male 13-17	17	NET: Urban	Rural	Full time
	% within column	8%	7%	59		13%↑	8%	9%	5%	10%1
Twitch	N Count	16	39	2	8 ↓	73↑	41	168	12	128 1
	Column Comparisons		-	-		-	-	b		b
	% within column	11%	4%↓	79	6	7%	12% ↑	8%	4%	8%
Pinterest	N Count	22	25↓	3	8	39	62 ↑	153	10	104
	Column Comparisons	ас	-	-		-	-	b		d
	% within column	2%	3%	49	6	2%	2%	3%	3%	3%
I do not use any of	N Count	4	19	2	3	13	10	58	7	35
these	Column Comparisons		-	-		-	-			
	% within column	1%	2%	39	6	4%	2%	3%	2%	4% 1
Vimeo	N Count	3	12	1	5	20	12	54	4	50 1
	Column Comparisons		-	-		-	-			b d
	% within column	2%	2%	19	6	2%	1%	2%	2%	2%1
Dailymotion	N Count	4	10		8	10	7	32	4	32 1
	Column Comparisons		-	-		-	-			b d
	% within column	1%	1%	29	6	1%	1%	1%	1%	2%
GoNoodle	N Count	2	8	1	1	4	5	27	1	22
	Column Comparisons		-	-		-	-			
	% within column	1%	1%	19	6	1%	1%	1%	0%	1%
GROM social	N Count	2	8		7	8	3	25	1	20
	Column Comparisons		-	-		-	-			
	% within column	2%	1%	19	6	1%	2%	1%	1%	1%
I watch videos on other sites/apps	N Count	3	3		8	4	9	22	3	11
other sites/apps	Column Comparisons		-	-		-	-			
	% within column	1%	1%	19	6	1%	1%	1%	0%	2%1
Triller	N Count	1	7		5	8	4	24	0	22 1
	Column Comparisons		-	-		-	-			
	% within column	1%	1%	19	6	1%	1%	1%	0%	1%
Imgur	N Count	1	4		5	7	4	20	0	16
	Column Comparisons		-	-		-	_			

SM1b - We're al	so interested in				BANN	ER			
sites and apps th	hat you use to	,	Working status			D:	3 - Social grade		
watch videos on	n. Which, if any, of								
these video sites	•			NET: Not					
use? [MULTI]	,	Part time	Student	working/ retired	АВ	C1	C2	DE	NET: ABC1
	% within column	5%↓	10%	6%	11% ↑	6%	7%	7%	9%
Twitch	N Count	19↓	11	18	70 ↑	35	36	39	105
	Column Comparisons				b				-
	% within column	8%	12%	4%↓	10% ↑	8%	6%	5%↓	9%1
Pinterest	N Count	33	13	11↓	62 ↑	45	31	26↓	1071
	Column Comparisons		d		d				-
	% within column	3%	2%	3%	3%	3%	3%	3%	3%
I do not use any of	N Count	14	2	10	17	19	12	16	37
these	Column Comparisons								-
	% within column	1%	2%	0%↓	6% ↑	2%	1%	1%↓	4%1
Vimeo	N Count	6	2	1↓	34 ↑	14	7	4↓	481
	Column Comparisons				b c d				-
	% within column	0%	1%	0%	2%	1%	2%	1%	1%
Dailymotion	N Count	1	1	1	13	4	12	7	17
	Column Comparisons								-
	% within column	1%	1%	1%	2%	1%	1%	1%	1%
GoNoodle	N Count	2	1	3	13	4	6	6	17
	Column Comparisons								-
	% within column	1%	1%	1%	2%	0%	1%	1%	1%
GROM social	N Count	4	1	2	11	2	7	7	13
	Column Comparisons								-
	% within column	2%	1%	1%	2%	2%	0%↓	1%	2%1
I watch videos on	N Count	9	2	3	10	9	1↓	4	191
other sites/apps	Column Comparisons				С	С			-
	% within column	0%	1%	0%	3% ↑	0%↓	1%	0%	2%
Triller	N Count	1	1	0	18 ↑	1↓	4	1	19
	Column Comparisons				b d				-
	% within column	0%	3%	0%	2%↑	0%	1%	0%	1%
Imgur	N Count	1	3	0	11 ↑	1	6	2	12
	Column Comparisons		d						-

SM1b - We're als	so interested in				BAN	INER			
sites and apps the watch videos on	at you use to . Which, if any, of	D3 - Social grade	Fi	nancial wellbeing		Ethn	icity	Child identified need/ impacting condition	
these video sites	/ apps do you						NET: All other		
use? [MULTI]		NET: C2DE	Doing well	Getting by	Struggling	White British	Ethnicities	Neurodiversity	Mental Health
-	% within column	7%	12%↑	8%	6%	9%	5%	10%	11%
Twitch	N Count	75	48 ↑	91	40	150	24	18	12
	Column Comparisons	-	b c			b			
	% within column	6%↓	11% ↑	6%↓	8%	7%	9%	4%	12%
Pinterest	N Count	56↓	45 ↑	65↓	53	121	42	8	13
	Column Comparisons	-	b						а
	% within column	3%	3%	3%	4%	3%	2%	4%	2%
I do not use any of	N Count	28	11	29	25	53	10	7	2
these	Column Comparisons	-							
	% within column	1%↓	5% ↑	2%	2%	2%	4%	1%	2%
Vimeo	N Count	11↓	20 ↑	26	13	42	17	2	2
	Column Comparisons	-	bс						
	% within column	2%	4% ↑	1%	1%	2%	1%	0%	1%
Dailymotion	N Count	18	17 ↑	13	6	29	6	0	1
•	Column Comparisons	-	bс						
	% within column	1%	3% ↑	1%↓	1%	1%	1%	2%	1%
GoNoodle	N Count	11	11 ↑	81	9	22	5	4	1
	Column Comparisons	-	b						
	% within column	1%	2%↑	1%	1%	1%	1%	1%	0%
GROM social	N Count	13	10 ↑	11	6	20	6	2	0
	Column Comparisons	-							
	% within column	1%↓	1%	1%	1%	1%	2%↑	1%	1%
I watch videos on	N Count	5↓	4	15	5	15	10 1		1
other sites/apps	Column Comparisons	-			_		а		
	% within column	1%	3% ↑	1%↓	1%	1%	1%	0%	1%
Triller	N Count	5	13 †	6 ↓	5	21	4	1	2
	Column Comparisons	-	b c					_	_
	% within column	1%	2%↑	0%↓	1%	1%	1%	0%	0%
Imgur	N Count	8	9 †	5 ↓	6	17	3	0	0
U- ·	Column Comparisons	-	b		•	,	· ·	· ·	•

SM1b - We're al	so interested in				BAN	NER			
sites and apps tl	hat you use to	Child identified cond	need/ impacting lition	Disability/ Cond	tion in HH	Educational He (EH		Benefits	
these video sites use? [MULTI]	n. Which, if any, of s/ apps do you	NET: Identified need/ condition	NET: No identified need/ condition	NET: Yes	No	Has an EHCP	Don't have an EHCP	NET: Household receives Benefits	No Benefits
	% within column	10%	7%	15% ↑	9%	11%	8%	10%↑	7%
Twitch	N Count	46	128	34 ↑	74	18	161	89 †	88
	Column Comparisons	-		b					
	% within column	8%	7%	10%	9%	7%	7%	8%	6%
Pinterest	N Count	38	126	24	72	12	152	69	76
	Column Comparisons	-							
	% within column	3%	3%	3%	2%	1%	3%	2%↓	4%
I do not use any of	N Count	12	51	6	15	1	64	16↓	44
these	Column Comparisons	-							a
	% within column	3%	3%	3%	3%	6% ↑	2%	3%	2%
Vimeo	N Count	16	43	6	26	10 ↑	49.	29	29
	Column Comparisons	-				b			
	% within column	1%	2%	1%	2%	2%	2%	2%	1%
Dailymotion	N Count	5	31	2	16	3	33	21	14
	Column Comparisons	-							
	% within column	2%	1%	1%	1%	0%	1%	2%	1%
GoNoodle	N Count	10	18	2	8	1	28	17	12
	Column Comparisons	-							
	% within column	2%↑	1%	2%	1%	3%↑	1%	2%↑	1%
GROM social	N Count	11†	15	5	5	5🕇	21	19 ↑	61
	Column Comparisons	-				b		b	
	% within column	1%	1%	2%	1%	0%	1%	1%	1%
I watch videos on	N Count	5	20	4	9	0	24	9	14
other sites/apps	Column Comparisons	-							
	% within column	2%	1%	2%	1%	6% ↑	1%	2%↑	1%
Triller	N Count	8	16	4	6	91	15.		61
	Column Comparisons	-				b		b	
	% within column	1%	1%	1%	1%	1%	1%	1%	0%↓
Imgur	N Count	6	14	2	8	2	18	12	5.
-	Column Comparisons	-						b	

SM1b - We're al	so interested in				BANN	NER			
sites and apps th	nat you use to	Parental (Controls	F	arental Concern		Time Sp	ent Online (Week	(day)
watch videos on	. Which, if any, of					NET: Moderately			
these video sites	s/ apps do you	NET: Has			A little	/ Very			
use? [MULTI]		Parental Controls	No Controls	Not Concerned	Concerned	Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs
	% within column	8%	8%	5%↓	11%↑	10%	4%↓	9%	15% †
Twitch	N Count	150	28	56↓	63 ↑	57	35↓	85	41 †
	Column Comparisons				а	а		а	a b
	% within column	8%	7%	5%↓	6%	12% ↑	5%↓	7%	12% †
Pinterest	N Count	141	22	57↓	34	71 ↑	43↓	70	32 1
	Column Comparisons					a b		а	a b
	% within column	2%↓	5% ↑	4%	3%	2%	4%↑	2%	1%
I do not use any of	N Count	45↓	17 ↑	39	14	10	38 ↑	20	3
these	Column Comparisons		а				bс		
	% within column	3%	1%	1%↓	3%	5% ↑	2%↓	3%	5%
Vimeo	N Count	54	5	15↓	14	29 ↑	14↓	27	13
	Column Comparisons					a			а
	% within column	2%	1%	1%↓	2%	3% ↑	1%	2%	2%
Dailymotion	N Count	32	4	7↓	11	16 ↑	7	20	5
	Column Comparisons				а	а			
	% within column	1%	1%	1%↓	1%	2% ↑	1%	1%	2%
GoNoodle	N Count	25	2	6↓	6	13 †	6	13	6
	Column Comparisons					а			
	% within column	1%	1%	0%↓	2%	2% ↑	0%	1%	3%
GROM social	N Count	24	2	2↓	10	14 ↑	4	10	7
	Column Comparisons				а	а			а
Lovetsko delega se	% within column	1%	0%	1%	1%	1%	1%	1%	1%
I watch videos on other sites/apps	N Count	22	2	15	4	6	10	10	2
other sites/apps	Column Comparisons								
	% within column	1%	0%	0%↓	1%	3% ↑	0%	1%	4% 1
Triller	N Count	23	1	3↓	3	18 †	4	6	11 †
	Column Comparisons					a b			a b
	% within column	1%	0%	0%↓	0%	3% ↑	0%↓	1%	3% ↑
Imgur	N Count	19	1	3↓	2	15 ↑	3↓	8	81
	Column Comparisons					a b			a b

SM1b - We're al	so interested in				BANN	ER			
sites and apps th		Time Spent Onl	ine (Weekday)		Time Sp	ent Online (Week	end)		Spent Money
• •	n. Which, if any, of	6+ hrs	NET: 5+ Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6 hrs	NET: 5+ Hours	Bought somet- hing on either Social Media, or while gaming
use: [iviolit]	% within column	18%	15%↑	5%	5%↓	10%	11%		
Twitch	N Count	18†	59 †	14	43↓	64	56 †	120 †	
·	Column Comparisons	a b	-		15 4	a b	a b	-	е
	% within column	16%↑	13% †	6%	6%	8%	9%	9%	9%1
Pinterest	N Count	161	48 ↑	16	48	49	47	96	1171
	Column Comparisons	a b	-		_	-		-	е
	% within column	0%	1%↓	9% ↑	3%	2%	1%↓	1%↓	
I do not use any of	N Count	0	3↓	26 ↑	21	10	4↓	14↓	
these	Column Comparisons		-	b c d	d			-	
	% within column	4%	4% ↑	2%	2%	4% ↑	2%	3%	4%1
Vimeo	N Count	4	17 †	7	17	25 ↑	10	35	541
	Column Comparisons		-					-	e
	% within column	3%	2%	1%	2%	2%	1%	2%	2%
Dailymotion	N Count	3	8	2	15	14	4	18	28
	Column Comparisons		-					-	e
	% within column	3%	3% ↑	0%	1%	2%	2%	2%	2%
GoNoodle	N Count	3	10 ↑	0	10	11	8	19	23
	Column Comparisons	а	-					-	e
	% within column	5% ↑	3% ↑	1%	1%	3% ↑	0%	2%	2%1
GROM social	N Count	5 ↑	12 ↑	4	5	16 ↑	2	18	241
	Column Comparisons	a b	-			b d		-	e
I watch videos on	% within column	2%	1%	2%	1%	1%	1%	1%	1%
other sites/apps	N Count	2	4	7	7	8	3	11	13
other sites/apps	Column Comparisons		-					-	
	% within column	3% ↑	4% ↑	1%	1%	1%	1%	1%	2%1
Triller	N Count	31	14 ↑	3	6	8	7	15	231
	Column Comparisons	a b	-					-	е
	% within column	1%	2% ↑	1%	1%	2%↑	0%	1%	1%
Imgur	N Count	1	9 ↑	4	5	10 ↑	1	12	17
	Column Comparisons		-					_	е

SM1b - We're al	so interested in				BANN	IER			
sites and apps th	hat you use to		Spent	Money			SM purchase	category	
watch videos on these video sites use? [MULTI]	. Which, if any, of s/ apps do you	Bought something on social media	Bought something while Gaming	Bought something from both	Not bought from either	Product	Activity	Subscription/ Upgrade	NET: Gift
use: [iviozii]	% within column	15% †			3%↓	15%	21%	20%	24%
Twitch	N Count	112 †			24↓	65	31	43 †	38 1
	Column Comparisons	е	b e	e	2.17	03	01	.51	301
	% within column	13% †		14%	5%↓	16%	23% †	17%	21% †
Pinterest	N Count	100 †		85 †	46↓	67	35 ↑	36	331
T III CO COC	Column Comparisons	c e	е	e	101	0,	33.	30	33.
	% within column	1%↓		0%↓	5% †	0%	0%	0%	0%
I do not use any of	N Count	5.		2↓	50 †	2	1	0	0
these	Column Comparisons	3.	12 •	24	a b c d	_	-	· ·	Ü
	% within column	6% †	4%↑	7% ↑	1%↓	6%	12% †	9%	12% †
Vimeo	N Count	49 1			5↓	27	18 †	20	19 1
***************************************	Column Comparisons	e	е	e	3.	_,	101	20	23.
	% within column	3% ↑	_	_	1%	3%	7% ↑	4%	9% ↑
Dailymotion	N Count	25 †		25 ↑	8	13	10 †	9	14 †
,	Column Comparisons	e	е	e	-			_	
	% within column	3%↑		_	1%	3%	5%	4%	5%
GoNoodle	N Count	22 1			6	13	8	9	8
	Column Comparisons	e	е	е	-		_	_	_
	% within column	3%↑		3%↑	0%↓	2%	8% ↑	2%	10% †
GROM social	N Count	22 1		201	2↓	8	11†	5	16 †
	Column Comparisons	е	е	е			ас		ас
	% within column	1%	1%	1%	1%	2%	1%	1%	2%
I watch videos on	N Count	11	9	7	11	9	1	1	3
other sites/apps	Column Comparisons								
	% within column	3%↑	2%↑	4% ↑	0%↓	3%	9% ↑	6% ↑	8%1
Triller	N Count	211			1↓	13	13 †	13 †	12 1
	Column Comparisons	е	е	e		_			
	% within column	2%↑			0%	2%	6% ↑	3%	7% ↑
Imgur	N Count	16 †		15 ↑	3	8	9 ↑	7	111
-	Column Comparisons	е	е	е			а		а

SM1b - We're als	o interested in				BAN	INER			
sites and apps th	at you use to		Feelings about	SM purchase			Gaming	Method	
watch videos on.	Which, if any, of						Desktop compu-		
these video sites use? [MULTI]	/ apps do you	Regret things I buy online	What I buy is good value	I spend more than I should	I like the feeling	Games console	ter, laptop or netbook	Mobile phone or smartphone	Tablet
	% within column	17%↑	16%1	18%↑	15% ↑		15% †	· · · · · · · · · · · · · · · · · · ·	9%
Twitch	N Count	54 ↑	881	69 ↑	831	135 ↑	86 †	125 ↑	70
	Column Comparisons						d		
	% within column	15% ↑	13%↑	16%↑	14%↑	7%	11% †	9% ↑	9%
Pinterest	N Count	46 ↑	75 ↑	60 ↑	77 †	97	62 †	122 ↑	71
	Column Comparisons							а	
	% within column	0%↓	0%↓	0%↓	0%↓	2%↓	1%↓	1%↓	3%
I do not use any of	N Count	1↓	2↓	1↓	1↓	27↓	81	17↓	27
these	Column Comparisons								ас
	% within column	8%↑	7%↑	7%↑	7%↑	3%	5% ↑	3%	4%
Vimeo	N Count	25 ↑	41 ↑	28↑	38↑	39	31 †	39	29
	Column Comparisons						ас		
	% within column	5% ↑	3%↑	5% ↑	4% ↑	1%	4% ↑	2%	2%
Dailymotion	N Count	14 ↑	17 †	19 ↑	21 ↑	19	21🕇	22	15
·	Column Comparisons						ас		
	% within column	4% ↑	3% ↑	4% ↑	3%↑	1%	2%↑	2%	2%
GoNoodle	N Count	12 ↑	18 ↑	14 ↑	18 ↑	17	14 †	21	16
	Column Comparisons								
	% within column	4% ↑	3% ↑	4% ↑	3%↑	1%	2%↑	1%	1%
GROM social	N Count	14 ↑	19 ↑	14 ↑	19 ↑	12	14 †	13	11
	Column Comparisons						ас		
	% within column	1%	2%	0%	2%	1%	1%	1%	2%
I watch videos on	N Count	2	10	1	9	11	7	17	14
other sites/apps	Column Comparisons								а
	% within column	5% ↑	4% ↑	3%↑	3%↑	1%	3%↑	1%	1%
Triller	N Count	14 ↑	20 ↑	12 ↑	20 ↑	14	17 †	16	10
	Column Comparisons						a c d		
	% within column	3%↑	3%↑	3%↑	2%↑	1%	2%↑	1%	1%
Imgur	N Count	11↑	14 ↑	10 ↑	13 ↑		12 †	14	9
	Column Comparisons						a		

SM1b - We're al	so interested in				BAN	INER			
sites and apps tl	hat you use to	Gaming Method				Gaming Type			
watch videos on these video site	n. Which, if any, of s/ apps do you		Puzzles or	Action/		Playing against	Playing against multiple people/	Creative and	Playing in a
use? [MULTI]	, , , , , , , , , , , , , , , , , , , ,	NET: Any Gaming	quizzes	adventure	Shooters	one other person		building games	virtual worlds
	% within column	8%1	9%	13%↑	14%1			10%	13%1
Twitch	N Count	179 ↑	57	94 †	78 1			111	701
	Column Comparisons	-		а	а	а			
	% within column	7%	13% ↑	10% ↑	10%1	13% †	8%	8%	12%1
Pinterest	N Count	159	81 ↑	70 †	55 1	52 †	67	91	661
	Column Comparisons	-	e f j						
	% within column	2%↓	2%	2%	1%	1%	1%	2%	2%
I do not use any of	N Count	53↓	12	15	6	5	12	26	14
these	Column Comparisons	-							
	% within column	3%	4% ↑	5% ↑	5% 1	7%↑	3%	3%	5%1
Vimeo	N Count	59	27 ↑	35 ↑	281	27 †	25	30	294
	Column Comparisons	-		f	f	e f			f
	% within column	2%	2%	2%	3%	3%	1%	1%	3%1
Dailymotion	N Count	36	16	18	14	10	11	17	181
	Column Comparisons	-							
	% within column	1%	2% ↑	3% ↑	2%	3% ↑	2%	2%	2%
GoNoodle	N Count	29	15 ↑	20 †	9	12 †	13	19	10
	Column Comparisons	-							
	% within column	1%	2%	2%	2%	3% ↑	1%	1%	2%
GROM social	N Count	26	13	11	11	11 †	11	16	11
	Column Comparisons	-							
	% within column	1%	1%	2%	1%	1%	1%	1%	1%
I watch videos on other sites/apps	N Count	22	9	11	4	4	10	12	7
other sites/apps	Column Comparisons	-							
	% within column	1%	2% ↑	2%	2%1	3% ↑	2%	1%	1%
Triller	N Count	24	13 ↑	13	111	11 †	12	9	7
	Column Comparisons	-	f	f	f	f			
	% within column	1%	2% ↑	1%	1%	3% ↑	1%	1%	2%
Imgur	N Count	20	12 ↑	11	7	11 †	9	15	8
	Column Comparisons	-							

SM1b - We're al	so interested in				BANI	NER			
sites and apps th	hat you use to			Gaming	Туре			Gaming Fre	quency
watch videos on these video sites	s/ apps do you	Simulation	Fitness and		Interactive		NET: Playing against other		
use? [MULTI]		experience	dance	Sports	stories	Makeovers	people	NET: Daily	Weekly
	% within column	20% ↑	14% †	12% ↑	18% ↑	13% ↑	12% ↑	10%↑	5%↓
Twitch	N Count	49 ↑	39 ↑	88 †	38 ↑	31 ↑	120 †	153 †	25↓
	Column Comparisons	a f			а		-	b	
	% within column	13%↑	13% ↑	8%	17% ↑	13% ↑	9%	8%	7%
Pinterest	N Count	31 †	35 ↑	62	35 ↑	33 ↑	88	122	34
	Column Comparisons				f		-		
	% within column	1%	3%	2%	1%	1%	1%↓	2%	3%
I do not use any of	N Count	2	8	12	2	3	15↓	32	15
these	Column Comparisons						-		
	% within column	7% ↑	7% ↑	4% ↑	10% ↑	5% ↑	3%	3%	2%
Vimeo	N Count	18 †	19 ↑	33 ↑	221	13 ↑	36	47	11
	Column Comparisons	е	f		e f		-		
	% within column	4% ↑	3%	3%	5% ↑	3%	1%	2%	1%
Dailymotion	N Count	9 ↑	9	19	11†	6	14	29	5
	Column Comparisons				е		-		
	% within column	3%	4% ↑	2%	4% ↑	4% ↑	2%	1%	1%
GoNoodle	N Count	7	12 ↑	12	81	9 †	18	23	5
	Column Comparisons						-		
	% within column	4% ↑	4% ↑	2%↑	5% ↑	3%	2%	1%	0%
GROM social	N Count	111	12 ↑	15 ↑	10 ↑	7	17	23	2
	Column Comparisons	е					-	b	
	% within column	2%	2%	1%	2%	2%	1%	1%	1%
I watch videos on	N Count	4	4	4	5	5	11	17	4
other sites/apps	Column Comparisons						-		
	% within column	4% ↑	4% ↑	2%↑	5% ↑	3% ↑	2%	1%	1%
Triller	N Count	10 †	11 ↑	14 ↑	10 ↑	81	16	19	5
	Column Comparisons	fg	f g	f	fg	f	_		
	% within column	3%↑	4% ↑	2%↑	6% ↑	3%↑	1%	1%	0%
Imgur	N Count	7↑	11↑	13↑	12 †	6 †	14	17	2
-	Column Comparisons		c e		bceg		_		

SM1b - We're al	so interested in				BAN	NER			
sites and apps tl	nat you use to				Gaming Pu	chase Type			
these video sites	. Which, if any, of s/ apps do you	NET: Character, skins, weapons,	NET: Game	Loot boxes/ packs/ chests/		A standard version of the		Early access to a	
use? [MULTI]		armour, tools	expansion	bundles	In-game money	game	A subscription	game	Battle Pass
	% within column	15%	20% ↑	22% ↑		15%	22% ↑	25% ↑	24% ↑
Twitch	N Count	79	46↑	33 †	69	21	65 ↑	31 †	49 ↑
	Column Comparisons								
	% within column	11% ↑	14% ↑	14% ↑		11%	11%	18% ↑	11%
Pinterest	N Count	60 †	33 ↑	21 †	34	16	34	22 ↑	23
	Column Comparisons							d	
I do not use any of	% within column	1%	2%	1%	1%	1%	1%	1%	2%
these	N Count	7	5	1	4	1	3	1	4
these	Column Comparisons								
	% within column	7% ↑	9% ↑	9% ↑	4%	7%	6%	11% ↑	8% ↑
Vimeo	N Count	35 ↑	22 ↑	13 †	16	10	18	14 ↑	16 ↑
	Column Comparisons		d					d	
	% within column	3%	5% ↑	4%	1%	5%	4%	8%1	4%
Dailymotion	N Count	17	13 ↑	7	6	7	11	9 †	7
	Column Comparisons		d					d	
	% within column	2%	5% ↑	4% ↑	2%	2%	3%	6% ↑	4% ↑
GoNoodle	N Count	11	12 ↑	7 1	11	3	9	81	9 ↑
	Column Comparisons								
	% within column	3%	5% ↑	3%	2%	4%	3%	4%	3%
GROM social	N Count	15	12 †	4	8	6	8	5	5
	Column Comparisons								
	% within column	1%	1%	0%	1%	1%	1%	0%	0%
I watch videos on	N Count	4	2	1	4	1	3	0	0
other sites/apps	Column Comparisons								
	% within column	3%↑	4% ↑	6% ↑	2%	6% ↑	3%	7%↑	4%
Triller	N Count	17 †	10 ↑	91	8	91	8	81	8
	Column Comparisons								
	% within column	2%	5% ↑	6% †	1%	4%↑	2%	4%	2%
Imgur	N Count	11	11↑	9 †	7	51	5	5	5
-	Column Comparisons		d f	dfh					

				BAN	NER		
SM1b - We're al	so interested in			Feelings about G	Saming Purchase		
sites and apps the watch videos on these video sites use? [MULTI]	. Which, if any, of	Regret things I	What I buy is	I spend more than I should		It's unfair that people who spend more, get	It's not always clear what I'm going to get for my money in
use: [IVIOLII]	% within column	buy online 16% 16%	good value 14% 14%	17%	14%	further in games	games 17% †
Twitch	N Count	54 ↑	1051	17%1 77 ↑	99 1		
I WILCII	Column Comparisons	341	1031	//1	331	1031	701
	% within column	11%†	10%	13% ↑	10% ↑	9%	11% †
Pinterest	N Count	391	77 †	57 †	73 †		47 1
Tillerest	Column Comparisons	331	,,,	371	731	02	4/1
	% within column	1%	1%↓	1%↓	1%↓	1%↓	1%
I do not use any of	N Count	3	91	3↓	61		
these	Column Comparisons	_					_
	% within column	6%↑	6% ↑	6% ↑	5% †	5%↑	6% 1
Vimeo	N Count	19 ↑	43 ↑	27 ↑	39 †	331	28 1
	Column Comparisons						
	% within column	4% ↑	3% ↑	5% ↑	3% ↑	2%	4% 1
Dailymotion	N Count	14 ↑	201	201	21 †	14	16 1
	Column Comparisons	e		е	е		е
	% within column	3%↑	3% ↑	3%↑	2%	2%	3%1
GoNoodle	N Count	11 ↑	20 ↑	13 ↑	13	13	14 1
	Column Comparisons						
	% within column	4%↑	3% ↑	3%↑	2% ↑	2%↑	3%1
GROM social	N Count	14 ↑	21 ↑	14 ↑	18 †	14 ↑	13 †
	Column Comparisons						
I watch videos on	% within column	1%	1%	1%	0%↓	1%	1%
other sites/apps	N Count	3	6	3	2↓	4	3
other sites/apps	Column Comparisons						
	% within column	4% ↑	3% ↑	3%↑	3%✝	2%↑	3%1
Triller	N Count	14 †	21 ↑	13 ↑	19 †	16†	15 †
	Column Comparisons						

SM1b - We're	also interested in				BANN	ER			
sites and app	s that you use to		Gender of child	respondent		Age	of child responden	nt	
watch videos	on. Which, if any, of								
these video s	ites/ apps do you								
use? [MULTI]		Total	Male	Female	8-9	10-12	13-15	16-17	NET: 8-12
	% within column	1%	1%	1%	1%	1%	1%	1%	1%
Imgur	N Count	20	11	9	4	5	8	3	9
	Column Comparisons	-							-
	% within column	1%	1%	1%	1%	1%	1%	1%	1%
Fruitlab	N Count	20	11	8	6	6	5	3	12
	Column Comparisons	-							-
	% within column	0%	0%	0%	0%	0%	0%	1%	0%
Don't know	N Count	6	6	1	1	1	1	3	2
	Column Comparisons	-	b						-
	% within column	97%	96%	97%	94%↓	97%	98%	97%	96%
NET: Any	N Count	2,137	1,104	1,034	414↓	671	665	387	1,085
	Column Comparisons	-				а	а		-

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 29 of 42

SM1b - We're	also interested in				BAN	INER			_
= =	s that you use to on. Which, if any, of	Age of child respondent			Age and	gender of child res	pondent		
	tes/ apps do you								
use? [MULTI]	, ,,	NET: 13-17	Male 8-9	Female 8-9	Male 10-12	Female 10-12	Male 13-15	Female 13-15	Male 16-17
	% within column	1%	1%	1%	1%	1%	2%	1%	1%
Imgur	N Count	11	2	2	2	3	6	3	1
	Column Comparisons	-							
	% within column	1%	1%	1%	1%	1%	1%	0%	1%
Fruitlab	N Count	8	3	3	3	3	4	1	1
	Column Comparisons	-							
	% within column	0%	1%	0%	0%	0%	0%	0%	1% ↑
Don't know	N Count	4	1	0	0	1	1	0	3 †
	Column Comparisons	-							
	% within column	97%	95%	92%↓	97%	98%	98%	97%	96%
NET: Any	N Count	1,053	210	204↓	347	324	333	333	214
	Column Comparisons	-							

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 30 of 42

SM1b - We're	also interested in				BANI	NER			
sites and apps	s that you use to		Age and	gender of child re	espondent		Urban/ I	Working status	
watch videos on. Which, if any, of									
these video si	tes/ apps do you			NET: Female 8-		NET: Female 13-			
use? [MULTI]		Female 16-17	NET: Male 8-12	12	NET: Male 13-17	17	NET: Urban	Rural	Full time
	% within column	1%	1%	1%	1%	1%	1%	0%	1%
Imgur	N Count	1	4	5	7	4	20	0	16
	Column Comparisons		-	-	-	-			
	% within column	1%	1%	1%	1%	0%	1%	1%	1% ↑
Fruitlab	N Count	1	6	6	5	3	18	1	201
	Column Comparisons		-	-	-	-			b
	% within column	0%	0%	0%	1% ↑	0%	0%	0%	0%
Don't know	N Count	0	1	1	4 ↑	0	5	1	3
	Column Comparisons		-	-	-	-			
	% within column	98%	96%	96%	97%	98%	97%	97%	97%
NET: Any	N Count	197	556	528	547	523	1,902	235	1,284
	Column Comparisons		-	-	-	-			

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 31 of 42

SM1b - We're	also interested in				BANNE	R			
sites and apps	s that you use to		Working status			D:	3 - Social grade		
watch videos	on. Which, if any, of								
these video si	ites/ apps do you			NET: Not					
use? [MULTI]		Part time	Student	working/ retired	AB	C1	C2	DE	NET: ABC1
	% within column	0%	3%	0%	2%↑	0%	1%	0%	1%
Imgur	N Count	1	3	0	11 ↑	1	6	2	12
	Column Comparisons		d						-
	% within column	0%	0%	0%	2% ↑	0%	1%	0%↓	1%
Fruitlab	N Count	0	0	0	11 ↑	1	7	01	12
	Column Comparisons				b d		d		-
	% within column	0%	0%	1%	0%	0%	0%	1%	0%
Don't know	N Count	1	0	2	1	1	0	4	3
	Column Comparisons								-
	% within column	96%	98%	96%	97%	96%	97%	96%	96%
NET: Any	N Count	408	110	291	602	555	474	506	1,157
	Column Comparisons								-

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 32 of 42

SM1b - We're a	lso interested in				BAN	INER			
sites and apps t watch videos or	hat you use to n. Which, if any, of	D3 - Social grade	Fi	nancial wellbeing		Ethn	icity		need/ impacting dition
these video site	es/ apps do you						NET: All other		
use? [MULTI]		NET: C2DE	Doing well	Getting by	Struggling	White British	Ethnicities	Neurodiversity	Mental Health
	% within column	1%	2%↑	0%↓	1%	1%	1%	0%	0%
Imgur	N Count	8	9 ↑	5↓	6	17	3	0	0
	Column Comparisons	-	b						
	% within column	1%	2% ↑	0%	1%	1%	1%	0%	1%
Fruitlab	N Count	7	10 †	5	5	14	5	1	1
	Column Comparisons	-	b						
	% within column	0%	0%	0%	1%	0%	0%	0%	0%
Don't know	N Count	4	0	3	4	4	2	0	0
	Column Comparisons	-							
	% within column	97%	97%	97%	95%	96%	97%	96%	98%
NET: Any	N Count	980	382	1,111	622	1,668	435	186	107
	Column Comparisons	-							

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 33 of 42

SM1h Wo'ro	also interested in				BAN	NER			
sites and apps	sites and apps that you use to		Child identified need/ impacting condition		Disability/ Condition in HH		ealth Care Plan ICP)	Benefits	
watch videos on. Which, if any, of these video sites/ apps do you use? [MULTI]		NET: Identified need/ condition	NET: No identified need/ condition	NET: Yes	No	Has an EHCP	Don't have an EHCP	NET: Household receives Benefits	No Benefits
	% within column	1%	1%	1%	1%	1%	1%	1%	0%↓
Imgur	N Count	6	14	2	8	2	18	12	5↓
	Column Comparisons	-						b	
	% within column	1%	1%	0%	1%	1%	1%	1%	1%
Fruitlab	N Count	6	12	1	6	2	18	13	7
	Column Comparisons	-							
	% within column	1%	0%	1%	0%	0%	0%	0%	0%
Don't know	N Count	3	4	1	2	0	6	4	2
	Column Comparisons	-							
	% within column	97%	96%	97%	97%	99%	96%	98% ↑	96%
NET: Any	N Count	459	1,649	226	771	157	1,981	894 †	1,145
	Column Comparisons	-						b	

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 34 of 42

SM1b - We're a	Iso interested in				BAN	NER			
sites and apps t	hat you use to	Parental (Controls	F	Parental Concern		Time Spent Online (Weekday)		
	n. Which, if any, of					NET: Moderately			
these video site	es/ apps do you	NET: Has			A little	/ Very			
use? [MULTI]		Parental Controls	No Controls	Not Concerned	Concerned	Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs
	% within column	1%	0%	0%↓	0%	3% ↑	0%↓	1%	3% ↑
Imgur	N Count	19	1	3↓	2	15 ↑	3↓	8	8 †
	Column Comparisons					a b			a b
	% within column	1%	1%	0%↓	1%	1%	1%	1%	2%
Fruitlab	N Count	18	2	4↓	5	9	5	8	6
	Column Comparisons					а			
	% within column	0%	0%	0%	0%	1%	0%	0%	0%
Don't know	N Count	5	0	0	1	4	1	3	1
	Column Comparisons					а			
	% within column	97% ↑	95%	96%	97%	97%	95%	97%	99%
NET: Any	N Count	1,797 †	319	1,001	533	585	833	911	274
	Column Comparisons								

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 35 of 42

SM1h Wo'ro	also interested in				BANN	NER						
	s that you use to	Time Spent Or	ıline (Weekday)		Time Spent Online (Weekend)							
watch videos these video si	on. Which, if any, of ites/ apps do you								Bought somet- hing on either Social Media, or			
use? [MULTI]	_	6+ hrs	NET: 5+ Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6 hrs	NET: 5+ Hours	while gaming			
	% within column	1%	2% ↑	1%	1%	2%↑	0%	1%	1%			
Imgur	N Count	1	91	4	5	10 ↑	1	12	17			
	Column Comparisons		-					-	е			
	% within column	1%	2%	0%	1%	2%	0%	1%	1% ↑			
Fruitlab	N Count	1	7	1	8	9	2	11	18 †			
	Column Comparisons		-					-	е			
	% within column	1%	1%	0%	0%	0%	0%	0%	0%			
Don't know	N Count	1	2	1	1	2	1	3	3			
	Column Comparisons		-					-				
	% within column	99%	99% ↑	90%↓	97%	98%	99% ↑	98%1	98%			
NET: Any	N Count	101	375 †	261↓	761	609	487 †	1,0961	1,267 †			
	Column Comparisons		-		а	а	a b	-	е			

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 36 of 42

SM1b - We're als	o interested in				BANN	ER			
sites and apps th	at you use to		Spent	Money		SM purchase category			
these video sites	watch videos on. Which, if any, of these video sites/ apps do you		•	Bought something from N	•			Subscription/	
use? [MULTI]		social media	Gaming	both	either	Product	Activity	Upgrade	NET: Gift
	% within column	2%↑	1% ↑	2% ↑	0%	2%	6% ↑	3%	7%↑
Imgur	N Count	16 †	16 †	15 ↑	3	8	9🕇	7	11↑
	Column Comparisons	e	е	е			а		а
	% within column	2%↑	2% ↑	3% ↑	0%↓	3%	6% ↑	4% ↑	7% ↑
Fruitlab	N Count	16 †	18 ↑	16 †	2↓	12	9 ↑	9 ↑	10 ↑
	Column Comparisons	е	е	е					
	% within column	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	N Count	0	3	0	3	0	0	0	0
	Column Comparisons					-	-	-	-
	% within column	99% ↑	98% ↑	100% ↑	94%↓	100%	100%	100%	100%
NET: Any	N Count	762 †	1,106 †	601 ↑	870↓	427	152	216	158
	Column Comparisons	e	е	е					

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 37 of 42

SM1b - We're	also interested in				BAN	NER					
sites and app	s that you use to		Feelings about	SM purchase			Gaming Method				
	on. Which, if any, of ites/ apps do you	De nort thin sell	NA/In a to I have the	l an and an an		Desktop compu-					
use? [MULTI]	• • •	Regret things I buy online	What I buy is good value	I spend more than I should	I like the feeling	Games console or games player	ter, laptop or netbook	Mobile phone or smartphone	Tablet		
	% within column	3%↑	3%↑	3% ↑	2% ↑	1%	2%↑	1%	1%		
Imgur	N Count	11 ↑	14 ↑	10 ↑	13 ↑	9	12 ↑	14	9		
	Column Comparisons						a				
	% within column	3% ↑	3% ↑	3%✝	3% ↑	1%	2%↑	1%	1%		
Fruitlab	N Count	91	16 ↑	12 ↑	14 ↑	10	13 ↑	13	8		
	Column Comparisons						ас				
	% within column	0%	0%	0%	0%	0%	0%	0%	0%		
Don't know	N Count	0	0	0	0	2	0	2	2		
	Column Comparisons	-	-	-	-						
	% within column	100% ↑	99% ↑	100%	99% ↑	98% ↑	98% ↑	98% ↑	96%		
NET: Any	N Count	312 ↑	553 ↑	376 †	562 ↑	1,299 ↑	563 ↑	1,294 †	750		
	Column Comparisons					d	d	d			

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 38 of 42

SM1b - We're	also interested in				BA	NNER			
sites and apps	s that you use to	Gaming Method				Gaming Type			
	on. Which, if any, of						Playing against		
these video si	tes/ apps do you		Puzzles or	Action/		Playing against	multiple people/	Creative and	Playing in a
use? [MULTI]		NET: Any Gaming	quizzes	adventure	Shooters	one other person	teams	building games	virtual worlds
	% within column	1%	2% ↑	1%	1%	3%↑	1%	1%	2%
Imgur	N Count	20	12 †	11	7	11 †	9	15	8
	Column Comparisons	-							
	% within column	1%	2% ↑	2%	2%	3% †	1%	1%	1%
Fruitlab	N Count	20	12 †	11	8	11 †	8	9	5
	Column Comparisons	-				e f			
	% within column	0%	0%	0%	0%	0%	0%	0%↓	0%
Don't know	N Count	6	1	1	1	0	0	1↓	0
	Column Comparisons	-							
	% within column	97% ↑	98%	97%	98%	99%	98% ↑	98%	97%
NET: Any	N Count	2,077 †	636	712	538	382	808	1,122	542
	Column Comparisons	-							

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 39 of 42

SM1b - We're	also interested in				BANI	NER			
sites and app	s that you use to			Gaming	Туре			Gaming Frequency	
these video si	on. Which, if any, of ites/ apps do you	Simulation	Fitness and	Consta	Interactive	Malaaaaa	NET: Playing against other	NET Delle	Markle.
use? [MULTI]	•	experience	dance	Sports	stories	Makeovers	people	NET: Daily	Weekly
	% within column	3%↑	4% ↑	2% ↑	6% ↑	3% ↑	1%	1%	0%
Imgur	N Count	7 †	11 ↑	13 ↑	12 †	6 ↑	14	17	2
	Column Comparisons		c e		bceg		-		
	% within column	4% ↑	3% ↑	1%	4% ↑	2%	1%	1%	1%
Fruitlab	N Count	9 ↑	9 ↑	11	81	5	14	16	4
	Column Comparisons	e f g	fg		e g		-		
	% within column	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	N Count	0	0	0	0	0	0	2	1
	Column Comparisons						-		
	% within column	99%	97%	98%	99%	99%	98% ↑	98% ↑	96%
NET: Any	N Count	246	270	714	205	246	1,010 †	1,566 †	443
	Column Comparisons						-		

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 40 of 42

SM1b - We're	also interested in				BAN	NER			
sites and app	s that you use to				Gaming Pur	chase Type			
	on. Which, if any, of ites/ apps do you	NET: Character, skins, weapons, armour, tools	NET: Game expansion	Loot boxes/ packs/ chests/ bundles	In-game money	A standard version of the game	E A subscription	arly access to a	Battle Pass
	% within column	2%	5% ↑	6% ↑	1%	4% ↑	2%	4%	2%
Imgur	N Count	11	11↑	9 ↑	7	51	5	5	5
	Column Comparisons		d f	dfh					
	% within column	2%	4% ↑	3%	1%	4%	3% ↑	5% ↑	3%
Fruitlab	N Count	10	10 ↑	5	6	5	10 ↑	6 1	7
	Column Comparisons								
	% within column	0%	0%	0%	0%	0%	0%	1%	0%
Don't know	N Count	0	0	0	0	0	1	1	0
	Column Comparisons							а	
	% within column	98%	97%	99%	99%	99%	99%	98%	98%
NET: Any	N Count Column Comparisons	527	231	150	443	146	299	120	201

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 41 of 42

		·		BAN	NER		
SM1b - We're	e also interested in			Feelings about G	Gaming Purchase		
watch videos	s that you use to on. Which, if any, of ites/ apps do you	Regret things I buy online	What I buy is good value	I spend more than I should	I like the feeling	It's unfair that people who spend more, get further in games	It's not always clear what I'm going to get for my money in games
	% within column	3%↑	2%↑	3%↑	2% ↑	1%	2%
Imgur	N Count	10 ↑	13 ↑	12 ↑	13 †	9	8
	Column Comparisons	e		е			
	% within column	3% ↑	2% ↑	2%↑	2% ↑	1%	2%1
Fruitlab	N Count	11 ↑	16 ↑	10 ↑	16 †	10	111
	Column Comparisons	e					
	% within column	1%	0%	0%	0%	0%	0%
Don't know	N Count	2	1	1	0	1	0
	Column Comparisons	d					
	% within column	98%	99% ↑	99% ↑	99% †	99%↑	99%1
NET: Any	N Count Column Comparisons	341	760 †	440 †	714 †	707 †	444 1

		SIVIZD - I	low often			-	apps tha	it you said	you user [-
		Several times a day	At least once a day	At least once a week	At least once a month	Less than once a month	Never	Don't know	NET: Daily	NET: Less than monthly
	% within row	67% ↑	25%↓	7%↓	1%↓		0%	0%	92%1	1%-
TikTok	Column Comparisons	bcdefg	cdefg	defg	efg				-	-
	N Count	707 †	261↓	71↓	13↓	1↓	0	4	967 †	14
	% within row	67%↑	24%↓	8%↓	1%↓	0%↓	0%	0%↓	91%↑	1%-
Snapchat	Column Comparisons	bcdefg	cdefg	defg	f g				-	-
	N Count	439 ↑	157↓	55↓	5↓	3↓	0	01	596 †	8-
Triller										
	% within row	51% ↑	34%	12%	2%	1%	0%	0%	85% ↑	3%-
Instagram	Column Comparisons	bcdefg	cdefg	defg	f g	f			-	-
	N Count	314 ↑	208	76	13	4	0	2	521 †	17-
	% within row	50% ↑	34%↓	14%	1%↓	0%↓	0%	0%↓	84%↑	1%-
YouTube	Column Comparisons	bcdefg	cdefg	defg	f g	f			-	-
	N Count	869 ↑	593↓	248	15↓	7↓	0	3↓	1,462 †	22-
	% within row	50% ↑	34%	11%↓	2%	2%	0%	1%	84%	4%
Facebook(inc. Facebook Gaming)	Column Comparisons	bcdefg	cdefg	defg	f	f			-	-
	N Count	218 †	150	47↓	9	9	0	3	3681	18
	% within row	42%	35%	17%	2%	3%	0%	1%	77%	5%
YouTube Kids	Column Comparisons	cdefg	cdefg	defg	f	f g		f	-	-
	N Count	280	235	111	15	19	0	6	514	33
Fruitlab										
GROM social										
Vimeo										
I watch videos on other sites/apps										
Water videos on other sites, apps	% within row	31%↓	33%	28% ↑	7%	1%	0%	0%	63%↓	8%
Pinterest	Column Comparisons	d e f g	d e f g	defg	e f g	170	070	070	-	
Tillerest	N Count	u c r g 50↓	54	46 †	11	2	0	0	103↓	14
GoNoodle		301	3.			_	Ū	Ū	100 +	
Contocuic	% within row	28%↓	44%	20%	6%	1%	0%	0%	73%	7%
Twitch	Column Comparisons	d e f g	acdefg	defg	e f g	1/0	070	U/0	-	- 7/0
1 WICCII	N Count	ueig 51↓	acuerg 80	36	11	2	0	1	130	13
Dailymotion		51\$	00	30	11	۷	U	1	130	13

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17 AND Children who use video sites; Weight: Based on Nat Rep Sample; effective sample size = 1557 (91%); Blank cells have a sample size that is smaller than 100.

	SM2b - I	How often	do you go	on the v	ideo sites/	apps tha	at you said you use?	[SINGLE]
			At least	At least	Less than			NET: Less
	Several	At least	once a	once a	once a			than
	times a day	once a day	week	month	month	Never	Don't know NET: Daily	monthly
Imgur								

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17 AND Children who use video sites; Weight: Based on Nat Rep Sample; effective sample size = 1557 (91%); Blank cells have a sample size that is smaller than 100.

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 2 of 2

SM3 - In the last month have	ve you spent any				BANNER			
money on something you s	aw on social		Gender of child	respondent		Age of child re	spondent	
media or video sites/ apps	you use? [YES							
MULTI/ NO EXCL]	_	Total	Male	Female	8-9	10-12	13-15	16-17
	% within column	2157	1115	1042	415	671	674	396
Weighted Base	N Count							
	Column Comparisons							
	% within column	2137	1067	1070	406	640	651	440
Unweighted Base	N Count							
	Column Comparisons							
	% within column	а	a	b	а	b	С	d
Column Names	N Count							
	Column Comparisons							
	% within column	20%	20%	21%	19%	20%	22%	21%
Yes – I bought something directly on the site I was on	N Count	442	223	219	80	131	148	82
off the site i was off	Column Comparisons	-						
Yes – I bought something that	% within column	13%	12%	15%	13%	13%	14%	13%
was linked to or shown on the site I was on (e.g. an advert or a link	N Count	287	131	156	54	87	93	53
on the page)	Column Comparisons	-		а				
Yes – although I used a search site	% within column	6%	5%	7%	4%	6%	8%↑	5%
(e.g. Google or Bing) to find	N Count	135	58	77	18	40	55 †	22
something I saw on the site I was on	Column Comparisons	-		а				
	% within column	62%	65% ↑	60%↓	64%	64%	60%	63%
No	N Count	1,346	726 †	620↓	267	429	402	248
	Column Comparisons	-	b					
	% within column	2%	2%	2%	3%	2%	1%	2%
Don't know	N Count	42	24	19	11	16	9	7
	Column Comparisons	_						

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children who use Social Media sites or video sites AND Children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2003 (94%)

SM3 - In the last month have	ve you spent any				BANNER			
money on something you s	aw on social	Age of child i	respondent		Age and	gender of child resp	oondent	
media or video sites/ apps	you use? [YES ¯							
MULTI/ NO EXCL]	=	NET: 8-12	NET: 13-17	Male 8-9	Female 8-9	Male 10-12	Female 10-12	Male 13-15
	% within column	1086	1070	209	206	349	323	337
Weighted Base	N Count							
	Column Comparisons							
	% within column	1046	1091	204	202	324	316	320
Unweighted Base	N Count							
	Column Comparisons							
	% within column	e	f	а	b	С	d	e
Column Names	N Count							
	Column Comparisons							
	% within column	19%	22%	19%	20%	20%	20%	21%
Yes – I bought something directly on the site I was on	N Count	212	230	39	41	68	63	70
on the site i was on	Column Comparisons	-	-					
Yes – I bought something that	% within column	13%	14%	13%	13%	10%	16%	12%
was linked to or shown on the site I was on (e.g. an advert or a link	N Count	141	146	28	26	35	52	42
on the page)	Column Comparisons	-	-					
Yes – although I used a search site	% within column	5%	7%	2%↓	7%	6%	5%	7%
(e.g. Google or Bing) to find	N Count	58	77	5↓	14	22	17	22
something I saw on the site I was on	Column Comparisons	-	-					
	% within column	64%	61%	67%	61%	66%	62%	63%
No	N Count	696	650	141	126	229	200	211
	Column Comparisons	-	-					
	% within column	2%	1%	3%	2%	2%	3%	2%
Don't know	N Count	27	16	7	4	6	10	6
	Column Comparisons	-	-					

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children who use Social Media sites or video sites AND Children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2003 (94%)

SM3 - In the last month ha	ve you spent any				BANNER			_
money on something you s	saw on social			Age and	gender of child res	spondent		
media or video sites/ apps	you use? [YES							
MULTI/ NO EXCL]		Female 13-15	Male 16-17	Female 16-17	NET: Male 8-12	NET: Female 8-12	NET: Male 13-17	NET: Female 13-17
	% within column	337	221	200	558	529	557	531
Weighted Base	N Count							
	Column Comparisons							
	% within column	331	219	252	528	518	539	575
Unweighted Base	N Count							
	Column Comparisons							
	% within column	f	g	h	i	j	k	1
Column Names	N Count							
	Column Comparisons							
	% within column	23%	21%	21%	19%	20%	21%	22%
Yes – I bought something directly on the site I was on	N Count	78	46	43	107	104	116	119
on the site i was on	Column Comparisons				-	-	-	-
Yes – I bought something that	% within column	15%	12%	13%	11%	15%	12%	15%
was linked to or shown on the site I was on (e.g. an advert or a link	e N Count	51	27	27	63	78	68	78
on the page)	Column Comparisons				-	-	-	-
Yes – although I used a search site	e % within column	10% ↑	4%	7%	5%	6%	6%	9% ↑
(e.g. Google or Bing) to find something I saw on the site I was	N Count	32 ↑	8	15	27	31	31	47 ↑
on	Column Comparisons	а			-	-	-	-
	% within column	56%	66%	60%	66%	62%	64%	57%↓
No	N Count	191	145	119	370	327	356	305↓
	Column Comparisons				-	-	-	-
	% within column	1%	2%	1%	2%	3%	2%	1%
Don't know	N Count	3	5	2	13	14	11	5
	Column Comparisons				-	-	-	-

SM3 - In the last month ha	ve you spent any				BANNER			
money on something you s	aw on social	Urban/R	Rural		Working s	tatus		D3 - Social grade
media or video sites/ apps	you use? [YES					N	ET: Not working/	
MULTI/ NO EXCL]		NET: Urban	Rural	Full time	Part time	Student	retired	AB
	% within column	1921	236	1300	411	111	293	611
Weighted Base	N Count							
	Column Comparisons							
	% within column	1890	247	1346	370	112	271	866
Unweighted Base	N Count							
	Column Comparisons							
	% within column	a	b	a	b	С	d	а
Column Names	N Count							
	Column Comparisons							
Yes – I bought something directly on the site I was on	% within column	21%	15%	25% ↑	15%↓	18%	12%↓	28%1
	N Count	406	36	323↑	61↓	20	34↓	171 1
on the site i was on	Column Comparisons	b		b d				b c d
Yes – I bought something that	% within column	14%	11%	17% ↑	10%	10%	7%↓	19%1
was linked to or shown on the site I was on (e.g. an advert or a link	N Count	262	25	216 ↑	41	11	21↓	115 1
on the page)	Column Comparisons			b d				b c d
Yes – although I used a search site	% within column	6%	6%	8% ↑	5%	5%	4%	9%1
(e.g. Google or Bing) to find something I saw on the site I was	N Count	121	14	99 ↑	19	6	10	55 1
on	Column Comparisons							b d
	% within column	62%	69%	56%↓	70%↑	65%	76%↑	52%
No	N Count	1,183	163	730↓	286 ↑	72	2221	318
	Column Comparisons		a		а		a	
	% within column	2%	3%	1%↓	3%	3%	3%	1%
	N Count	35	7	16↓	12	3	9	7
	Column Comparisons							

SM3 - In the last month have	ve you spent any				BANNER			
money on something you s	aw on social		D	3 - Social grade			Financial w	ellbeing
media or video sites/ apps	you use? [YES							
MULTI/ NO EXCL]		C1	C2	DE	NET: ABC1	NET: C2DE	Doing well	Getting by
	% within column	562	473	511	1173	984	382	1121
Weighted Base	N Count							
	Column Comparisons							
	% within column	468	345	458	1334	803	436	1092
Unweighted Base	N Count							
	Column Comparisons							
	% within column	b	С	d	е	f	а	b
Column Names	N Count							
	Column Comparisons							
Yes – I bought something directly on the site I was on	% within column	17%	21%	15%↓	23%↑	18%↓	35% ↑	16%
	N Count	96	99	76↓	267 ↑	175↓	135↑	184
on the site i was on	Column Comparisons		d		-	-	b c	
Yes – I bought something that	% within column	12%	13%	9%↓	15% ↑	11%↓	23% ↑	12%
was linked to or shown on the site I was on (e.g. an advert or a link	N Count	66	63	44↓	181↑	107↓	87 ↑	133
on the page)	Column Comparisons		d		-	-	b c	
Yes – although I used a search site	% within column	5%	6%	5%	7%	5%	8%	6%
(e.g. Google or Bing) to find	N Count	27	26	26	82	52	30	66
something I saw on the site I was on	Column Comparisons				-	-		
	% within column	66%	62%	71% †	59%↓	67% ↑	45%↓	67%1
No	N Count	373	292	364 †	690↓	656 †	170↓	7481
	Column Comparisons	а	а	ас	-	-		a
	% within column	3%	1%	3%	2%	2%	1%↓	2%
Don't know	N Count	15	7	14	21	21	2↓	20
	Column Comparisons				_	_		

SM3 - In the last month ha	ve you spent any				BANNER			
money on something you s	aw on social	Financial wellbeing	Ethni	city	C	hild identified need,	/ impacting condition	on
media or video sites/ apps MULTI/ NO EXCL]	you use? [YES	Struggling	White British	NET: All other Ethnicities	Neurodiversity	Mental Health	NET: Identified need/ condition	NET: No identified need/ condition
	% within column	632	1685	437	190	107	464	1662
Weighted Base	N Count							
	Column Comparisons							
	% within column	590	1661	439	179	108	449	1655
Unweighted Base	N Count							
	Column Comparisons							
	% within column	С	a	b	а	b	С	d
	N Count							
	Column Comparisons							
Ves — I hought something directly	% within column	19%	21%	20%	15%	29%	25% †	19%
	N Count	120	350	87	29	31	116 †	322
on the site i was on	Column Comparisons					a d	-	
Yes – I bought something that	% within column	10%↓	12%	16%	8%	12%	17% †	12%
was linked to or shown on the site I was on (e.g. an advert or a link	N Count	66 ↓	207	70	15	13	79 †	198
on the page)	Column Comparisons			а			-	
Yes – although I used a search site	% within column	6%	5%↓	11% ↑	5%	11%	7%	6%
(e.g. Google or Bing) to find something I saw on the site I was	N Count	38	87↓	47 ↑	10	11	34	100
on	Column Comparisons			а			-	
	% within column	65%	63%	59%	71%↑	55%	53%↓	65%1
No	N Count	413	1,069	257	135↑	58	247↓	1,081
	Column Comparisons	a			b		-	
	% within column	3%	2%	1%	2%	2%	2%	2%
Don't know	N Count	18	37	5	4	2	11	31
	Column Comparisons	a					-	

SM3 - In the last month have	ve you spent any				BANNER			
money on something you s	aw on social	Disability/ Condit	tion in HH	Educational Health	Care Plan (EHCP)	Bene	fits	Parental Controls
media or video sites/ apps MULTI/ NO EXCL]	you use? [YES	NET: Yes	No	Has an EHCP	Don't have an EHCP	NET: Household receives Benefits	No Benefits	NET: Has Parental Controls
	% within column	230	784	157	2000	900	1154	1812
Weighted Base	N Count							
	Column Comparisons							
	% within column	234	799	153	1984	861	1179	1791
Unweighted Base	N Count							
	Column Comparisons							
	% within column	a	b	a	b	а	b	a
Column Names	N Count							
	Column Comparisons							
	% within column	29%↑	19%↓	30%↑	20%↓	24%↑	18%↓	22%1
Yes – I bought something directly on the site I was on	N Count	66 ↑	151↓	47 ↑	395↓	217 ↑	211↓	399 1
on the site i was on	Column Comparisons	b		b		b		b
Yes – I bought something that	% within column	16%	12%↓	15%	13%	16% ↑	11%↓	15% 1
was linked to or shown on the site I was on (e.g. an advert or a link	N Count	37	92↓	24	263	143 ↑	129↓	269 1
on the page)	Column Comparisons					b		b
Yes – although I used a search site	e % within column	9%	7%	5%	6%	7%	6%	6%
(e.g. Google or Bing) to find something I saw on the site I was	N Count	21	52	8	126	61	65	115
on	Column Comparisons							
	% within column	51%↓	65% ↑	53%	63%	57%↓	67% †	60%
No	N Count	118↓	508 ↑	84	1,262	509↓	778 †	1,083↓
	Column Comparisons		a		a		a	
	% within column	1%	1%	2%	2%	2%	2%	2%
Don't know	N Count	3	10	3	39	15	18	36
	Column Comparisons							

SM3 - In the last month have	ve you spent any				BANNER			
money on something you s	aw on social	Parental Controls		Parental Concern		Time Sp	ent Online (Weekd	ay)
media or video sites/ apps	you use? [YES				NET: Moderately/			
MULTI/ NO EXCL]		No Controls	Not Concerned	A little Concerned	Very Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs
	% within column	323	1008	539	590	839	920	278
Weighted Base	N Count							
	Column Comparisons							
	% within column	327	972	547	602	823	908	282
Unweighted Base	N Count							
	Column Comparisons							
	% within column	b	a	b	С	а	b	С
	N Count							
	Column Comparisons							
	% within column	13%↓	13%	24%↑	30%↑	13%↓	23%↑	32%1
Yes – I bought something directly on the site I was on	N Count	42↓	129↓	131↑	179 ↑	107↓	212†	891
on the site i was on	Column Comparisons			a	a b		a	a b
Yes – I bought something that	% within column	5%↓	5%↓	20%↑	22%↑	6%↓	16% ↑	21%1
was linked to or shown on the site I was on (e.g. an advert or a link	N Count	17↓	46	107 ↑	131↑	49↓	150 ↑	591
on the page)	Column Comparisons			а	а		а	а
Yes – although I used a search site	% within column	6%	4%↓	7%	9%↑	5%	6%	9%
(e.g. Google or Bing) to find	N Count	20	41	38	56 ↑	42	56	26
something I saw on the site I was on	Column Comparisons			а	а			
	% within column	76%↑	78% 1	51%↓	46%↓	75% ↑	57%↓	48%
No	N Count	245 ↑	787 1	275↓	270↓	633 †	520↓	134
	Column Comparisons	a	b c			b c d	c d	
	% within column	2%	1%	3%↑	2%	2%	2%	1%
Don't know	N Count	6	14	19 ↑	10	15	20	3
	Column Comparisons			a				

SM3 - In the last month have	ve you spent any				BANNER			
money on something you s	aw on social	Time Spent Onl	ine (Weekday)		Time S	pent Online (Weeke	end)	
media or video sites/ apps	you use? [YES	·			·			
MULTI/ NO EXCL]	=	6+ hrs	NET: 5+ Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6 hrs	NET: 5+ Hours
	% within column	102	380	267	765	613	490	1103
Weighted Base	N Count							
	Column Comparisons							
	% within column	106	388	259	759	612	487	1099
Unweighted Base	N Count							
	Column Comparisons							
	% within column	d	e	a	b	С	d	e
Column Names	N Count							
	Column Comparisons							
Yes – I bought something directly on the site I was on	% within column	32% ↑	32%↑	15%	18%	21%	27%↑	24%1
	N Count	33↑	121 ↑	41	139	129	131†	2601
on the site i was on	Column Comparisons	a b	-				a b	-
Yes – I bought something that	% within column	29% ↑	23%↑	8%↓	12%	16%	15%	16%1
was linked to or shown on the site I was on (e.g. an advert or a link	N Count	30↑	881	21↓	94	96	75	1711
on the page)	Column Comparisons	a b	-			a	a	-
Yes – although I used a search site	e % within column	11%	10%↑	8%	5%	7%	6%	7%
(e.g. Google or Bing) to find something I saw on the site I was	N Count	11	37 ↑	21	38	44	31	75
on	Column Comparisons		-					-
	% within column	45%↓	47%↓	70%↑	66%	58%↓	58%	58%
No	N Count	46↓	180↓	186 ↑	502	358↓	284	642
	Column Comparisons		-	c d	c d			-
	% within column	2%	1%	2%	2%	2%	1%	2%
	N Count	2	6	5	15	14	7	21
	Column Comparisons		-					-

					BANNER			
SM3 - In the last month have	ve vou spent any			Spent Money			SM purchase	category
money on something you s media or video sites/ apps MULTI/ NO EXCL]	aw on social	Bought something on either Social Media, or while gaming	Bought something on social media	Bought something while Gaming	Bought something from both	Not bought from either	Product	Activity
	% within column	1279	768	1115	604	878	429	153
Weighted Base	N Count							
	Column Comparisons							
	% within column	1288	800	1120	632	849	450	165
Unweighted Base	N Count							
	Column Comparisons							
	% within column	а	b	С	d	e	а	b
Column Names	N Count							
	Column Comparisons							
	% within column	35% ↑	58% ↑	32% ↑	59% ↑	0%↓	59%	55%
Yes – I bought something directly on the site I was on	N Count	442 ↑	442 ↑	357 †	357 ↑	01	253	85
	Column Comparisons	e	c e	e	е			
Yes – I bought something that	% within column	22% ↑	37% ↑	23% ↑	42%↑	0%↓	35%	51% ↑
was linked to or shown on the site I was on (e.g. an advert or a link	N Count	287 †	287 ↑	252 †	252↑	01	151	78 ↑
on the page)	Column Comparisons	e	c e	e	е			а
Yes – although I used a search site	% within column	11% ↑	18% ↑	8% ↑	14%↑	0%↓	19%	23%
(e.g. Google or Bing) to find something I saw on the site I was	N Count	135 †	135 ↑	86 1	86↑	01	81	36
	Column Comparisons	e	c e	e	е			
	% within column	38%↓	0%↓	44%↓	0%↓	98% ↑	0%	0%
No	N Count	485↓	01	485↓	01	861 †	0	0
	Column Comparisons			b		a b c d	-	-

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 10 of 32

SM3 - In the last month have	ve you spent any				BANNER			
money on something you s	aw on social	SM purchase	category		Feelings about	: SM purchase		Gaming Method
media or video sites/ apps	you use? [YES	Subscription/		Regret things I buy	What I buy is good	I spend more than		Games console or
MULTI/ NO EXCL]		Upgrade	NET: Gift	online	value	I should	I like the feeling	games player
	% within column	216	158	314	556	378	565	1305
Weighted Base	N Count							
	Column Comparisons							
	% within column	226	171	329	585	402	596	1294
Unweighted Base	N Count							
	Column Comparisons							
	% within column	С	d	a	b	С	d	a
	N Count							
	Column Comparisons							
	% within column	60%	59%	53% ↑	61% ↑	57% ↑	60% 1	20%
Yes – I bought something directly on the site I was on	N Count	130	93	168 ↑	342 ↑	215†	341 1	257
on the site i was on	Column Comparisons				ас		ас	
Yes – I bought something that	% within column	47% ↑	51% 1	46% ↑	37% ↑	46%↑	38% 1	13%
was linked to or shown on the site I was on (e.g. an advert or a link	N Count	101 †	81 1	145 ↑	205 ↑	172 †	214 1	166
on the page)	Column Comparisons	а	а	b d		b d		
Yes – although I used a search site	% within column	15%	14%	16% ↑	16% ↑	15% ↑	16% 1	6%
(e.g. Google or Bing) to find	N Count	33	22	50 ↑	87 †	56 †	89 1	79
omething I saw on the site I was C	Column Comparisons							
	% within column	0%	0%	0%↓	0%↓	0%↓	0%↓	65%1
No	N Count	0	0	01	0†	01	01	8461
	Column Comparisons	-	-	-	-	-	-	С

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 11 of 32

	_				BANNER			
SM3 - In the last month have			Gaming N	Лethod			Gaming Type	
money on something you s media or video sites/ apps MULTI/ NO EXCL]		Desktop computer, laptop or netbook	Mobile phone or smartphone	Tablet	NET: Any Gaming	Puzzles or quizzes	Action/ adventure	Shooters
	% within column	562	1302	755	2092	644	714	545
Weighted Base	N Count							
	Column Comparisons							
	% within column	574	1305	749	2073	657	726	562
Unweighted Base	N Count							
	Column Comparisons							
	% within column	b	С	d	е	a	b	С
	N Count							
	Column Comparisons							
	% within column	23%	22%↑	21%	21%	23%	23%	26% ↑
Yes – I bought something directly on the site I was on	N Count	131	292 ↑	161	432	151	164	142 ↑
on the site i was on	Column Comparisons		a d		-		f	e f
Yes – I bought something that	% within column	15%	14%	15%	14%	15%	16%	17% ↑
was linked to or shown on the site I was on (e.g. an advert or a link	N Count	82	178	112	285	100	111	91 ↑
on the page)	Column Comparisons				-		f	f
Yes – although I used a search site	% within column	8%	6%	6%	6%	8% ↑	7%	8%
(e.g. Google or Bing) to find something I saw on the site I was	N Count	44	84	46	132	53 †	48	45
_	Column Comparisons				-			
	% within column	60%	60%	61%	62%↓	57%↓	60%	56%↓
No	N Count	336	786	462	1,295↓	370↓	428	305↓
	Column Comparisons				-	dil	dil	dl

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 12 of 32

CN/2 In the least month has	ve vev spent env				BANNER			
SM3 - In the last month have					Gaming Type			
money on something you s media or video sites/ apps MULTI/ NO EXCL]		Playing against one other person	Playing against multiple people/ teams	Creative and building games	Playing in a virtual worlds	Simulation experience	Fitness and dance	Sports
	% within column	382	815	1124	545	245	270	718
Weighted Base	N Count							
	Column Comparisons							
	% within column	391	796	1088	559	263	276	726
Unweighted Base	N Count							
	Column Comparisons							
	% within column	d	e	f	g	h	i	j
Column Names	N Count							
	Column Comparisons							
	% within column	32%↑	21%	19%	25% ↑	31% †	34%↑	22%
Yes – I bought something directly on the site I was on	N Count	122↑	170	213	138 ↑	76 1	91†	159
	Column Comparisons	a b e f j			f	e f	a e f j	
Yes – I bought something that	% within column	22%↑	14%	12%↓	18% ↑	24% 1	21%↑	14%
was linked to or shown on the site I was on (e.g. an advert or a link	N Count	82 ↑	113	133↓	100↑	58 1	56 ↑	100
on the page)	Column Comparisons	e f j			f	a f j	f	
Yes – although I used a search site	% within column	11%↑	7%	6%	6%	7%	9%	7%
(e.g. Google or Bing) to find something I saw on the site I was	N Count	43 ↑	55	69	33	18	24	47
on	Column Comparisons	b g h						
	% within column	45%↓	63%	66% †	57%↓	49%↓	46%↓	61%
No	N Count	173↓	512	742 1	308↓	121↓	125↓	440
	Column Comparisons		acdghikl	a b c d e g h i j k l	dil			cdhil

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 13 of 32

					BANNER			
SM3 - In the last month ha			Gaming Type		Gaming Free	quency	Gaming Purc	hase Type
money on something you s media or video sites/ apps MULTI/ NO EXCL]		Interactive stories	Makeovers	NET: Playing against other people	NET: Daily	Weekly	NET: Character, skins, weapons, armour, tools	NET: Game expansion
-	% within column	206	245	1017	1578	446	527	233
Weighted Base	N Count							
	Column Comparisons							
	% within column	217	253	1001	1547	465	543	247
Unweighted Base	N Count							
	Column Comparisons							
	% within column	k	1	m	a	b	а	b
	N Count							
	Column Comparisons							
	% within column	34% ↑	26%	23%	23%↑	14%↓	36%↑	43% 1
Yes – I bought something directly on the site I was on	N Count	69 ↑	64	231	358 ↑	62↓	189 ↑	100 †
	Column Comparisons	e f	f	-	b			d
Yes – I bought something that	% within column	21%↑	22%↑	15%	14%	14%	24%	36% ↑
was linked to or shown on the site I was on (e.g. an advert or a link	e N Count	42↑	54 ↑	152	215	61	129	83 1
on the page)	Column Comparisons	f	a e f j	-				d f
Yes – although I used a search site	e % within column	10% ↑	12% ↑	7%	6%	7%	9%	17% †
something I saw on the site I was	N Count	211	29 ↑	73	94	30	46	39 †
	Column Comparisons			-				a c d h
	% within column	49%↓	45%↓	60%	61%	66%	41%	22%↓
No	N Count	100↓	110↓	607	962	296	217	51↓
	Column Comparisons			-		а	b g	

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 14 of 32

	_				BANNER			
SM3 - In the last month ha money on something you s	saw on social			Gaming Purc	chase Type			Feelings about Gaming Purchase
media or video sites/ apps	you use? [YES	Loot boxes/ packs/		A standard version		Early access to a		Regret things I buy
MULTI/ NO EXCL]		chests/ bundles	In-game money	of the game	A subscription	game	Battle Pass	online
	% within column	150	443	145	301	120	203	343
Weighted Base	N Count							
	Column Comparisons							
	% within column	157	425	152	319	131	209	353
Unweighted Base	N Count							
	Column Comparisons							
	% within column	С	d	е	f	g	h	a
	N Count							
	Column Comparisons							
	% within column	45% ↑	30%	40%	38%↑	50%↑	40% 1	46% ↑
Yes – I bought something directly on the site I was on	N Count	67 ↑	131	57	114 ↑	60 ↑	82 1	157 †
	Column Comparisons					d		
Yes – I bought something that	% within column	31%↑	21%	31%↑	24%	33%↑	26%	34% ↑
was linked to or shown on the site I was on (e.g. an advert or a link	N Count	46 ↑	94	45 ↑	71	39 ↑	53	117 ↑
on the page)	Column Comparisons							b d e
Yes – although I used a search site	% within column	8%	6%	14%↑	11%↑	14%↑	8%	8%
(e.g. Google or Bing) to find something I saw on the site I was	N Count	13	25	20↑	331	17↑	15	26
on	Column Comparisons			d	d	d		
	% within column	35%	50%1	32%↓	40%	20%↓	38%	24%↓
No	N Count	52	2201	46↓	120	24↓	78	82↓
	Column Comparisons	b g	abcefgh	b g	b g		b g	

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 15 of 32

				BANNER		
SM3 - In the last month have	ve vou spent anv		Feeling	gs about Gaming Pu	rchase	
money on something you s media or video sites/ apps MULTI/ NO EXCL]	aw on social	What I buy is good value	I spend more than I should	I like the feeling	It's unfair that people who spend more, get further in games	It's not always clear what I'm going to get for my money in games
	% within column	764	441	717	710	446
Weighted Base	N Count					
	Column Comparisons					
	% within column	771	451	731	706	456
Unweighted Base	N Count					
	Column Comparisons					
	% within column	b	С	d	е	f
Column Names	N Count					
	Column Comparisons					
	% within column	37% ↑	44%↑	39% ↑	35% 1	41% ↑
Yes – I bought something directly on the site I was on	N Count	282 †	196 ↑	279 †	251 †	181 †
on the site i was on	Column Comparisons					
Yes – I bought something that	% within column	22% ↑	35%↑	24% ↑	23%1	33%↑
was linked to or shown on the site I was on (e.g. an advert or a link	N Count	169 †	155 ↑	172 †	163 †	146 †
on the page)	Column Comparisons		b d e			b d e
Yes – although I used a search site	% within column	7%	9% ↑	7%	7%	8%
le a Google or Ring) to find	N Count	55	39 ↑	49	50	38
on	Column Comparisons					
	% within column	41%↓	25%↓	38%↓	42%↓	29%↓
No	N Count	315↓	112↓	274↓	295↓	127↓
	Column Comparisons	a c f		acf	a c d f	

SM3 - In the last month h	nave you spent any	BANNER							
money on something you			Gender of child	respondent		Age of child re	espondent		
media or video sites/ apps you use? [YES MULTI/ NO EXCL]		Total	Male	Female	8-9	10-12	13-15	16-17	
	% within column	2%	2%	2%	3%	2%	1%	2%	
Don't know	N Count	42	24	19	11	16	9	7	
	Column Comparisons	-							
	% within column	36%	33%↓	39%↑	33%	34%	39%	36%	
NET: Bought something from Social Media (Yes)	N Count	768	365↓	402 †	137	227	263	141	
Jocial Micala (163)	Column Comparisons	-		а					

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 17 of 32

SM3 - In the last month h	ave you spent any				BANNER				
money on something you media or video sites/ app		Age of child respondent Age and gender of child respondent							
MULTI/ NO EXCL]		NET: 8-12	NET: 13-17	Male 8-9	Female 8-9	Male 10-12	Female 10-12	Male 13-15	
	% within column	2%	1%	3%	2%	2%	3%	2%	
Don't know	N Count	27	16	7	4	6	10	6	
	Column Comparisons	-	-						
	% within column	33%	38%	29%	37%	33%	35%	35%	
NET: Bought something from Social Media (Yes)	N Count	363	405	61	75	114	113	119	
Social Wedia (163)	Column Comparisons	-	-						

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 18 of 32

SM3 - In the last month h money on something you media or video sites/ app	ı saw on social	BANNER Age and gender of child respondent							
MULTI/ NO EXCL]		Female 13-15	Male 16-17	Female 16-17	NET: Male 8-12	NET: Female 8-12	NET: Male 13-17	NET: Female 13-17	
	% within column	1%	2%	1%	2%	3%	2%	1%	
Don't know	N Count	3	5	2	13	14	11	5	
	Column Comparisons				-	-	-	-	
	% within column	43%↑	32%	39%	31%	36%	34%	42%↑	
NET: Bought something from Social Media (Yes)	N Count	144↑	71	79	175	188	190	221	
	Column Comparisons				-	-	-	-	

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 19 of 32

SM3 - In the last month h	ave you spent any				BANNER			
money on something you	ı saw on social	Urban/ Rural			Working s	tatus		D3 - Social grade
media or video sites/ app	s you use? [YES					N	ET: Not working/	
MULTI/ NO EXCL]	-	NET: Urban	Rural	Full time	Part time	Student	retired	AB
	% within column	2%	3%	1%↓	3%	3%	3%	1%
Don't know	N Count	35	7	16↓	12	3	9	7
	Column Comparisons							
	% within column	37% ↑	28%↓	43% ↑	28%↓	32%	21%↓	47% ↑
NET: Bought something from Social Media (Yes)	N Count	703 †	65↓	554 †	113↓	35	62↓	286 ↑
	Column Comparisons	b		b d				b c d

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 20 of 32

SM3 - In the last month h	ave you spent any				BANNER				
money on something you		D3 - Social grade Financial wellbeing							
media or video sites/ app MULTI/ NO EXCL]	os you use? [YES 	C1 C2 DE NET: ABC1 NET: C2DE					Doing well	Getting by	
	% within column	3%	1%	3%	2%	2%	1%↓	2%	
Don't know	N Count	15	7	14	21	21	2↓	20	
	Column Comparisons				-	-			
	% within column	31%↓	37%	26%↓	39% ↑	31%↓	55% ↑	32%↓	
NET: Bought something from Social Media (Yes)	N Count	175↓	175	132↓	461 ↑	307↓	209 ↑	353↓	
Jocial Wicala (163)	Column Comparisons		d		-	-	b c		

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 21 of 32

SM3 - In the last month h	ave you spent any				BANNER			
money on something you	ı saw on social	Financial wellbeing Ethnicity			Cł	nild identified need	/ impacting condition	on
media or video sites/ apps you use? [YES MULTI/ NO EXCL]		Struggling	White British	NET: All other n Ethnicities Neurodiversity Mental Health		NET: Identified need/ condition	NET: No identified need/ condition	
	% within column	3%	2%	1%	2%	2%	2%	2%
Don't know	N Count	18	37	5	4	2	11	31
	Column Comparisons	a					-	
	% within column	32%	34%	40%	27%↓	43%	44% 1	33%↓
NET: Bought something from Social Media (Yes)	N Count	201	579	176	50↓	46	205 †	551↓
	Column Comparisons			a		а	-	

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 22 of 32

SM3 - In the last month h	nave you spent any				BANNER			
money on something you	ı saw on social	Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Bene	fits	Parental Controls
media or video sites/ app MULTI/ NO EXCL]	nedia or video sites/ apps you use? [YES IULTI/ NO EXCL]		No	Has an EHCP	Don't have an EHCP	NET: Household receives Benefits	No Benefits	NET: Has Parental Controls
	% within column	1%	1%	2%	2%	2%	2%	2%
Don't know	N Count	3	10	3	39	15	18	36
	Column Comparisons							
	% within column	47% ↑	34%↓	44%	35%	42% ↑	31%	38% ↑
NET: Bought something from Social Media (Yes)	N Count	109 ↑	267↓	70	698	376 †	358	693 †
300iai ivicaia (103)	Column Comparisons	b		b		b		b

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 23 of 32

SM3 - In the last month h	ave you spent any				BANNER			
money on something you	ı saw on social	Parental Controls		Parental Concern		Time Sp	oent Online (Weekda	ay)
media or video sites/ app	os you use? [YES				NET: Moderately/			
MULTI/ NO EXCL]		No Controls	Not Concerned	A little Concerned	Very Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs
	% within column	2%	1%	3%↑	2%	2%	2%	1%
Don't know	N Count	6	14	19 ↑	10	15	20	3
	Column Comparisons			a				
	% within column	22%↓	21%	46% ↑	53% ↑	23%↓	41% ↑	51% †
NET: Bought something from Social Media (Yes)	N Count	72↓	207	246 ↑	310 ↑	191↓	380 ↑	141 †
	Column Comparisons			a	a b		а	a b

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 24 of 32

SM3 - In the last month h	ave you spent any				BANNER			
money on something you media or video sites/ app	_	Time Spent Online (Weekday)		Time Spent Online (Weekend)				
MULTI/ NO EXCL]		6+ hrs	NET: 5+ Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6 hrs	NET: 5+ Hours
	% within column	2%	1%	2%	2%	2%	1%	2%
Don't know	N Count	2	6	5	15	14	7	21
	Column Comparisons		-					-
	% within column	53% ↑	51%↑	29%↓	32%	39%	41% ↑	40% ↑
NET: Bought something from Social Media (Yes)	N Count	54 ↑	195 ↑	77↓	248	242	199 ↑	440 ↑
Jocial Micala (163)	Column Comparisons	a b	-			a b	a b	-

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 25 of 32

					BANNER			
SM3 - In the last month h	ave vou snent anv				SM purchase category			
money on something you media or video sites/ app MULTI/ NO EXCL]	saw on social	Bought something on either Social Media, or while gaming		Bought something while Gaming	Bought something from both	Not bought from either	Product	Activity
	% within column	2%	0%↓	2%	0%↓	2%	0%	0%
Don't know	N Count	26	01	26	01	17	0	0
	Column Comparisons			b		b d	-	-
	% within column	60% †	100% †	54% †	100%↑	0%↓	100%	100%
NET: Bought something from Social Media (Yes)	N Count	768 †	768 1	604 †	604 ↑	0‡	429	153
Jocial Micala (163)	Column Comparisons	e	c e	e	е		-	-

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 26 of 32

SM3 - In the last month h	ave you spent any				BANNER			
money on something you	ı saw on social	SM purchase category			Feelings about S	M purchase		Gaming Method
media or video sites/ app MULTI/ NO EXCL]	os you use? [YES	Subscription/ Upgrade	NET: Gift	Regret things I buy Wonline	hat I buy is good Is value	spend more than I should	I like the feeling	Games console or games player
	% within column	0%	0%	0%↓	0%↓	0%↓	0%↓	2%
Don't know	N Count	0	0	01	01	01	01	27
	Column Comparisons	-	-	-	-	-	-	
	% within column	100%	100%	100%↑	100%↑	100% ↑	100% ↑	33%↓
NET: Bought something from Social Media (Yes)	N Count	216	158	314 ↑	556 ↑	378 †	565 ↑	432↓
Jocial Media (163)	Column Comparisons	-	-	-	-	-	-	

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 27 of 32

	_				BANNER			
SM3 - In the last month h			Gaming M	ethod	Gaming Type			
money on something you media or video sites/ app MULTI/ NO EXCL]		Desktop computer, laptop or netbook	Mobile phone or smartphone	Tablet	NET: Any Gaming	Puzzles or quizzes	Action/ adventure	Shooters
	% within column	1%	2%	2%	2%	1%	1%	2%
Don't know	N Count	7	26	16	41	9	10	9
	Column Comparisons				-			
	% within column	39%	38%↑	37%	36% ↑	41% †	39%	42% ↑
NET: Bought something from Social Media (Yes)	N Count	220	490 †	277	755 †	265 †	276	230 ↑
Journal Media (163)	Column Comparisons		a		-	e f	f	e f j

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 28 of 32

SM3 - In the last month h	ave you spent any				BANNER			
money on something you					Gaming Type			
media or video sites/ app MULTI/ NO EXCL]		Playing against one other person	Playing against multiple people/ teams	Creative and building games	Playing in a virtual worlds	Simulation experience	Fitness and dance	Sports
	% within column	1%	2%	2%	2%	1%	2%	2%
Don't know	N Count	5	15	19	9	2	5	15
	Column Comparisons							
	% within column	53% †	35%	32%	42% ↑	50%1	52%↑	37%
NET: Bought something from Social Media (Yes)	N Count	203 †	287	363	2281	1221	140 †	263
333141 111 2414 (1 23)	Column Comparisons	abcefgj	f		e f	b e f j	abefgj	

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 29 of 32

CAGO In the last we still be					BANNER			
SM3 - In the last month h		Gaming Type			Gaming Fre	quency	Gaming Purc	hase Type
money on something you media or video sites/ app MULTI/ NO EXCL]		Interactive stories	Makeovers	NET: Playing against other people	NET: Daily	Weekly	NET: Character, skins, weapons, armour, tools	NET: Game expansion
	% within column	1%	3%	2%	2%	2%	2%	0%↓
Don't know	N Count	1	8	18	29	10	8	01
	Column Comparisons			-				
	% within column	51% †	52% ↑	39%	37%	31%	57%	78% ↑
NET: Bought something from Social Media (Yes)	N Count	105 †	127 †	392	587	139	303	182 ↑
Journal Michigan (163)	Column Comparisons	e f	abefgj	-	b		d	acdefh

CNA2 In the least we suite be					BANNER			_
SM3 - In the last month h money on something you	saw on social		Feelings about Gaming Purchase					
media or video sites/ app MULTI/ NO EXCL]	os you use? [YES	Loot boxes/ packs/ chests/ bundles	In-game money	A standard version of the game	A subscription	Early access to a game	Battle Pass	Regret things I buy online
	% within column	1%	2%	3%	3%	2%	2%	1%
Don't know	N Count	1	11	5	10	3	5	4
	Column Comparisons							
	% within column	64% ↑	48%↓	65% ↑	57%	78%↑	59%	75% ↑
NET: Bought something from Social Media (Yes)	N Count	97 ↑	212↓	94 ↑	170	93 †	120	256 ↑
Social Wedia (163)	Column Comparisons	d		d	d	c d e f h	d	b d e

				BANNER		
SM3 - In the last month h	ave vou spent any		Feeling	gs about Gaming Pu	ırchase	
money on something you media or video sites/ app	saw on social	What I buy is good 1s	•		It's unfair that people who spend more, get further	
MULTI/ NO EXCL]		value	I should	I like the feeling	in games	money in games
	% within column	1%	1%	2%	2%	2%
Don't know	N Count	11	3	11	11	8
	Column Comparisons					
	% within column	57% ↑	74%↑	60% †	57% 1	70%↑
NET: Bought something from Social Media (Yes)	N Count	438 ↑	326 ↑	432 1	404 1	311†
333.4	Column Comparisons		b d e	е		b d e

SM3 (Rebased) - In the last month have y	ou spent any			BANNE	:R		
money on something you saw on social n	nedia or video sites		Gender of child	respondent	Age o	of child respondent	
/ apps you use? [SINGLE]	_	 Total	Male	Female	8-9	10-12	13-15
	% within column	2232	1153	1079	449	698	684
Weighted Base	N Count						
_	Column Comparisons						
	% within column	2205	1100	1105	439	662	659
Unweighted Base	N Count						
	Column Comparisons						
	% within column	a	a	b	a	b	С
Column Names	N Count						
	Column Comparisons						
	% within column	20%	19%	20%	18%	19%	22%
Yes – I bought something directly on the site I was o	n N Count	442	223	219	80	131	148
	Column Comparisons	-					
Yes – I bought something that was linked to or show	n % within column	13%	11%	14%	12%	13%	14%
on the site I was on (e.g. an advert or a link on the	N Count	287	131	156	54	87	93
page)	Column Comparisons	-		a			
v	% within column	6%	5%	7%	4%	6%	8%1
Yes – although I used a search site (e.g. Google or	N Count	135	58	77	18	40	551
Bing) to find something I saw on the site I was on	Column Comparisons	-		a			
	% within column	60%	63% †	58%↓	59%	61%	59%
No	N Count	1,346	726 †	620↓	267	429	402
	Column Comparisons	-	b				
	% within column	2%	2%	2%	2%	2%	1%
Don't know	N Count	42	24	19	11	16	9
	Column Comparisons	-					
Net called the annual confidence of a confidence of the confidence	% within column	3%	3%	3%	8% ↑	4%	1%
Not asked the question (didn't use social media or	N Count	75	38	37	34 ↑	27	10
video)	Column Comparisons	-			b c d	c d	
	% within column	34%	32%↓	37% ↑	30%	32%	38%1
NET: Bought something from Social Media (Yes)	N Count	768	365↓	402 ↑	137	227	2631
	Column Comparisons	-		a			а

SM3 (Rebased) - In the last month have y	ou spent any			BANN	IER		
money on something you saw on social n	nedia or video sites	Age	of child responden	t	Age and g	ondent	
/ apps you use? [SINGLE]		16-17	NET: 8-12	NET: 13-17	Male 8-9	Female 8-9	Male 10-12
	% within column	401	1147	1085	226	224	361
Weighted Base	N Count						
	Column Comparisons						
	% within column	445	1101	1104	220	219	333
Unweighted Base	N Count						
	Column Comparisons						
	% within column	d	e	f	a	b	C
Column Names	N Count						
	Column Comparisons						
	% within column	20%	18%	21%	17%	19%	19%
res – I bought something directly on the site I was o	n N Count	82	212	230	39	41	68
	Column Comparisons		-	-			
es – I bought something that was linked to or show	n % within column	13%	12%	13%	12%	12%	10%
on the site I was on (e.g. an advert or a link on the	N Count	53	141	146	28	26	35
page)	Column Comparisons		-	-			
	% within column	5%	5%	7%	2%↓	6%	6%
Yes – although I used a search site (e.g. Google or	N Count	22	58	77	5↓	14	22
Bing) to find something I saw on the site I was on	Column Comparisons		-	-			
	% within column	62%	61%	60%	62%	56%	63%
No	N Count	248	696	650	141	126	229
	Column Comparisons		-	-			
	% within column	2%	2%	1%	3%	2%	2%
Don't know	N Count	7	27	16	7	4	6
	Column Comparisons		-	-			
	% within column	1%↓	5% ↑	1%↓	7% ↑	8% ↑	3%
Not asked the question (didn't use social media or	N Count	5↓	61↑	14↓	16 ↑	18 ↑	12
video)	Column Comparisons		-	-	e f g h	e f g h	
	% within column	35%	32%↓	37% ↑	27%	34%	32%
NET: Bought something from Social Media (Yes)	N Count	141	363↓	405 ↑	61	75	114
, ,	Column Comparisons		-	-			

SM3 (Rebased) - In the last month have yo	u spent any			BANN	IER		
money on something you saw on social m	edia or video sites			Age and gender of o	child respondent		
/ apps you use? [SINGLE]	-	Female 10-12	Male 13-15	Female 13-15	Male 16-17	Female 16-17	NET: Male 8-12
	% within column	337	342	341	224	201	587
Weighted Base	N Count						
	Column Comparisons						
	% within column	329	324	335	223	253	553
Unweighted Base	N Count						
	Column Comparisons						
	% within column	d	е	f	g	h	i
Column Names	N Count						
	Column Comparisons						
	% within column	19%	21%	23%	20%	21%	18%
Yes – I bought something directly on the site I was or	N Count	63	70	78	46	43	107
	Column Comparisons						-
Yes – I bought something that was linked to or show	% within column	15%	12%	15%	12%	13%	11%
on the site I was on (e.g. an advert or a link on the	N Count	52	42	51	27	27	63
page)	Column Comparisons						-
	% within column	5%	7%	10% †	4%	7%	5%
Yes – although I used a search site (e.g. Google or	N Count	17	22	32 †	8	15	27
Bing) to find something I saw on the site I was on	Column Comparisons			a			-
	% within column	59%	62%	56%	65%	59%	63%
No	N Count	200	211	191	145	119	370
	Column Comparisons						-
	% within column	3%	2%	1%	2%	1%	2%
Don't know	N Count	10	6	3	5	2	13
	Column Comparisons						-
	% within column	4%	2%	1%↓	2%	0%↓	5%
Not asked the question (didn't use social media or	N Count	14	6	4↓	4	1↓	29
video)	Column Comparisons	f h					-
	% within column	33%	35%	42% ↑	32%	39%	30%
NET: Bought something from Social Media (Yes)	N Count	113	119	144 ↑	71	79	175
- · · · ·	Column Comparisons			a			-

SM3 (Rebased) - In the last month have y	ou spent any			BANN	IER		
money on something you saw on social m	nedia or video sites	Age and	gender of child res	spondent	Urban/ R	ural	Working status
/ apps you use? [SINGLE]		NET: Female 8-12	NET: Male 13-17	NET: Female 13-17	NET: Urban	Rural	Full time
	% within column	561	567	536	1986	246	1332
Weighted Base	N Count						
	Column Comparisons						
	% within column	548	547	580	1949	256	1376
Unweighted Base	N Count						
-	Column Comparisons						
	% within column	j	k	1	a	b	a
Column Names	N Count						
	Column Comparisons						
	% within column	19%	20%	22%	20%	15%	24%1
Yes – I bought something directly on the site I was o	n N Count	104	116	119	406	36	3231
	Column Comparisons	-	-	-	b		b d
Yes – I bought something that was linked to or show	n % within column	14%	12%	15%	13%	10%	16%1
on the site I was on (e.g. an advert or a link on the	N Count	78	68	78	262	25	2161
page)	Column Comparisons	-	-	-			b d
	% within column	6%	5%	9% ↑	6%	6%	7%1
Yes – although I used a search site (e.g. Google or	N Count	31	31	47 ↑	121	14	991
Bing) to find something I saw on the site I was on	Column Comparisons	-	-	-			
	% within column	58%	63%	57%	60%	66%	55%
No	N Count	327	356	305	1,183	163	730
	Column Comparisons	-	-	-		a	
	% within column	2%	2%	1%	2%	3%	1%
Don't know	N Count	14	11	5	35	7	16
	Column Comparisons	-	-	-			
	% within column	6% ↑	2%	1%↓	3%	4%	2%
Not asked the question (didn't use social media or	N Count	32 ↑	9.	↓ 5 ↓	66	10	32
video)	Column Comparisons	-	-	-			
	% within column	34%	34%	41% ↑	35% ↑	27%↓	42%1
NET: Bought something from Social Media (Yes)	N Count	188	190	221 ↑	703 ↑	65↓	5541
	Column Comparisons	_	_	-	b		b d

				BANNE	:R		
SM3 (Rebased) - In the last month have yo	ou spent any		Working status		D3	3 - Social grade	
money on something you saw on social m	edia or video sites -			NET: Not working/		<u> </u>	
/ apps you use? [SINGLE]		Part time	Student	retired	AB	C1	C2
	% within column	430	112	310	625	580	491
Weighted Base	N Count						
	Column Comparisons						
	% within column	388	113	286	885	483	357
Unweighted Base	N Count						
	Column Comparisons						
	% within column	b	С	d	a	b	С
Column Names	N Count						
	Column Comparisons						
	% within column	14%↓	18%	11%↓	27% ↑	16%	20%
Yes – I bought something directly on the site I was or	n N Count	61↓	20	34↓	171 ↑	96	99
	Column Comparisons				b c d		d
Yes – I bought something that was linked to or show	n % within column	9%	10%	7%↓	18% †	11%	13%
on the site I was on (e.g. an advert or a link on the	N Count	41	11	21↓	115 †	66	63
page)	Column Comparisons				b c d		d
v 10 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	% within column	4%	5%	3%	9% ↑	5%	5%
Yes – although I used a search site (e.g. Google or	N Count	19	6	10	55 †	27	26
Bing) to find something I saw on the site I was on	Column Comparisons				b d		
	% within column	66% ↑	64%	72 % ↑	51%↓	64%	59%
No	N Count	286 ↑	72	2221	318↓	373	292
	Column Comparisons	а		a		a	а
	% within column	3%	3%	3%	1%	3%	1%
Don't know	N Count	12	3	9	7	15	7
	Column Comparisons						
Nick colored the convention (distribute one colored on distribute	% within column	5%	1%	6%	2%	3%	4%
Not asked the question (didn't use social media or video)	N Count	19	1	18	14	18	18
videoj	Column Comparisons			a			
	% within column	26%↓	32%	20%↓	46% †	30%↓	36%
NET: Bought something from Social Media (Yes)	N Count	113↓	35	62↓	286 †	175↓	175
	Column Comparisons		d		b c d		d

SM3 (Rebased) - In the last month have y	ou spent any			BANN	IER		
money on something you saw on social m	edia or video sites		D3 - Social grade		F	inancial wellbeing	
/ apps you use? [SINGLE]		DE	NET: ABC1	NET: C2DE	Doing well	Getting by	Struggling
	% within column	536	1205	1027	401	1152	655
Weighted Base	N Count						
•	Column Comparisons						
	% within column	480	1368	837	452	1121	611
Unweighted Base	N Count						
-	Column Comparisons						
	% within column	d	е	f	a	b	С
Column Names	N Count						
	Column Comparisons						
	% within column	14%↓	22% ↑	17%↓	34% ↑	16%↓	18%
Yes – I bought something directly on the site I was o	n N Count	76↓	267 ↑	175↓	135 ↑	184↓	120
g ,	Column Comparisons		-	-	b c		
Yes – I bought something that was linked to or show	n % within column	8%↓	15% ↑	10%↓	22% ↑	12%	10%
on the site I was on (e.g. an advert or a link on the	N Count	44↓	181 ↑	107↓	87 †	133	66-
page)	Column Comparisons		-	-	b c		
	% within column	5%	7%	5%	8%	6%	6%
Yes – although I used a search site (e.g. Google or	N Count	26	82	52	30	66	38
Bing) to find something I saw on the site I was on	Column Comparisons		_	-			
	% within column	68% †	57%↓	64% ↑	43%↓	65% †	63%
No	N Count	364 ↑	690↓	656 †	170↓	748 ↑	413
	Column Comparisons	ас	-	-		а	а
	% within column	3%	2%	2%	1%↓	2%	3%
Don't know	N Count	14	21	21	2↓	20	18
	Column Comparisons		_	-			а
	% within column	5%	3%	4%	5%	3%	4%
Not asked the question (didn't use social media or	N Count	25	33	43	19	31	23
video)	Column Comparisons		-	-			
	% within column	25%↓	38% ↑	30%↓	52% ↑	31%↓	31%
NET: Bought something from Social Media (Yes)	N Count	132↓	461 ↑	307↓	209 ↑	353↓	201
. ,	Column Comparisons		_	_	b c		

				BAN	NER		
SM3 (Rebased) - In the last month have yo	ou spent any	Ethnic	itv	Cł	nild identified need	I/ impacting condition	
money on something you saw on social me	edia or video sites $\bar{\ \ }$		NET: All other			NET: Identified	NET: No identified
/ apps you use? [SINGLE]		White British	Ethnicities	Neurodiversity	Mental Health	need/ condition	need/ condition
	% within column	1742	453	194	109	474	1726
Weighted Base	N Count						
	Column Comparisons						
	% within column	1713	452	182	110	458	1713
Unweighted Base	N Count						
	Column Comparisons						
	% within column	a	b	а	b	С	d
Column Names	N Count						
	Column Comparisons						
	% within column	20%	19%	15%	28%	24%↑	19%↓
Yes – I bought something directly on the site I was or	N Count	350	87	29	31	116 †	322↓
	Column Comparisons				a d	-	
Yes – I bought something that was linked to or show	ր % within column	12%	15%	8%	12%	17% †	11%↓
on the site I was on (e.g. an advert or a link on the	N Count	207	70	15	13	79 1	198↓
page)	Column Comparisons					-	
v 10 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	% within column	5%↓	10% ↑	5%	10%	7%	6%
Yes – although I used a search site (e.g. Google or	N Count	87↓	47 ↑	10	11	34	100
Bing) to find something I saw on the site I was on	Column Comparisons		а			-	
	% within column	61%	57%	70% ↑	53%	52%↓	63% †
No	N Count	1,069	257	135 ↑	58	247↓	1,081 †
	Column Comparisons			b		-	
	% within column	2%	1%	2%	2%	2%	2%
Don't know	N Count	37	5	4	2	11	31
	Column Comparisons					-	
Nisk salvadala avvasti av (di 1. i)	% within column	3%	3%	2%	2%	2%	4%
Not asked the question (didn't use social media or	N Count	56	16	3	2	11	63
video)	Column Comparisons					-	
	% within column	33%	39%	26%↓	42%	43% †	32%↓
NET: Bought something from Social Media (Yes)	N Count	579	176	50↓	46	205 †	551↓
	Column Comparisons		а		a d	-	

				BANN	IER		
SM3 (Rebased) - In the last month have yo	ou spent any	Disability/ Condit	tion in HH	Educational Health	Care Plan (EHCP)	Bene	fits
money on something you saw on social m	edia or video sites	<i></i>			Don't have an	NET: Household	
/ apps you use? [SINGLE]		NET: Yes	No	Has an EHCP	EHCP	receives Benefits	No Benefits
	% within column	234	792	161	2071	925	1200
Weighted Base	N Count						
	Column Comparisons						
	% within column	238	806	157	2048	883	1222
Unweighted Base	N Count						
	Column Comparisons						
	% within column	a	b	a	b	a	b
Column Names	N Count						
	Column Comparisons						
	% within column	28% ↑	19%↓	29% ↑	19%↓	23%↑	18%
Yes – I bought something directly on the site I was o	n N Count	66↑	151↓	47 †	395↓	217 ↑	211
	Column Comparisons	b		b		b	
Yes – I bought something that was linked to or show	n % within column	16%	12%↓	15%	13%	15% ↑	11%
on the site I was on (e.g. an advert or a link on the	N Count	37	92↓	24	263	143 ↑	129
page)	Column Comparisons					b	
v 10 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	% within column	9%	7%	5%	6%	7%	5%
Yes – although I used a search site (e.g. Google or	N Count	21	52	8	126	61	65
Bing) to find something I saw on the site I was on	Column Comparisons						
	% within column	50%↓	64% ↑	52%	61%	55%↓	65% 1
No	N Count	118↓	508 †	84	1,262	509↓	7781
	Column Comparisons		a		a		а
	% within column	1%	1%	2%	2%	2%	2%
Don't know	N Count	3	10	3	39	15	18
	Column Comparisons						
	% within column	2%	1%	3%	3%	3%	4%
Not asked the question (didn't use social media or	N Count	4	8	4	71	26	46
video)	Column Comparisons						
	% within column	46% ↑	34%↓	43% ↑	34%↓	41% ↑	30%
NET: Bought something from Social Media (Yes)	N Count	109 ↑	267↓	70 †	698↓	376 †	358
	Column Comparisons	b		b		b	

				BAN	INER		_
SM3 (Rebased) - In the last month have yo	•	Parental C	Controls		Parental Concern		Time Spent Online (Weekday)
money on something you saw on social mo	edia or video sites	NET: Has Parental				NET: Moderately/	
/ apps you use? [SINGLE]		Controls	No Controls	Not Concerned	A little Concerned	Very Concerned	0 - 2hrs
	% within column	1865	339	1053	550	605	873
Weighted Base	N Count						
	Column Comparisons						
	% within column	1839	342	1016	555	614	855
Unweighted Base	N Count						
	Column Comparisons						
	% within column	a	b	а	b	С	a
Column Names	N Count						
	Column Comparisons						
	% within column	21% ↑	12%↓	12%↓	24%↑	30% ↑	12%↓
Yes – I bought something directly on the site I was on	N Count	399 ↑	42↓	129↓	131 †	179 †	107↓
	Column Comparisons	b			a	a b	
Yes – I bought something that was linked to or shown	% within column	14% ↑	5%↓	4%↓	20%↑	22%	6%↓
on the site I was on (e.g. an advert or a link on the	N Count	269 ↑	17↓	46↓	107 †	131 †	49↓
page)	Column Comparisons	b			a	a	
V 101 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	% within column	6%	6%	4%↓	7%	9% ↑	5%
Yes – although I used a search site (e.g. Google or	N Count	115	20	41↓	38	56 †	42
Bing) to find something I saw on the site I was on	Column Comparisons				а	а	
	% within column	58%↓	72% †	75% ↑	50%↓	45%↓	72% †
No	N Count	1,083↓	245 ↑	787 †	275↓	270↓	633 †
	Column Comparisons		а	b c			b c d
	% within column	2%	2%	1%	3% ↑	2%	2%
Don't know	N Count	36	6	14	19 †	10	15
	Column Comparisons				а		
	% within column	3%↓	5%	4%	2%	2%	4% ↑
Not asked the question (didn't use social media or	N Count	53↓	16	45	10	15	35 †
video)	Column Comparisons						С
	% within column	37% ↑	21%↓	20%↓	45% ↑	51% †	22%↓
NET: Bought something from Social Media (Yes)	N Count	693 †	72↓	207↓	246 †	310 †	191↓
	Column Comparisons	b			а	a b	

SM3 (Rebased) - In the last month have y	ou spent any			BANI	NER		
money on something you saw on social n	nedia or video sites		Time Spent Online	e (Weekday)		Time Spent Online	e (Weekend)
/ apps you use? [SINGLE]		3 - 4hrs	5 - 6hrs	6+ hrs	NET: 5+ Hours	0 - 2hrs	3 - 4hrs
	% within column	938	278	102	380	291	785
Weighted Base	N Count						
	Column Comparisons						
	% within column	924	282	106	388	281	777
Unweighted Base	N Count						
	Column Comparisons						
	% within column	b	С	d	е	a	b
Column Names	N Count						
	Column Comparisons						
	% within column	23%↑	32% ↑	32% ↑	32% ↑	14%↓	18%
res – I bought something directly on the site I was o	n N Count	212 ↑	89 ↑	33 ↑	121 ↑	41↓	139
	Column Comparisons	а	a b	a b	-		
Yes – I bought something that was linked to or show	n % within column	16% ↑	21% †	29% ↑	23% ↑	7%↓	12%
on the site I was on (e.g. an advert or a link on the	N Count	150 ↑	59 ↑	30 †	88 ↑	21↓	94
page)	Column Comparisons	a	а	a b	-		
	% within column	6%	9% ↑	11%	10% ↑	7%	5%
Yes – although I used a search site (e.g. Google or	N Count	56	26 ↑	11	37 ↑	21	38
Bing) to find something I saw on the site I was on	Column Comparisons		a	a	-		
	% within column	55%↓	48%↓	45%↓	47%↓	64%	64%
No	N Count	520↓	134↓	46↓	180↓	186	502
	Column Comparisons				-		
	% within column	2%	1%	2%	1%	2%	2%
Don't know	N Count	20	3	2	6	5	15
	Column Comparisons				-		
	% within column	2%	0%↓	0%	0%↓	8% ↑	3%
Not asked the question (didn't use social media or	N Count	18	01	0	01	23 ↑	20
video)	Column Comparisons				-	b c d	d
	% within column	40% ↑	51%↑	53% ↑	51% ↑	26%↓	32%
NET: Bought something from Social Media (Yes)	N Count	380 ↑	141↑	54 ↑	195 ↑	77↓	248
•	Column Comparisons	а	a b	a b	-		

				BAN	NER		_
		Time S	pent Online (Week	end)		Spent Money	
SM3 (Rebased) - In the last month have yo money on something you saw on social m / apps you use? [SINGLE]	•	5 - 6hrs	Over 6 hrs	NET: 5+ Hours	Bought something on either Social Media, or while gaming		Bought something while Gaming
	% within column	622	492	1114	1289	768	1125
Weighted Base	N Count Column Comparisons						
Unweighted Base	% within column N Count Column Comparisons	619	489	1108	1296	800	1128
Column Names	% within column N Count Column Comparisons	С	d	e	а	b	С
	% within column	21%	27% ↑	23% ↑	34% 1	58% †	32%†
Yes – I bought something directly on the site I was or	N Count Column Comparisons	129 a	131 †	260↑	442 1		
Yes – I bought something that was linked to or show	·	15%	15%	15% †	22% †		
on the site I was on (e.g. an advert or a link on the	N Count	96	75	171 †	287 1		
page)	Column Comparisons	a	a	-	е	c e	e
	% within column	7%	6%	7%	10%		
Yes – although I used a search site (e.g. Google or	N Count	44	31	75	135 1		
Bing) to find something I saw on the site I was on	Column Comparisons			-	е	c e	е
	% within column	58%	58%	58%↓	38%		
No	N Count	358	284	642↓	485 ↓		
	Column Comparisons			-			b
	% within column	2%	1%	2%	2%	0%↓	
Don't know	N Count	14	7	21	26	01	
	Column Comparisons			_			b
	% within column	1%	0%↓	1%↓	1%↓	0%↓	
Not asked the question (didn't use social media or	N Count	9	2↓	11↓	10↓		
video)	Column Comparisons	_		-			
	% within column	39% ↑	40% †	40% ↑	60% 1	100% †	54% ↑
NET: Bought something from Social Media (Yes)	N Count	242 †	199 †	440 †	768 1		
5 5 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7	Column Comparisons	a b	a b	-	е	сe	е

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SM3 (Rebased) - In the last month have y	ou spent any	Spent I	Money		SM purchase	category	
money on something you saw on social m	edia or video sites	Bought something			,	Subscription/	
/ apps you use? [SINGLE]		from both	either	Product	Activity	Upgrade	NET: Gift
	% within column	604	943	429	153	216	158
Weighted Base	N Count						
	Column Comparisons						
	% within column	632	909	450	165	226	171
Unweighted Base	N Count						
	Column Comparisons						
	% within column	d	е	а	b	С	d
Column Names	N Count						
	Column Comparisons						
	% within column	59% ↑	0%↓	59%	55%	60%	59%
Yes – I bought something directly on the site I was o	n N Count	357 †	01	253	85	130	93
	Column Comparisons	e					
Yes – I bought something that was linked to or show	n % within column	42% ↑	0%↓	35%	51% ↑	47% ↑	51%1
on the site I was on (e.g. an advert or a link on the	N Count	252 †	01	151	78 ↑	101 ↑	811
page)	Column Comparisons	е			а	а	а
v 111 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	% within column	14% ↑	0%↓	19%	23%	15%	14%
Yes – although I used a search site (e.g. Google or	N Count	861	0‡	81	36	33	22
Bing) to find something I saw on the site I was on	Column Comparisons	е					
	% within column	0%↓	91% †	0%	0%	0%	0%
No	N Count	01	861 †	0	0	0	0
	Column Comparisons		a b c d	-	-	-	-
	% within column	0%↓	2%	0%	0%	0%	0%
Don't know	N Count	01	17	0	0	0	0
	Column Comparisons		b d	-	-	-	-
N	% within column	0%↓	7% ↑	0%	0%	0%	0%
Not asked the question (didn't use social media or	N Count	01	65 ↑	0	0	0	0
video)	Column Comparisons		a b c d	-	-	-	-
	% within column	100% ↑	0%↓	100%	100%	100%	100%
NET: Bought something from Social Media (Yes)	N Count	604 ↑	01	429	153	216	158
-	Column Comparisons	е		_	-	-	_

				BAN	NER		
CA12 (Daharani). Tariha last sasatila harra			Feelings about	SM purchase		Gaming	Method
SM3 (Rebased) - In the last month have yo money on something you saw on social model / apps you use? [SINGLE]	edia or video sites	Regret things I buy Wonline	value	I should	I like the feeling	Games console or games player	or netbook
Weighted Base	% within column N Count Column Comparisons	314	556	378	565	1330	572
Unweighted Base	% within column N Count Column Comparisons	329	585	402	596	1316	582
Column Names	% within column N Count Column Comparisons	a	b	С	d	а	b
Yes – I bought something directly on the site I was on	% within column N Count Column Comparisons	53% ↑ 168 ↑	61% ↑ 342 ↑ a c	57% ↑ 215 ↑	60%↑ 341↑ a c		23% 131
Yes – I bought something that was linked to or shown on the site I was on (e.g. an advert or a link on the page)	·	46% † 145 † b d	37% ↑ 205 ↑	46% ↑ 172 ↑ b d	38% † 214 †		14% 82
Yes – although I used a search site (e.g. Google or Bing) to find something I saw on the site I was on	% within column N Count Column Comparisons	16% ↑ 50 ↑	16% ↑ 87 ↑	15% † 56 †	16% ↑ 89 ↑		8% 44
No	% within column N Count Column Comparisons	0%↓ 0↓ -	0%↓ 0↓ -	0%↓ 0↓	- 0† 0%†	846 † c d	59% 336
Don't know	% within column N Count Column Comparisons	- 0† 0%†	- 0↑ 0%↑	- 0† 0%†	- 0↑ 0%↑	27	1% 7
Not asked the question (didn't use social media or video)	% within column N Count Column Comparisons	- 01 0%1	- 0↑ 0%↑	- 0† 0%†	- 0∜↓		2% 10 c
NET: Bought something from Social Media (Yes)	% within column N Count Column Comparisons	100% ↑ 314 ↑ -	100% ↑ 556 ↑	100% ↑ 378 ↑ -	100% ↑ 565 ↑ -		38% 220

				BAN	INER		
SM3 (Rebased) - In the last month have yo	u spent any	G	Saming Method			Gaming Type	
money on something you saw on social made apps you use? [SINGLE]	edia or video sites	Mobile phone or smartphone	Tablet	NET: Any Gaming	Puzzles or quizzes	Action/ adventure	Shooters
Weighted Base	% within column N Count Column Comparisons	1316	782	2140	650	731	547
Unweighted Base	% within column N Count Column Comparisons	1317	774	2117	662	740	564
Column Names	% within column N Count Column Comparisons	С	d	е	а	b	С
Yes – I bought something directly on the site I was or	% within column N Count Column Comparisons	22% † 292 † a d	21% 161	20% 432	23% 151	22% 164 f	26% 1 142 1 e f
Yes – I bought something that was linked to or shown on the site I was on (e.g. an advert or a link on the page)	·	14% 178	14% 112	13% ↑ 285 ↑ -		15% 111 f	17% 1 91 1 f
Yes – although I used a search site (e.g. Google or Bing) to find something I saw on the site I was on	% within column N Count Column Comparisons	6% 84	6% 46	6% 132 -	8% † 53 †		8% 45
No	% within column N Count Column Comparisons	60% 786	59% 462	61% 1,295 -	57% 370 dil	59% 428 dil	dil 305 4 56%
Don't know	% within column N Count Column Comparisons	2% 26	2% 16	2% 41 -	1% 9	1% 10	2% 9
Not asked the question (didn't use social media or video)	% within column N Count Column Comparisons	1%↓ 14↓	3% 27 a c	2%↓ 49↓ -			31 0%1
NET: Bought something from Social Media (Yes)	% within column N Count Column Comparisons	37% ↑ 490 ↑ a d	35% 277	35% ↑ 755 ↑ -			42% 1 230 1 e f j

				BAN	NNER		
SM2 (Pobacod) In the last month have ye	u coopt any			Gamii	ng Type		
SM3 (Rebased) - In the last month have yo	•		Playing against				
money on something you saw on social m	edia or video sites	Playing against	multiple people/	Creative and	Playing in a virtual	Simulation	en Li
/ apps you use? [SINGLE]	0/ 111	one other person	teams	building games	worlds	experience	Fitness and dance
	% within column	387	822	1151	557	248	278
Weighted Base	N Count						
	Column Comparisons	205	002	4444	F70	200	202
	% within column	395	802	1111	570	266	283
Unweighted Base	N Count						
	Column Comparisons					1.	
Calama Nama	% within column	d	е	f	g	h	ı
Column Names	N Count						
	Column Comparisons	240/4	240/	400/	250/	240/4	220/4
Vac I la combita a marth in a dimentilo and the cita I comb	% within column	31%↑	21%	19%	25%↑	31%1	
Yes – I bought something directly on the site I was or		1221	170	213	138 ↑ f	76 1	
	Column Comparisons	a b e f j	4.40/	420/	•	e f	a e f j
Yes – I bought something that was linked to or show	η % within column N Count	21%↑	14%	12%		24% 1 58 1	
on the site I was on (e.g. an advert or a link on the		82 ↑	113	133	↓ 100 ↑		
page)	Column Comparisons	efj	70/	C 0/	•	a f j	f
Yes – although I used a search site (e.g. Google or	% within column N Count	11% † 43 †	7% 55	6%	6%	7% 18	9%
Bing) to find something I saw on the site I was on			55	69	33	18	24
	Column Comparisons % within column	b g h 45% ↓	62%	65%1	55%↓	49%	45%↓
No	N Count	45% ↓ 173 ↓	512	7421		49% . 121 .	
NO	Column Comparisons	1/5❖	c d g h i k l	a b c d g h i k l	dil	1214	125*
	% within column	1%	2%	2%	2%	1%	2%
Don't know	N Count	5	15	19	9	2	5
DOIL CKIIOW	Column Comparisons	3	13	19	9	2	3
	% within column	1%	1%↓	2%	2%	1%	3%
Not asked the question (didn't use social media or	N Count	5	8\$	26	12	4	8
video)	Column Comparisons	3	0♥	20	12	4	0
	% within column	53% ↑	35%	32%	41%↑	49% 1	51%↑
NET: Bought something from Social Media (Yes)	N Count	2031	287	363		122 1	
TET. Dought Joinething Hom Journ Media (163)	Column Comparisons	abcefgj	f	3034	f	b e f j	abefgj
	Columnia Companisons	abcergj	<u> </u>		1	Deij	abeigj

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CM2 (Debased). In the last month have used			Gaming	Туре		Gaming Free	quency
SM3 (Rebased) - In the last month have yo money on something you saw on social model / apps you use? [SINGLE]	• •	Sports	Interactive stories	Makeovers	NET: Playing against other people	NET: Daily	Weekly
, apps you use: [SirtGLL]	% within column	728	207	249	1027	1602	460
Weighted Base	N Count Column Comparisons	720	207	243	1027	1002	400
Unweighted Base	% within column N Count	736	218	257	1009	1567	480
	Column Comparisons % within column	i	k	1	m	a	b
Column Names	N Count Column Comparisons	,		·			~
	% within column	22%	33% ↑	26% ↑	22%↑	22% ↑	14%↓
Yes – I bought something directly on the site I was or	N Count	159	69 ↑	64 ↑	231 ↑	358 ↑	62↓
	Column Comparisons		e f	f	-	b	
Yes – I bought something that was linked to or shown	ր % within column	14%	21% ↑	22% ↑	15%	13%	13%
on the site I was on (e.g. an advert or a link on the	N Count	100	42 ↑	54 ↑	152	215	61
page)	Column Comparisons		f	fj	-		
Very although to and a second of the few Countries	% within column	6%	10% ↑	12% ↑	7%	6%	6%
Yes – although I used a search site (e.g. Google or Bing) to find something I saw on the site I was on	N Count Column Comparisons	47	21†	29 ↑	73 -	94	30
	% within column	60%	48%↓	44%↓	59%	60%	64%
No	N Count	440	100↓	110↓	607	962	296
	Column Comparisons	dhil			-		
	% within column	2%	1%	3%	2%	2%	2%
Don't know	N Count	15	1	8	18	29	10
	Column Comparisons				-		
	% within column	1%	1%	2%	1%↓	1%↓	3%
Not asked the question (didn't use social media or	N Count	10	1	4	10↓	24↓	15
video)	Column Comparisons				-		а
	% within column	36%	51% ↑	51% ↑	38% ↑	37% ↑	30%↓
NET: Bought something from Social Media (Yes)	N Count	263	105 ↑	127 ↑	392 ↑	587 †	139↓
	Column Comparisons	f	b e f	abefgj	-	b	

				BAN	NER	-	
CM2 (Balanced). In the last words have				Gaming Pur	chase Type		
SM3 (Rebased) - In the last month have yo	•	NET: Character,					
money on something you saw on social mo	edia or video sites	skins, weapons,	NET: Game	Loot boxes/ packs/		A standard version	
/ apps you use? [SINGLE]		armour, tools	expansion	chests/ bundles	In-game money	of the game	A subscription
	% within column	535	237	151	447	147	302
Weighted Base	N Count						
	Column Comparisons						
	% within column	549	250	158	428	154	320
Unweighted Base	N Count						
	Column Comparisons						
	% within column	a	b	С	d	e	f
Column Names	N Count						
	Column Comparisons						
	% within column	35% ↑	42% †	44%↑	29%	39%	38%
es – I bought something directly on the site I was o	N Count	189 ↑	100 †	67 †	131	57	114
	Column Comparisons		d				
Yes – I bought something that was linked to or shown	% within column	24%	35% †	30%↑	21%	31% ↑	24%
on the site I was on (e.g. an advert or a link on the	N Count	129	83 1	46 ↑	94	45 ↑	71
page)	Column Comparisons		d f				
Van although Lored a court alto to a Canala an	% within column	9%	16% †	8%	6%	14% ↑	11%
Yes – although I used a search site (e.g. Google or	N Count	46	39 1	13	25	201	33
Bing) to find something I saw on the site I was on	Column Comparisons		a c d h			d	d
	% within column	41%	22%↓	34%	49%1	31%↓	40%
No	N Count	217	51↓	52	2201	46↓	120
	Column Comparisons	b g		b g	abcefgh	b g	b g
	% within column	1%	0%↓		2%	3%	3%
Don't know	N Count	8	01	1	11	5	10
	Column Comparisons						
	% within column	1%	2%	1%	1%	1%	0%
Not asked the question (didn't use social media or	N Count	7	4	1	4	2	1
video)	Column Comparisons						
	% within column	57%	77% 1	64%1	47%	64%	56%
NET: Bought something from Social Media (Yes)	N Count	303	182 †	97🕇	212	941	170

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Column Comparisons

acdefh

				BAN	NER		
SM3 (Rebased) - In the last month have y	ou spent any	Gaming Purc	hase Type		Feelings about G	aming Purchase	
money on something you saw on social m / apps you use? [SINGLE]	edia or video sites	Early access to a game	Battle Pass	Regret things I buy online	What I buy is good value		I like the feeling
Weighted Base	% within column N Count Column Comparisons	122	205	346	772	445	720
Unweighted Base	% within column N Count Column Comparisons	133	211	356	777	454	734
Column Names	% within column N Count Column Comparisons	g	h	а	b	С	d
Yes – I bought something directly on the site I was o		49% ↑ 60 ↑	40% 1 82 1		37% ↑ 282 ↑	44% ↑ 196 ↑	39% ⁴ 279 ⁴
Yes – I bought something that was linked to or show on the site I was on (e.g. an advert or a link on the page)	Column Comparisons n % within column N Count Column Comparisons	d 32%† 39 †	26% 53	34% ↑ 117 ↑ b d e	22% † 169 †	35% ↑ 155 ↑ bde	24%' 172'
Yes – although I used a search site (e.g. Google or Bing) to find something I saw on the site I was on	% within column N Count Column Comparisons	14% † 17 † d	7% 15	8% 26	7% 55	9% ↑ 39 ↑	7% 49
No	% within column N Count Column Comparisons % within column	20%↓ 24↓ 2%	38% 78 b g 2%	24%↓ 82↓ 1%	41%↓ 315↓ a c f 1%	25%↓ 112↓ 1%	38%, 274, a c f 2%
Don't know	N Count Column Comparisons	3	5	4	11	3	11
Not asked the question (didn't use social media or video)	% within column N Count Column Comparisons	2% 3	1%	1% 4	1%↓ 7↓	1%↓ 4↓	0%- 3-
NET: Bought something from Social Media (Yes)	% within column N Count Column Comparisons	76% ↑ 93 ↑ dfh	59% 120 d	74% ↑ 256 ↑ b d e		73% † 326 † b d e	60%² 432² e

		BAN	INER
		Feelings about (Gaming Purchase
SM3 (Rebased) - In the last month have yo	ou spent anv	It's unfair that	It's not always
money on something you saw on social m		people who spend	
	cula of viaco sites	=	going to get for my
/ apps you use? [SINGLE]	0/ 111	in games	money in games
W. L. 18	% within column	715	449
Weighted Base	N Count		
	Column Comparisons		
	% within column	710	459
Unweighted Base	N Count		
	Column Comparisons		
	% within column	e	f
Column Names	N Count		
	Column Comparisons		
	% within column	35% 1	40%↑
Yes – I bought something directly on the site I was or	n N Count	251 1	181 †
	Column Comparisons		
Yes – I bought something that was linked to or show	n % within column	23%	33%↑
on the site I was on (e.g. an advert or a link on the	N Count	163 †	146 ↑
page)	Column Comparisons		b d e
	% within column	7%	8%
Yes – although I used a search site (e.g. Google or	N Count	50	38
Bing) to find something I saw on the site I was on	Column Comparisons		
	% within column	41% ↓	28%↓
No	N Count	295↓	127↓
	Column Comparisons	a c d f	
	% within column	2%	2%
Don't know	N Count	11	8
	Column Comparisons		_
	% within column	1%↓	1%↓
Not asked the question (didn't use social media or	N Count	5.	
video)	Column Comparisons	3.	
	% within column	57% 1	69%↑
NET: Bought something from Social Media (Yes)			
	N Count	404 1	` 311 ↑

SM3 (Rebased) - In the last month have you spent any money on something you saw on social media or video sites			BANNER					
			Gender of child respondent			Age of child respondent		
/ apps you use? [SINGLE]		Total	Male	Female	8-9	10-12	13-15	
	% within column	64%	66% ↑	61%↓	67%	65%	60%	
NET: No (No or not asked the question)	N Count	1,422	764 ↑	658↓	302	456	412	
	Column Comparisons	-	b					

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 20 of 38

SM3 (Rebased) - In the last month ha	BANNER							
money on something you saw on soci	al media or video sites	eo sites Age of child respondent Age and gender of child respondent			gender of child resp	ondent		
/ apps you use? [SINGLE]		16-17	NET: 8-12	NET: 13-17	Male 8-9	Female 8-9	Male 10-12	
	% within column	63%	66%	61%	70%	64%	67%	
NET: No (No or not asked the question)	N Count	253	757	664	157	144	241	
	Column Comparisons		-	-				

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 21 of 38

SM3 (Rebased) - In the last month have			BANN	IER			
money on something you saw on soci	Age and gender of child respondent						
/ apps you use? [SINGLE]		Female 10-12	Male 13-15	Female 13-15	Male 16-17	Female 16-17	NET: Male 8-12
	% within column	64%	63%	57%↓	66%	60%	68% ↑
NET: No (No or not asked the question)	N Count	215	217	195↓	149	120	398 ↑
	Column Comparisons						-

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2017 (91%)

Part 22 of 38

SM3 (Rebased) - In the last month have		BANNER							
money on something you saw on socia	Age and	gender of child res	pondent	Urban/ Rural		Working status			
/ apps you use? [SINGLE]		NET: Female 8-12	NET: Male 13-17	NET: Female 13-17	NET: Urban	Rural	Full time		
	% within column	64%	65%	58%↓	63%	70%	57%↓		
NET: No (No or not asked the question)	N Count	359	366	309↓	1,249	173	762↓		
	Column Comparisons	-	-	-		a			

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2017 (91%)

Part 23 of 38

				BANNE	R		
SM3 (Rebased) - In the last month have you spent any money on something you saw on social media or video sites		,	Working status	D3	D3 - Social grade		
			N	ET: Not working/			
/ apps you use? [SINGLE]	_	Part time	Student	retired	AB	C1	C2
	% within column	71%↑	65%	77%↑	53%↓	67%	63%
NET: No (No or not asked the question)	N Count	305 ↑	73	240 ↑	332↓	391	310
	Column Comparisons	a		ас		а	a

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2017 (91%)

Part 24 of 38

SM3 (Rebased) - In the last month ha	BANNER							
money on something you saw on soci	D3 - Social grade			Financial wellbeing				
/ apps you use? [SINGLE]		DE	NET: ABC1	NET: C2DE	Doing well	Getting by	Struggling	
	% within column	73% ↑	60%↓	68% ↑	47%↓	68% ↑	67%	
NET: No (No or not asked the question)	N Count	389 ↑	723↓	699 ↑	189↓	779 ↑	436	
	Column Comparisons	ас	-	-		а	a	

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 25 of 38

				BAN	NER			
SM3 (Rebased) - In the last month have you spent any money on something you saw on social media or video sites		Ethni	city	С	Child identified need/impacting condition			
			NET: All other			NET: Identified NET: No id		
/ apps you use? [SINGLE]	_	White British	Ethnicities	Neurodiversity	Mental Health	need/ condition	need/ condition	
	% within column	65%	60%	72%	56%	54%↓	66% ↑	
NET: No (No or not asked the question)	N Count	1,126	272	139	61	258↓	1,144 †	
	Column Comparisons			b		-	b	

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2017 (91%)

Part 26 of 38

				BANI	NER		_
SM3 (Rebased) - In the last month have you spent any		Disability/ Condition in HH E		Educational Health Care Plan (EHCP)		Benefits	
money on something you saw on social media or video sites $\overline{}$					Don't have an	NET: Household	
/ apps you use? [SINGLE]	_	NET: Yes	No	Has an EHCP	EHCP	receives Benefits	No Benefits
	% within column	52%↓	65% ↑	55%↓	64% ↑	58%↓	69% ↑
NET: No (No or not asked the question)	N Count	122↓	516 †	88↓	1,333 †	534↓	824 †
	Column Comparisons		а		a		а

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2017 (91%)

Part 27 of 38

		BANNER						
SM3 (Rebased) - In the last month have you spent any money on something you saw on social media or video sites			Parental Controls		Parental Concern			
		NET: Has Parental				NET: Moderately/		
/ apps you use? [SINGLE]		Controls	No Controls	Not Concerned	A little Concerned	Very Concerned	0 - 2hrs	
	% within column	61%↓	77% ↑	79% ↑	52%↓	47% ↓	76%↑	
NET: No (No or not asked the question)	N Count	1,136↓	261 †	832 †	286↓	285↓	667 †	
	Column Comparisons		a	bс			b c d	

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2017 (91%)

Part 28 of 38

SM3 (Rebased) - In the last month have		BANNER							
money on something you saw on soci		Time Spent Online	Time Spent Online (Weekend)						
/ apps you use? [SINGLE]		3 - 4hrs	5 - 6hrs	6+ hrs	NET: 5+ Hours	0 - 2hrs	3 - 4hrs		
	% within column	57%↓	48%↓	45%↓	47%↓	72%↑	66%		
NET: No (No or not asked the question)	N Count	539↓	134↓	46↓	180↓	210 †	522		
	Column Comparisons	c d			-	c d	c d		

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2017 (91%)

Part 29 of 38

-				BAN	INER		
	_	Time Spent Online (Weekend)			Spent Money		
SM3 (Rebased) - In the last month have you spent any money on something you saw on social media or video sites / apps you use? [SINGLE]		5 - 6hrs	Over 6 hrs	NET: 5+ Hours	Bought something on either Social Media, or while gaming		Bought something while Gaming
,	% within column	59%↓	58%↓	59%↓		0%↓	
NET: No (No or not asked the question)	N Count	367↓	286↓	653↓	495↓	01	495↓
	Column Comparisons			-			b

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 30 of 38

			BANNER										
SM3 (Rebased) - In the last month have you spent any money on something you saw on social media or video sites		Spent I	Money		SM purchase category								
		Bought something	Not bought from	Subscription/									
/ apps you use? [SINGLE]		from both	either	Product	Activity	Upgrade	NET: Gift						
	% within column	0%↓	98% ↑	0%	0%	0%	0%						
NET: No (No or not asked the question)	N Count	01	927 †	0	0	0	0						
	Column Comparisons		a b c d	-	-	-	-						

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2017 (91%)

Part 31 of 38

		BANNER										
SM3 (Rebased) - In the last month have you spent any money on something you saw on social media or video sites			Feelings about S		Gaming Method							
		Regret things I buy W	nat I buy is good I s	spend more than		Games console or	Desktop computer, laptop					
/ apps you use? [SINGLE]		online	value	I should	I like the feeling	games player	or netbook					
	% within column	0%↓	0%↓	0%↓	0%↓	65% ↑	60%					
NET: No (No or not asked the question)	N Count	0‡	01	01	01	871 †	345					
	Column Comparisons	-	-	-	-	С						

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2017 (91%)

Part 32 of 38

			BANNER										
SM3 (Rebased) - In the last month have you spent any money on something you saw on social media or video sites			Gaming Method										
		Mobile phone or											
/ apps you use? [SINGLE]		smartphone	Tablet	NET: Any Gaming	Puzzles or quizzes	Action/ adventure	Shooters						
	% within column	61%↓	63%	63%↓	58%↓	61%	56%↓						
NET: No (No or not asked the question)	N Count	800₺	489	1,344↓	376↓	445	308↓						
	Column Comparisons		С	-	dil	dhikl	d						

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2017 (91%)

Part 33 of 38

					BANNER										
SM3 (Rebased) - In the last month have you spent any money on something you saw on social media or video sites / apps you use? [SINGLE]		Gaming Type													
		Playing against one other person	Playing against multiple people/ teams	Creative and building games	Playing in a virtual worlds	Simulation experience	Fitness and dance								
	% within column	46%↓	63%	67% 1	57%↓	50%	48%↓								
NET: No (No or not asked the question)	N Count	178↓	520	769 1	320↓	124	133↓								
	Column Comparisons		c d h i k l	abcdeghijkl	dil										

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 34 of 38

		BANNER									
CAA2 (Debased) In the last wearth he		Gaming		Gaming Frequency							
SM3 (Rebased) - In the last month have you spent any money on something you saw on social media or video sites					NET: Playing against other						
/ apps you use? [SINGLE]		Sports	Interactive stories	Makeovers	people	NET: Daily	Weekly				
	% within column	62%	49%↓	46%↓	60%↓	62%	68%				
NET: No (No or not asked the question)	N Count	450	101↓	114↓	617↓	986	311				
	Column Comparisons	c d h i l			-		а				

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 35 of 38

	BANNER											
SM3 (Rebased) - In the last month have you spent any money on something you saw on social media or video sites / apps you use? [SINGLE]		Gaming Purchase Type										
		NET: Character, skins, weapons, armour, tools	NET: Game expansion	Loot boxes/ packs/ chests/ bundles	In-game money	A standard version of the game	A subscription					
	% within column	42%	23%	35%	50%↑	32%↓	40%					
NET: No (No or not asked the question)	No (No or not asked the question) N Count 224		55	53	224 ↑	48↓	122					
Column Comparisons		b		b g	abcefgh	b	b g					

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 36 of 38

		BANNER										
SM3 (Rebased) - In the last month have you spent any money on something you saw on social media or video sites / apps you use? [SINGLE]		Gaming Purch	nase Type		Feelings about Ga	ming Purchase						
		Early access to a		Regret things I buy W	/hat I buy is good I	spend more than						
		game	Battle Pass	online value		I should	I like the feeling					
	% within column	22%↓	39%	25%↓	42%↓	26%↓	39%↓					
NET: No (No or not asked the question)	N Count	27↓	81	86↓	323↓	116↓	277↓					
Column Comparisons			b g		a c d f		a c f					

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17; Weight: Based on Nat Rep Sample; effective sample size = 2017 (91%)

Part 37 of 38

		BAN	INER
		Feelings about (Gaming Purchase
SM3 (Rebased) - In the last month have money on something you saw on soci / apps you use? [SINGLE]	• •	It's unfair that people who spend more, get further in games	It's not always clear what I'm going to get for my money in games
	% within column	42% ↓	29%
NET: No (No or not asked the question)	N Count	300↓	131
	Column Comparisons	a c d f	

							BANNER					
			Gender respo			Д	ge of child	responder	nt		Age and g	
SM4 - What did you buy in the last month										NET: 13-		Female 8-
media and/ or video sites or apps? [MULT	1]	Total	Male	Female	8-9	10-12	13-15	16-17	NET: 8-12	17	Male 8-9	9
	% within column	768	365	402	137	227	263	141	363	405	61	75
Weighted Base	N Count											
	Column Comparisons											
	% within column	800	373	427	140	227	266	167	367	433	64	76
Unweighted Base	N Count											
	Column Comparisons											
	% within column	a	a	b	а	b	С	d	е	f	a	b
Column Names	N Count											
	Column Comparisons											
	% within column	56%	48%↓	63% †	49%	49%	59%	67% 1	49%↓	62% †		
A product (e.g. clothes, make-up, toys, jewellery)	N Count	429	175↓	254 †	67	112	155	94 1	179↓	250 †		
	Column Comparisons	-		a				a b	-	-		
A subscription or upgraded/ premium account (e.g	% within column	28%	34%↑	22%↓	33%	29%	27%	23%	31%	26%		
Snapchat+)	N Count	216	126 †	90↓	46	66	71	33	112	105		
Silapcilatty	Column Comparisons	-	b						-	-		
	% within column	20%	23%	17%	24%	17%	22%	17%	19%	20%		
An activity (e.g. cinema, restaurants, theme parks)	N Count	153	84	69	32	38	59	23	71	82		
	Column Comparisons	-	b						-	-		
I deveted to / sifted eveth on account it and /o sign	% within column	12%	13%	12%	20% ↑	13%	10%	9%	15%	10%		
I donated to/gifted another account items (e.g. inapp jewels or coins during a live stream)	N Count	96	49	47	27 ↑	29	27	12	56	39		
app Jeweis of coins during a live stream)	Column Comparisons	-			c d				-	-		
	% within column	11%	12%	9%	11%	10%	11%	11%	10%	11%		
I donated to/gifted another account real money	N Count	82	44	37	15	22	28	16	37	44		
	Column Comparisons	-							-	-		
	% within column	5%	5%	5%	6%	7%	4%	1%↓	7%	3%		
Something else	N Count	37	17	21	8	16	12	1.	24	13		
	Column Comparisons	-			d	d			-	-		
	% within column	5%	6%	3%	7%	7%	4%	1%	7%↑	3%↓		
Don't know	N Count	37	23	14	9	17	9	2	26 †	11↓		
	Column Comparisons	-			d	d			-	-		

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17 AND Children who bought from Social Media/ Video sites; Weight: Based on Nat Rep Sample; effective sample size = 723 (90%); Blank cells have a sample size that is smaller than 100.; Blank cells have a sample size that is smaller than 100. Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

							BANNER					
					Age an	d gender c	of child respo	ndent				Urban/ Rural
SM4 - What did you buy in the last month	on these social	Male 10-	Female 10	Male 13-	Female 13	Male 16-	Female 16 I	NET: Male	NET: Fem-	NET: Male	e NET: Fem-	NET:
media and/ or video sites or apps? [MULT	[1]	12	-12	15	-15	17	-17	8-12	ale 8-12	13-17	ale 13-17	Urban
Weighted Base	% within column N Count Column Comparisons	114	113	119	144	71	79	175	188	190	221	703
Unweighted Base	% within column N Count Column Comparisons	114	113	119	147	76	102	178	189	195	247	732
Column Names	% within column N Count Column Comparisons	С	d	е	f	g	h	i	j	k	I	а
	% within column	39%↓	59%	53%	64%		74% ↑	41%↓	57%	54%	68% †	55%
A product (e.g. clothes, make-up, toys, jewellery)	N Count	45↓		63	92		58 †	72↓	107	102	150 †	387
	Column Comparisons		С		С		a b c e	-	-	-	-	
A subscription or ungraded/promium association	% within column	26%	32%	34%	21%		13%↓	34%	28%	35%	18%↓	29%
A subscription or upgraded/ premium account (e.g.	N Count	30	36	41	31		10↓	59	52	66	40↓	205
Snapchat+)	Column Comparisons		h	h				-	-	-	-	b
	% within column	18%	16%	29%	17%		15%	21%	18%	25%	16%	21%
An activity (e.g. cinema, restaurants, theme parks)	N Count	20	18	35 †	24		12	36	35	48	35	146
	Column Comparisons							-	_	-	-	
	% within column	15%	11%	9%	11%		8%	17%	14%	10%	10%	13%
I donated to/gifted another account items (e.g. in-	N Count	17	13	11	16		6	31	26	18	22	91
app jewels or coins during a live stream)	Column Comparisons							-	_	-	-	
	% within column	10%	9%	14%	8%		8%	11%	10%	14%	8%	11%
I donated to/gifted another account real money	N Count	11	11	16	12		7	19	19	26	18	78
,	Column Comparisons							-	_	-	-	
	% within column	8%	6%	3%	6%		0%	6%	7%	3%	4%	4%↓
	N Count	9	7	4	8		0	11	13	5	8	29↓
-	Column Comparisons							_	_	-	-	
	% within column	13% ↑	1%	5%	3%		2%	9% ↑	5%	4%	2%	5%
Don't know	N Count	15 ↑	1	6	4		2	16 ↑	9	7	5	36

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17 AND Children who bought from Social Media/ Video sites; Weight: Based on Nat Rep Sample; effective sample size = 723 (90%); Blank cells have a sample size that is smaller than 100.; Blank cells have a sample size that is smaller than 100.

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

adfgh

Column Comparisons

							BANNER					
		Urban/ Rural		Workin	g status				D3 - Socia	al grade		
SM4 - What did you buy in the last month						NET: Not working/					NET:	NET:
media and/ or video sites or apps? [MUL	_	Rural		Part time		retired	AB	C1	C2	DE	ABC1	C2DE
Weighted Base	% within column N Count Column Comparisons	65	554	113	35	62	286	175	175	132	461	307
Unweighted Base	% within column N Count Column Comparisons	68	596	102	39	59	404	149	128	119	553	247
Column Names	% within column N Count Column Comparisons	b	a	b	С	d	а	b	С	d	е	f
			56%	52%			57%	54%	61%	49%	56%	56%
A product (e.g. clothes, make-up, toys, jewellery)			312	58			163	95	106	65	258 -	171 -
			30%	25%			32%	27%	31%	19%	30%	26%
A subscription or upgraded/ premium account (e.g Snapchat+)			167	28			91	47	54	25	137 -	79 -
			22%	16%			25% ↑	14%	19%	18%	21%	18%
An activity (e.g. cinema, restaurants, theme parks)			122	18			72 †	25	32	24	97 -	56 -
			15% †	6%			16%	9%	10%	13%	13%	12%
I donated to/gifted another account items (e.g. inapp jewels or coins during a live stream)			82 1 b	7			46	15	18	18	60 -	35 -
			12%	8%			13%	9%	7%	11%	12%	9%
I donated to/gifted another account real money			67	9			39	15	13	15	54 -	28
			4%	7%			3%	5%	4%	9%	4%	6%
Something else			21	8			10	8	7	12	18	20
			4%	7%			3%	9%↑	2%	8%	5%	4%
Don't know			19	8			7	16 ↑ a c	3	10 a c	24	13

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17 AND Children who bought from Social Media/ Video sites; Weight: Based on Nat Rep Sample; effective sample size = 723 (90%); Blank cells have a sample size that is smaller than 100.; Blank cells have a sample size that is smaller than 100. Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

							BANNER					
		Finar	ncial wellk	peing	Ethn	nicity	Child ident	ified need	d/ impacting	condition	Disability/ (in H	
SM4 - What did you buy in the last month media and/ or video sites or apps? [MULT		Doing well	Getting by	Struggling	White B-	NET: All other Ethnic- ities	Neurodiv- ersity	Mental Health	need/	NET: No identified need/ condition	NET: Yes	No
	% within column	209	353	201	579	176	50	46	205	551	109	267
Weighted Base	N Count Column Comparisons											
Unweighted Base	% within column N Count Column Comparisons	242	363	192	607	179	47	47	205	582	114	289
Column Names	% within column N Count Column Comparisons	a	b	С	a	b	a	b	С	d	а	b
	% within column	55%	55%	57%	56%	56%			57%	56%	61%	62%
A product (e.g. clothes, make-up, toys, jewellery)	N Count Column Comparisons	116	196	116	324	98			116 -	307 -	66	167
A subscription on unameded/ourseiture consult/s	% within column	37% ↑	23%	28%	28%	30%			25%	29%	25%	27%
A subscription or upgraded/ premium account (e.g. Snapchat+)	N Count Column Comparisons	78 ↑ b	82	56	161	52			52 -	161 -	27	72
	% within column	31% 🕇	17%	15%	18%	25%			21%	19%	21%	20%
An activity (e.g. cinema, restaurants, theme parks)	N Count Column Comparisons	65 ↑ b c	59	30	106	44			44 -	106 -	23	54
I donated to/gifted another account items (e.g. in-	% within column	18% ↑	12%	7%↓	13%	11%			15%	12%	15%	7%
app jewels or coins during a live stream)	N Count	38 †	44	14↓	77	19			32	64	16	20
, , , , , , , , , , , , , , , , , , ,	Column Comparisons	С							-	-	b	
	% within column	15% 🕇	10%	7%	11%	10%			17%↑	8%↓		7%↓
I donated to/ gifted another account real money	N Count	32 †	34	14	61	18			35 ↑			19↓
	Column Comparisons	C 20/							-	-	b	•••
	% within column	3%	5%	7%	5%	5%			6%	5%	2%	4%
Something else	N Count Column Comparisons	5	18	14	29	8			12 -	26 -	2	11

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17 AND Children who bought from Social Media/ Video sites; Weight: Based on Nat Rep Sample; effective sample size = 723 (90%); Blank cells have a sample size that is smaller than 100.; Blank cells have a sample size that is smaller than 100. Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05) Part 4 of 20

							BANNER	R				
			nal Health n (EHCP)	Ben	efits	Parental	Controls	Par	ental Con	cern	•	nt Online kday)
SM4 - What did you buy in the last month	n on these social	Has an	Don't have an	NET: House- hold rece- ives Bene-	No	NET: Has	No	Not Conc-	A little Conce-	NET: Modera- tely/ Very Conce-		
media and/ or video sites or apps? [MUL7	ГІ]	EHCP	EHCP	fits	Benefits	Controls	Controls	erned	rned	rned	0 - 2hrs	3 - 4hrs
Weighted Base	% within column N Count Column Comparisons	70	698	376	358	693	72	207	246	310	191	380
Unweighted Base	% within column N Count Column Comparisons	73	727	382	384	723	75	205	261	330	194	392
Column Names	% within column N Count Column Comparisons	а	b	а	b	а	b	а	b	С	а	b
			56%	55%	58%	54%		62%	54%	54%	55%	55%
A product (e.g. clothes, make-up, toys, jewellery)			388	205	208	377		128	132	167	104	210
			28%	30%	26%	29%		20%↓	22%	38% ↑	20%↓	29%
A subscription or upgraded/ premium account (e.g. Snapchat+)			193	113	94	199		41↓	55	118 † a b	39↓	109
			20%	23%	17%	20%		11%↓	20%	26% ↑	15%	18%
An activity (e.g. cinema, restaurants, theme parks)			138	85	60	140		24↓	49	80 †	28	69
				b					a	a		
I donated to/gifted another account items (e.g. in-			11%		11%	13%		7%↓	14%	14%	10%	12%
app jewels or coins during a live stream)			80	53	40	92		15↓	35	44	19	44
,									а	а		
			10%	14%	7%↓			5%↓	11%	14%↑		8%↓
I donated to/ gifted another account real money			68	52 ↑	26↓	77		10↓	26	45 ↑	18	29↓
			F0/	b	C0/	40/		00/ 🛧	a	a 20/	C0 /	F0/
Something else			5% 35	5% 17	6% 20	4% 31		8% ↑ 18 ↑	5% 12	3% 8	6% 12	5% 18
Joineumik eise			33	1/	20	31		C 101	12	0	12	10

							BANNER	?				
		Time Sper	nt Online (Weekday)		Time Spe	nt Online (Weekend)		S	pent Mon	ey
SM4 - What did you buy in the last month media and/ or video sites or apps? [MULT		5 - 6hrs	6+ hrs	NET: 5+ Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6 hrs	NET: 5+ Hours	Bought somet- hing on either Social Media, or while gaming	Bought somet- hing on social media	Bought somet- hing while Gaming
media ana, or made once or apper (medi	% within column	141	54	195	77	248	242	199	440	768	768	604
Weighted Base	N Count Column Comparisons					2.0				, 66	, 55	
Unweighted Base	% within column N Count Column Comparisons	151	60	211	76	258	257	206	463	800	800	632
Column Names	% within column N Count Column Comparisons	С	d	е	а	b	С	d	е	a	b	С
A product (e.g. clothes, make-up, toys, jewellery)	% within column N Count Column Comparisons	55% 78		58% 113 -		49% 123	60% 145	61% 122	61% † 268 † -		56% 429 -	51%↓ 309↓ -
A subscription or upgraded/ premium account (e.g. Snapchat+)	% within column N Count Column Comparisons	38% ↑ 53 ↑ a		35% 68 -		25% 62	29% 71	32% 63	30% 134 -	28% 216 -	28% 216 -	32% ↑ 195 ↑
An activity (e.g. cinema, restaurants, theme parks)	% within column N Count Column Comparisons	31%↑ 44↑ a b		28% ↑ 55 ↑ -		22% 55	21% 50	16% 32	19% 82 -	20% 153 -	20% 153 -	23% ↑ 138 ↑ -
I donated to/gifted another account items (e.g. inapp jewels or coins during a live stream)	% within column N Count Column Comparisons	16% 22		17% 33 -		15% 36	15% 36	9% 17	12% 53 -	12% 96 -	12% 96 -	15% ↑ 88 ↑ -
I donated to/gifted another account real money	% within column N Count	16% 23		17% ↑ 34 ↑		10% 25	11% 27	8% 16	10% 43	11% 82	11% 82	13% ↑ 77 ↑
and the second second adda in real money	Column Comparisons	b		-			_,		-	-	-	-

							BANNER					
		Spent I	Money	9	SM purchas	se category	/	Fee	lings about	: SM purch	ase	Gaming Method
SM4 - What did you buy in the last month media and/ or video sites or apps? [MULT		Bought somet- hing from both	Not bought from either	Product	Activity	Subscri- ption/ Upgrade	NET: Gift	Regret things I buy online	What I buy is good value	I spend more than I should	I like the feeling	Games console or games player
media ana, er made ende er apper [mez.	% within column	604	0	429	153	216	158	314	556	378	565	432
Weighted Base	N Count Column Comparisons											
Unweighted Base	% within column N Count	632	0	450	165	226	171	329	585	402	596	454
Column Names	Column Comparisons % within column N Count Column Comparisons	d	е	a	b	С	d	a	b	С	d	а
	% within column	51%↓		100%	46%↓	36%↓	30%↓	48%↓	59%↑	53%	60% †	60%1
A product (e.g. clothes, make-up, toys, jewellery)	N Count	309↓		429 †	70↓	77↓	48↓	150↓	328 †	201	339 †	261 †
	Column Comparisons	-		bcd	d				а		ас	
	% within column	32% ↑		18%↓	31%	100%	30%	37% ↑	30%	35% ↑	30%	29%
A subscription or upgraded/ premium account (e.g.	N Count	195 †		77↓	48	216 †	48	116 †	166	132 †	170	125
Snapchat+)	Column Comparisons	-			a	a b d	а					
	% within column	23%		16%↓	100%	22%	27%	29% ↑	21%	27% †	21%	22%
An activity (e.g. cinema, restaurants, theme parks)	N Count	138 †		70↓	153↑	48	42	91 ↑	117	102 †	121	95
	Column Comparisons	-			a c d							
	% within column	15% ↑		7%↓	18%	13%	60% ↑	20%↑	14%	19% ↑	14%	12%
I donated to/ gifted another account items (e.g. inapp jewels or coins during a live stream)	N Count	881		30↓	27	29	96 ↑	63 †	79	71 †	78	51
	Column Comparisons	-			a	а	a b c	d		d		
	% within column	13%↑		6%↓	16%	13%	51% ↑	17%↑	11%	16%↑	12%	10%
I donated to/gifted another account real money	N Count	77 †		25↓	24	29	82 †	53 ↑	62	62 †	68	41
	Column Comparisons	-			а	а	аbс	b		b d		

Part 7 of 20

							BANNER					
			Gaming	Method				(Saming Type	e		
SM4 - What did you buy in the last month media and/ or video sites or apps? [MULT		Desktop compu- ter, lapt- op or netbook	Mobile phone or smartp- hone	Tablet	NET: Any Gaming	Puzzles or quizzes	Action/adventure	Shooters	Playing against one other person	Playing against multiple people/teams	Creative and building games	Playing in a virtual worlds
,	% within column	220	490	277	755	265	276	230	203	287	363	228
Weighted Base	N Count Column Comparisons											
Unweighted Base	% within column N Count Column Comparisons	239	515	289	787	280	304	257	217	302	368	245
Column Names	% within column N Count Column Comparisons	b	С	d	е	а	b	С	d	е	f	g
	% within column	57%	62% †	61%	56%	63%1	54%	59%	64% ↑	57%	63% 1	57%
A product (e.g. clothes, make-up, toys, jewellery)	N Count Column Comparisons	126	303↑	169	422 -	1671	149	136	130↑	164	230 1	130
A subsectivities are considered to accomplish to a	% within column	33%	29%	28%	28%	28%	32%	32%	35%	33%	27%	35%
A subscription or upgraded/ premium account (e.g. Snapchat+)	N Count Column Comparisons	71	143	79	214 -	74	88	74	71	94	97	79
	% within column	25%	19%	20%	20%	23%	28% ↑	26% †	28% ↑	19%	17%	22%
An activity (e.g. cinema, restaurants, theme parks)	N Count Column Comparisons	55	95	56	151 -	62	76↑ e f	59 † f	56 † f	55	61	49
I donated to/gifted another account items (e.g. inapp jewels or coins during a live stream)	% within column N Count Column Comparisons	17% 37	11% 54	11% 32	13% 95 -	14% 36	17% ↑ 47 ↑	17% ↑ 40 ↑		13% 37	11% 40	18% ↑ 41 ↑
	% within column	14%	9%	10%	11%	12%	12%	16%↑	13%	13%	9%	15% ↑
I donated to/gifted another account real money	N Count	32	45	27	81	32	34	36 1		38	32	35 †
, 5	Column Comparisons	С						f				f

Part 8 of 20

							BANNER	<u> </u>				
				Gamir	ng Type			Gaming F	requency	Gamii	ng Purchase	Туре
		Simula-					NET: Playing			NET: Charac- ter, skins,		Loot boxes/
SM4 - What did you buy in the last month		tion experi-	Fitness and		Intera- ctive stor-	Makeo-	against other			weapons, armour,	NET: Game	packs/ chests/
media and/ or video sites or apps? [MULT	-	ence	dance	Sports	ies	vers	people	NET: Daily		tools	expansion	bundles
Weighted Base	% within column N Count Column Comparisons	122	140	263	105	127	392	587	139	303	182	97
Unweighted Base	% within column N Count Column Comparisons	141	151	284	118	134	411	614	147	330	198	104
Column Names	% within column N Count Column Comparisons	h	i	j	k	I	m	а	b	а	b	С
A product (e.g. clothes, make-up, toys, jewellery)	% within column N Count Column Comparisons	55% 67	61% 86	60% 158	62% 65	62% 79	58% 227 -	56% 327	60% 84	57% † 172 †		53% 51
A subscription or upgraded/ premium account (e.g. Snapchat+)	% within column N Count Column Comparisons	41% ↑ 50 ↑	30% 42	35%1 931		26% 33	32% 125 -	30% 179 b	19%↓ 26↓		39% 71	41% 39
An activity (e.g. cinema, restaurants, theme parks)	% within column N Count Column Comparisons	27% 32	34% ↑ 48 ↑ e f g	25% 65 f	31% † 33 † f	23% 29	22% 86 -	21% 124	16% 23	28% † 84 †		25% 24
I donated to/gifted another account items (e.g. inapp jewels or coins during a live stream)	% within column N Count Column Comparisons	23% † 28 †	20%† 29†	16% 43	22% † 23 †	17% 22	14% 54 -	13% 74	13% 18	17% 50	21% ↑ 39 ↑	21% 20
I donated to/gifted another account real money	% within column N Count Column Comparisons	18% ↑ 22 ↑ f	20% † 28 † f	12% 32	23% ↑ 25 ↑ b f	15% 19	12% 46 -	12% 68	8% 11	14% 42	16% 30	23% † 22 †

Part 9 of 20

							BANNER					
			Gamir	ng Purchas	е Туре			Feelir	ngs about G	aming Pu	chase	
SM4 - What did you buy in the last month media and/ or video sites or apps? [MULT		In-game money	A standard version of the game	A subscription	Early access to a game	Battle Pass	Regret things I buy online	What I buy is good value	I spend more than I should	I like the feeling		always clear what I'm going to get for my
	% within column	212	94	170	93	120	256	438	326	432	404	311
Weighted Base	N Count Column Comparisons											
Unweighted Base	% within column N Count Column Comparisons	214	104	189	104	132	273	459	343	457	419	331
Column Names	% within column N Count Column Comparisons	d	е	f	g	h	а	b	С	d	е	f
	% within column	54%	50%	54%	60%	51%	48%↓	52%	50%↓	55%	54%	49%↓
A product (e.g. clothes, make-up, toys, jewellery)	N Count Column Comparisons	115	47	92	56	62	123↓	229	162↓	238	220	153↓
	% within column	37%	41%	40% 1	47% ↑	44% ↑	37% ↑	35% ↑	37% ↑	32%	32%	37% ↑
A subscription or upgraded/ premium account (e.g. Snapchat+)	N Count Column Comparisons	79	39	69 1	43 ↑	53 ↑	94 ↑	153 ↑	121 ↑	137	129	114 ↑
	% within column	20%	32%	35% 1	36%↑	26%	27%↑	25% ↑	27%↑	23%1	23%	27%↑
An activity (e.g. cinema, restaurants, theme parks)	N Count	43	30	59 1	34 ↑	32	70 †	110↑	89 ↑	1011	91	83 †
	Column Comparisons			d								
	% within column	16%	22%	13%	22%	22%	22%↑	15%	20% ↑	16%1	17% †	18% ↑
donated to/gifted another account items (e.g. in- pp jewels or coins during a live stream)	N Count Column Comparisons	33	20	22	20	26	57 ↑	66	66↑	671	69 †	55↑
	% within column	13%	20%	18%	20%	13%	17% †	13% †	17% ↑	13%1	12%	16% ↑
I donated to/gifted another account real money	N Count Column Comparisons	27	19	31	19	15	43 ↑	58 ↑	57 ↑ e	581	49	50 ↑

Part 10 of 20

							BANNER					
				of child endent		Δ	ge of child	responde	nt		Age and g	
SM4 - What did you buy in t	he last month on these social									NET: 13-		Female 8-
media and/ or video sites or	apps? [MULTI]	Total	Male	Female	8-9	10-12	13-15	16-17	NET: 8-12	17	Male 8-9	9
	% within column	5%	5%	5%	6%	7%	4%	1%	7%	3%		
Something else	N Count	37	17	21	8	16	12	1	24	13		
	Column Comparisons	-			d	d			-	-		
	% within column	5%	6%	3%	7%	7%	4%	1%	7% ↑	3%↓		
Don't know	N Count	37	23	14	9	17	9	2	26 ↑	11↓		
	Column Comparisons	-			d	d			-	-		
	% within column	95%	94%	97%	93%	93%	96%	99%	93%↓	97% †		
NET: Any	N Count	731	342	389	128	210	254	139	338↓	393 ↑		
	Column Comparisons	-						a b	-	-		
	% within column	21%	23%	19%	26%	21%	19%	19%	23%	19%		
NET: Gift	N Count	158	83	75	35	47	49	26	83	76		
	Column Comparisons	_							_	_		

							BANNER					_	
		Age and gender of child respondent											
SM4 - What did you buy in the	he last month on these social	Male 10- I	Female 10	Male 13-	Female 13	Male 16-	Female 16	NET: Male	NET: Fem-	NET: Male	e NET: Fem-	NET:	
media and/ or video sites or	apps? [MULTI]	12	-12	15	-15	17	-17	8-12	ale 8-12	13-17	ale 13-17	Urban	
	% within column	8%	6%	3%	6%		0%	6%	7%	3%	4%	4%↓	
Something else	N Count	9	7	4	8		0	11	13	5	8	29↓	
	Column Comparisons							-	-	-	-		
	% within column	13%↑	1%	5%	3%		2%	9% ↑	5%	4%	2%	5%	
Don't know	N Count	15↑	1	6	4		2	16 ↑	9	7	5	36	
	Column Comparisons	adfgh						-	-	-	-		
	% within column	87%↓	99%	95%	97%		98%	91%↓	95%	96%	98%	95%	
NET: Any	N Count	99↓	112	114	140		77	159↓	178	183	216	667	
	Column Comparisons		b c		С		С	-	-	-	-		
	% within column	23%	19%	19%	18%		16%	25%	20%	20%	17%	21%	
NET: Gift	N Count	26	21	23	26		13	45	38	38	38	150	
	Column Comparisons							-	-	-	-		

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17 AND Children who bought from Social Media/ Video sites; Weight: Based on Nat Rep Sample; effective sample size = 723 (90%); Blank cells have a sample size that is smaller than 100.; Blank cells have a sample size that is smaller than 100.

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 12 of 20

					E	BANNER					
	Urban/ Rural		Workin	g status				D3 - Socia	al grade		
SM4 - What did you buy in the last month on these social media and/ or video sites or apps? [MULTI]	Rural	Full time	Part time	Student	NET: Not working/ retired	AB	C1	C2	DE	NET: ABC1	NET: C2DE
		4%	7%			3%	5%	4%	9%	4%	6%
Something else		21	8			10	8	7	12	18	20
		4%	7%			3%	9% ↑	2%	8%	- 5%	- 4%
Don't know		19	8			7	16 †	3	10	24	13
							ас		ас	-	-
		96%	93%			97%	91%↓	98%	92%	95%	96%
NET: Any		534	105			279	158↓	172	122	437	294
		d				b d		b d		-	-
		24%1	12%			25%	16%	16%	23%	22%	19%
NET: Gift		131 1	14			72	29	28	30	101	58
		b								-	-

							BANNER					
		Fina	ncial well	being	Ethr	nicity	Child ident	tified need	d/ impacting	g condition	Disability/ Oin H	
SM4 - What did you buy in tl	he last month on these social	Doing	Doing Getting W			NET: All other Ethnic-	Neurodiv-	Mental	NET: Identified need/	NET: No identified need/		
media and/ or video sites or	apps? [MULTI]	well	by	Struggling		ities	ersity	Health	•	-	NET: Yes	No
	% within column	3%	5%	7%	5%	5%	-		6%	5%	2%	4%
Something else	N Count	5	18	14	29	8			12	26	2	11
	Column Comparisons								-	-		
	% within column	3%	5%	6%	4%	6%			3%	5%	2%	3%
Don't know	N Count	6	16	13	24	11			6	29	2	8
	Column Comparisons								-	-		
	% within column	97%	95%	94%	96%	94%			97%	95%	98%	97%
NET: Any	N Count	203	337	188	556	165			200	521	107	259
	Column Comparisons								-	-		
	% within column	28%↑	21%	12%↓	21%	19%			28% †	18%↓	30%↑	13%↓
NET: Gift	N Count	60 ↑	73	24↓	122	34			58 †	98↓	32 †	36↓
	Column Comparisons	bс	С						-	-	b	

Part 14 of 20

						BANNER	1				
		nal Health in (EHCP)	Ben	efits	Parental	Controls	Pare	ental Con	cern	Time Spei (Weel	
			NET:						NET:		
		Don't	House- hold rece-		NET: Has			A little	Modera- tely/ Very		
SM4 - What did you buy in the last month on these social	Has an	have an	ives Bene-	No	Parental	No	Not Conc-	Conce-	Conce-		
media and/ or video sites or apps? [MULTI]	EHCP	EHCP	fits	Benefits	Controls	Controls	erned	rned	rned	0 - 2hrs	3 - 4hrs
		5%	5%	6%	4%		8% ↑	5%	3%	6%	5%
Something else		35	17	20	31		18 †	12	8	12	18
							С				
		5%	5%	4%	5%		6%	6%	2%	9%↑	4%
Don't know		35	19	16	35		13	16	7	18 ↑	17
										b c	С
		95%	95%	96%	95%		94%	94%	98%	91%↓	96%
NET: Any		663	357	342	659		194	230	303	173↓	363
											а
		19%		17%	22%		11%↓	22%	25%	18%	18%
NET: Gift		134	90	62	153 †		24↓	54	78	35	68
			b		b			а	a		

							BANNER	₹				
		Time Sper	nt Online (W	eekday)		Time Spe	nt Online (Weekend)		Sį	pent Mon	ey
										Bought		
										somet-		
										hing on		
										either	Bought	
										Social	somet-	Bought
SM4 - What did you buy in the last	month on those social									Media, or	hing on	somet-
				NET: 5+					NET: 5+	while	social	hing while
nedia and/ or video sites or apps? [MULTI]		5 - 6hrs	6+ hrs	Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6 hrs	Hours	gaming	media	Gaming
	% within column	6%		4%		4%	5%	7%	6%	5%	5%	4%
Something else	N Count	8		8		9	11	14	25	37	37	26
	Column Comparisons			-					-	-	-	-
	% within column	0%↓		1%		7%	3%	2%	3%↓	5%	5%	4%
Don't know	N Count	01		2		17	8	4	12↓	37	37	26
	Column Comparisons			-					-	-	-	-
	% within column	100%		99%		93%	97%	98%	97% ↑	95%	95%	96%
NET: Any	N Count	141↑		192		231	233	195	428 †	731	731	578
	Column Comparisons	a b d		-				a	-	-	-	-
	% within column	26%		28% †		22%	23%	15%	19%	21%	21%	24% ↑
NET: Gift	N Count	37		55 †		55	55	29	84	158	158	148 †
	Column Comparisons			-					-	-	-	-

		botheitl					BANNER					
		Spent I	Money	S	SM purchas	se category	/	Fee	lings about	SM purcha	ase	Gaming Method
SM4 - What did you buy in the last m	onth on these social	social somet- hing from both				Subscri- ption/		Regret things I buy	What I buy is good	I spend more than I	I like the	Games console or games
media and/ or video sites or apps? [I	MULTI]	both	either	Product	Activity	Upgrade	NET: Gift	online	value	should	feeling	player
	% within column	4%		1%↓	0%↓	1%↓	0%↓	3%	4%	2%↓	5%	6%
Something else	N Count	26		4↓	01	1↓	01	8	25	8↓	26	25
	Column Comparisons	-										
	% within column	4%		0%↓	0%↓	0%↓	0%↓	0%↓	0%↓	0%↓	0%↓	5%
Don't know	N Count	26		0 ↓	01	0†	01	01	0 ↓	01	01	20
	Column Comparisons	-		-	-	-	-	-	-	-	-	
	% within column	96%		100%↑	100%	100% †	100%	100% †	100% †	100% 🕇	100% ↑	95%
NET: Any	N Count	578		429 †	153 †	216 †	158 †	314 †	556 †	378 †	565 †	412
	Column Comparisons	-		-	-	-	-	-	-	-	-	
	% within column	24%↑		11%↓	28%	22%	100%	33% †	23%	31% †	23% ↑	18%
NET: Gift	N Count	148 †		48↓	42	48	158 †	104 †	126	118 †	130 †	78
	Column Comparisons	-			а	а	a b c	b d		b d		

Part 17 of 20

							BANNER					
			Gaming I	Method				(Gaming Typ	e		
		Desktop								Playing		
		compu-	Mobile						Playing	against	Creative	
CDAA Makatalia yay buu in tha laa	t	ter, lapt-	phone or						against	multiple	and	Playing in
SM4 - What did you buy in the las		op or	smartp-		NET: Any	Puzzles or	Action/		one other	people/	building	a virtual
media and/ or video sites or apps?	? [MULTI]	netbook	hone	Tablet	Gaming	quizzes	adventure	Shooters	person	teams	games	worlds
	% within column	3%	6%	6%	5%	3%	6%	3%	1%↓	7%	7%	5%
Something else	N Count	7	28	15	37	8	18	7	3↓	19	25	10
	Column Comparisons				-							
	% within column	5%	3%↓	4%	5%	1%	4%	4%	3%	4%	5%	2%
Don't know	N Count	11	16↓	12	35	4	11	9	5	11	18	4
	Column Comparisons				-							
	% within column	95%	97% †	96%	95%	99%1	96%	96%	97%	96%	95%	98%
NET: Any	N Count	209	475 †	266	720	2611	264	221	198	276	345	224
	Column Comparisons				-							
	% within column	27% 1	18%↓	19%	21%	22%	25%	26%1	26%	22%	17%	30% †
NET: Gift	N Count	60 1	86↓	52	157	58	68	61 1	52	63	63	68 †
	Column Comparisons	a c d			-		f	f	f			f

Part 18 of 20

							BANNEF	<u> </u>				
				Gamin	g Type			Gaming F	requency	Gami	ng Purchase	Туре
										NET:		
							NET:			Charac-		Loot
		Simula-					Playing			ter, skins,		boxes/
CNAA NAAbat did wax by win the last w		tion	Fitness		Intera-		against			weapons,	NET:	packs/
SM4 - What did you buy in the last m		experi-	and		ctive stor-	Makeo-	other			armour,	Game	chests/
media and/ or video sites or apps? [I	MULTI]	ence	dance	Sports	ies	vers	people	NET: Daily	Weekly	tools	expansion	bundles
	% within column	2%	5%	3%	4%	1%↓	5%	5%	3%	4%	3%	1%
Something else	N Count	2	7	9	4	1↓	21	32	5	13	5	1
	Column Comparisons						-					
	% within column	3%	3%	2%↓	3%	4%	4%	4%	4%	5%	4%	4%
Don't know	N Count	4	4	4↓	3	5	16	24	6	14	8	4
	Column Comparisons						-					
	% within column	97%	97%	98%	97%	96%	96%	96%	96%	95%	96%	96%
NET: Any	N Count	119	137	258 †	102	123	376	564	133	289	174	92
	Column Comparisons						-					
	% within column	37% †	34% †	25%	36% †	27%	22%	22%	18%	27%	33% ↑	33%
NET: Gift	N Count	45 ↑	48 †	65	37 †	35	88	126	26	82	60 †	32
	Column Comparisons	a b e f j	a e f	f	e f	f	-					

Part 19 of 20

							BANNER					
			Gamir	ng Purchase	Туре			Feelin	gs about G	aming Pur	chase	
											It's unfair	
											that people who	always clear what I'm
			Α				Regret	What I	I spend		spend	going to
Code sather did a le lieut			standard		Early		things I	buy is	more		more, get	get for my
•	ne last month on these social	In-game	version of	A subscri-	access to	Battle	buy	good	than I	I like the	further in	money in
media and/ or video sites or	apps? [MULTI]	money	the game	ption	a game	Pass	online	value	should	feeling	games	games
	% within column	4%	3%	0%↓	0%	3%	2%↓	4%	1%↓	5%	3%	2%↓
Something else	N Count	8	3	01	0	4	4↓	17	3↓	20	14	7↓
	Column Comparisons											
	% within column	4%	2%	1%	2%	4%	3%	3%↓	3%	3%	4%	3%
Don't know	N Count	8	2	2	2	4	8	12↓	9	15	15	8
	Column Comparisons											
	% within column	96%	98%	99%	98%	96%	97%	97% ↑	97%	97%	96%	97%
NET: Any	N Count	204	92	168	91	116	248	426 ↑	316	417	389	303
,	Column Comparisons											
	% within column	24%	35%	25%	37% ↑	31%	35% ↑	25% ↑	33% ↑	26%1	26%	30%↑
NET: Gift	N Count	51	33	42	34 ↑	37	89 †	112 ↑	108 †	113 1	104 1	931
	Column Comparisons								e			

Part 20 of 20

SM4B&C - Please c	omplete the										BANNE	R								
following sentence buy things from so	about when you cial media or		child r	der of respon- ent		Age	of child	respon	dent				A	ge and g	ender o	of child re	esponde	ent		
video sites/ apps. \	, ,																		NET:	NET:
online, I usually bu	y them and								NET: 8-	NET:	Male 8	Female	Male	Female	Male	Female	Male		Male 8	Female
spend [SINGLE]		Total	Male	Female	8-9	10-12	13-15	16-17	12	13-17	-9	8-9	10-12	10-12	13-15		16-17	16-17	-12	8-12
	% within column	731	342	389	128	210	254	139	338	393	61	67	99	112	114	140	69	77	159	178
Weighted Base	N Count																			
	Column Comparisons																			
	% within column	766	351	415	132	212	258	164	344	422	63	69	100	112	114	144	74	100	163	181
Unweighted Base	N Count																			
	Column Comparisons																			
	% within column	a	a	b	a	b	С	d	е	f	a	b	С	d	е	f	g	h	i	j
Column Names	N Count																			
	Column Comparisons																			
	% within column	44%	44%	43%	44%	39%	48%	42%	41%	46%			37%	40%	51%	45%		45%	39%	42%
A few times a year	N Count	318	151	167	57	81	121	59	138	181			37	44	58	63		35	63	75
	Column Comparisons	-							-	-									-	-
	% within column	38%	36%	39%	29%	41%	38%	40%	36%	39%			41%	40%	34%	41%		40%	36%	36%
Every month	N Count	274	123	151	37	85	96	56	123	152			40	45	38	58		31	58	64
	Column Comparisons	-							-	-									-	-
	% within column	13%	14%	12%	19%	12%	10%	15%	15%	12%			14%	10%	11%	10%		13%	16%	13%
Every week	N Count	96	48	48	24	25	27	20	49	47			14	11	12	15		10	25	24
	Column Comparisons	-							-	-									-	-
	% within column	4%	4%	4%	5%	5%	3%	1%	5%	2%			4%	6%	3%	2%		1%	5%	5%
More than once a week	N Count	26	12	14	6	11	7	2	17	9			4	7	4	3		1	8	9
	Column Comparisons	-							-	-									-	-
	% within column	2%	2%	2%	3%	4%	1%	2%	3%	1%			4%	4%	1%	1%		1%	3%	3%
Don't know	N Count	16	8	8	4	8	2	3	12	5			4	4	1	1		1	5	6
	Column Comparisons	-							_	_									_	-

Part 1 of 12

										E	BANNE	R								
SM4B&C - Please of following sentence	•	gender	and of child ondent	Urban	/ Rural		Workin	g status	i			D3 - Soci	ial grad	e		Finan	cial wel	lbeing	Ethi	nicity
buy things from so video sites/ apps.	ocial media or When I buy things	NET:	NET:						NET: Not work-											NET: All oth- er
online, I usually bu	ly them and	Male	Female	–		Full	Part	Stud-	ing/					NET:	NET:	Doing	Gett-	Strugg-	-	Ethnic-
spend [SINGLE]		_13-17	13-17	Urban	Rural	time	time	ent	retired	AB	C1	C2	DE	ABC1	C2DE	well	ing by	ling	Whit	ities
	% within column	183	216	667	64	534	105	35	54	279	158	172	122	437	294	203	337	188	556	165
Weighted Base	N Count																			
	Column Comparisons																			
	% within column	188	242	699	67	576	96	39	52	394	136	126	110	530	236	236	347	181	585	169
Unweighted Base	N Count																			
	Column Comparisons																			
	% within column	k	I	а	b	а	b	С	d	a	b	С	d	е	f	а	b	С	а	b
Column Names	N Count																			
	Column Comparisons																			
	% within column	48%	45%	43%		42%				42%	48%	40%	48%	44%	43%	39%	46%	45%	40%↓	54% †
A few times a year	N Count	88	98	287		222				116	75	68	58	191	127	79	154	84	224↓	89 †
•	Column Comparisons	-	-											-	_					а
	% within column	35%	41%	38%		38%				37%	37%	43%	31%	37%	38%	38%	37%	39%	40%	29%
Every month	N Count	65	88	254		202				103	59	74	38	162	112	77	125	73	224	47
•	Column Comparisons	-	_											-	_				b	
	% within column	12%	11%	13%		15%				15%	9%	12%	16%	13%	14%	15%	14%	10%	13%	13%
Every week	N Count	23	24	89		78				41	15	21	19	56	40	31	46	18	74	21
,	Column Comparisons	-	_											_	_					
	% within column	3%	2%	4%		4%				6%	4%	0%↓	3%	5%	1%	7%	2%	3%	4%	2%
More than once a wee	k N Count	5	4	25		21				17	6	01	4	23	4	14	7	6	21	4
	Column Comparisons	-	_	-						С	-			_	_	b		-		
	% within column	2%	1%	2%		2%				1%	2%	5%	2%	1%	4%	1%	2%	4%	2%	2%
Don't know	N Count	3	2	11		11				2	4	8	3	5	11	3	6	7	13	3
	Column Comparisons	-	_	•		-				-	-	а	-	_	_	-				-

		_								E	BANNE	R					_			
			nild ident npacting		•	Condi	bility/ tion in	Educa Health Plan (n Care	Ben	efits		ental trols	Pare	ental Cor	ncern	Time Sp	oent Or	ıline (W	eekday)
SM4B&C - Please	complete the				NET:			·	,	NET:				-						
following senten	ce about when you			NET:	No					House-		NET:								
buy things from	social media or			Identi-	identi-					hold		Has				NET:				
	. When I buy things			fied	fied				Don't			Paren-				Mod				
online, I usually I				need/	need/	NICT			have	ves	No	tal	No	Not	A little	•	0	2	_	
spend [SINGLE		Nour	Mental Health	tion	condi- tion	NET: Yes	No	Has an EHCP	an EHCP	Benef- its	Benef- its	Contr- ols	Contr- ols	Conce- rned	Conce- rned	rned	0 - 2hrs	3 - 4hrs	5 - 6hrs	6+ hrs
Weighted Base	% within column N Count Column Comparisons	50	45	200	521	107	259	68	663	357	342	659	71	194	230	303	173	363	141	52
Unweighted Base	% within column N Count Column Comparisons	46	45	199	556	111	282	71	695	364	370	691	74	194	246	323	178	376	151	58
Column Names	% within column N Count Column Comparisons	а	b	С	d	а	b	а	b	a	b	a	b	a	b	С	а	b	С	d
				41%	45%	47%	46%		44%	41%	46%	43%		52%	43%	38%	58% †	38%	39%	
A few times a year				82 -	232	50	120		289	146	158	284		101 c	99	117	101† b c	139	55	
				39%	37%	38%	40%		38%	39%	36%	38%		37%	35%	40%	32%	43%	36%	
Every month				78 -	193 -	40	103		252	141	123	250		71	80	122	56	155 d	51	
				12%	14%	10%	12%		13%	13%	13%	13%		9%	15%	14%	6%↓	13%	16%	
Every week				25	71	11	31		84	47	45	85		17	35	42	10↓	48	23	
				-	-													а	а	
				4%	4%	2%	2%		3%	4%	3%	4%		1%	3%	6%	1%	4%	5%	
More than once a we	eek			7	18	2	4		23	14	11	25		2	7	17	1	15	7	
				-	-	20/	401		20/	20/	40/	20/		20/	20/	a	20/	20/	201	
David Iva				4%	1%	3%	1%		2%	3%	1%	2%		2%	3%	2%	3%	2%	3%	
Don't know				9 -	7 -	3	2		15	9	4	15		3	8	5	5	6	5	

										Е	BANNE	R								
		Time Spent Online (Week- day)	Tim	ie Spent	t Online	(Weeke	nd)		Spe	ent Moi	ney		SM	purcha	se categ	ory	Feelin	gs abou	ıt SM puı	rchase
SM4B&C - Please co	•							Bought somet- hing on eit- her	Bought	Bought										
buy things from soo video sites/ apps. V	cial media or								somet- hing	somet-							Regret	What I	I spend	
online, I usually buspend [SINGLE]		NET: 5 + Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6 hrs	+	or whi- le gaming	ial me-	while Gami- ng	hing from both	bought from either	Prod- uct	Activ-	Subs Upgr- ade	NET: Gift	things I buy online	buy is good value	than I	I like the feeling
Weighted Base	% within column N Count Column Comparisons	192	69	231	233	195	428	731	731	578	578	0	429	153	216	158	314	556	378	565
Unweighted Base	% within column N Count Column Comparisons	209	69	242	249	203	452	766	766	608	608	0	450	165	226	171	329	585	402	596
Column Names	% within column N Count Column Comparisons	е	a	b	С	d	е	а	b	С	d	е	а	b	С	d	a	b	С	d
A few times a year	% within column N Count Column Comparisons	41% 79 -		46% 106	43% 101	40% 77	42% 179 -	44% 318 -	44% 318 -	40%↓ 229↓ -	40%↓ 229↓ -		47% 199 b c d	30%↓ 46↓	35% ↓ 75 ↓	33%↓ 52↓	40% 127	42% 232	35%↓ 133↓	43% 241
Every month	% within column N Count Column Comparisons	32% 62 -		39% 90	37% 86	36% 70	36% 156 -	38% 274 -	38% 274 -	41%† 234† -	41% ↑ 234 ↑ -		37% 158	43% 66	41% 88	41% 65	37% 115	38% 210	42% 159 a	37% 211
Every week	% within column N Count Column Comparisons	19% 37 -		10% 23	14% 33	18% 34	16% 67 -	13% 96 -	13% 96 -	14% 82 -	14% 82 -		12% 53	30	17% 36	17% 27	17% 52	14% 79	15% 58	14% 79
More than once a week	% within column N Count Column Comparisons	5% 10 -		3% 6	4% 10	4% 8	4% 17 -	4% 26 -	4% 26 -	4% 25 -	4% 25 -		2% 10	5% 8 a	6% 13 a	9% ↑ 14 ↑ a	5% 14	4% 24	6% ↑ 22 ↑	4% 24

										E	BANNE	R								
			Gam	ning Met	thod							Ga	aming Ty	pe						Gami- ng Frequ-
SM4B&C - Please co	omplete the		Desk-								Playing	Ţ								ency
following sentence	about when you		top								against									
buy things from so	<u>-</u>	Games	comp-	Mobile						Playing		Creat-							NET:	
video sites/ apps. V		cons-	uter,	phone		NET:				against	ple	ive and	l Playing	Simul-					Playing	
		ole or	laptop	or		Any	Puzzles	Action		one	people	build-	in a	ation	Fitness		Intera-		against	
online, I usually bu	y tnem and	<u> </u>	or net-			Gami-	or	,	Shoot-	other	/ tea-	ing ga-		•				Make-	other	NET:
spend [SINGLE]		player	book		Tablet	ng	quizzes	nture	ers	person		mes	worlds			Sports	stories	overs	people	Daily
	% within column	412	209	475	266	720	261	264	221	198	276	345	224	119	137	258	102	123	376	564
Weighted Base	N Count																			
	Column Comparisons																			
	% within column	436	230	500	278	755	276	294	248	212	292	351	241	138	148	280	115	130	397	592
Unweighted Base	N Count																			
	Column Comparisons																			
	% within column	а	b	С	d	е	а	b	С	d	е	f	g	h	i	j	k	I	m	а
Column Names	N Count																			
	Column Comparisons																			
	% within column	42%	42%	45%	46%	43%	49%	39%	37%	41%	41%	47%	40%	37%	40%	41%	37%	40%	42%	42%
A few times a year	N Count	172	88	215	121	311	129	103	83	82	113	163	90	44	55	106	38	50	159	239
	Column Comparisons					-													-	
	% within column	39%	34%	37%	38%	38%	36%	39%	39%	34%	41%	37%	40%	41%	35%	39%	39%	40%	39%	39%
Every month	N Count	161	72	178	101	273	94	103	87	67	114	127	88	49	48	102	40	49	149	221
	Column Comparisons					-													-	
	% within column	13%	14%	12%	11%	13%	11%	17%	14%	19%	14%	11%	14%	17%	16%	13%	18%	11%	14%	13%
Every week	N Count	55	29	58	28	95	28	44	32	37	38	39	31	20	22	35	18	14	52	74
	Column Comparisons					-													-	
	% within column	4%	7% ↑	3%	3%	4%	3%	5%	7% ↑	5%	3%	3%	5%	4%	7%	4%	5%	5%	4%	4%
More than once a week	N Count	17	14 ↑	16	7	26	8	13	15 ↑	10	9	12	12	5	9	11	5	6	13	23
	Column Comparisons		c d			-													-	

								В	ANNE	R						
		Gami- ng Frequ- ency			Gar	ning Pu	rchase T	ype			l	Feelings	about G	Saming I	Purchas	e
SM4B&C - Please of following sentence buy things from socuideo sites/ apps. Venting Lucually but	about when you cial media or When I buy things		NET: Chara- cter, skins, weap- ons, armo-	NET: Game	Loot boxes/ packs/ chests/	In-	A stan- dard version	Α	Early access		things I	buy is			that people who spend more, get further	ľm
online, I usually busespend [SINGLE]	y tnem and	Week- ly	ur, to- ols	expan- sion	bund- les	game money		subscr- iption	to a game	Battle Pass	buy online	good value	than I	the	in games	in games
Weighted Base	% within column N Count Column Comparisons	133	289	174	92	204	92	168	91	116	248	426	316	417	389	303
Unweighted Base	% within column N Count Column Comparisons	141	317	191	101	208	101	187	102	128	266	448	335	443	405	324
Column Names	% within column N Count Column Comparisons	b	a	b	С	d	е	f	g	h	a	b	С	d	е	f
A few times a year	% within column N Count Column Comparisons	49% 65	36% 105	38% 67	38% 35	35% 71	37% 34	34% 58	30% 27	30% 35	35%↓ 87↓	39% 166	37%↓ 116↓	36%↓ 152↓	39% 152	35%↓ 106↓
Every month	% within column N Count Column Comparisons	35% 47	42% 120	37% 64	35% 33	42% 85	38% 35	42% 71	36% 33	48% 55	40% 99	39% 167	41% 129	42% 173	43% 166	41% 125
Every week	% within column N Count Column Comparisons	11% 14	17% 49	18% 32	16% 15	16% 34	18% 16	14% 24	26% † 23 †	17% 19	17% 42	16% 66	15% 48	16% 65	12% 48	17% 53 e
More than once a week	% within column N Count Column Comparisons	1% 1	4% 13	6% 10	11% † 10 †	6% 12	7% 7	8% † 14 †	8% 7	5% 6	7% ↑ 17 ↑	5% ↑ 22 ↑	6% † 20 †	5% 21	4% 17	5% 14

SM4B&C - Pleas	se complete the									E	BANNER	₹								
following sente buy things from	ence about when you n social media or		child r	der of espon- ent		Age	of child	respon	dent				Αį	ge and g	ender c	of child re	spond	ent		
	ps. When I buy things																		NET:	NET:
online, I usually	y buy them and								NET: 8-	NET:	Male 8	Female	Male	Female	Male	Female	Male	Female	Male 8	Female
spend [SINGL	LE]	Total	Male	Female	8-9	10-12	13-15	16-17	12	13-17	-9	8-9	10-12	10-12	13-15	13-15	16-17	16-17	-12	8-12
	% within column	2%	2%	2%	3%	4%	1%	2%	3%	1%			4%	4%	1%	1%		1%	3%	3%
Don't know	N Count	16	8	8	4	8	2	3	12	5			4	4	1	1		1	5	6
	Column Comparisons	-							-	-									-	-

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17 AND Children who bought from Social Media/ Video sites; Weight: Based on Nat Rep Sample; effective sample size = 691 (90%); Blank cells have a sample size that is smaller than 100.

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

										В	ANNE	R								
	ise complete the ence about when you	gender	e and of child ondent	Urban	/ Rural		Workin	g status	; 		[D3 - Soci	al grad	e		Finan	cial wel	lbeing	Eth	nicity
buy things from video sites/ ap	m social media or ops. When I buy things	NET:	NET:						NET: Not work-											NET: All oth- er
online, I usuall	y buy them and	Male	Female	NET:		Full	Part	Stud-	ing/					NET:	NET:	Doing	Gett-	Strugg-		Ethnic-
spend [SING	iLE]	13-17	13-17	Urban	Rural	time	time	ent	retired	AB	C1	C2	DE	ABC1	C2DE	well	ing by	ling	Whit	ities
	% within column	2%	1%	2%		2%				1%	2%	5%	2%	1%	4%	1%	2%	4%	2%	2%
Don't know	N Count	3	2	11		11				2	4	8	3	5	11	3	6	7	13	3
	Column Comparisons	-	-									a		-	-					

							E	BANNE	R								
	Child identified n impacting condition	,	Condi	oility/ tion in H	Healtl	ntional h Care EHCP)	Ber	efits		ental trols	Pare	ental Cor	ncern	Time S	pent On	line (W	eekday)
SM4B&C - Please complete the		NET:					NET:										
following sentence about when you	NET:	No					House-		NET:								
buy things from social media or	Identi	- identi-					hold		Has				NET:				
,	fied	fied				Don't	recei-		Paren-				Mod				
video sites/ apps. When I buy things	need,	need/				have	ves	No	tal	No	Not	A little	Very				
online, I usually buy them and	Mental condi	- condi-	NET:		Has an	an	Benef-	Benef-	Contr-	Contr-	Conce-	Conce-	Conce-	0 -	3 -	5 -	
spend [SINGLE]	Neur Health tion	tion	Yes	No	EHCP	EHCP	its	its	ols	ols	rned	rned	rned	2hrs	4hrs	6hrs	6+ hrs
	4%	1%	3%	1%		2%	3%	1%	2%		2%	3%	2%	3%	2%	3%	
Don't know	9	7	3	2		15	9	4	15		3	8	5	5	6	5	
	_	_															

										ı	BANNE	R								
		Time Spent Online (Week- day)	Tim	ie Spent	Online	(Weeke	end)		Sp	ent Mo	ney		SM	purcha	se categ	ory	Feelin	gs abou	t SM pu	rchase
following sente	se complete the ence about when you n social media or								Bought somet-	somet-	Bought									
	ps. When I buy things y buy them and LE]	NET: 5 + Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6	+	Media, or whi- le gaming	on soc- ial me-		somet- hing from both	Not bought from either	Prod- uct	Activ- ity	Subs Upgr- ade	NET: Gift	Regret things I buy online	buy is good	than I	I like the feeling
	% within column	3%		3%	2%	3%	2%	2%	2%	1%	1%		2%	2%	2%	0%	2%	2%	1%	2%
Don't know	N Count Column Comparisons	5 -		6	4	6	10 -	16 -	16 -	8 -	8 -		8	3	4	1	6	10	5	11

										Е	BANNE	ER								
			Gar	ning Met	thod							Gá	aming Ty	/pe						Gami- ng Frequ- ency
SM4B&C - Plea	ase complete the		Desk-								Playing									
following sente	ence about when you		top								agains	t								
buy things from	m social media or	Games	comp-	Mobile						Playing	multi-	Creat-							NET:	
, ,	ps. When I buy things	cons-	uter,	phone		NET:				against	ple	ive and	l Playing	Simul-					Playing	
•		ole or	laptop	or		Any	Puzzles	Action		one	people	e build-	in a	ation	Fitness		Intera-		against	
•	ly buy them and	games	or net-	smart-		Gami-	or	/ adve-	Shoot-	other	/ tea-	ing ga-	virtual	experi-	and		ctive	Make-	other	NET:
spend [SING	GLE]	player	book	phone	Tablet	ng	quizzes	nture	ers	person	ms	mes	worlds	ence	dance	Sports	stories	overs	people	Daily
	% within column	2%	3%	1%	3%	2%	1%	0%	2%	1%	1%	1%	1%	1%	2%	2%	0%	3%	1%	1%
Don't know	N Count	7	6	7	8	16	2	1	4	2	2	4	3	1	3	6	0	4	3	8
	Column Comparisons				С	-													-	

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17 AND Children who bought from Social Media/ Video sites; Weight: Based on Nat Rep Sample; effective sample size = 691 (90%); Blank cells have a sample size that is smaller than 100.; Blank cells have a sample size that is smaller than 100.

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 11 of 12

								В	ANNE	R						
		Gami- ng Frequ- ency			Gar	ning Pu	rchase T	Гуре			i	Feelings	about (Gaming	Purchas	e
following sente buy things from video sites/ ap online, I usuall	use complete the ence about when you m social media or ups. When I buy things y buy them and	Week-	NET: Character, skins, weap- ons, armo- ur, to-	NET: Game	Loot boxes/ packs/ chests/ bund-	In- game	A stan- dard version of the		Early access to a	Battle	things I buy		I spend more than I	I like the	that people who spend more, get further in	I'm going to get for my money in
spend [SING	iLE]	ly	ols	sion	les	money	game	iption	game	Pass	online	value	should	feeling	games	games
	% within column	4%	1%	1%	0%	1%	0%	1%	0%	0%	1%	1%	1%	1%	2%	1%
Don't know	N Count Column Comparisons	6 a	2	1	0	2	0	2	0	0	3	4	3	6	6	4

										E	BANNE	R								
Please complete the tabout when you buy	_		child r	der of espon- ent		Age	of child	respon	dent				A	ge and g	ender o	of child re	espondo	ent		
media or video sites/	-																		NET:	NET:
	• •	Takal	0.4-1-	Fl-	0.0	10.12	12.15		NET: 8-	NET:		Female								
things online, I usuall	% within column	Total	Male	Female	8-9	10-12	13-15	16-17	12 338	13-17	-9 61	8-9	10-12	10-12	13-15		16-17	16-17 77	-12	8-12
Maighted Dass	% Within Column N Count	731	342	389	128	210	254	139	338	393	61	67	99	112	114	140	69	//	159	178
Weighted Base	Column Comparisons																			
	% within column	766	351	415	132	212	258	164	344	422	63	69	100	112	114	144	74	100	163	181
Unweighted Base	N Count	700	331	413	152	212	230	104	544	722	03	03	100	112	117	144	, -	100	103	101
onweighted base	Column Comparisons																			
	% within column	а	а	b	а	b	С	d	е	f	а	b	С	d	е	f	g	h	i	i
Column Names	N Count																Ū			,
	Column Comparisons																			
	% within column	54%	50%	57%	44%	54%	59%	53%	50%	57%			49%	59%	56%	61%		59%	46%	54%
a little bit of money	N Count	394	172	222	56	114	149	74	170	224			48	66	64	85		46	74	96
	Column Comparisons	-					а		-	-									-	-
	% within column	36%	38%	34%	40%	34%	33%	40%	36%	36%			37%	32%	32%	35%		32%	39%	34%
a medium about of money	N Count	263	130	133	51	72	85	56	122	141			37	35	36	49		25	62	60
	Column Comparisons	-							-	-									-	-
	% within column	7%	9%	6%	11%	8%	6%	6%	9%	6%			8%	7%	10%	3%		7%	10%	8%
a lot of money	N Count	53	30	24	14	16	15	8	30	23			8	8	11	4		5	16	14
	Column Comparisons	-							-	-									-	-
	% within column	3%	3%	3%	5%	4%	2%	1%	4%	1%			6%	2%	2%	1%		1%	5%	4%
don't know	N Count	20	10	10	7	8	4	1	15	5			6	2	3	2		1	7	8
	Column Comparisons	-							-	-									-	-

Part 1 of 6

										В	ANNE	R								
		gender	and of child ondent	Urban	/ Rural		Workin	g status	i 			D3 - Soc	cial grade	е		Finan	cial we	llbeing	Eth	nicity
Please complete the f about when you buy t media or video sites/	things from social apps. When I buy	NET: Male				Full	Part	Stud-	NET: Not work- ing/					NET:	NET:	Doing		Strugg-		NET: All oth- er Ethnic-
things online, I usually		13-17		Urban	Rural	time	time	ent	retired	AB	C1	C2	DE	ABC1	C2DE	well	ing by		Whit	
Weighted Base	% within column N Count Column Comparisons	183	216	667	64	534	105	35	54	279	158	172	122	437	294	203	337	188	556	165
Unweighted Base	% within column N Count Column Comparisons	188	242	699	67	576	96	39	52	394	136	126	110	530	236	236	347	181	585	169
Column Names	% within column N Count Column Comparisons	k	I	а	b	a	b	С	d	а	b	С	d	е	f	a	b	С	а	b
a little bit of money	% within column N Count Column Comparisons	54% 99 -	60% 130 -	53% 354		56% 297				49% 137	53% 84	59% 102	58% 71	51% 221 -	59% 173 -	52% 105	52% 175	60% 112	53% 297	56% 92
	% within column	37%	34%	36%		34%				40%	37%	32%	33%	39%	32%	35%	39%	31%	36%	36%
a medium about of money	N Count Column Comparisons	68 -	74 -	242		184				111	58	54	41	169 -	95 -	71	133	58	201	59
	% within column	7%	4%	8%		7%				10%	6%	4%	8%	9%	5%	11%	6%	6%	7%	6%
a lot of money	N Count Column Comparisons	13	10	53 b		40				28	10	6	10	37 -	16 -	22	20	11	41	10
don't know	% within column N Count	1% 3	1% 3	3% 18		3% 14				1% 4	4% 6	5% 9	1% 1	2% 10	3% 10	2% 4	3% 9	4% 7	3% 17	2% 3
uon t know	Column Comparisons	-	- -	10		14				4	O	9	1	-	-	4	Э	/	1/	3

Part 2 of 6

										E	BANNE	R								
			ild ident npacting		,	Disab Condit H	tion in	Educa Health Plan (I	Care	Ben	efits		ental trols	Pare	ntal Cor	ncern	Time Sp	oent On	line (W	eekday)
Diagga complete t	ho following contonso			NET: Identi-	NET: No identi-					NET: House- hold		NET: Has				NET:				
about when you b	the following sentence buy things from social			fied need/	fied need/				Don't have		No	Paren- tal	No	Not	A little	Mod				
	tes/ apps. When I buy		Mental		condi-	NET:		Has an	an		Benef-	Contr-	Contr-		Conce-		0 -	3 -	5 -	
things online, I us		-	Health	tion	tion	Yes	No	EHCP	EHCP	its	its	ols	ols	rned	rned	rned	2hrs	4hrs	6hrs	6+ hrs
Weighted Base	% within column N Count Column Comparisons	50	45	200	521	107	259	68	663	357	342	659	71	194	230	303	173	363	141	52
Unweighted Base	% within column N Count Column Comparisons	46	45	199	556	111	282	71	695	364	370	691	74	194	246	323	178	376	151	58
Column Names	% within column N Count Column Comparisons	а	b	С	d	а	b	a	b	а	b	а	b	а	b	С	а	b	С	d
a little bit of money				49% 97 -	56% 292 -	48% 51	59% 154		56% † 369 † a		59% 202 a	54% 356		69% † 134 † b c	51% 118	46% ↓ 140 ↓	66% † 113 † b c d	54% 195	44% 63	
a medium about of mo	oney			34% 69 -	37% 192 -	38% 40	36% 94		35% 233	38% 135	34% 117	36% 235		28% 55	36% 84	41% 123 a	28% 49	38% 138	39% 55	
a lot of money				11% 22 -	6% 30 -	9% 10 b	4% 10		7% 44	10% 34 b	5% 17	7% 48		1%↓ 3↓	10% 23 a	9% 28 a	3% 5	6% 22	13% † 19 † a b	
don't know				6% 12 -	2%↓ 8↓ -	4% ↑ 5 ↑ b	0%↓ 1↓		3% 18	4% 13	2% 6	3% 20		1% 3	2% 5	4% 12	3% 6	2% 9	3% 4	

										В	ANNE	R								
		Time Spent Online (Week- day)	Tim	ie Spent	: Online	(Weeke	end)		Sp	ent Mor	ney		SM	purcha	se categ	ory	Feelin	gs abou	t SM pur	chase
Please complete the f	following contonco							Bought somet- hing on eit- her Social		Bought somet-										
-	•							Media,			somet-						Regret	What I	I spend	
about when you buy	-	NET: 5					NET: 5	or whi-	on soc-	while	hing	bought			Subs		things I	buy is	more	I like
media or video sites/		+	0 -	3 -	5 -	Over 6		le	ial me-		from	from	Prod-	Activ-	Upgr-	NET:	buy	good	than I	the
things online, I usuall	•	Hours	2hrs	4hrs	6hrs	hrs		gaming		ng	both	either	uct	ity	ade	Gift	online	value	should	
	% within column	192	69	231	233	195	428	731	731	578	578	0	429	153	216	158	314	556	378	565
Weighted Base	N Count																			
	Column Comparisons																			
	% within column	209	69	242	249	203	452	766	766	608	608	0	450	165	226	171	329	585	402	596
Unweighted Base	N Count																			
	Column Comparisons																			
Column Names	% within column N Count Column Comparisons	е	а	b	С	d	е	а	b	С	d	е	a	b	С	d	a	b	С	d
	% within column	44%↓		56%	46%	57%	51%	54%	54%	51%↓	51%↓		54%	47%	47%	44%	47%↓	52%	48%↓	53%
a little bit of money	N Count	85↓		128	108	111	220	394	394	292↓	292		232	72	101	70	147↓	289	183 ↓	301
a little bit of filolicy	Column Comparisons	-		120	100	111	-	-	-	-	<i>232</i> ▼		232	12	101	70	14/ 🔻	203	1054	a c
	% within column	40%		34%	42%	33%	38%	36%	36%	38%	38%		37%	38%	41%	36%	39%	38%	39%	38%
a medium about of money		76		80	98	65	163	263	263	221	221		158	58	88	57	121	209	3976 147	212
a medium about or money	Column Comparisons	-		80	30	03	103	-	203	-	-		136	36	00	37	121	209	147	212
	% within column	13% †		7%	9%	6%	8%	- 7%	- 7%	- 9% ↑	- 9% 1		6%	14% ↑	11%	16% †	11%†	8%	10%↑	8%
a lot of money	N Count	26 †		16	22	12	33	53	7 <i>7</i> 6	50 †	50 1		27	211	24	25 †		6% 43	39 †	43
a lot of money	Column Comparisons	-		10	22	12	33	55	55		-		21		24		301	43	391	43
	% within column	- 3%		3%	2%	3%	- 3%	- 3%	- 3%	- 3%	3%		3%	a 1%	2%	a 3%	3%	3%	2%	2%↓
don't know	N Count	3% 6		3% 7	2% 5	3% 7	3% 12	3% 20	3% 20	3% 15	3% 15		3% 13	1% 2	2% 3	5% 5	3% 10	3% 14	2% 9	2% ↓
UOII L KIIUW	Column Comparisons	O		,	Э	,	12	20	20	13	13		12	2	3	Э	д 10	14 d	Э	3₹

										В	ANNE	R								
			Gam	ning Met	:hod							Ga	aming Ty	/pe						Gami- ng Frequ- ency
Please complete the f	•	cons-	uter,	•		NET:				Playing against	ple	Creat- ive and	l Playing						NET: Playing	
media or video sites/	apps. When I buy	ole or games	laptop or net-			Any Gami-	Puzzles or		Shoot-		people / tea-		in a virtual		Fitness and		Intera- ctive	Make-	against other	NET:
things online, I usuall	• •	player		phone			quizzes		ers	person	ms	mes	worlds			. '	stories	overs	people	Daily
Weighted Base	% within column N Count Column Comparisons	412	209	475	266	720	261	264	221	198	276	345	224	119	137	258	102	123	376	564
Unweighted Base	% within column N Count Column Comparisons	436	230	500	278	755	276	294	248	212	292	351	241	138	148	280	115	130	397	592
Column Names	% within column N Count Column Comparisons	a	b	С	d	е	a	b	С	d	е	f	g	h	i	j	k	I	m	a
	% within column	52%	53%	56%	59%	54%	60%	51%	47%	49%	54%	55%	51%	49%	43%	52%	43%	52%	53%	53%
a little bit of money	N Count Column Comparisons	215	111	265	156	387 -	155 c i k	135	105	97	149	190	115	58	59	134	44	63	200 -	299
a medium about of money	% within column N Count Column Comparisons	38% 155	33% 70	38% 179 b	34% 90	36% 260 -	34% 89	39% 103	40% 87	36% 72	36% 101	35% 122	39% 88	39% 46	42% 57	38% 98	45% 46	38% 46	36% 134 -	37% 208
	% within column	8%	11%	5%↓	5%	7%	5%	9%	11%	11%	8%	7%	9%	10%	14% †	7%	12%	7%	9%	8%
a lot of money	N Count	33	23	24↓	13	53	13	25	24	23	21	25	20	11	19 †	18	12	8	32	42
	Column Comparisons	c d	c d	20/	20/	-	10/	10/	a 20/	a 20/	20/	20/	10/	20/	a 20/	20/	00/	40/	-	20/
don't know	% within column N Count Column Comparisons	2% 8	3% 6	2% 8	3% 7	3% 20 -	1% 4	1% 2	2% 5	3% 6 b	2% 5	2% 8	1% 2	2% 3	2% 2	3% 8	0% 0	4% 5	3% 11 -	3% 14

Part 5 of 6

-								E	SANNE	R						
		Gami- ng Frequ- ency			Gar	ning Pu	rchase 1	⁻ype			ı	Feelings	about G	aming I	Purchas	e
			NET: Chara- cter, skins,		Loot										It's unfair that people who spend	ľm
Please complete the f about when you buy t media or video sites/ things online, I usually	things from social apps. When I buy	Week- Iv	weap- ons, armo- ur, to- ols	NET: Game expan- sion	boxes/ packs/ chests/ bund- les	In- game money			Early access to a game	Battle Pass	Regret things I buy online	buy is good	I spend more than I should	the	in	for my money in
Weighted Base	% within column N Count Column Comparisons	133	289	174	92	204	92	168	91	116	248	426	316	417	389	303
Unweighted Base	% within column N Count Column Comparisons	141	317	191	101	208	101	187	102	128	266	448	335	443	405	324
Column Names	% within column N Count Column Comparisons	b	a	b	С	d	е	f	g	h	a	b	С	d	е	f
a little bit of money	% within column N Count Column Comparisons	59% 78	51% 147	44% 76	38% 35	52% 106	39% 36	48% 81	40% 36	37% ↓ 42 ↓		49% ↓ 210 ↓	47%↓ 148↓	48%↓ 202↓		48% 145
a medium about of money	% within column N Count Column Comparisons	33% 44	36% 105	41% 71	39% 36	38% 77	44% 41	42% 71	49% 45	52% † 60 †	37% 91	40% 168	39% 122	40% 167	37% 146	40% 122
a lot of money	% within column N Count Column Comparisons	4% 6	11% 31	13% 22	21% † 19 † d f h	8% 17	13% 12	9% 14	10% 9	8% 9	13% ↑ 33 ↑	9% 39	12% ↑ 38 ↑	9% 37	8% 33	10% 30
don't know	% within column N Count Column Comparisons	4% 5	2% 6	3% 5	2% 2	2% 4	3% 3	1% 2	1% 1	4% 5	2% 6	2% 9	3% 8	3% 11	3% 11	2% 5

		SM4D -	Roughly ho	ow much	do you th	ink you spo [SINGLE]	ent on th	ese things i	n the last	month?
		£1-10 (£5)	£11-25 (£18)	£26-50 (£38)	£51-100 (£75.5)	£101-£200 (£150.5)	£201+ (£351.5)	Don't know	Mean	Row Population
	% within row	18%↓	38%↑	26%	11%	4%	2%	0%		
A product (e.g. clothes, make-up, toys, jewellery)	Column Comparisons	defg	acdefg	adefg	e f g	fg	g		39.3 †	429
	N Count	79↓	164 †	110	46	19	8	2		
	% within row	15%↓	35%	29%	17%	3%	0%	1%		
An activity (e.g. cinema, restaurants, theme parks)	Column Comparisons	e f g	adefg	adefg	e f g				37.8	153
	N Count	23↓	53	45	26	5	1	1		
	% within row	34%	34%	17%	10%	2%	2%	1%		
A subscription or upgraded/ premium account (e.g. Snapchat+)	Column Comparisons	cdefg	cdefg	e f g	e f g				32.0	216
	N Count	74	73	36	22	5	4	2		
I donated to/gifted another account real money									43.0	82
	% within row	24%	23%	23%	19%	7%	2%	2%		
I donated to/gifted another account items (e.g. in-app jewels or	Column Comparisons	e f g	e f g	efg	fg				45.3	96
coins)	N Count	- 22	- 22	- 22	10	7	2	1		

16.5

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17 AND Children who bought from Social Media/ Video sites; Weight: Based on Nat Rep Sample; effective sample size = 407 (90%); Blank cells have a sample size that is smaller than 100.; Blank cells have a sample size that is smaller than 100. Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

N Count

Other items

-		_			•	_				_	BAN	NER	_	_	_	_	_		_	_	•
you think you s	-		child r	der of espon- ent		Age	of child	respon	dent					Age ar	nd gend	er of chi	ld respo	ondent			
things in the las																			NET:	NET:	NET:
	othes, make-up,								NET: 8-		Male 8			Female							
toys, jewellery)		Total	Male	Female	8-9	10-12	13-15	16-17	12	13-17	-9	8-9	10-12		13-15	13-15	16-17	16-17	-12	8-12	13-17
Weighted Base	% within column N Count Column Comparisons	429	175	254	67	112	155	94	179	250	27	40	45	67	63	92	40	58	72	107	102
Unweighted Base	% within column N Count Column Comparisons	450	179	271	66	114	159	111	180	270	27	39	48	66	64	95	40	76	75	105	104
Column Names	% within column N Count Column Comparisons	а	а	b	a	b	С	d	е	f	а	b	С	d	е	f	g	h	i	j	k
	% within column	18%	17%	19%		21%	15%	20%	21%	17%										22%	16%
£1-10 (£5)	N Count	79	30	49		23	23	19	38	41										24	16
	Column Comparisons	-							-	-										-	-
	% within column	38%	29%	45%		37%	44%	32%	37%	39%										45%	30%
£11-25 (£18)	N Count	164	50	114		42	68	30	67	97										48	31
	Column Comparisons	-		а					-	_										-	-
	% within column	26%	32%	22%		25%	24%	31%	24%	27%										23%	36%
£26-50 (£38)	N Count	110	55	55		28	38	29	43	67										24	37
, ,	Column Comparisons	-	b						-	_										-	_
	% within column	11%	11%	10%		7%	11%	12%	10%	11%										8%	11%
£51-100 (£75.5)	N Count	46	20	26		8	17	11	18	28										9	11
(/	Column Comparisons	_							_	_										_	_
	% within column	4%	6%	3%		6%	6%	2%	5%	4%										2%	5%
£101-£200 (£150.5		19	11	8		6	9	2	8	11										2	5
	Column Comparisons	-		-		J	J	_	_	-										_	-
	% within column	2%	4%	1%		3%	0%	4%	2%	2%										0%	2%
£201+ (£351.5)	N Count	8	6	2		3	1	3	4	4										0	2
	Column Comparisons	-	b	_		3	-	3	-	-										-	_

											BAN	NER									
		Age and gender of chi- ld respo- ndent	Urban,	/ Rural		Workin	g status	S			D3 - Soc	ial grad	e		Finan	cial wel	lbeing	Ethr	iicity	fied impa	identi- need/ acting dition
you think you s things in the la	st month? A othes, make-up,	NET: Female 13-17	NET: Urban	Rural	Full time	Part time	Stud-	NET: Not work- ing/ retired	АВ	C1	C2	DE	NET: ABC1	NET: C2DE	Doing well	Gett-	Strugg- ling		NET: All oth- er Ethnic- ities		Mental Health
Weighted Base	% within column N Count Column Comparisons	150	387	41	312	58	25	31	163	95	106	65	258	171	116	196	116	324	98	35	35
Unweighted Base	% within column N Count Column Comparisons	170	405	45	333	55	28	31	232	81	78	59	313	137	133	206	110	342	101	33	34
Column Names	% within column N Count Column Comparisons	I	а	b	а	b	С	d	а	b	С	d	е	f	а	b	С	а	b	а	b
£1-10 (£5)	% within column N Count Column Comparisons	17% 26 -	18% 68 -		18% 57				16% 26				17% 43 -	21% 36 -	24% 28	13% 26	21% 25	19% 62	16% 15		
£11-25 (£18)	% within column N Count Column Comparisons % within column	45% 68 -	38% 147 -		38% 119				31% 50				37% 96 -	40% 68 -	24%↓ 27↓	46% 89 a	40% 46 a	37% 121	41% 40		
£26-50 (£38)	N Count Column Comparisons	21% 31 -	26% 101 -		26% 82				28% 45				26% 67 -	25% 43 -	25% 29	28% 55	22% 26	24% 78	32% 32		
£51-100 (£75.5)	% within column N Count Column Comparisons	12% 17 -	11% 44 -		11% 35				13% 22				12% 31 -	9% 15 -	16% 19	10% 19	8% 9	12% 38	7% 7		

											BAN	INER									
		fied impa	identi- need/ acting dition	Disab Condit H	tion in	Educa Healtl Plan (h Care	Ber	nefits		ental itrols	Pare	ental Cor	ncern	Tim	ne Spent	t Online	(Weeko	lay)	Online	Spent (Week- nd)
you think you s	-	NET: Identi- fied	NET: No identi- fied				Don't	NET: House- hold recei-	-	NET: Has Paren-				NET:							
	othes, make-up,	need/ condi-	need/ condi-	NET:		Has an	have an	ves Benef-		tal Contr-	No Contr-	Not Conce-		Very Conce-	0 -	3 -	5 -		NET: 5 +	0 -	3 -
toys, jewellery) % within column	tion 116	tion 307	Yes 66	No 167	EHCP 41	EHCP 388	its 205	its 208	ols 377	ols 52	rned 128	rned 132	rned 167	2hrs 104	4hrs 210	6hrs 78	6+ hrs	Hours 113	2hrs	4hrs 123
Weighted Base	N Count Column Comparisons	110	307	00	107	72	300	203	200	377	32	120	132	107	104	210	70	33	113	3,	123
Unweighted Base	% within column N Count Column Comparisons	113	331	68	185	41	409	208	225	395	55	127	139	182	106	220	82	40	122	38	123
Column Names	% within column N Count Column Comparisons	С	d	а	b	а	b	а	b	а	b	а	b	С	а	b	С	d	е	а	b
£1-10 (£5)	% within column N Count Column Comparisons	20% 24 -	18% 54 -		17% 28		19% 75 -	18% 36	18% 36	17% 66		28% 36 b c	13% 17	15% 26	31% ↑ 32 ↑ b c	17% 35			9% 11 -		21% 25
£11-25 (£18)	% within column N Count Column Comparisons	36% 42 -	39% 119 -		39% 65		38% 147 -	34% 70	43% 90	39% 148		37% 47	41% 55	37% 62	40% 41	38% 81			37% 41 -		41% 50
£26-50 (£38)	% within column N Count Column Comparisons	23% 27	27% 83		29% 49		25% 98 -	26% 53	26% 54	26% 99		23% 29	26% 34	27% 46	22% 23	27% 56			27% 31		24% 29
£51-100 (£75.5)	% within column N Count Column Comparisons	14% 16 -	10% 30 -		8% 14		11% 42 -	13% 27	9% 19	11% 41		7% 9	14% 18	11% 19	5% 5	12% 26 a			14% 15 -		8% 10

Part 3 of 12

											BAN	NER									
			Spent C Weeken			Spe	ent Mor	ney		SIV	1 purcha	ise categ	gory	Feelin	gs abou	t SM pui	rchase	_	Gaming	Method	ł
					Bought somet- hing on eit-														Desk-		
SM4D_1: Roug	hly how much do					Bought	_												top		
you think you	spent on these							Bought										Games	comp-	Mobile	
things in the la	st month? A				Media,	hing	_	somet-						_		I spend		cons-	uter,	phone	
•	othes, make-up,	-	0		or whi-			hing	bought	D I	A -45.	Subs	NICT	things I	-		I like		laptop	or	
toys, jewellery	•	5 - 6hrs	Over 6 hrs	+ Hours	le gaming	ial me- dia	Gami-	from both	from either	Prod- uct	Activ- ity	Upgr- ade	NET: Gift	buy online	good value	than I should	the	_	or net- book		Tablet
toys, jewenery	/ % within column	145	122	268	429	429	ng 309	309	0	429	70	77	48	150	328	201	339	261	126	303	169
Weighted Base	N Count	143	122	200	423	423	303	303	U	423	70	,,	40	130	320	201	333	201	120	303	105
Weighted base	Column Comparisons																				
	% within column	157	130	287	450	450	325	325	0	450	74	81	53	158	346	218	355	278	136	319	176
Unweighted Base	N Count																				
	Column Comparisons																				
	% within column	С	d	е	а	b	С	d	е	а	b	С	d	a	b	С	d	а	b	С	d
Column Names	N Count																				
	Column Comparisons																				
	% within column	17%	13%	15%	18%	18%	13%↓	13%↓		18%				18%	18%	17%	18%	15%	16%	18%	18%
£1-10 (£5)	N Count	24	16	40	79	79	40↓	40↓		79				28	60	35	62	40	20	55	30
	Column Comparisons			-	-	-	-	-		-				-							
	% within column	34%	41%	37%	38%	38%	38%	38%		38%				30%	39%	34%	38%	38%	29%	38%	41%
£11-25 (£18)	N Count	49	50	99	164	164	117	117		164				45	128	68	129	99	36	115	69
	Column Comparisons			-	-	-	-	-		-				-							
	% within column	33%	21%	28%	26%	26%	28%	28%		26%				26%	25%	26%	26%	25%	23%	27%	26%
£26-50 (£38)	N Count	47	26	74	110	110	87	87		110				40	82	53	90	65	29	83	44
	Column Comparisons			-	-	-	-	-		-				-							
	% within column	13%	13%	13%	11%	11%	13%	13%		11%				14%	11%	15%	10%	13%	18%	11%	11%
£51-100 (£75.5)	N Count	19	16	35	46	46	41	41		46				21	37	30	34	34	23	34	19
	Column Comparisons			-	-	-	-	-		-				-							

											BAN	NER									
		Gami- ng Meth- od						Ga	aming Ty	/pe							ming uency	Gar	ming Pu	rchase T	ype
SM4D_1: Roug	thly how much do		-			Playing	Playing against multi-								NET:			NET: Chara- cter, skins, weap-		Loot boxes/	
things in the la	-	NET: Any Gami-	Puzzles or		Shoot-	against one		ive and	Playing in a virtual		Fitness and		Intera- ctive	Make-	Playing against	NET:	Week-	ons, armo-	NET: Game expan-	packs/ chests/ bund-	In- game
toys, jewellery)		ng	quizzes		ers	person	•	mes	worlds			Sports			people	Daily	ly	ols	sion	les	money
Weighted Base	% within column N Count Column Comparisons	422	167	149	136	130	164	230	130	67	86	158	65	79	227	327	84	172	99	51	115
Unweighted Base	% within column N Count Column Comparisons	443	174	168	156	139	174	234	140	80	94	170	75	83	241	345	88	189	111	56	119
Column Names	% within column N Count Column Comparisons	е	а	b	С	d	е	f	g	h	i	j	k	ı	m	а	b	а	b	С	d
£1-10 (£5)	% within column N Count Column Comparisons	18% 76 -	16% 27	13% 20	12% 16	14% 18	14% 23	17% 39	12% 16			13% 20			15% 34 -	16% 52		12% 21	11% 11		16% 19
£11-25 (£18)	% within column N Count Column Comparisons	38% 161 -	43% 72 b c	28% 42	29% 40	30% 39	41% 67 b c	44% 100 b c d	41% 54 b			35% 55			38% 85 -	38% 124		35% 60	25% 25		39% 45 f
£26-50 (£38)	% within column N Count Column Comparisons	26% 109 -	27% 45	31% 46	30% 41	29% 38	24% 40	24% 55	25% 32			31% 48			26% 59 -	26% 87		29% 50	30% 29		25% 29
£51-100 (£75.5)	% within column N Count Column Comparisons	11% 46 -	8% 13	16% 24 a	19% † 26 † a f	14% 18	13% 22	10% 22	13% 17			12% 20			12% 28 -	11% 37		15% 26	20% 20 d		10% 12

Part 5 of 12

						BAN	NER				
		Gar	ming Pur	chase T	уре		eelings	about G	aming I	urchase	e
										that people	
CAMAD 4 De -										who	l'm ·
	shly how much do	A stan-								spend	going
you think you s	•	dard		Early		Regret	What I	I spend		more, get	to get for my
things in the la	st month? A	version	Α	access		things I		more	I like	further	•
product (e.g. cl	othes, make-up,		subscr-	to a	Battle	buy	good	than I	the	in	in
toys, jewellery)	game	iption	game	Pass	online	value			games	
	% within column	47	92	56	62	123	229	162	238	220	153
Weighted Base	N Count										
	Column Comparisons										
	% within column	53	101	62	70	132	242	171	251	226	167
Unweighted Base	N Count										
	Column Comparisons										
	% within column	е	f	g	h	а	b	С	d	е	f
Column Names	N Count										
	Column Comparisons										
			14%			15%	12%↓	12%	11%↓	14%	17%
£1-10 (£5)			13			18	28↓	20	26↓	30	27
						-			-		
			26%			35%	39%	32%	40%	39%	30%
£11-25 (£18)			24			43	89	51	96	86	46
						-			-		
			29%			31%	28%	30%	28%	31%	28%
£26-50 (£38)			27			38	64	49	68	67	43
						-			-		
			19%			11%	14%	16%	12%	11%	16%
£51-100 (£75.5)			17			14	32	26	28	24	24
			d						-		

											BAN	INER									
you think you s	-		child r	der of espon- ent		Age	of child	respon	dent					Age ar	nd gend	ler of chi	ld respo	ondent			
things in the las	st montn? A othes, make-up,								NET: 8-	NFT:	Male 8	Female	Male	Female	Male	Female	Male	Female	NET:	NET:	NET: Male
toys, jewellery)	• •	Total	Male	Female	8-9	10-12	13-15	16-17	12	13-17	-9	8-9	10-12		13-15		16-17	16-17	-12	8-12	13-17
	% within column	4%	6%	3%		6%	6%	2%	5%	4%										2%	5%
£101-£200 (£150.5	N Count	19	11	8		6	9	2	8	11										2	5
	Column Comparisons	-							-	-										-	-
	% within column	2%	4%	1%		3%	0%	4%	2%	2%										0%	2%
£201+ (£351.5)	N Count	8	6	2		3	1	3	4	4										0	2
	Column Comparisons	-	b						-	-										-	-
	% within column	0%	1%	0%		1%	0%	0%	1%	0%										0%	0%
Don't know	N Count	2	2	0		2	0	0	2	0										0	0
	Column Comparisons	-							-	-										-	-
Mean		39.3	49.2 †	32.5↓	35.9	41.5	36.6	43.5	39.4	39.2	55.4	22.7	58.6	29.9↓	38.2	35.6	51.6	36.4	57.4	27.2↓	43.4
Median		18	38	18	18	18	18	18	18	18	38	18	18	18	38	18	38	18	38	18	38

_											BAN	NER									
SMAD 1: Pour	shly how much do	Age and gender of chi- ld respo- ndent	Urban	/ Rural		Workin	g status	5		I	D3 - Soo	cial grad	e		Finan	cial wel	lbeing	Eth	nicity	fied impa	identi- need/ acting dition
you think you s things in the la	spent on these	NET: Female	NET:		Full	Part	C+ud	NET: Not work-					NET:	NET:	Doing	Cott	Strugg		NET: All oth- er Ethnic-		Mental
toys, jewellery	=	13-17	Urban	Rural	time	time	Stud- ent	ing/ retired	AB	C1	C2	DE	ABC1	C2DE	Doing well	Gett- ing by	Strugg- ling	Whit		Neur	
toys, jewenery	% within column	4%	5%	Italai	5%	time	CIIC	retired	9%1			DL	6%	3%	8%	3%	4%	6%	1%	iveur	Health
£101-£200 (£150.5) N Count	6	18		14				15↑				15	5	9	5	5	18	1		
	Column Comparisons	_	_						bс				-	-	b			b			
	% within column	1%	2%		2%				3%				2%	2%	3%	1%	3%	2%	3%		
£201+ (£351.5)	N Count	2	8		5				5				5	3	4	1	3	5	3		
	Column Comparisons	-	-										-	-							
	% within column	0%	0%		0%				0%				0%	1%	0%	0%	1%	0%	0%		
Don't know	N Count	0	2		0				0				0	2	0	0	2	2	0		
	Column Comparisons	-	-										-	-							
Mean		36.0	40.6	26.8	38.6	45.0	33.8	41.5	51.7 †	26.3↓	33.7	36.5	42.3	34.7	51.0 †	32.6↓	39.1	39.9	38.1	47.6	54.0
Median		18	18	18	18	18	18	18	38	18	18	18	18	18	38	18	18	18	18	18	18

Part 8 of 12

											BAN	NER									
		fied impa	identi- need/ acting dition	Disab Condit H	tion in	Educa Health Plan (n Care	Ben	efits		ental trols	Pare	ental Cor	icern	Tim	ie Spen	t Online	e (Weeko	day)	Online	Spent (Week- nd)
SM4D_1: Roug you think you s things in the la	=	NET: Identi- fied need/	NET: No identi- fied need/				Don't have	NET: House- hold recei- ves	No	NET: Has Paren- tal	No	Not	A little	NET: Mod Very					NET: 5		
product (e.g. c	othes, make-up,	condi-	,	NET:		Has an	an	Benef-	Benef-	Contr-	Contr-	Conce-	Conce-	,	0 -	3 -	5 -		+	0 -	3 -
toys, jewellery)	tion	tion	Yes	No	EHCP	EHCP	its	its	ols	ols	rned	rned	rned	2hrs	4hrs	6hrs	6+ hrs	Hours	2hrs	4hrs
	% within column	3%	5%		6%		4%	5%	4%	4%		3%	4%	6%	2%	4%			7%		4%
£101-£200 (£150.5	5) N Count	4	15		9		15	10	8	17		4	5	10	2	9			8		5
	Column Comparisons	-	-				-												-		
	% within column	3%	2%		1%		2%	4%	0%	1%		2%	2%	2%	0%	1%			6%↑		1%
£201+ (£351.5)	N Count	4	5		1		8	8	1	5		2	3	3	0	2			6 †		1
, ,	Column Comparisons	_	_				_	b											_		
	% within column	0%	1%		0%		0%	1%	0%	0%		0%	0%	1%	0%	1%			0%		1%
Don't know	N Count	0	2		0		2	2	0	2		0	0	2	0	2			0		2
	Column Comparisons	-	_		_		_	_		_				_	_	_			-		_
Mean	,	43.0	38.2	47.4	36.9	45.2	38.7	47.0 ↑	32.6↓	37.6	51.6	32.1	42.3	42.6	24.0↓	36.8	57.6	60.4	58.5 †	22.5	33.6
Median		18	18	18	18	18	18	18	18	18	18	18	18	18	18	18	38	18	38	18	18

											BAN	INER									
			Spent C Weeken			Sp	ent Mor	ney		SM	purcha	se categ	ory	Feelin	gs abou	t SM pu	rchase		Gaming	Metho	d
					Bought somet- hing																
CNAD 1. Do.					on eit-		D l- 4												Desk-		
_	ghly how much do spent on these ist month? A			NET: 5	her Social Media,	somet-			Not			Subs		Regret things I	What I	I spend more	l like	Games cons- ole or	top comp- uter, laptop	Mobile phone or	!
product (e.g. o	lothes, make-up,	5 -	Over 6	+	le	ial me-		from	from	Prod-	Activ-	Upgr-	NET:	buy	good	than I	the		or net-	_	
toys, jewellery	·)	6hrs	hrs	Hours	gaming	dia	ng	both	either	uct	ity	ade	Gift	online	value			player		phone	
	% within column	3%	7%	5%	4%	4%	5%	5%		4%				7%	5%	6%	5%	6%	8%	4%	3%
£101-£200 (£150.	5) N Count	5	9	13	19	19	16	16		19				11	16	12	18	16	10	11	4
	Column Comparisons			-	-	-	-	-		-				-				c d	d		
	% within column	1%	5%	3%	2%	2%	2%	2%		2%				3%	2%	2%	2%	2%	4%	2%	0%
£201+ (£351.5)	N Count	1	6	7	8	8	7	7		8				5	5	4	7	6	5	5	1
	Column Comparisons			-	-	-	-	-		-				-					d		
	% within column	0%	0%	0%	0%	0%	1%	1%		0%				0%	0%	0%	0%	0%	1%	0%	1%
Don't know	N Count	0	0	0	2	2	2	2		2				0	0	0	0	0	2	0	2
	Column Comparisons			-	-	-	-	-		-				-	-	-	-		-	-	
Mean		37.2	53.0 †	44.4 †	39.3	39.3	44.0 †	44.0 †		39.3	52.7	50.3	50.2	49.8 †	39.1	43.7	40.5	44.8 †	56.1 †	38.2	32.2↓
Median		18	18	18	18	18	18	18		18	38	38	38	38	18	18	18	18	38	18	18

Part 10 of 12

											BAN	INER									
		Gami- ng Meth- od						G	aming Ty	/pe						Gan Frequ	•	Gai	ming Pu	rchase 1	ype
							Playing	,							-			NET: Chara- cter,			
SM4D 1: Rou	ghly how much do						against											skins,		Loot	
	spent on these					Playing	U								NET:			weap-		boxes/	
-	-	NET:				against			l Playing	Simul-					Playing			ons,	NET:	packs/	
things in the la		Any	Puzzles	Action		one	people				Fitness		Intera-		against			armo-	Game	chests/	ln-
	lothes, make-up,	Gami-	or	/ adve-	Shoot-	other	/ tea-	ing ga-	virtual	experi-	and		ctive	Make-	other	NET:	Week-	ur, to-	expan-	bund-	game
toys, jewellery	·)	ng	quizzes	nture	ers	person	ms	mes	worlds	ence	dance	Sports	stories	overs	people	Daily	ly	ols	sion	les	money
	% within column	5%	5%	7%	6%	7%	5%	4%	6%			5%			6%	5%		6%	9%		6%
£101-£200 (£150.	5) N Count	19	8	10	9	8	8	8	7			8			13	18		9	9		7
	Column Comparisons	-													-						
	% within column	2%	2%	4%	4%	5%↑	3%	2%	2%			3%			3%	3%		3%	5%		3%
£201+ (£351.5)	N Count	8	3	6	5	7 †	5	5	3			4			7	8		5	5		3
	Column Comparisons	-													-						
	% within column	0%	0%	0%	0%	1%	0%	0%	0%			1%			1%	0%		0%	0%		0%
Don't know	N Count	2	0	0	0	2	0	0	0			2			2	2		0	0		0
	Column Comparisons	-													-			-	-		-
Mean		39.7	38.1	55.1 †	53.7 †	56.3 †	44.4	38.4	44.5	56.0	47.2	45.0	59.4	44.3	45.9 ↑	43.2 ↑	27.2↓	47.2	62.1 †	51.8	44.2
Median		18	18	38	38	38	18	18	18	38	38	38	38	18	18	18	18	38	38	38	18

Part 11 of 12

					BAN	NER				
	Gar	ning Pui	chase T	ype	F	eelings	about G	aming I	urchase	e
									It's	It's not
										always
									that	clear
									people	
									who	ľm
SM4D_1: Roughly how much do	_								spend	going
you think you spent on these	A stan-		5 l		D t	14 /1 + 1			more,	
things in the last month? A	dard	^	Early		_		I spend	1 1:1	get	for my
product (e.g. clothes, make-up,	version		access	Battle	things I	,	more than I	I like the		money
toys, jewellery)	game	subscr- iption	to a game	Pass	buy online	good value			in games	in
toys, jewenery)	gaine	8%	gaine	F 033	6%	6%	6%	6%	4%	7%
£101-£200 (£150.5)		o ⁄₀ 7			8	13	10	14	4% 9	10
1101-1200 (1130.3)		,			0	13	10	14	9	10
		40/			-	20/	40/	- 20/	20/	20/
C201 · /C251 5)		4%			2%	2%	4%	3%	2%	2%
£201+ (£351.5)		3			2	5	6	6	4	2
		201			-	201	201	-	201	201
		0%			0%	0%	0%	0%	0%	0%
Don't know		0			0	0	0	0	0	0
		-			-	-	-	-	-	-
Mean	60.3	55.5	59.1	61.6	43.4	44.4	51.7 ↑	45.9 ↑	40.2	44.4
Median	38	38	38	38	38	18	38	18	18	38

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17 AND Children who bought from Social Media/ Video sites; Weight: Based on Nat Rep Sample; effective sample size = 405 (90%); Blank cells have a sample size that is smaller than 100.; Blank cells have a sample size that is smaller than 100. Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, mpanol potal potal

											BAN	NER									
you think you	-		child r	der of espon- ent		Age	of child	respon	dent					Age ar	nd gend	ler of chi	ld respo	ondent			
things in the la																			NET:	NET:	NET:
	nema, restaurants,								NET: 8-					Female							Male
theme parks)		Total		Female	8-9	10-12	13-15	16-17	12	13-17	-9	8-9	10-12		13-15	-	16-17		-12	8-12	13-17
	% within column	153	84	69	32	38	59	23	71	82	16	16	20	18	35	24	13	12	36	35	48
Weighted Base	N Count																				
	Column Comparisons																				
	% within column	165	86	79	34	39	64	28	73	92	17	17	20	19	35	29	14	15	37	36	49
Unweighted Base	N Count																				
	Column Comparisons																				
	% within column	а	а	b	а	b	С	d	е	f	а	b	С	d	е	f	g	h	i	j	k
Column Names	N Count																				
	Column Comparisons																				
	% within column	15%																			
£1-10 (£5)	N Count	23																			
	Column Comparisons	-																			
	% within column	35%																			
£11-25 (£18)	N Count	53																			
	Column Comparisons	-																			
	% within column	29%																			
£26-50 (£38)	N Count	45																			
	Column Comparisons	-																			
	% within column	17%																			
£51-100 (£75.5)	N Count	26																			
	Column Comparisons	-																			
	% within column	3%																			
£101-£200 (£150.5	i) N Count	5																			
	Column Comparisons	-																			
	% within column	0%																			
£201+ (£351.5)	N Count	1																			
	Column Comparisons	-																			

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17 AND Children who bought from Social Media/ Video sites; Weight: Based on Nat Rep Sample; effective sample size = 150 (91%); Blank cells have a sample size that is smaller than 100.

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

											BAN	NER									
		Age and gender of chi- ld respo-	Urban,	/ Rural		Workin	g status	:			D3 - Soc	ial grad	e		Finan	icial wel	lbeing	Ethn	iicity	fied impa	identi- need/ acting dition
you think you s things in the la	•	NET: Female	NET:		Full	Part	Stud-	NET: Not work- ing/					NET:	NET:	Doing	Gett-	Strugg-		NET: All oth- er Ethnic-		Mental
theme parks)		13-17	Urban	Rural	time	time	ent	retired	AB	C1	C2	DE	ABC1	C2DE	well	ing by	ling	Whit	ities	Neur	. Health
Weighted Base	% within column N Count Column Comparisons	35	146	7	122	18	6	7	72	25	32	24	97	56	65	59	30	106	44	4	6
Unweighted Base	% within column N Count Column Comparisons	44	157	8	133	16	8	8	98	21	24	22	119	46	74	62	29	120	42	5	7
Column Names	% within column N Count Column Comparisons	I	а	b	а	b	С	d	а	b	С	d	е	f	а	b	С	а	b	а	b
£1-10 (£5)			14% 21 -		14% 17 -								11% 10 -					14% 15 -			
£11-25 (£18)			35% 51 -		33% 40 -								31% 30 -					33% 35 -			
£26-50 (£38)			29% 42 -		29% 36 -								30% 29 -					26% 28 -			
£51-100 (£75.5)			17% 25		19% 23								21% 20					20% 21			

Part 2 of 12

											BAN	INER									
		fied i	identi- need/ acting dition	Disab Condit HI	ion in	Educa Healtl Plan (n Care	Ben	efits		ental trols	Pare	ental Cor	ncern	Tim	ne Spent	: Online	(Weekd	lay)	Online	Spent (Week- nd)
you think you s things in the las	st month? An	NET: Identi- fied need/	NET: No identi- fied need/				Don't have	NET: House- hold recei- ves	No	NET: Has Paren- tal	No	Not	A little	NET: Mod Very					NET: 5		
theme parks)	nema, restaurants,	condi- tion	condi- tion	NET: Yes	No	Has an EHCP	an EHCP	Benef- its	Benef- its	Contr- ols	Contr- ols	Conce- rned	Conce-	Conce- rned	0 - 2hrs	3 - 4hrs	5 - 6hrs	6+ hrs	+ Hours	0 - 2hrs	3 - 4hrs
Weighted Base	% within column N Count Column Comparisons	44	106	23	54	15	138	85	60	140	12	24	49	80	28	69	44	12	55	16	55
Unweighted Base	% within column N Count Column Comparisons	46	116	25	61	19	146	94	64	153	11	24	53	88	27	74	50	13	63	16	58
Column Names	% within column N Count Column Comparisons	С	d	а	b	a	b	a	b	а	b	a	b	С	a	b	С	d	е	а	b
£1-10 (£5)			15% 16 -				17% 23 -			15% 21 -											
£11-25 (£18)			33% 35 -				35% 49 -			35% 50 -											
£26-50 (£38)			30% 31 -				30% 41 -			29% 41 -											
£51-100 (£75.5)			18% 19 -				14% 19 -			16% 22 -											

Part 3 of 12

											BAN	INER									
			Spent C Weeken			Spo	ent Moi	ney		SM	l purcha	ise categ	ory	Feelin	gs abou	it SM pu	rchase	1	Gaming	Method	Ł
SM4D 2: Roug	ghly how much do				Bought somet- hing on eit- her	Bought	Bought	:											Desk- top		
you think you s	•							Bought												Mobile	
things in the la	st month? An			NIET. E	Media, or whi-	hing	_	somet- hing	Not bought			Subs		Regret things I		I spend	I like	cons-	uter, laptop	phone	
activity (e.g. cir theme parks)	nema, restaurants,	5 - 6hrs	Over 6 hrs	+		ial me- dia		from	from either	Prod- uct	Activ- ity	Upgr- ade	NET: Gift	buy online	good value	than I should	the	games		or smart- phone	
Weighted Base	% within column N Count Column Comparisons	50	32	82	153	153	138	138	0	70	153	48	42	91	117	102	121	95	55	95	56
Unweighted Base	% within column N Count Column Comparisons	54	36	90	165	165	150	150	0	74	165	52	47	96	128	114	132	105	62	103	62
Column Names	% within column N Count Column Comparisons	С	d	е	а	b	С	d	е	а	b	С	d	а	b	С	d	а	b	С	d
£1-10 (£5)					15% 23 -	15% 23 -	16% 22 -	16% 22 -			15% 23 -				13% 15 -	16% 16 -	15% 18 -	12% 12 -		15% 14 -	
£11-25 (£18)					35% 53	35% 53	33% 46	33% 46			35% 53				37% 43	30% 30	34% 41 -	32% 30		35% 33	
£26-50 (£38)					29% 45	29% 45	28% 39	28% 39			29% 45				26% 30	29% 30	30% 36	31% 30		29% 28	
					17%	17%	17%	17%			17%				21%	20%	17%	20%		16%	
£51-100 (£75.5)					26	26	24	24			26				24	21	21	19		15 -	

											BAN	NER									
		Gami- ng Meth- od						Ga	aming Ty	/pe							ming uency	Gai	ming Pu	rchase T	⁻ уре
							Playing											NET: Chara- cter,			
SM4D_2: Roug	hly how much do						against											skins,		Loot	
you think you s	pent on these					Playing	multi-	Creat-							NET:			weap-		boxes/	
things in the la	-	NET:				against	-		Playing						Playing			ons,	NET:	packs/	
•	nema, restaurants,		Puzzles		C I .			build-	in a		Fitness		Intera-		against	NET		armo-		chests/	
theme parks)	icina, restaurants,	Gami-	or quizzes	/ adve-					virtual worlds			Cnarts		Make-		NET:	Week-	,	expan-		game
tilellie parks)	% within column	ng 151	62	nture 76	ers 59	person 56	ms 55	mes 61	49	ence 32	48	65	stories 33	overs 29	people 86	Daily 124	ly 23	ols 84	sion 56	les 24	money 43
Weighted Base	N Count Column Comparisons	131	02	70	39	30	33	01	49	32	40	03	33	23	80	124	23	04	30	24	43
Unweighted Base	% within column N Count Column Comparisons	163	66	86	67	61	61	66	56	37	54	72	37	33	93	134	25	94	62	27	46
Column Names	% within column N Count Column Comparisons	е	а	b	С	d	е	f	g	h	i	j	k	I	m	а	b	a	b	С	d
£1-10 (£5)	% within column N Count Column Comparisons % within column	15% 23 - 34%														17% 21 - 35%					
£11-25 (£18)	N Count Column Comparisons	51 -														44 -					
£26-50 (£38)	% within column N Count Column Comparisons	29% 44 -														28% 35 -					
£51-100 (£75.5)	% within column N Count Column Comparisons	17% 26 -														15% 19 -					

						BAN	NER				
		Gar	ning Pu	rchase T	уре		Feelings	about G	aming	Purchase	<u> </u>
										that people	
6844D 2 D-	LI L									who	ľm
	thly how much do	A stan-								spend	going
you think you s	•	dard		Early		Regret	\M/hat I	I spend		more, get	to get for my
things in the la	st month? An	version	Α	access		things I		more		_	-
activity (e.g. cir	nema, restaurants,		subscr-		Battle	buy	good	than I	the	in	in
theme parks)		game	iption	game	Pass	online	value			games	games
	% within column	30	59	34	32	70	110	89	101	91	83
Weighted Base	N Count										
	Column Comparisons										
	% within column	36	66	35	37	78	120	97	111	98	92
Unweighted Base	N Count										
	Column Comparisons										
	% within column	е	f	g	h	а	b	С	d	е	f
Column Names	N Count										
	Column Comparisons										
							16%		16%		
£1-10 (£5)							18		16		
							-		-		
							33%		31%		
£11-25 (£18)							36		32		
							-		-		
							29%		30%		
£26-50 (£38)							32		30		
							-		-		
							16%		19%		
£51-100 (£75.5)							18		19		
							-		-		

_											BAN	INER									
you think you	ghly how much do spent on these		child r	der of espon- ent		Age	of child	respon	dent					Age aı	nd geno	ler of chi	ld respo	ondent			
things in the la	inema, restaurants,								NET: 8-	NET:	Male 8	Female	Male	Female	Male	Female	Male	Female	NET: Male 8	NET: Female	NET: Male
theme parks)		Total	Male	Female	8-9	10-12	13-15	16-17	12	13-17	-9	8-9	10-12	10-12	13-15	13-15	16-17	16-17	-12	8-12	13-17
	% within column	3%																			
£101-£200 (£150.	5) N Count	5																			
	Column Comparisons	-																			
	% within column	0%																			
£201+ (£351.5)	N Count	1																			
	Column Comparisons	-																			
	% within column	1%																			
Don't know	N Count	1																			
	Column Comparisons	-																			
Mean		37.8	38.1	37.4	47.8	36.2	35.2	33.0	41.5	34.6	58.4	37.5	36.5	36.0	33.6	37.5	27.7	39.4	46.2	36.7	32.0
Median		38	38	18	38	18	38	18	38	18	38	18	38	18	18	38	18	38	38	18	18

	Age and gender of chi-	Urban	/ Rural		Workin	g status	<u> </u>				INER	e		Finan	cial wel	lbeing	Ethr	nicity	fied	identi- need/ acting
SM4D_2: Roughly how much do	ld respo- ndent																			dition
you think you spent on these things in the last month? An	NET:						NET: Not work-											NET: All oth- er		
activity (e.g. cinema, restaurants, theme parks)	Female 13-17	NET: Urban	Rural	Full time	Part time	Stud- ent	ing/ retired	AB	C1	C2	DE	NET: ABC1	NET: C2DE	Doing well	Gett- ing by	Strugg- ling	Whit	Ethnic- ities		Mental Health
£101-£200 (£150.5)		4% 5		4% 5				-				5% 5	,				5% 5	,		
		- 1%		- 1%								- 1%					- 1%			
£201+ (£351.5)		1 -		1 -								1 -					1 -			
Don't know		1% 1		1% 1								1% 1					1% 1			
Mean	38.2	- 38.2	29.5	- 40.5	26.1	29.0	27.9	48.3 ↑	32.5	21.2	34.4	- 44.2	26.8	45.1	32.4	32.5	- 41.8	28.1	42.4	75.0
Median	38	38	18	38	18	18	18	38	38	18	38	38	18	38	18	18	38	18	38	76

Part 8 of 12

										BAN	INER									
	fied impa	identi- need/ acting dition	Condi	oility/ tion in H	Healt	ational h Care EHCP)	Ben	efits		ental trols	Pare	ental Cor	ncern	Tin	ne Spen	t Online	e (Weeko	lay)	Online	Spent (Week- nd)
SM4D_2: Roughly how much do you think you spent on these things in the last month? An	fied	NET: No identi- fied				Don't	NET: House- hold recei-		NET: Has Paren-				NET: Mod							
activity (e.g. cinema, restaurants, theme parks)	need/ condi- tion	-	NET: Yes	No	Has an EHCP	have an EHCP	ves Benef- its	No Benef- its	tal Contr- ols	No Contr- ols	Not Conce- rned	A little Conce- rned	,	0 - 2hrs	3 - 4hrs	5 - 6hrs	6+ hrs	NET: 5 + Hours	0 - 2hrs	3 - 4hrs
£101-£200 (£150.5)		3% 3				3% 5			3% 5											
£201+ (£351.5)		1% 1				1% 1			1% 1											
Don't know		- 0% 0				1% 1			1% 1											
Mean	35.9	38.5	36.3	34.0	53.6	36.0	42.3	32.3	36.9	45.0	32.4	39.5	38.4	26.6	33.1	48.3	49.9	48.7	27.3	34.3
Median	18	38	18	38	38	18	38	18	18	38	38	38	18	18	18	38	38	38	18	18

										BAN	INER									
		Spent (Weeken			Sp	ent Moi	ney		SM	l purcha	se categ	gory	Feelin	gs abou	t SM pu	rchase		Gaming	Method	Ł
				Bought somet-																
SM4D_2: Roughly how much do						Bought												Desk- top		
you think you spent on these things in the last month? An			NET: 5	Social Media, or whi-	hing		Bought somet- hing				Subs		Regret things I		I spend more	l like	cons-	uter,	Mobile phone or	
activity (e.g. cinema, restaurants, theme parks)	5 - 6hrs	Over 6 hrs		le gaming	ial me- dia	Gami- ng	from both	from either	Prod- uct	Activ- ity	Upgr- ade	NET: Gift	buy online	good value	than I should	the feeling	games player	or net- book		
£101-£200 (£150.5)				3% 5	3% 5	4% 5	4% 5			3% 5				4% 5	4% 5	3% 4	4% 4		3%	
				- 0%	- 0%	- 1%	- 1%			- 0%				- 1%	- 1%	- 1%	- 1%		- 1%	
£201+ (£351.5)				1	1	1	1			1				1	1	1	1		1	
Dan/Almani				1%	1%	1%	1%			1%				0%	0%	1%	0%		1%	
Don't know				-	-	-	-			- -				- -	- -	-	- 0		-	
Mean	37.9	47.6	41.7	37.8	37.8	38.4	38.4		37.8	37.8	44.5	54.7	42.5	40.8	41.9	38.1	42.1	39.3	37.9	37.8
Median	38	18	38	38	38	38	38		18	38	38	38	38	38	38	38	38	18	18	18

Part 10 of 12

											BAN	INER									
		Gami- ng Meth- od						G	aming Ty	/pe						Gan Frequ	ning uency	Gai	ming Pu	rchase T	ype
SM4D_2: Roug you think you s things in the la		NET:				Playing against	Playing against multi- ple	Creat-	d Playing	Simul-					NET: Playing			NET: Chara- cter, skins, weap- ons,	NET:	Loot boxes/ packs/	
_	nema, restaurants,	Any Gami- ng	Puzzles or quizzes	Action / adve- nture	Shoot- ers	one other person	people / tea- ms		in a virtual worlds	experi-				Make- overs	against other people	NET: Daily	Week-	armo- ur, to- ols		chests/ bund- les	In- game money
£101-£200 (£150.5	% within column N Count Column Comparisons % within column	4% 5 - 1%	•									·				4% 5 - 1%	•				
£201+ (£351.5)	N Count Column Comparisons % within column	1% - 1%														1% 1 - 1%					
Don't know	N Count Column Comparisons	1 -														1 -					
Mean Median		38.0 38	40.1 38	45.2 38	39.4 38	37.5 38	38.6 38	36.6 18	47.6 38	42.5 38	51.9 38	37.2 38	49.2 38	46.0 38	36.6 38	36.7 18	44.7 38	39.7 38	41.3 38	51.2 38	37.6 18

					BAN	NER				
	Gar	ming Pur	chase T	ype	F	eelings	about G	aming I	Purchase	9
										It's not always clear what I'm
SM4D_2: Roughly how much do you think you spent on these things in the last month? An	A stan- dard version		Early		_		I spend	Lliko	get	to get for my
activity (e.g. cinema, restaurants, theme parks)		subscr- iption	to a game	Battle Pass	things I buy online	good	more than I should	the	in	money in games
£101-£200 (£150.5)		•				5% 5		3% 3		
£201+ (£351.5)						1% 1 -		- 1% 1 -		
Don't know						1% 1 -		0% 0 -		
Mean	51.3	41.5	47.9	48.8	39.1	39.6	41.3	39.4	38.9	42.0
Median	38	38	38	38	18	38	18	38	18	38

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17 AND Children who bought from Social Media/ Video sites; Weight: Based on Nat Rep Sample; effective sample size = 150 (91%); Blank cells have a sample size that is smaller than 100.; Blank cells have a sample size that is smaller than 100. Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, mpanol potal potal

SM4D 3: Rous	ghly how much do										BAN	NER									
_	spent on these st month? A		child r	der of respon- ent		Age	of child	l respon	dent					Age ar	nd gend	er of chi	ld respo	ondent			
•	upgraueu/ unt (e.g. Snapchat+																		NET:	NET:	NET:
)	unt (e.g. Snapthat+	Total	Malo	Female	8-9	10-12	13-15	16-17	NET: 8- 12	NET: 13-17	Male 8	Female 8-9	• Male 10-12	Female 10-12	Male 13-15				-12	Female 8-12	Male 13-17
,	% within column	216	126	90	46	66	71	33	112	105	30	16	30	36	41	31	25	10-17	59	52	66
Weighted Base	N Count	210	120	50	40	00	, 1	33	112	103	30	10	30	30	41	31	23	10	33	32	00
Weighted base	Column Comparisons																				
	% within column	226	127	99	48	68	73	37	116	110	30	18	29	39	42	31	26	13	59	57	68
Unweighted Base	N Count	220	/	33	.0	00	,,	3,	110	110	30	10	23	33		01		10	33	3,	00
	Column Comparisons																				
	% within column	а	а	b	а	b	С	d	е	f	а	b	С	d	е	f	g	h	i	i	k
Column Names	N Count																			,	
	Column Comparisons																				
	% within column	34%	35%						29%	39%											
£1-10 (£5)	N Count	74	44						33	41											
	Column Comparisons	-							-	-											
	% within column	34%	28%						32%	36%											
£11-25 (£18)	N Count	73	35						35	37											
	Column Comparisons	-							-	-											
	% within column	17%	20%						20%	13%											
£26-50 (£38)	N Count	36	25						23	14											
	Column Comparisons	-							-	-											
	% within column	10%	12%						14%	6%											
£51-100 (£75.5)	N Count	22	15						16	6											
	Column Comparisons	-							-	-											
	% within column	2%	3%						1%	4%											
£101-£200 (£150.5		5	4						1	4											
	Column Comparisons	-							-	-											
	% within column	2%	2%						2%	1%											
£201+ (£351.5)	N Count	4	2						3	1											
	Column Comparisons	-							-	-											

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17 AND Children who bought from Social Media/ Video sites; Weight: Based on Nat Rep Sample; effective sample size = 204 (90%); Blank cells have a sample size that is smaller than 100.

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

											BAN	NER									
	thly how much do	Age and gender of chi- ld respo- ndent	Urban,	/ Rural		Workin	g status			I	03 - Soc	ial grad	e		Finan	cial wel	lbeing	Ethn	icity	fied i	identi- need/ acting dition
you think you s things in the las subscription or premium accou	st month? A	NET: Female	NET: Urban	Rural	Full time	Part time	Stud- ent	NET: Not work- ing/ retired	AB	C1	C2	DE	NET: ABC1	NET: C2DE	Doing well	Gett-	Strugg- ling		NET: All oth- er Ethnic- ities		Mental Health
Weighted Base	% within column N Count Column Comparisons	40	205	11	167	28	9	12	91	47	54	25	137	79	78	82	56	161	52	9	14
Unweighted Base	% within column N Count Column Comparisons	44	215	11	183	23	9	11	126	40	39	21	166	60	91	82	53	168	54	9	14
Column Names	% within column N Count Column Comparisons	I	а	b	а	b	С	d	а	b	С	d	е	f	а	b	С	а	b	а	b
£1-10 (£5)			34% 70 -		32% 53 -				33% 30 -				35% 48 -					32% 51			
£11-25 (£18)			34% 69 -		31% 51 -				23% 20 -				28% 38 -					36% 57			
£26-50 (£38)			17% 34 -		19% 31 -				20% 18 -				19% 26 -					17% 28			
£51-100 (£75.5)			10% 21		12% 20				15% 14				12% 16					9% 14			

											BAN	INER									
		fied i	identi- need/ acting dition	Disab Condit HI	ion in	Healt	ntional h Care EHCP)	Ben	efits		ental trols	Pare	ental Cor	ncern	Tim	ne Spent	t Online	(Weekd	lay)	Online	Spent (Week- nd)
SM4D_3: Roug you think you s things in the las	•	NET: Identi-	NET: No identi-					NET: House- hold		NET: Has				NET:							
subscription or		fied need/ condi-	condi-	NET:		Has an		ves Benef-		Paren- tal Contr-	No Contr-	Not Conce-	A little Conce-	Mod Very Conce-	0 -	3 -	5 -		NET: 5 +	0 -	3 -
) Weighted Base	% within column N Count Column Comparisons	tion 52	tion 161	Yes 27	72	EHCP 23	193	its 113	its 94	ols 199	ols 17	rned 41	rned 55	rned 118	2hrs 39	4hrs 109	6hrs 53	6+ hrs 15	Hours 68	2hrs 20	4hrs 62
Unweighted Base	% within column N Count Column Comparisons	53	169	28	75	27	199	117	100	210	16	41	61	123	40	113	55	18	73	19	66
Column Names	% within column N Count Column Comparisons	С	d	a	b	а	b	а	b	а	b	а	b	С	а	b	С	d	е	a	b
£1-10 (£5)			37% 60 -				34% 66 -	30% 34	36% 33	33% 66 -				29% 35		34% 37					
£11-25 (£18)			32% 52 -				35% 68 -	36% 41	31% 29	34% 67 -				34% 41		33% 36					
£26-50 (£38)			18% 30 -				18% 34 -	16% 18	20% 19	18% 36 -				20%		18% 19					
£51-100 (£75.5)			9% 15 -				10% 20 -	10% 11	11% 11	10% 20 -				10% 12		13% 15 c					

											BAN	INER									
			Spent C			Spo	ent Mor	ney		SM	purcha	se categ	ory	Feelin	gs abou	t SM pu	rchase	1	Gaming	Method	Ł
you think you s things in the las subscription or	st month? A	5 - 6hrs	Over 6 hrs	NET: 5	Social Media, or whi-	Bought somet- hing	somet- hing while	Bought somet- hing from both		Prod- uct	Activ- ity	Subs Upgr- ade	NET: Gift	Regret things I buy online	buy is good	I spend more than I should	I like the	cons- ole or games	uter, laptop	Mobile phone or smart-phone	
•	% within column	71	63	134	216	216	195	195	0	77	48	216	48	116	166	132	170	125	71	143	79
Weighted Base	N Count Column Comparisons																				
Unweighted Base	% within column N Count Column Comparisons	73	68	141	226	226	207	207	0	81	52	226	54	120	177	138	179	137	81	150	83
Column Names	% within column N Count Column Comparisons	С	d	е	а	b	С	d	е	а	b	С	d	a	b	С	d	а	b	С	d
£1-10 (£5)				34% 45 -	34% 74 -	34% 74 -	33% 64 -	33% 64 -				34% 74 -		27% 31 -	33% 54 -	26% 35 -	33% 56 -	37% 46 -		32% 46 -	
£11-25 (£18)				37% 50 -	34% 73	34% 73	34% 66 -	34% 66				34% 73 -		35% 41 -	31% 52 -	34% 45 -	34% 58 -	34% 42 -		36% 51	
£26-50 (£38)				16% 22	17% 36	17% 36	17% 34	17% 34				17% 36		22% 25	19% 31	21% 28	18% 30	14% 17		17% 25	
£51-100 (£75.5)				- 8% 10	10% 22	- 10% 22	- 11% 22	- 11% 22				- 10% 22		12% 14	- 13% 21	13% 16	- 10% 18	10% 13		- 9% 13	

											BAN	NER									
		Gami- ng Meth- od						Ga	aming Ty	/pe							ming uency	Gai	ming Pu	rchase 1	Гуре
SM4D_3: Roug	hly how much do						Playing											NET: Chara- cter,			
you think you s	pent on these						against											skins,		Loot	
things in the la	•					Playing	_								NET:			weap-		boxes/	,
subscription or		NET:				against	ple	ive and	Playing	Simul-					Playing			ons,	NET:	packs/	
•	int (e.g. Snapchat+	Any	Puzzles				people		in a		Fitness		Intera-		against			armo-		chests/	
y premium accou	ini (e.g. Snapchai+	Gami-		/ adve-						experi-				Make-		NET:	Week-	-	expan-		-
)	0/ 1111	ng	quizzes		ers	person		mes	worlds				stories		people	Daily	ly	ols	sion	les	money
Mainte d Bass	% within column	214	74	88	74	71	94	97	79	50	42	93	38	33	125	179	26	107	71	39	79
Weighted Base	N Count																				
	Column Comparisons	224	7.0	00	0.5	7.0	101	00	0.4	5.0	47	101	42	26	422	400	20	440	77	42	04
Harristalia ad Dana	% within column	224	76	99	85	76	101	99	84	56	47	101	42	36	133	189	28	118	77	43	81
Unweighted Base	N Count Column Comparisons																				
	% within column			h	_	٨	•	r	_	h			k			_	h	_	h		٨
Column Names	N Count	е	a	b	С	d	е	'	g	h	'	J	K	ı	m	a	b	a	b	С	d
Column Names	Column Comparisons																				
	% within column	34%					33%					37%			32%	36%		31%			
£1-10 (£5)	N Count	72					33%					34			40	65		33			
L1-10 (L3)	Column Comparisons	-					31					34			-	-		-			
	% within column	34%					38%					34%			39%	33%		34%			
£11-25 (£18)	N Count	73					36					31			48	60		37			
LII 25 (LIO)	Column Comparisons	-					30					31			-	-		-			
	% within column	17%					16%					13%			16%	15%		17%			
£26-50 (£38)	N Count	36					15					12			20	27		18			
	Column Comparisons	-													-	-		-			
	% within column	10%					7%					8%			9%	10%		12%			
£51-100 (£75.5)	N Count	22					7					8			11	17		13			
()	Column Comparisons	-					-					-				-		-			

						BAN	NER				
		Gar	ning Pui	rchase T	уре	F	eelings	about G	Saming	Purchase	e
										that	It's not always clear
SM4D 3: Roug	hly how much do									people	
you think you s	•									who spend	l'm going
-	•	A stan-								more,	
things in the la		dard		Early		Regret	What I	I spend		get	for my
subscription or	. •	version	Α	access		things I	buy is	more	I like	further	money
)	ınt (e.g. Snapchat+	of the game	subscr- iption	to a game	Battle Pass	buy online	good value	than I should	the feeling	in games	in games
Weighted Base	% within column N Count Column Comparisons	39	69	43	53	94	153	121	137	129	114
	% within column	45	79	49	60	98	164	129	147	134	121
Unweighted Base	N Count Column Comparisons										
Column Names	% within column N Count Column Comparisons	е	f	g	h	a	b	С	d	е	f
							32%	29%	32%	33%	27%
£1-10 (£5)							49	35	43	43	31
							-	-	-	-	-
£11-25 (£18)							32% 49	35% 43	34% 47	33% 43	41% 46
							-	-	-	-	-
£36 EU (£36)							18% 28	17% 21	16% 22	16% 21	16% 18
£26-50 (£38)							28 -	-	-	-	-
							12%	12%	14%	12%	11%
£51-100 (£75.5)							19	15	19	15	12

SM4D 3: Roug	hly how much do										BAN	INER									
you think you s things in the las	pent on these st month? A		child r	der of espon- ent		Age	of child	respon	dent					Age ar	nd gend	ler of chi	ld respo	ondent			
subscription or	int (e.g. Snapchat+																		NET:	NET:	NET:
\	int (e.g. Snapthat+								NET: 8-							Female					
)		Total	-	Female	8-9	10-12	13-15	16-17	12	13-17	-9	8-9	10-12	10-12	13-15	13-15	16-17	16-17	-12	8-12	13-17
	% within column	2%	3%						1%	4%											
£101-£200 (£150.5)	N Count	5	4						1	4											
	Column Comparisons	-							-	-											
	% within column	2%	2%						2%	1%											
£201+ (£351.5)	N Count	4	2						3	1											
	Column Comparisons	-							-	-											
	% within column	1%	1%						1%	1%											
Don't know	N Count	2	1						1	1											
	Column Comparisons	-							-	-											
Mean		32.0	33.6	29.9	41.6	32.6	28.3	25.9	36.3	27.5	35.7	52.6	41.8	25.0	33.7	21.0	21.2	33.1	38.7	33.5	29.0
Median		18	18	18	18	18	18	18	18	18	18	18	38	18	18	18	18	18	18	18	18

										BAN	INER									
SM4D_3: Roughly how much do you think you spent on these	Age and gender of chi- ld respo- ndent	Urban,	/ Rural		Workin	g status				D3 - Soc	cial grad	e		Finan	cial wel	lbeing	Ethr	nicity	fied i	identi- need/ acting dition
things in the last month? A subscription or upgraded/	NET:						NET: Not work-											NET: All oth- er		
)	Female 13-17	NET: Urban	Rural	Full time	Part time	Stud- ent	ing/ retired	АВ	C1	C2	DE	NET: ABC1	NET: C2DE	Doing well	Gett- ing by	Strugg- ling	Whit	Ethnic- ities		Mental Health
1	13 17	3%	Marai	3%	tillic	CIIC	retired	6%		CZ		4%	CZDL	WCII	iiig by	6	3%	1003	ivcui	ricaitii
£101-£200 (£150.5)		5		5				5				5					4			
		-		-				-				-								
		2%		2%				3%				2%					2%			
£201+ (£351.5)		4		4				3				3					4			
		-		-				-				-					40/			
Don't know		1% 2		1% 2				1% 1				1%					1% 2			
DOIL CKNOW		_		_				-				-					2			
Mean	24.0	32.5	22.8	36.7	17.5	11.9	16.2	43.3	19.2	29.8	20.0	35.1	26.7	41.9	29.0	22.8	33.3	25.9	27.6	46.8
Median	18	18	18	18	18	5	18	18	18	18	18	18	18	18	18	18	18	18	18	18

Part 8 of 12

										BAN	INER									
	fied i	identi- need/ acting dition	Condi	oility/ tion in IH	Healt	ntional h Care EHCP)	Ber	efits		ental trols	Pare	ental Cor	ncern	Tin	ne Spen	t Online	e (Weekd	lay)	Online	Spent (Week- id)
SM4D_3: Roughly how much do		NET:					NET:													
you think you spent on these	NET:	No					House-		NET:											
things in the last month? A		identi-				D It	hold		Has				NET:							
subscription or upgraded/	fied	fied need/				Don't have	recei- ves	No	Paren- tal	No	Not	A little	Mod Verv					NET: 5		
premium account (e.g. Snapchat+	condi-	-	NET:		Has an		Benef-			Contr-		Conce-	,	0 -	3 -	5 -		+	0 -	3 -
)	tion	tion	Yes	No	EHCP	EHCP	its	its	ols	ols	rned	rned	rned	2hrs	4hrs	6hrs	6+ hrs	Hours	2hrs	4hrs
		1%				1%	4%	1%	3%				3%		1%					
£101-£200 (£150.5)		1				2	4	1	5				4		1					
		-				-			-											
		0%↓				1%	3%	1%	2%				3%		1%					
£201+ (£351.5)		01				3	4	1	4				4		1					
		-				-			-											
		1%				1%	1%	1%	0%				0%		1%					
Don't know		2				2	1	1	1				0		1					
Mean	53.8	- 24.2	41.3	22.0	65.1	28.1	38.3	26.8	33.3	18.0	13.1	28.9	39.5	16.9	27.4	48.6	46.5	48.2	24.3	37.5
Median	18	18	18	18	18	18	18	18	18	5	5	18	18	5	18	18	18	18	18	18

										BAN	INER									
		e Spent C Weeken			Sp	ent Mor	ney		SM	purcha	se categ	ory	Feelin	gs abou	t SM pu	rchase		Gaming	Method	i
				Bought something																
SM4D_3: Roughly how much do you think you spent on these things in the last month? A				on eit- her Social	somet-	Bought somet-	Bought											-	Mobile	
subscription or upgraded/			NET: 5	Media, or whi-			somet- hing				Subs		things I		I spend more	I like	cons- ole or		phone or	
premium account (e.g. Snapchat+)	5 - 6hrs	Over 6 hrs		le gaming	ial me- dia	Gami- ng	from both	from either	Prod- uct	Activ- ity	Upgr- ade	NET: Gift	buy online	good value	than I should	the feeling	games player	or net- book		Tablet
•			2%	2%	2%	3%	3%				2%		3%	3%	3%	3%	2%		3%	
£101-£200 (£150.5)			3	5	5	5	5				5		3	4	4	4	3		4	
			- 2%	- 2%	- 2%	- 2%	- 2%				- 2%		- 2%	- 2%	- 3%	- 2%	- 1%		- 1%	
£201+ (£351.5)			3	4	4	4	4				4		3	3	4	3	1		2	
			-	-	-	-	-				-		-	-	-	-	-		-	
Don't know			2% 2	1% 2	1% 2	0%	0%				1% 2		0% 0	0%	0% 0	1%	2% 2		2% 2	
Don't know			-	-	-	-	-				-		-	-	-	-	-		-	
Mean	36.1	24.5	30.6	32.0	32.0	34.1	34.1		33.0	40.1	32.0	70.0 †	36.5	33.4	39.5	31.6	28.0	39.1	30.5	27.9
Median	18	18	18	18	18	18	18		18	38	18	38	18	18	18	18	18	18	18	18

Part 10 of 12

											BAN	INER									
		Gami- ng Meth- od						G	aming Ty	/pe							ning uency	Gai	ming Pu	rchase T	ype
you think you s things in the la subscription or	st month? A upgraded/	NET: Any	Puzzles	Action		Playing against one		Creat-	l Playing		Fitness		Intera-		NET: Playing against			NET: Character, skins, weapons, armo-	NET: Game	Loot boxes/ packs/ chests/	In-
premium accoi	unt (e.g. Snapchat+	Gami- ng	or quizzes	/ adve-	Shoot- ers	other person	/ tea- ms	ing ga- mes	virtual worlds			Sports		Make-		NET: Daily	Week- ly	ur, to- ols	expan- sion	bund- les	game money
£101-£200 (£150.5	Column Comparisons	2% 5 -	4412263	Hurc		регзоп	2% 2	iiics_	Worlds	CHCC	dunce	2%	3.01103	Overs	2% 3 -	2% 4 -	,	3% 3 -	3,011	103	money
£201+ (£351.5)	% within column N Count Column Comparisons % within column	2% 4 - 1%					1% 1 2%					4% 3 2%			1% 1 - 2%	2% 4 - 1%		2% 3 - 1%			
Don't know	N Count Column Comparisons	2					2					2			2	2		1			
Mean		32.3	24.0	39.7	39.5	26.4	26.7	28.3	30.7	32.2	46.8	34.3	44.0	32.6	27.1	32.0	33.3	35.7	43.1	38.5	25.7
Median		18	18	18	18	18	18	18	18	18	38	18	18	18	18	18	18	18	18	18	18

					BAN	NER				
	Gai	ming Pu	rchase T	ype	ı	eelings	about G	aming I	Purchase	e
									It's	It's not
									unfair	always
									that	clear
CNAD 2. Davidly bassing da									people	
SM4D_3: Roughly how much do									who	ľm
you think you spent on these									spend	going
things in the last month? A	A stan-								more,	to get
subscription or upgraded/	dard		Early		_		I spend		get	for my
premium account (e.g. Snapchat+	version		access	Dottlo	things I	•	more	I like the	further	
)	game	subscr- iption		Battle Pass	buy online	good value	than I should		in	in
,	gaine	ірцоп	gaine	F d S S	Offilite	3%	4%	2%	3%	4%
£101-£200 (£150.5)						370 4	4/0	3	370 4	4/0
1101-1200 (1130.3)						-	-	_	-	-
						2%	2%	1%	2%	2%
£201+ (£351.5)						3	3	2	3	3
1201+ (1331.3)						3	3	2		3
						- 1%	-	- 0%	- 1%	-
David Language							0%			0%
Don't know						1	0	0	1	0
						-	-	-	-	-
Mean	39.5	28.5	43.0	35.4	40.9	33.8	36.9	33.1	34.1	36.4
Median	18	18	38	18	18	18	18	18	18	18

											E	BANNE	R									
SM4D_4: Rough	hly how much do		child r	der of espon- ent		Age	of child	l respon	ident					Ag	e and g	ender o	f child r	espond	lent			
things in the la	-																			NET:		NET:
donated to/gift				Fema-					NET: 8	NIET.	Male	Fema-	Male	Fema- le 10-		Fema- le 13-	Male	Fema- le 16-	NET: Male	Fema- le 8-	NET: Male	
account real m		Total	Male	le	8-9	10-12	13-15	16-17	-12	13-17	8-9	le 8-9		12	13-15		16-17	17	8-12	12	13-17	17
Weighted Base	% within column N Count Column Comparisons	82	44	37	15	22	28	16	37	44	7	8	11	11	16	12	10	7	19	19	26	18
Unweighted Base	% within column N Count Column Comparisons	89	49	40	19	23	28	19	42	47	9	10	12	11	18	10	10	9	21	21	28	19
Column Names	% within column N Count Column Comparisons	а	a	b	а	b	С	d	е	f	а	b	С	d	е	f	g	h	i	j	k	1
£1-10 (£5)																						
£11-25 (£18)																						
£26-50 (£38)																						
£51-100 (£75.5)																						
£101-£200 (£150.5)																					
£201+ (£351.5)																						
Don't know																						
Mean		43.0	48.7	36.1	59.0	45.4	34.3	39.6	51.0	36.2	52.6	64.7	61.6	28.5	41.1	24.7	43.8	33.4	58.0	44.2	42.1	27.8
Median		18	38	18	38	18	18	38	18	18	38	38	38	18	18	18	38	38	38	18	38	18

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17 AND Children who bought from Social Media/ Video sites; Weight: Based on Nat Rep Sample; effective sample size = 80 (90%); Blank cells have a sample size that is smaller than 100.

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 1 of 6

											В	ANNE	R									
		Urban	/ Rural		Workin	g statu	S		[03 - Soc	ial grad	le		Finan	cial wel	lbeing	Ethr	nicity		ld ident pacting		
SM4D_4: Roug you think you s things in the la donated to/gift account real m	st month? I ted another	NET: Urban 78	Rural 4	Full time 67	Part time	Stud- ent	NET: Not work- ing/ reti- red	AB 39	C1 15	C2 13	DE 15	NET: ABC1	NET: C2DE 28	Doing well 32	Gett- ing by	Strug- gling 14		NET: All ot- her Ethni- cities	Neu	Ment- al Health	fied need/ condi-	NET: No identi- fied need/ condi- tion 45
Weighted Base	N Count Column Comparisons	76	4	67	9	3	3	39	15	15	15	54	20	52	54	14	01	10	3	4	33	45
Unweighted Base	% within column N Count Column Comparisons	86	3	74	9	3	3	54	12	9	14	66	23	41	33	14	67	20	3	5	39	48
Column Names	% within column N Count Column Comparisons	a	b	a	b	С	d	а	b	С	d	е	f	а	b	С	а	b	a	b	С	d
£1-10 (£5)																						
£11-25 (£18)																						
£26-50 (£38)																						
£51-100 (£75.5)																						
£101-£200 (£150.5	5)																					
£201+ (£351.5)																						
Don't know																						
Mean		44.9	5.0	47.9	18.4	28.3	24.2	65.6	22.6	16.4	28.5	53.5	22.9	60.0	36.0	24.7	47.3	31.5	20.3	98.0	48.7	39.8
Median		38	5	38	18	38	38	38	18	18	18	38	18	38	18	5	38	18	5	76	38	18

											В	ANNE	R									
		Condi	oility/ tion in IH	Healt	ational h Care EHCP)	Ben	efits		ental trols	Pare	ntal Coı	ncern	Tim	ie Speni	t Online	e (Week	day)	Tim	e Spent	: Online	(Week	end)
						NET:																
SM4D_4: Rougl	nly how much do					Hous-		NET:														
you think you s	pent on these				Danie	ehold		Has				NET:										
things in the las	st month? I				have	recei- ves	No	Paren- tal	No	Not	A little	Mod					NET: 5					NET:
donated to/gift	ed another	NET:		Has an			Benef-				Conc-	•	0 -	3 -	5 -		+	0 -	3 -	5 -	Over 6	
account real me	oney	Yes	No	EHCP	EHCP	its	its	ols	ols		erned	erned	2hrs	4hrs	6hrs	6+ hrs	Hours	2hrs	4hrs	6hrs	hrs	Hour
	% within column	20	19	13	68	52	26	77	4	10	26	45	18	29	23	11	34	14	25	27	16	43
Weighted Base	N Count																					
	Column Comparisons																					
	% within column	24	19	16	73	55	31	85	4	10	29	49	17	34	26	12	38	14	29	28	18	46
Unweighted Base	N Count Column Comparisons																					
	% within column	а	b	а	b	а	b	а	b	а	b	С	а	b	С	d	е	а	b	С	d	e
Column Names	N Count	a	J	a	b	a	b	a	J	a	b	C	a	J	C	u		a	b	·	u	
Coldini Hames	Column Comparisons																					
£1-10 (£5)																						
£11-25 (£18)																						
£26-50 (£38)																						
£51-100 (£75.5)																						
£101-£200 (£150.5)																					
£201+ (£351.5)	,																					
Don't know																						
Mean		49.2	26.9	62.3	39.3	44.2	45.0	44.1	22.2	11.3	35.8	54.8	21.3	42.2	59.2	47.7	55.5	36.5	54.8	40.4	34.7	38.3
Median		38	18	38	39.3 18	38	18	38	18	5	18	38	18	18	38	38	38	18	38	38	18	18

											В	BANNE	R									
			Sp	ent Mo	ney		SM	purcha	se cate	gory	Feelin	gs abou	ıt SM pu	ırchase		Gan	ning Me	thod		Ga	ming T	ype
SM4D_4: Roug you think you s things in the la	•	Boug- ht some- thing on eit- her Social Medi- a, or	Boug- ht	Boug- ht some- thing	Boug- ht some-								I spend		Gam- es cons-	Desk- top comp-	Mobi- le ph-		NET:		Action	
donated to/gif		while	on			ht fro-	D	A -45.	Subs		_		more				one or		Any	les or	/	Ch t
account real m		gami- ng	social media	Gami- ng	both	m eit- her	uct	Activ- ity	Upgr- ade	NET: Gift	I buy online	_	than I should		_		smart- phone		Gami- ng	quiz- zes	adve- nture	Shoot- ers
	% within column	82	82	77	77	0	25	24	29	82	53	62	62	68	41	32	45	27	81	32	34	36
Weighted Base	N Count Column Comparisons																					
Unweighted Base	% within column N Count Column Comparisons	89	89	85	85	0	27	27	33	89	59	69	67	78	45	36	50	31	88	33	37	42
Column Names	% within column N Count Column Comparisons	а	b	С	d	е	a	b	С	d	a	b	С	d	а	b	С	d	е	a	b	С
£1-10 (£5)																						
£11-25 (£18)																						
£26-50 (£38)																						
£51-100 (£75.5)																						
£101-£200 (£150.5)																					
£201+ (£351.5)																						
Don't know																						
Mean		43.0	43.0	45.0	45.0		40.6	41.0	53.8	43.0	47.7	47.9	47.3	46.8	46.4	50.8	35.0	36.0	43.2	31.4	44.0	49.8
Median		18	18	38	38		18	38	38	18	38	38	38	38	18	38	18	18	18	18	38	38

_											В	ANNE	R									
						Gamin	g Type						ming uency			Gan	ning Pu	rchase 1	Гуре			Feelings about Gaming Purchase
you think you s	-	Play- ing agai- nst o- ne ot-	agai- nst multi-	Creat-ive an-	-	Simul-	Fitn-				NET: Play- ing agai- nst ot-			NET: Chara- cter, skins, weap- ons.		Loot boxes/ packs/	In-	A stand- ard vers-		Early		Regret
things in the last donated to/gift account real me	ted another	her pers- on	peop-	d buil- ding	a virt-	ation exper-	ess a-	Sports		Make-	her peop- le	NET: Daily	Week-	armo-	Game	chests / bun- dles	game		A subs	access to a	Battle Pass	things I buy online
Weighted Base	% within column N Count Column Comparisons	27	38	32	35	22	28	32	25	19	46	68	11	42	30	22	27	19	31	19	15	43
Unweighted Base	% within column N Count Column Comparisons	31	41	34	41	25	33	35	29	20	51	75	11	49	34	25	31	22	36	22	20	49
Column Names	% within column N Count Column Comparisons	d	е	f	g	h	i	j	k	1	m	а	b	а	b	С	d	е	f	g	h	a
£1-10 (£5) £11-25 (£18)																						
£26-50 (£38) £51-100 (£75.5) £101-£200 (£150.5)																					
£201+ (£351.5) Don't know	•																					
Mean Median		46.7 38	48.2 38	39.0 18	45.2 38	62.2 38	52.3 38	37.8 18	51.3 38	38.9 38	46.4 18	43.0 18	47.5 38	48.0 38	62.1 76	72.5 76	61.7 38	47.9 38	40.5 18	43.2 38	48.6 18	51.5 38

BANNER Feelings about Gaming Purchase It's n-It's ot unfair always that clear peop- what le who I'm SM4D 4: Roughly how much do spend going more, to get you think you spent on these What I spend get for my things in the last month? I buy is more I like furt- mondonated to/gifted another the good than I her in ey in account real money value should feeling games games % within column 58 57 58 49 50 Weighted Base N Count **Column Comparisons** % within column 66 64 54 55 **Unweighted Base** N Count **Column Comparisons** % within column Column Names N Count **Column Comparisons** £1-10 (£5) £11-25 (£18) £26-50 (£38) £51-100 (£75.5) £101-£200 (£150.5) £201+ (£351.5)

48.8

38

45.9

38

47.3

38

Don't know Mean

Median

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17 AND Children who bought from Social Media/ Video sites; Weight: Based on Nat Rep Sample; effective sample size = 80 (90%); Blank cells have a sample size that is smaller than 100.; Blank cells have a sample size that is smaller than 100. Multiple comparison correction: False Discovery Rate (FDR); Column comparison (p. d. e., f., g., h., i., j., k., l., m., n., o., p., q., r., s., t., u., v., w., x., y., z. (p <= 0.05)

50.6

38

52.3

38

											В	ANNE	R									
SM4D_5: Roug you think you s things in the la	=		child r	ler of espon- ent		Age	of child	respon	dent					Age	e and ge	ender o	f child r	espond	ent			
donated to/gif	ted another													Fema-		Fema-		Fema-	NET:	NET: Fema-	NET:	NET: Fema-
	(e.g. in-app jewels			Fema-					NET: 8						Male	le 13-		le 16-	Male	le 8-	Male	le 13-
or coins)		Total	Male	le	8-9	10-12			-12	13-17	8-9	le 8-9		12	13-15	15	16-17	17	8-12	12	13-17	17
Weighted Base	% within column N Count Column Comparisons	96	49	47	27	29	27	12	56	39	14	13	17	13	11	16	7	6	31	26	18	22
Unweighted Base	% within column N Count Column Comparisons	104	53	51	27	33	28	16	60	44	13	14	19	14	12	16	9	9	32	28	21	24
Column Names	% within column N Count Column Comparisons	а	а	b	а	b	С	d	е	f	a	b	С	d	е	f	g	h	i	j	k	I
£1-10 (£5)	% within column N Count Column Comparisons	24% 23 -																				
£11-25 (£18)	% within column N Count Column Comparisons	23% 22 -																				
£26-50 (£38)	% within column N Count Column Comparisons	23% 22 -																				
£51-100 (£75.5)	% within column N Count Column Comparisons	19% 18 -																				
£101-£200 (£150.5	•	7% 7																				
£201+ (£351.5)	Column Comparisons % within column N Count	- 2% 2																				

											В	BANNE	R									
		Urban,	/ Rural		Workin	g status	S		C)3 - Soci	al grad	le		Finan	cial we	llbeing	Ethr	nicity		ild iden npacting		
you think you s things in the las donated to/gift account items (st month? I	NET:		Full	Part	Stud-	NET: Not work- ing/ reti-					NET:	NET:	_		Strug-		NET: All ot- her Ethni-		al	fied need/ condi-	condi
or coins)	% within column	Urban 91	Rural 4	time 82	time 7	ent 3	red 5	AB 46	C1 15	C2 18	DE 18	ABC1	C2DE	well 38	ing by		Whit	cities 19	Neu	Health	tion 32	tion 64
Weighted Base	N Count Column Comparisons	91	4	82	/	3	5	46	15	18	18	60	35	38	44	14	//	19	5	5	32	64
Unweighted Base	% within column N Count Column Comparisons	100	4	91	6	3	4	64	13	12	15	77	27	47	44	13	83	20	5	6	32	71
Column Names	% within column N Count Column Comparisons	a	b	а	b	С	d	а	b	С	d	е	f	а	b	С	а	b	а	b	С	d
£1-10 (£5)	% within column N Count Column Comparisons % within column	23% 21 - 25%																				
£11-25 (£18)	N Count Column Comparisons % within column	22 - 23%																				
£26-50 (£38)	N Count Column Comparisons % within column	25% 21 - 19%																				
£51-100 (£75.5)	N Count Column Comparisons	17 -																				
£101-£200 (£150.5	% within column N Count Column Comparisons	8% 7 -																				

											В	ANNE	R									
		Disab Condit H	tion in	Educa Health Plan (n Care	Ben	efits	Pare Con		Pare	ntal Cor	ncern	Tim	ie Spent	: Online	e (Week	day)	Tim	e Spent	Online	(Week	end)
you think you s things in the las donated to/gift	st month? I ted another				Don't	NET: Hous- ehold recei- ves	No	NET: Has Paren- tal	No	Not	A little	NET: Mod Very					NET: 5					NET:
	(e.g. in-app jewels	NET:		Has an					Contr-		Conc-		0 -	3 -	5 -		+	0 -	3 -	5 -	Over 6	
or coins)		Yes	No	EHCP	EHCP	its	its	ols	ols		erned		2hrs	4hrs				2hrs	4hrs	6hrs	hrs	Hours
Weighted Base	% within column N Count Column Comparisons	16	20	16	80	53	40	92	4	15	35	44	19	44	22	11	33	7	36	36	17	53
Unweighted Base	% within column N Count Column Comparisons	17	23	18	86	57	44	101	3	16	39	48	20	47	24	13	37	8	39	38	19	57
Column Names	% within column N Count Column Comparisons	а	b	а	b	а	b	а	b	а	b	С	a	b	С	d	е	а	b	С	d	е
£1-10 (£5)								25% 23 -														
£11-25 (£18)								23% 21 -														
£26-50 (£38)								24% 22 -														
£51-100 (£75.5)								20% 18 -														
£101-£200 (£150.5	5)							8% 7														

											В	ANNE	R									
			Spe	ent Mo	ney		SM	purcha	se cate	gory	Feeling	gs abou	ıt SM pu	ırchase		Gan	ning Me	thod		Ga	aming T	ype
		Boug-																				
		ht																				
		some-																				
		thing																				
SM4D 5: Roug	hly how much do	on eit- her	Boug-	Bour-												Desk-						
you think you	•	Social	ht	ht	Boug-										Gam-							
things in the la	•		some-		ht	Not							1		es	-	Mobi-					
•		a, or	thing		some-						Regret	What I	spend		cons-		le ph-		NET:	Puzz-	Action	
donated to/gif		while	on	while		ht fro-			Subs		_		more	I like	ole or	laptop			Any	les or	/	
account items	(e.g. in-app jewels	gami-	social	Gami-	from	m eit-	Prod-	Activ-	Upgr-	NET:	I buy	good	than I	the	games	or net-	smart-		Gami-	quiz-	adve-	Shoot-
or coins)		ng	media	ng	both	her	uct	ity	ade	Gift	online	value	should	feeling	player	book	phone	Tablet	ng	zes	nture	ers
	% within column	96	96	88	88	0	30	27	29	96	63	79	71	78	51	37	54	32	95	36	47	40
Weighted Base	N Count																					
	Column Comparisons																					
	% within column	104	104	96	96	0	35	30	32	104	66	88	75	87	57	43	61	38	103	40	54	47
Unweighted Base	N Count																					
	Column Comparisons																					
	% within column	а	b	С	d	е	а	b	С	d	a	b	С	d	а	b	С	d	е	а	b	С
Column Names	N Count																					
	Column Comparisons																					
	% within column	24%	24%							24%									24%			
£1-10 (£5)	N Count	23	23							23									23			
	Column Comparisons	-	-							-									-			
	% within column	23%	23%							23%									24%			
£11-25 (£18)	N Count	22	22							22									22			
	Column Comparisons	-	-							-									-			
	% within column	23%	23%							23%									22%			
£26-50 (£38)	N Count	22	22							22									21			
	Column Comparisons	-	-							-									-			
	% within column	19%	19%							19%									19%			
£51-100 (£75.5)	N Count	18	18							18									18			
	Column Comparisons	-	-							-									-			

Part 4 of 12

											В	ANNE	R									
						Gamin	g Type						ming uency			Gan	ning Pu	rchase 1	Гуре			Feelings about Gaming Purchase
			Play-											NET:								
SM4D 5: Roug	hly how much do	Play-	ing								NET:			Chara-				•				
	•	ing	agai- nst								Play-			cter, skins,		Loot		A stand-				
you think you s	=	agai- nst o-		Creat-	Dlav-						ing agai-			weap-		boxes/		ard				
things in the la		ne ot-		ive an-	•	Simul-	Fitn-				nst ot-			ons,	NET:	packs/	In-	vers-		Early		Regret
donated to/gift	ted another	her	-	d buil-	_				Intera-		her			armo-		chests		ion of		access		things
account items	e.g. in-app jewels	pers-	le/ te-			exper-				Make-	_	NET:	Week-	-		· / bun-	_	the	Α	to a	Battle	
or coins)		on		games		•	nce		stories		le	Daily	ly	ols	sion	dles	ev	game				online
,	% within column	33	37	40	41	28	29	43	23	22	54	74	18	50	39	20	33	20	22	20	26	57
Weighted Base	N Count											, ,										0.
Weighted base	Column Comparisons																					
	% within column	37	42	45	43	31	31	50	27	23	60	82	19	57	43	25	36	25	28	24	28	63
Unweighted Base	N Count	37	42	43	43	31	31	30	21	23	00	02	19	37	43	23	30	23	20	24	20	03
Unweighted Base																						
	Column Comparisons	-1				-			1.						ı.		.1				1.	
	% within column	d	е	Т	g	h	ı	J	k	ļ	m	a	b	a	b	С	d	е	Т	g	h	а
Column Names	N Count																					
	Column Comparisons																					

£1-10 (£5)

£11-25 (£18)

£26-50 (£38)

£51-100 (£75.5)

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17 AND Children who bought from Social Media/ Video sites;

Weight: Based on Nat Rep Sample; effective sample size = 93 (90%); Blank cells have a sample size that is smaller than 100.; Blank cells have a sample size that is smaller than 100.

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 5 of 12

			В	ANNE	R	
		Feeli	ngs abo	ut Gam	ing Pur	chase
						It's n-
					It's	ot
						always
					that	clear
SM4D 5: Rough	nly how much do				peop- le who	
you think you s	-				spend	
•	•		1		•	to get
things in the las		What I	spend		get	for my
donated to/gift			more	I like	furt-	mon-
account items (e.g. in-app jewels	good	than I	the	her in	ey in
or coins)		value	should	feeling	games	games
	% within column	66	66	67	69	55
Weighted Base	N Count					
	Column Comparisons					
	% within column	71	72	75	75	60
Unweighted Base	N Count					
	Column Comparisons					
	% within column	b	С	d	е	f
Column Names	N Count					
	Column Comparisons					
£1-10 (£5)						
£11-25 (£18)						
£26-50 (£38)						
£51-100 (£75.5)						

											E	BANNE	R									
	thly how much do spent on these		child r	der of espon- ent		Age	of child	respon	dent					Age	e and g	ender o	f child r	espond	lent			
donated to/git				Fema-					NET: 8	NET:	Male	Fema-	Male	Fema- le 10-		Fema-		Fema-	NET: Male	NET: Fema- le 8-	NET: Male	NET: Fema- le 13-
or coins)		Total	Male	le	8-9	10-12	13-15	16-17	-12	13-17	8-9	le 8-9	10-12	12	13-15	15	16-17	17	8-12	12	13-17	
·	% within column	7%																				
£101-£200 (£150.	5) N Count	7																				
	Column Comparisons	-																				
	% within column	2%																				
£201+ (£351.5)	N Count	2																				
	Column Comparisons	-																				
	% within column	2%																				
Don't know	N Count	1																				
	Column Comparisons	-																				
Mean		45.3	46.9	43.6	52.8	49.0	35.3	41.5	50.9	37.3	55.5	50.1	40.4	60.6	54.3	22.5	34.7	46.1	47.2	55.2	46.4	30.2
Median		38	38	18	38	18	18	38	38	18	38	38	18	18	38	18	38	18	38	38	38	18

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17 AND Children who bought from Social Media/ Video sites; Weight: Based on Nat Rep Sample; effective sample size = 93 (90%); Blank cells have a sample size that is smaller than 100.

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 7 of 12

											В	ANNE	R									
		Urban	/ Rural		Workin	g statu	S		[03 - Soc	ial grad	le		Finan	cial wel	lbeing	Ethr	nicity		ild ident		-
you think you sp things in the las donated to/gift	t month? I	NET:		Full	Part	Stud-	NET: Not work- ing/ reti-					NET:	NET:	Doing	Gett-	Strug-		NET: All ot- her Ethni-		Ment-	fied need/	NET: No identi- fied need/ condi-
or coins)			Rural	time	time	ent	red	AB	C1	C2	DE	ABC1	C2DE	well	ing by				Neu	Health		tion
£101-£200 (£150.5)	% within column N Count Column Comparisons % within column	8% 7 - 2%																				
£201+ (£351.5)	N Count Column Comparisons % within column	2 - 2%																				
Don't know	N Count Column Comparisons	1 -																				
Mean		45.9	31.9	47.7	43.7	17.3	20.4	57.5	26.0	37.8	37.3	49.8	37.5	66.9	32.4	26.7	47.6	32.4	40.2	62.2	56.6	38.7
Median		38	38	38	38	18	18	38	18	18	18	38	18	38	18	18	38	18	18	38	38	18

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17 AND Children who bought from Social Media/ Video sites; Weight: Based on Nat Rep Sample; effective sample size = 93 (90%); Blank cells have a sample size that is smaller than 100.; Blank cells have a sample size that is smaller than 100.

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 8 of 12

										В	ANNE	R									
	Condi	bility/ ition in IH	Healtl	itional n Care EHCP)	Ben	efits		ental trols	Pare	ntal Coı	ncern	Tim	e Spent	: Online	e (Week	day)	Tim	e Spent	Online	(Week	end)
SM4D_5: Roughly how much do you think you spent on these things in the last month? I				Don't	NET: Hous- ehold recei-		NET: Has Paren-				NET: Mod										
donated to/gifted another account items (e.g. in-app jewels	NET:		Has an				tal Contr-		Conc-		Conc-	0 -	3 -	5 -		NET: 5	0 -	3 -	5 -	Over 6	
or coins)	Yes	No	EHCP	EHCP	its	its	ols	ols	ernea	ernea	erned	2hrs	4hrs	6nrs	6+ nrs	Hours	2nrs	4hrs	6hrs	hrs	Hours
£101-£200 (£150.5)							8% 7														
£201+ (£351.5)							- 1% 1 -														
Don't know							0% 0 -														
Mean	44.2	31.6	62.2	41.8	57.7	30.6	43.9	82.0	18.9	42.6	55.5	22.5	33.4	74.0	73.6	73.9	27.5	42.7	50.2	47.1	49.2
Median	18	18	38	38	38	18	38	18	18	18	38	18	18	38	38	38	18	18	38	18	38

											В	ANNE	R									
			Sp	ent Mo	ney		SM	purcha	se cate	gory	Feeling	gs abou	t SM pu	rchase		Gam	ning Met	thod		Ga	aming T	уре
		Boug- ht																				
		some- thing																				
SM4D_5: Roug	shly how much do	on eit- her		Boug-												Desk-						
you think you things in the la	spent on these	Social Medi-	ht some-	ht	Boug- ht	Not							ı		Gam- es	•	Mobi-					
donated to/gif	fted another	a, or while	thing on	thing while		boug- ht fro-			Subs		_		spend more	I like	cons- ole or	uter, laptop	le ph- one or		NET: Any	Puzz- les or	Action /	I
or coins)	(e.g. in-app jewels	gami- ng	social media	Gami- ng	from both	m eit- her	Prod- uct	Activ- ity	Upgr- ade	NET: Gift	I buy online	_	than I should		•	or net- book	smart- phone	Tablet	Gami- ng	quiz- zes	adve- nture	Shoot- ers
£101-£200 (£150.	% within column	7% 7	7% 7							7% 7									7% 7			
1101-1200 (L130	Column Comparisons	-	-							-									-			
£201+ (£351.5)	% within column N Count	2% 2	2% 2							2% 2									2% 2			
	Column Comparisons % within column	- 2%	- 2%							- 2%									- 2%			
Don't know	N Count Column Comparisons	1	1							_1									1			
Mean	22.2 23	45.3	45.3	47.4	47.4		50.9	62.5	71.9	45.3	49.0	46.5	51.0	47.9	52.1	57.0	40.6	55.9	45.3	47.4	56.9	50.1
Median		38	38	38	38		38	38	38	38	38	38	38	38	38	38	18	38	38	38	38	18

										В	ANNE	R									
					Gamir	ng Type						ming uency			Gan	ning Pu	rchase [°]	Туре			Feeli- ngs about Gami- ng Purch- ase
SM4D_5: Roughly how much do you think you spent on these things in the last month? I donated to/gifted another account items (e.g. in-app jewels or coins) £101-£200 (£150.5) £201+ (£351.5) Don't know	Play- ing agai- nst o- ne ot- her pers- on	ple peop-	d buil- ding	ing in a virt-	ation exper-	ess a- nd da-		Intera- ctive s stories	Make-	NET: Play- ing agai- nst ot- her peop- le	NET: Daily	Week- ly	NET: Character, skins, weap- ons, armo- ur, to- ols	NET: Game	Loot boxes/ packs/ chests - / bun- dles	game	the	А	Early access to a game	Battle	Regret
Mean Median	46.7 38	44.6 18	43.8 38	44.5 18	44.4 38	64.9 38	51.1 38	53.4 18	42.3 18	43.9 18	47.2 38	37.5 18	53.2 38	59.1 38	61.5 38	40.5 18	71.9 38	66.1 38	62.8 38	52.5 18	51.6 38

Part 11 of 12

		В	ANNE	R	
	Feeli	ngs abo	ut Gan	ning Pur	chase
					It's n-
				It's	ot
				unfair	always
				that	clear
CNAD T. Davishly have made do				peop-	
SM4D_5: Roughly how much do				le who	ľm
you think you spent on these				spend	going
things in the last month? I		- 1		,	to get
donated to/gifted another		spend		get	for my
account items (e.g. in-app jewels	buy is	more		furt-	mon-
. , , , , , , , , , , , , , , , , , , ,	good	than I	the	her in	ey in
or coins)	value	should	teeling	games	games
£101-£200 (£150.5)					
£201+ (£351.5)					
Don't know					
Mean	52.0	51.2	46.3	45.3	52.6
Median	38	38	38	38	38

								BAN	INER						
			Gender respo			А	ge of child	responder	nt		A	Age and gen	der of child	d responder	nt
SM4D - Avera	ge spent on social									NET: 13-		Female 8-	Male 10-	Female 10	Male 13
media/ video	sites	Total	Male	Female	8-9	10-12	13-15	16-17	NET: 8-12	17	Male 8-9	9	12	-12	15
	% within column	768	365	402	137	227	263	141	363	405	61	75	114	113	119
Weighted Base	N Count														
	Column Comparisons														
	% within column	800	373	427	140	227	266	167	367	433	64	76	114	113	119
Unweighted Base	N Count														
	Column Comparisons														
	% within column	a	a	b	a	b	С	d	е	f	a	b	С	d	e
Column Names	N Count														
	Column Comparisons														
	% within column	28%	30%	27%	27%	36% †	26%	22%	32%	25%			43%1	28%	27%
£0-10	N Count	217	110	107	37	81 †	69	31	118	99			49 1	32	32
	Column Comparisons	-				d			-	-					
	% within column	28%	20%↓	34%↑	26%	27%	29%	26%	27%	28%			17%	37%	21%
£11-£25	N Count	212	73↓	139 ↑	36	61	77	37	98	114			19	42	25
	Column Comparisons	-		а					-	-				С	
	% within column	19%	19%	19%	21%	16%	20%	20%	18%	20%			16%	17%	21%
£26-50	N Count	146	71	76	28	37	53	28	65	81			18	19	25
	Column Comparisons	-							-	-					
	% within column	14%	16%	12%	8%	9%	15%	26%1	9%↓	19% †			12%	7%	18%
£51-100	N Count	107	58	49	11	21	39	361	32↓	75 1			13	8	21
	Column Comparisons	-						a b c	-	-					
	% within column	11%	14% †	8%↓	18% ↑	12%	10%	6%	14%	9%			13%	11%	13%
£101+	N Count	86	53 †	33↓	24 ↑	27	26	9	51	35			15	12	16
	Column Comparisons	-	b		d				-	-			h		h
Mean		49.5	56.9 †	42.8↓	60.7	48.0	45.3	48.8	52.8	46.6	75.9	48.3	54.3	41.6	53.3
Median		18	23	18	18	18	18	38	18	23	38	18	18	18	36

Part 1 of 8

								BAN	NER						
				Age and gen	der of child	l responden	t		Urban/	' Rural		Workin	g status		D3 - Social grade
SM4D - Avera	ge spent on social	Female 13	Male 16-	Female 16	NET: Male	NET: Female 8-	NET: Male F	NET: emale 13	NET:					NET: Not working/	
media/ video	sites	-15	17	-17	8-12	12	13-17	-17	Urban	Rural	Full time	Part time	Student	retired	AB
Weighted Base	% within column N Count Column Comparisons	144	71	79	175	188	190	221	703	65	554	113	35	62	286
Unweighted Base	% within column N Count Column Comparisons	147	76	102	178	189	195	247	732	68	596	102	39	59	404
Column Names	% within column N Count Column Comparisons	f	g	h	i	j	k	I	a	b	а	b	С	d	a
	% within column	25%		24%	35%	30%	26%	25%	28%		26%	34%			22%↓
£0-10	N Count Column Comparisons	37		19	61 -	57 -	49 -	55 -	194		145	39			63↓
	% within column	36%		32%	20%	34%	20%	34% ↑	27%		28%	24%			22%↓
£11-£25	N Count Column Comparisons	51 c		25	34	63 -	39 -	76 ↑ -	191		155	27			64↓
	% within column	20%		16%	17%	19%	22%	19%	19%		18%	23%			22%
£26-50	N Count Column Comparisons	28		13	29 -	36 -	42 -	41 -	131		101	26			62
	% within column	13%		24% ↑	11%	6%↓	20% ↑	17%	15%		14%	14%			15%
£51-100	N Count Column Comparisons	18		19 ↑ b d	20 -	12↓	39 ↑ -	37 -	104 b		80	16			42
	% within column	7%		4%↓	18% ↑	11%	12%	6%↓	12%		13%1				19% ↑
£101+	N Count	10		3↓	31 ↑	20	22	13↓	83		73 1	6			55 †
	Column Comparisons				-	-	-	-							b c d
Mean		38.8↓	50.9	43.3	61.9	44.3	52.4	40.6↓	51.4 †	29.0↓	55.1 1	36.7↓	35.7	33.4	73.4 †
Median		18	38	18	18	18	38	18	18	18	18	18	18	18	38

								BAN	INER						
	_		D3 -	Social gra	ade		Fina	ncial wellb	eing	Ethi	nicity	Child iden	tified need	/ impacting	condition
SM4D - Avera media/ video	ge spent on social sites	C1	C2	DE	NET: ABC1	NET: C2DE I	Doing well	Getting by	Struggling	White B- ritish	NET: All other Ethnicities	Neurodiv- ersity	Mental Health	need/	NET: No identified need/ condition
Weighted Base	% within column N Count Column Comparisons	175	175	132	461	307	209	353	201	579	176	50	46	205	551
Unweighted Base	% within column N Count Column Comparisons	149	128	119	553	247	242	363	192	607	179	47	47	205	582
Column Names	% within column N Count Column Comparisons	b	С	d	е	f	a	b	С	а	b	а	b	С	d
£0-10	% within column N Count Column Comparisons	32% 56	32% 55	32% 43	26% 119 -	32% 98 -	25% 52	27% 94	35% 70	27% 159	30% 53			23% 47 -	30% 165 -
£11-£25	% within column N Count Column Comparisons % within column	34% 59 a 17%	30% 52 16%	28% 37 20%	27% 122 - 20%	29% 89 - 18%	20%↓ 42↓ 16%	31% 108 a 23%†	29% 59 a 14%	29% 168 18%	23% 41 22%			29% 60 - 15%	27% 148 - 21%
£26-50	N Count Column Comparisons % within column	30 13%	28 17%	20% 27 10%	92 - 14%	55 - 14%	34 19%	83 † c		105 13%	39 16%			30 - 17%	114 - 13%
£51-100	N Count Column Comparisons % within column	22 5% ↓	29	13	64 - 14% 1	43	39 b 20%↑	39 8%	29 7%	77 12%	27 9%			35 - 16% ↑	70 -
£101+	N Count Column Comparisons	9↓	10	12	64 1	22↓	42 † b c	29	14	70	15			33 1	
Mean Median		28.9 ↓ 18	39.4 18	38.2 ↓ 18	56.6 1	38.9↓ 18	79.8 † 38	38.4 ↓ 18	38.2↓ 18	51.3 18	43.4 18	48.2 18	79.7 36	64.0 1 23	44.1 18

								BAN	INER						
		Disability/ C in HI		Education Care Pla		Ben	efits	Parental	Controls	Par	ental Con	cern	Time Spe	nt Online (\	Weekday)
-	ge spent on social			Has an	Don't have an	NET: House- hold rece- ives Bene-	No	NET: Has Parental	No	Not Conc-	A little Conce-	NET: Modera- tely/ Very Conce-			
media/ video		NET: Yes	No	EHCP	EHCP	fits	Benefits	Controls	Controls	erned	rned	rned	0 - 2hrs	3 - 4hrs	5 - 6hrs
Weighted Base	% within column N Count Column Comparisons	109	267	70	698	376	358	693	72	207	246	310	191	380	141
Unweighted Base	% within column N Count Column Comparisons	114	289	73	727	382	384	723	75	205	261	330	194	392	151
Column Names	% within column N Count Column Comparisons	а	b	а	b	a	b	a	b	а	b	С	a	b	С
	% within column	21%	26%		29%	26%	30%	28%		42% †	23%	23%↓	41% †	28%	16%↓
£0-10	N Count Column Comparisons	22	70		205	97	106	194		88 † b c	58	70↓	79 † b c d	106 c	22↓
	% within column	28%	28%		28%	27%	29%	28%		27%	29%	27%	30%	29%	21%
£11-£25	N Count Column Comparisons	31	73		194	100	103	191		55	72	83	57	109	30
	% within column	13%	22%		19%	17%	21%	19%		16%	23%	18%	15%	22%	18%
£26-50	N Count Column Comparisons	15	58		132	63	75	134		33	57	56	29	82	25
	% within column	24%	18%		14%	16%	12%	14%		9%	13%	18%	9%	12%	25% ↑
£51-100	N Count Column Comparisons	26	47		100	61	44	96		20	33	54 a	17	47	35 ↑ a b
	% within column	14%	7%		10%		8%	11%		6%↓	11%	15% ↑	5%↓	9%	20% ↑
£101+	N Count	15	19		68		30	79		12↓	26	47 ↑	9↓	36	28 ↑
	Column Comparisons	b				b						a			a b
Mean		63.0 †	40.9↓	86.6 †	45.8	62.2 †	38.5↓	49.1	54.2	29.6↓	47.7	63.9 †	26.0↓	42.1↓	87.2 †
Median		36	18	38	18	23	18	18	18	18	23	28	18	18	38

Part 4 of 8

-								BAN	INER						
		Time Spe (Wee			Time Spe	nt Online (Weekend)			S	pent Mone	ey		SM pur	
SM4D - Avera	nge spent on social sites	6+ hrs	NET: 5+ Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6 hrs	NET: 5+ Hours	Bought something on either Social Media, or while gaming	Bought something on social media	Bought something while Gaming	g Bought something from both	Not bought from either	Product	Activity
Weighted Base	% within column N Count Column Comparisons	54	195	77	248	242	199	440	768	768	604	604	0	429	153
Unweighted Base	% within column N Count Column Comparisons	60	211	76	258	257	206	463	800	800	632	632	0	450	165
Column Names	% within column N Count Column Comparisons	d	е	а	b	С	d	e	a	b	С	d	e	а	b
£0-10			16%↓ 32↓ -		32% 79 c	22% 53	26% 52	24%↓ 105↓ -	217	28% 217 -	26% \ 155 \ -	155↓		17%↓ 73↓	11%↓ 17↓
£11-£25			23% 44 -		27% 66	26% 64	30% 60	28% 124 -	28% 212 -	28% 212 -	26% 160 -	26% 160 -		32% † 137 † b d	14%↓ 22↓
£26-50			18% 35 - 22%↑		19% 48 13%	22% 52 17%	18% 35 15%	20% 87 - 16%	19% 146 - 14%	19% 146 - 14%	19% 115 - 16% 1	19% 115 - 16%↑		22% 94 c 17%	21% 32 25% ↑
£51-100			42 † - 21% †		32 10%	41 a 13%	29	70 - 12%	107 -	14% 107 - 11%	95 1 -	95 † -		72	25%1 38 ↑ 29% ↑
£101+			41 ↑ -		24	32	11% 22	54 -	11% 86 -	86 -	80 1 -	80 †		12% 53	44 † a
Mean		87.3 ↑	87.2 ↑	32.2↓		53.9	56.0	54.8 1		49.5	55.51			57.6 ↑	91.91
Median		38	38	18	18	36	18	23	18	18	23	23		36	56

								BAN	INER						
		•	rchase gory	Fee	lings abou	ıt SM purcha	ase		Ga	ıming Meth	od		(Gaming Type	е
SM4D - Avera	age spent on social	Subscri-		Regret	What I buy is	I spend	Lliko tho		Desktop computer,	•		NET: Any	Puzzles or	Action	
media/ video		ption/ Upgrade	NET: Gift	things I buy online	good value	more than I should	I like the feeling	games player	laptop or netbook	smartp- hone	Tablet	Gaming	quizzes	Action/ adventure	Shooters
illedia/ video	% within column	216	158	314	556	378	565	432	220	490	277	755	265	276	230
Weighted Base	N Count	210	130	314	330	370	303	432	220	430	2//	755	203	270	230
weignted base	Column Comparisons														
	% within column	226	171	329	585	402	596	454	239	515	289	787	280	304	257
Unweighted Base		220	1/1	323	363	402	390	434	233	313	209	707	200	304	237
Onweighted base	Column Comparisons														
	% within column	С	d	а	b	С	d	а	b	С	d	е	а	b	С
Column Names	N Count	C	u	a	Б	C	u	a	b	C	u	-	a	Б	C
column Names	Column Comparisons														
	% within column	23%	16%↓	20%↓	24%	19%↓	23%	26%	28%	27%	29%	28%	21%↓	25%	23%
£0-10	N Count	50	25↓		131		128		61	134	81	212	564		54
20 20	Column Comparisons	a b	25 1	00 1	1011	, , , ,	120	113	01	10.	01	-	301	, ,	3.
	% within column	24%	15%↓	26%	29%	26%	29%	27%	22%	29%	30%	28%	32%	23%	21%↓
£11-£25	N Count	51	24.		161	100	162	115	49	140	84	208	84	64	48↓
	Column Comparisons										0.	-	0.	· ·	
	% within column	13%	19%	17%	20%	20%	21%	19%	14%	19%	17%	19%	20%	17%	19%
£26-50	N Count	29	29	54	114	74	118	82	30	94	47	142	53	46	44
	Column Comparisons											-		_	
	% within column	19%	20% †	17%	14%	17% ↑	15%	15%	15%	15%	15%	14%	15%	15%	18%
£51-100	N Count	42	32 †		79	65 ↑	85	64	34	71	41	107	40	41	41
	Column Comparisons											-			
	% within column	21%	30% †	19% ↑	13%	17% †	13%	13%	21%	11%	9%	11%	12%	20%	19% ↑
£101+	N Count	44 ↑	47 †	60 †	71	65 †	71	58	45 1	52	25	86	31	54 ↑	43 †
	Column Comparisons		а	d				c d	c d			-		a e f j l	a e f j l
Mean		76.7 †	100.7 †	68.2 †	54.3 1	66.0	54.91	55.71	71.8 †	48.5	45.6	50.0	50.6	70.8 †	71.6 †
Median		36	54	36	23	38	23	23	23	18	18	18	23	36	38

Part 6 of 8

Gaming Type Gaming Frequence	.,	Purchase rpe
District.	Character,	
Playing Simula- Playing against Creative Simula- Playing against multiple and Playing in tion Intera- against SM4D - Average spent on social one other people/ building a virtual experi- Fitness ctive stor- Makeo- other person teams games worlds ence and dance Sports ies vers people NET: Daily Weekl	weapons, armour, y tools	NET: Game expansion
% within column 203 287 363 228 122 140 263 105 127 392 587 13	9 303	182
Weighted Base N Count		
Column Comparisons		
% within column 217 302 368 245 141 151 284 118 134 411 614 14	7 330	198
Unweighted Base N Count		
Column Comparisons % within column deffghie jk Imaa	b a	b
% within column deffghijk Imaa Column Names N Count	U a	b
Column Comparisons		
% within column 22% 25% 29% 22% 20% 22% 21% ——————————————————————————————————	6 23%	20%
£0-10 N Count 44 72 106 51 24 31 56↓ 17↓ 28 98 168 3		37
Column Comparisons -		
% within column 22% 28% 30% 27% 20% 21% 28% 22% 31% 27% 27% 28	24 %	19%↓
£11-£25 N Count 45 80 110 62 24 29 72 23 40 106 157 3	9 72	34↓
Column Comparisons -		
% within column 21% 20% 19% 19% 22% 15% 20% 18% 17% 20% 18% 23%		15%
£26-50 N Count 42 57 69 44 27 22 53 18 21 77 108 3	1 54	28
Column Comparisons -		
% within column 15% 15% 12% 16% 16% 17% 17% 19% 17% 14% 14% 15%		20%
£51-100 N Count 31 43 43 36 19 23 45 20 21 56 81 2		37
Column Comparisons - 200/A 120/ 120/ 120/ 120/ 120/ 120/ 120/ 120/	d	d
% within column 20%		
Column Comparisons a efjl f a efl a efgjl a efl -	0 331	401
Mean $69.5\uparrow$ 54.8 46.9 $61.5\uparrow$ $77.1\uparrow$ $85.1\uparrow$ $62.1\uparrow$ $92.2\uparrow$ 59.7 55.7 53.5 \uparrow 38.	9 ↓ 66.7 ↑	86.8 †
Median 38 23 18 28 38 38 28 38 23 23 18 1		38

							BAI	NNER					
				Gaming Pu	rchase Type	<u>.</u>			Feeli	ings about G	Saming Pur	chase	
		Loot boxes/		A					What I			It's unfair that peop- le who spend	
_		packs/		standard		Early		Regret	buy is	I spend		•	to get for
	ge spent on social	chests/	In-game	version of	A subscri-	access to	Battle	things I	good	more than	I like the	further in	my money
media/ video	sites	bundles	money	the game	ption	a game	Pass	buy online	value	I should	feeling	games	in games
Weighted Base	% within column N Count Column Comparisons	97	212	94	170	93	120	256	438	326	432	404	311
Unweighted Base	% within column N Count Column Comparisons	104	214	104	189	104	132	273	459	343	457	419	331
Column Names	% within column N Count Column Comparisons	С	d	е	f	g	h	a	b	С	d	е	f
	% within column	19%	29%	15%	22%	15%	19%	21%↓	23%	19%↓	22%↓	25%	22%↓
£0-10	N Count Column Comparisons	19	61	14	37	14	23	53↓	102	63↓	96↓	99	68↓
	% within column	24%	27%	19%	20%	19%	24%	27%	26%	26%	29%	28%	26%
£11-£25	N Count Column Comparisons	23	58	18	34	17	29	68	115	86	123	111	80
	% within column	18%	19%	23%	23%	17%	19%	17%	19%	18%	19%	18%	18%
£26-50	N Count Column Comparisons	17	41	22	40	16	23	43	83	58	84	73	56
	% within column	12%	9%		18%	22%	17%	18%	16%	19% ↑	15%	16%	18% ↑
£51-100	N Count Column Comparisons	11	20	17	31 d	20 d	21	47	72	60 ↑	65	64	57 ↑
	% within column	28% †	15%	24% †	17%	27% ↑	20%1	↑ 18%↑	15% 1	18% ↑	15% †	14%	16% ↑
£101+	N Count Column Comparisons	27 †	33	23 †	29	25 ↑	251	† 47 †	651	58↑	64 1	57 1	50 ↑
Mean		84.6 1	55.5	89.3 †	71.9 †	95.2 †	78.21	↑ 66.7 ↑	59.9 1	69.3 †	59.2 †	56.2 1	64.1
Median		38	18	38	38	38	38	36	28	38	23	23	36

		SM5	- How	did y	ou last	buy
		tl	nese th	nings?	[MUL1	[1]
				A subscr- iption or		I dona- ted to/ gifted anot-
		A pro-	An	upgra-		her
		duct (e.g. cloth-	activity (e.g. cine-	ded/ prem- ium	ted to/ gifted anot-	acco- unt it- ems
		es, ma- ke-up, toys,	•	acco- unt (e g.		(e.g. in -app jewels
		jewell- ery)	theme parks)	Snapc- hat+)	al mo- ney	or coi- ns)
Weighted Base	% Column Comparisons N Count	429	153	216	82	96
Unweighted Base	% Column Comparisons N Count	450	165	226	89	104
Column Names	% Column Comparisons N Count	а	b	С	d	е
My parent(s) bought these for me / I used my parent's card (I/ they entered their card details)	% Column Comparisons	46%	41%	47%		50% -
Using my debit card/ prepay card (I entered my card details)	N Count % Column Comparisons	197 39% †	64 39%	102 34%		48 30%
osing my debit card/ prepay card (rentered my card details)	N Count %	169 ↑ 24%	59 27%	73 30%		28 36%
Using my debit card/ prepay card (my card details were saved on the device already)	Column Comparisons					-
	N Count %	103 7%↓	41 14%	65 11%		34 19%
My parent(s) bought these for me / I used my parent's card (their card details were saved on the device already)	Column Comparisons N Count	29↓	21	23		- 18

				_	ou last buy [MULTI]
				A subscr- iption	I dona- ted to/ gifted
		A pro-	An	or upgra-	anot- I dona- her
		duct	activity	ded/	
		(e.g.	(e.g.	prem-	gifted unt it-
		cloth-	cine-	ium	anot- ems
		es, ma	•	acco-	her (e.g. in
		-		unt (e	
		toys,	rants,	_	unt re- jewels
		ery)	parks)	hat+)	al mo- or coi- ney ns)
	%	9%1		7%	ney ns) 6%
Using a gift card or voucher	Column Comparisons	3701	370	770	-
osing a girt card or voucifer	N Count	38 †	8	15	6
	%	3%	5%	3%	7%
My brother/ sister/ friend(s) bought these for me/ I used my brother/ sister/ friend's card (I/ they entered their card details)	Column Comparisons	370	370	370	-
my stocker, states, mena(s) bought these for me, rused my stocker, states, mena source (i) they entered their card details)	N Count	14	8	7	7
	%	2%↓		5%	9%
My brother/ sister/ friend(s) bought these for me/ I used my brother/ sister/ friend's card (their card details were saved on the device	Column Comparisons	_,_,		-,-	-
already)	N Count	9↓	10	12	9
	%	0%	2%	1%	3%
Someone else bought these for me	Column Comparisons				-
	N Count	2	3	3	3
	%	1%	1%	2%	2%
Don't know	Column Comparisons				_
	N Count	3	1	5	2
	%	99% ↑	99% ↑	98%	98%
NET: Any	Column Comparisons				-
	N Count	426 †	152 †	211	94
	%	49%	54%	58%	67%
NET: Someone else paid for them	Column Comparisons				-
	N Count	212	83	125	64

										E	BANNE	R								
SM5b - You said sor	•		child r	der of espon- ent		Age	of child	respon	dent				Αį	ge and g	ender o	f child re	esponde	ent		
the items for you. D know about these p	•								NET: 8-	NET:		B Female		Female						
[SINGLE]		Total				10-12		16-17	12	13-17	-9	8-9	10-12	10-12	13-15		16-17	16-17	-12	8-12
	% within column	391	186	205	87	131	119	54	218	173	39	48	60	72	56	63	32	24	99	119
Weighted Base	N Count																			
	Column Comparisons																			
	% within column	411	195	216	91	133	124	63	224	187	42	49	61	72	57	67	35	31	103	121
Unweighted Base	N Count																			
	Column Comparisons																			
	% within column	а	а	b	а	b	С	d	е	f	a	b	С	d	е	f	g	h	i	j
Column Names	N Count																			
	Column Comparisons																			
	% within column	77%	75%	79%		74%	84%		74%	80%									72%	76%
Yes	N Count	301	140	161		97	100		162	139									71	91
	Column Comparisons	-							-	-									-	-
	% within column	19%	23%	16%		22%	15%		20%	18%									25%	16%
Some of them	N Count	76	43	33		29	17		44	32									25	19
	Column Comparisons	-							-	-									-	-
	% within column	3%	2%	4%		4%	2%		5%	1%									2%	7%
No	N Count	12	4	9		6	2		10	2									2	8
	Column Comparisons	-							-	-									-	-
	% within column	0%	0%	1%		0%	0%		1%	0%									0%	1%
Don't know	N Count	2	0	2		0	0		2	0									0	2
	Column Comparisons	-							-	-									-	-
	% within column	23%	25%	21%		26%	16%		25%	20%									28%	23%
NET: Some of them / No		88	46	42		35	20		54	34									27	27
	Column Comparisons	-							-	-									-	-

Part 1 of 12

										В	ANNE	R								
		gender	and of child ondent	Urban,	/ Rural		Workin	g status	;			D3 - Soc	ial grad	e		Finan	cial well	being	Eth	nicity
SM5b - You said s	omeone else bought	t							NET:											NET:
the items for you.	_								Not											All oth
know about these	-	NET:	NET:	NICT.		rII	Dort	C+d	work-					NICT.	NET.	Daina	Cott	Ctrica		er Ethnic
[SINGLE]	parenases.	Male 13-17	Female 13-17	Urban	Rural	Full time	Part time	Stud- ent	ing/ retired	AB	C1	C2	DE	NET: ABC1	NET: C2DE	Doing well	ing by	Strugg- ling	Whit	Ethnic- ities
[SINGLE]	% within column	88	86	364	27	295	52	15	27	168	67	94	61	235	156	125	172	94	278	106
Weighted Base	N Count	00	80	304	21	233	32	13	21	100	07	54	01	233	130	123	1/2	54	270	100
Weighted base	Column Comparisons																			
	% within column	92	97	384	27	320	48	16	25	233	57	68	53	290	121	148	176	87	294	110
Unweighted Base	N Count	32	3,	50.	_,	320	.0	10		200	3,	00	33	230		1.0	1,0	0,		110
5	Column Comparisons																			
	% within column	k	1	а	b	а	b	С	d	а	b	С	d	е	f	а	b	С	а	b
Column Names	N Count																			
	Column Comparisons																			
				76%		76%				80%				76%	79%	81%	78%		78%	76%
Yes				277		224				134				178	123	101	135		216	81
				-		-								-	-					
				20%		20%				17%				20%	19%	18%	18%		19%	20%
Some of them				73		59				28				47	29	22	31		52	21
				-		-								-	-					
				3%		4%				3%				4%	1%	2%	2%		3%	4%
No				12		11				5				10	2	2	4		8	4
				-		-								-	-					
				0%		1%				0%				0%	1%	0%	1%		1%	0%
Don't know				2		2				0				0	2	0	2		2	0
				-		-								-	-					
				23%		24%				20%				24%	20%	19%	21%		22%	24%
NET: Some of them / N	No			85		69				34				57	31	24	36		61	25

										Е	BANNE	R								
			nild ident mpacting		-	Condi	bility/ ition in IH	Educa Healtl Plan (h Care	Ben	efits		ental trols	Pare	ental Cor	ncern	Time S	pent On	line (W	'eekday
014TL V				NET:	NET: No identi-					NET: House- hold		NET: Has				NET:				
	someone else bought			fied	fied				Don't			Paren-				Mod				
the items for you	ı. Did that person			need/					have	ves	No	tal	No	Not	A little					
know about thes	e purchases?		Mental			NET:		Has an	an	Benef-			Contr-			Conce-	0 -	3 -	5 -	
[SINGLE]		Neur	. Health	tion	tion	Yes	No	EHCP	EHCP	its	its	ols	ols	rned	rned	rned	2hrs	4hrs	6hrs	6+ hrs
Weighted Base	% within column N Count Column Comparisons	28	18	121	263	54	106	49	342	215	161	375	16	81	121	188	93	200	70	28
Unweighted Base	% within column N Count Column Comparisons	25	20	120	284	57	116	52	359	222	174	395	16	78	129	203	99	203	78	31
Column Names	% within column N Count Column Comparisons	а	b	С	d	а	b	а	b	a	b	a	b	а	b	С	а	b	С	d
				76%	78%		79%		76%	76%	79%	76%			68%	76%		74%		
Yes				92 -	205 -		84		261	163	128	286 -			82	142		148		
				21%	18%		20%		20%	22%	15%	20%			27%	20%		23%		
Some of them				25	49		21		69	47	25	75			33	38		46		
				-	-							-			а	a		а		
				2%	4%		1%		3%	2%	5%	3%			5%	3%		3%		
No				2	10		1		10	4	8	11			6	6		6		
				-	-							-								
				1%	0%		0%		0%	1%	0%	0%			0%	1%		0%		
Don't know				2	0		0		2	2	0	2			0	2		0		
				-	-		-					-								
				23%	22%		21%		23%	23%	21%	23%			32%	24%		26%		
NET: Some of them /	No			27	58		23		79	51	33	87			38	44		52		
				_	-							-			а	a		а		

_											BANNE	R								
		Time Spent Online (Week- day)	Tim	ne Spent	t Online	e (Weeke	end)		Sp	ent Mo	ney		SIV	l purcha	ase categ	gory	Feelin	gs abou	t SM pur	chase
SM5h - You said s	someone else bought								Bought		t - Bought									
the items for you								Media,	hing		somet-						_		I spend	
know about these	-	NET: 5		_				or whi-			hing	bought			Subs		things I	-		I like
[SINGLE]	e purchases:	+	0 - 2hrs	3 -	5 -	Over 6		le	ial me-	Gami-	from	from	Prod-	Activ-	Upgr-	NET:	buy	good	than I	the
[SINGLE]	% within column	Hours 98	40	4hrs 126	6hrs	hrs 98	225	gaming 391	dia 391	ng 324	both 324	either 0	uct 228	ity 98	ade 138	Gift	online 184	value 313	should 216	308
Weighted Base	N Count Column Comparisons	96	40	120	127	96	225	291	291	324	324	U	220	90	150	110	104	212	210	306
Unweighted Base	% within column N Count Column Comparisons	109	38	138	132	103	235	411	411	346	346	0	236	107	149	122	197	332	233	327
Column Names	% within column N Count Column Comparisons	е	а	b	С	d	е	а	b	С	d	е	а	b	С	d	а	b	С	d
	% within column	72%		74%	76%	81%	78%	77%	77%	74%	74%		82%	79%	70%	70%	68%↓	83% †	69%↓	78%
Yes	N Count	71		93	96	80	176	301	301	241	241		188	77	97	77	125↓	260 †	149↓	242
	Column Comparisons	-					-	-	-	-	-		c d				-	d	-	
	% within column	24%		23%	20%	15%	18%	19%	19%	22%	22%		15%	18%	26%	25%	28% ↑	15%↓	26% ↑	19%
Some of them	N Count	23		29	26	15	40	76	76	71	71		35	17	36	27	51 †	47↓	56 †	59
	Column Comparisons	-					-	-	-	-	-				а		-		-	b
	% within column	3%		3%	3%	4%	3%	3%	3%	3%	3%		2%	3%	3%	4%	4%	2%↓	4%	2%
No	N Count	3		4	3	4	7	12	12	10	10		5	3	4	4	8	5↓	9	7
	Column Comparisons	-					-	-	-	-	-						-		-	
	% within column	2%		0%	1%	0%	1%	0%	0%	0%	0%		0%	0%	1%	1%	0%	0%	1%	0%
Don't know	N Count	2		0	2	0	2	2	2	2	2		0	0	2	2	0	0	2	0
	Column Comparisons	-					-	-	-	-	-						-	-	-	-

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17 AND Children who bought from Social Media/ Video sites; Weight: Based on Nat Rep Sample; effective sample size = 371 (90%); Blank cells have a sample size that is smaller than 100.; Blank cells have a sample size that is smaller than 100.

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

										E	BANNE	R								
			Gan	ning Met	thod							Gi	aming Ty	/pe						Gami- ng Frequ- ency
			Desk-								Playing									Circy
00.4EL W		Games	top	Mobile						Dlaving	against	ι Creat-							NET:	
	someone else bought	cons-	uter,	phone		NET:				against			l Playing	Simul-					Playing	
the items for you	. Did that person		,	•		Any	Puzzles	Action		one	•	build-	in a		Fitness		Intera-		against	
know about these	e purchases?			smart-		Gami-	or		Shoot-		/ tea-		virtual					Make-	_	NET:
[SINGLE]		player	book	phone	Tablet	ng	quizzes	•	ers	person	•	mes	worlds	-		Sports			people	
	% within column	224	129	250	166	386	148	171	131	114	143	184	126	79	99	144	61	76	201	306
Weighted Base	N Count																			
•	Column Comparisons																			
	% within column	240	142	263	174	406	159	191	150	125	155	189	141	90	105	156	70	81	215	324
Unweighted Base	N Count																			
	Column Comparisons																			
	% within column	а	b	С	d	е	а	b	С	d	е	f	g	h	i	j	k	1	m	а
Column Names	N Count																			
	Column Comparisons																			
	% within column	78%	74%	82% †	83%	77%	83%	79%	79%	80%	77%	83%	75%		77%	81%			79%	82% †
Yes	N Count	175	95	205 †	138	296	123	136	103	91	111	153	94		77	117			158	252 †
	Column Comparisons			b		-													-	b
	% within column	17%	22%	14%↓	16%	20%	13%	17%	19%	18%	20%	13%	22%		16%	16%			19%	15%↓
Some of them	N Count	38	29	35↓	26	76	20	29	24	20	29	24	27		16	23			38	47↓
	Column Comparisons		С			-													-	
	% within column	5%	4%	3%	1%	3%	4%	2%	2%	2%	2%	4%	4%		7%	2%			2%	2%↓
No	N Count	10	5	8	2	12	5	4	2	3	4	7	5		7	3			5	5↓
	Column Comparisons					-													-	
	% within column	0%	0%	1%	0%	0%	0%	1%	1%	0%	0%	0%	0%		0%	1%			0%	1%
Don't know	N Count	0	0	2	0	2	0	2	2	0	0	0	0		0	2			0	2
	Column Comparisons				-	-													-	

Part 5 of 12

								В	ANNE	R						
		Gami- ng Frequ- ency			Gar	ning Pu	rchase T	ype			1	Feelings	about G	Saming I	Purchase	e
SM5b - You said s the items for you	omeone else bought . Did that person		NET: Chara- cter, skins, weap- ons,	NET:	Loot boxes/ packs/		A stan- dard		Early		_		I spend		unfair that people who spend more, get	for my
know about these		Mook	armo-		chests/	In-	version	A	access	Dottle	things I	-	more	I like the		money
[SINGLE]	- paramacor	ly	ur, to- ols	expan- sion	bund- les	game money		subscr- iption	to a game	Battle Pass	buy online	good value	than I should		in games	in games
[]	% within column	66	160	113	60	122	57	100	66	69	137	256	188	234	226	183
Weighted Base	N Count Column Comparisons															
Unweighted Base	% within column N Count Column Comparisons	71	181	125	66	126	66	114	74	77	150	273	203	253	239	197
Column Names	% within column N Count Column Comparisons	b	a	b	С	d	е	f	g	h	a	b	С	d	е	f
Yes			73% 117	71% 81		82% 101		78% 78			71% 98 -	79% 201 -	70% ↓ 132 ↓	77% 180 c	76% 171	71% 130
Some of them			24% 38	27% 30		15% 19		16% 16			27% 37 -	20% 50 -	27% ↑ 51 ↑	21% 49	23% 51	26% 47
No			3% 5	2% 2		2% 3		6% 6			2% 2	1% 4	3% 5	2% 5	2% 4	3% 5
			0%	0%		0%		0%			- 0%	0%	0%	0%	0%	0%
Don't know			0 -	0 -		0 -		0 -			0 -	0 -	0 -	0 -	0 -	0 -

										Е	BANNEI	₹								
	M5b - You said someone else bought he items for you. Did that person		child r	der of espon- ent		Age	of child	respon	dent				Ą	ge and ge	ender o	of child re	esponde	ent		
•																			NET:	NET:
know about these p	now about these purchases?								NET: 8-	NET:	Male 8	Female	Male	Female	Male	Female	Male	Female	Male 8	Female
[SINGLE]		Total	Male	Female	8-9	10-12	13-15	16-17	12	13-17	-9	8-9	10-12	10-12	13-15	13-15	16-17	16-17	-12	8-12
	% within column	23%	25%	21%		26%	16%		25%	20%									28%	23%
NET: Some of them / No	N Count	88	46	42		35	20		54	34									27	27
	Column Comparisons	-							-	-									-	-

									В	ANNE	R								
	gender	and of child ondent	Urban,	/ Rural		Workin	g status	5		I	D3 - Soci	ial grad	e		Finan	cial wel	lbeing	Ethi	nicity
SM5b - You said someone else bought	;							NET:											NET:
the items for you. Did that person								Not											All oth-
-	NET:	NET:						work-											er
know about these purchases?	Male	Female	NET:		Full	Part	Stud-	ing/					NET:	NET:	Doing	Gett-	Strugg-		Ethnic-
[SINGLE]	13-17	13-17	Urban	Rural	time	time	ent	retired	AB	C1	C2	DE	ABC1	C2DE	well	ing by	ling	Whit	ities
			23%		24%				20%				24%	20%	19%	21%		22%	24%
NET: Some of them / No			85		69				34				57	31	24	36		61	25
			-		-								-	-					

							В	BANNE	R								
	Child identified no impacting conditions	/	Disab Condit H	ion in	Educa Health Plan (n Care	Ben	efits		ental trols	Pare	ental Con	icern	Time S	pent On	line (We	eekday)
		NET:					NET:										
	NET:	No					House-		NET:								
SM5b - You said someone else bought	Identi	- identi-					hold		Has				NET:				
the items for you. Did that person	fied	fied				Don't	recei-		Paren-				Mod				
	need,	need/				have	ves	No	tal	No	Not	A little	Very				
know about these purchases?	Mental condi	- condi-	NET:		Has an	an	Benef-	Benef-	Contr-	Contr-	Conce-	Conce-	Conce-	0 -	3 -	5 -	
[SINGLE]	Neur Health tion	tion	Yes	No	EHCP	EHCP	its	its	ols	ols	rned	rned	rned	2hrs	4hrs	6hrs	6+ hrs
	23%	22%		21%		23%	23%	21%	23%			32%	24%		26%		
NET: Some of them / No	27	58		23		79	51	33	87			38	44		52		
	-	-							-			a	а		a		

									E	BANNE	R								
	Time Spent Online (Week- day)	Tim	ne Spent	: Online	(Weeke	end)		Sp	ent Mo	ney		SM	purcha	se categ	ory	Feelin	gs abou	t SM pu	rchase
SM5b - You said someone else bough	nt							Bought somet-	somet-							Regret	What I	I spend	
the items for you. Did that person know about these purchases? [SINGLE]	NET: 5 + Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6	+	or whi- le gaming	on soc- ial me-	while	hing		Prod- uct	Activ-	Subs Upgr- ade	NET: Gift	things I buy online	buy is good	•	I like the
% within column NET: Some of them / No N Count Column Comparisons	27%		26%	23%	19% 19	21% 48	23%	23%	25% 81	25% 81		18% 40	21%	29% 40 a	28%	32% † 59 †	17%↓ 52↓	30% ↑ 65 ↑	22% 66 b

Part 10 of 12

										В	BANNE	R								
			Gan	ning Met	:hod							Ga	aming Ty	/pe						Gami- ng Frequ- ency
			Desk- top								Playing	,								
SM5b - You said som	neone else bought	Games		Mobile							•	Creat-							NET:	
the items for you. Di	•	cons-	uter,	phone		NET:				against	ple	ive and	Playing	Simul-					Playing	
•	•	ole or	laptop	or		Any	Puzzles	Action		one	people	build-	in a	ation	Fitness		Intera-		against	
know about these pr	urcnases?	games	or net-	smart-		Gami-	or	/ adve-	Shoot-	other	/ tea-	ing ga-	virtual	experi-	and		ctive	Make-	other	NET:
[SINGLE]		player	book	phone	Tablet	ng	quizzes	nture	ers	person	ms	mes	worlds	ence	dance	Sports	stories	overs	people	Daily
	% within column	22%	26%	17%↓	17%	23%	17%	20%	20%	20%	23%	17%	25%		23%	18%			21%	17%↓
NET: Some of them / No	N Count	49	34	43↓	28	88	25	33	26	23	33	31	32		23	26			43	52↓
	Column Comparisons		С			-													-	

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 11 of 12

							В	ANNE	R						
	Gami- ng Frequ- ency			Gar	ning Pu	rchase T	ype			F	eelings	about 0	Gaming	Purchas	e
SM5b - You said someone else bought the items for you. Did that person know about these purchases? [SINGLE]	Week- ly	ols	NET: Game expan- sion	Loot boxes/ packs/ chests/ bund- les	game money		subscr- iption	Early access to a game	Battle Pass	things I buy online	buy is good value		I like the feeling	that people who spend more, get further in games	I'm going to get for my money in games
NET: Some of them / No		27% 43	29% 32		18% 21		22% 22			29% 39	21% 54	30% † 56 †	23% 54	24% 55	29% 53

	_								В	ANNE	R							
			child r	der of espon- ent		Age	of child	l respoi	ndent			Ago	e and ge	ender o	f child r	respond	ent	
SM5c - You said that someone else boug you, which of these best describes whet				Fema-					NET: 8	NET:	Male	Fema-	Male	Fema- le 10-	Male	Fema- le 13-	Male	Fema
pay them back or not? [SINGLE]		Total	Male	le	8-9	10-12	13-15	16-17	-12	13-17	8-9	le 8-9	10-12	12	13-15	15	16-17	17
	% within column	391	186	205	87	131	119	54	218	173	39	48	60	72	56	63	32	24
Weighted Base	N Count																	
	Column Comparisons																	
	% within column	411	195	216	91	133	124	63	224	187	42	49	61	72	57	67	35	31
Unweighted Base	N Count																	
	Column Comparisons																	
	% within column	а	a	b	а	b	С	d	е	f	а	b	С	d	е	f	g	h
Column Names	N Count																	
	Column Comparisons																	
	% within column	74%	71%	76%		76%	72%		75%	71%								
They paid for it and I don't need to pay them back	N Count	288	132	155		100	85		164	124								
	Column Comparisons	-							-	-								
	% within column	25%	28%	23%		22%	28%		23%	29%								
They paid for it and I needed to pay them back	N Count	100	53	47		29	34		50	49								
	Column Comparisons	-							-	-								
	% within column	1%	0%	1%		2%	0%		2%	0%								
Don't know	N Count	4	1	3		2	0		4	0								
	Column Comparisons	-							-	-								

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 1 of 7

									В	ANNE	R							
		Age	and ger respo	nder of ndent	child	Urban	/ Rural		Workin	g status	S		Г	03 - Soc	ial grad	le		Finan- cial wellb- eing
CNATA Variatidathat agreement also have			NET:		NET:						NET: Not work-							
SM5c - You said that someone else boug		NET:	Fema-	NET:	Fema-						ing/							
you, which of these best describes whet	ner you need to	Male	le 8-	Male				Full 	Part 	Stud-	reti-	4.5	64	62	5.5	NET:		Doing
pay them back or not? [SINGLE]	% within column	8-12	12	13-17	17	Urban		time	time	ent	red	AB	C1	C2	DE	ABC1	C2DE	well
Weighted Pace	% Within Column N Count	99	119	88	86	364	27	295	52	15	27	168	67	94	61	235	156	125
Weighted Base	Column Comparisons																	
	% within column	103	121	92	97	384	27	320	48	16	25	233	57	68	53	290	121	148
Unweighted Base	N Count	103	121	32	31	304	21	320	40	10	23	233	37	00	33	230	121	140
onweighted base	Column Comparisons																	
	% within column	i	i	k	1	а	b	а	b	С	d	а	b	С	d	е	f	а
Column Names	N Count		,											_				
	Column Comparisons																	
	% within column	71%	79%			73%		74%				75%				74%	73%	72%
They paid for it and I don't need to pay them back	N Count	70	94			265		218				126				174	114	90
	Column Comparisons	-	-			-		-								-	-	
	% within column	28%	19%			26%		25%				24%				25%	26%	27%
They paid for it and I needed to pay them back	N Count	28	22			95		74				40				59	40	33
	Column Comparisons	-	-			-		-								-	-	
	% within column	1%	2%			1%		1%				1%				1%	1%	2%
Don't know	N Count	1	3			4		4				2				2	2	2
	Column Comparisons	-	-			-		-								-		

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 2 of 7

									В	ANNE	R							
			ncial peing	Ethr	nicity		ld ident pacting			Disab Condit H	ion in	Educa Healtl Plan (n Care	Ben	efits		ental trols	Paren- tal Conc- ern
					NET:			NET: Identi-	NET: No identi-					NET: Hous- ehold		NET: Has		
SM5c - You said that someone else boug	tht the items for				All ot-			fied	fied				Don't	recei-		Paren-		
you, which of these best describes whet					her			need/					have	ves	No	tal	No	Not
• •	ner you need to		Strug-		Ethni-		al		condi-	NET:		Has an				Contr-		Conc-
pay them back or not? [SINGLE]	0/ 11/1	ing by		Whit			Health		tion	Yes	No	EHCP	EHCP	its	its	ols	ols	erned
	% within column	172	94	278	106	28	18	121	263	54	106	49	342	215	161	375	16	81
Weighted Base	N Count																	
	Column Comparisons																	
	% within column	176	87	294	110	25	20	120	284	57	116	52	359	222	174	395	16	78
Unweighted Base	N Count																	
	Column Comparisons																	
	% within column	b	С	а	b	а	b	С	d	а	b	а	b	a	b	а	b	a
Column Names	N Count																	
	Column Comparisons																	
	% within column	73%		71%	79%			70%	75%		77%		74%	76%	71%	73%		
They paid for it and I don't need to pay them back	N Count	125		198	84			84	198		82		252	163	115	273		
	Column Comparisons							-	-							-		
	% within column	27%		28%	18%			30%	23%		23%		25%	24%	26%	26%		
They paid for it and I needed to pay them back	N Count	46		79	19			37	61		25		87	52	42	98		
	Column Comparisons			b				-	-							-		
	% within column	0%		0%	3%			0%	1%		0%		1%	0%	2%	1%		
Don't know	N Count	1		1	3			0	4		0		3	0	4	4		
	Column Comparisons				а			-	-		-				а	-		

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

									В	ANNE	R							
		_	ental cern	Tim	ie Spent	t Online	(Week	day)	Tim	e Spent	Online	(Week	end)		Sp	ent Mo	ney	
														Boug- ht some- thing on eit- her Social		Boug- ht	Boug-	
			NET: Mod												some-			Not
SM5c - You said that someone else boug	the items for	A little						NET: 5					NET: 5	a, or while	thing on	while		ht fro-
you, which of these best describes whet	her you need to		Conc-	0 -	3 -	5 -		+	0 -	3 -	5 -	Over 6			social	Gami-	_	m eit-
pay them back or not? [SINGLE]		erned	erned	2hrs	4hrs	6hrs	6+ hrs	Hours	2hrs	4hrs	6hrs	hrs	Hours	ng	media	ng	both	her
	% within column	121	188	93	200	70	28	98	40	126	127	98	225	391	391	324	324	0
Weighted Base	N Count																	
	Column Comparisons																	
	% within column	129	203	99	203	78	31	109	38	138	132	103	235	411	411	346	346	0
Unweighted Base	N Count																	
	Column Comparisons																	
	% within column	b	С	а	b	С	d	е	а	b	С	d	е	а	b	С	d	е
Column Names	N Count																	
	Column Comparisons	6664	= 40/		740/			700/		c=0/	70 0/	000/	760/	-		700/	700/	
- 1 -16 -1 -1 -1 -1 -1 -1 -1 -1 -1 -1 -1 -1 -1	% within column	66%	74%		71%			72%		67%	72%	80%	76%	74%	74%	73%	73%	
They paid for it and I don't need to pay them back	N Count Column Comparisons	80	139		141			71		84	92	79	170	288	288	235	235	
	% within column	31%	200/		200/			- 200/		33%	28%	170/	- 220/	- 250/	- 25%	- 27%	- 270/	
They paid for it and I needed to pay them back	N Count	31%	26% 48		28% 56			26% 26		33% 42	35	17% 17	23% 52	25% 100	100	27% 87	27% 87	
They paid for it and Theeded to pay them back	Column Comparisons	30	40		50			-		d d	33	1/	52	100	100	-	- 07	
	% within column	3%	0%		1%			- 1%		0%	0%	3%	- 1%	- 1%	- 1%	0%	- 0%	
Don't know	N Count	3	1		2			1		0	0	3	3	4	4	1	1	
2011 CKIION	Column Comparisons	3	-		_			-		J	3	3	-	-	- T	-	-	

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

									В	ANNE	R							
		SM	purcha	se cate	gory	Feeling	gs abou	ıt SM pu	ırchase		Gan	ning Me	thod			Gamin	g Type	
																		Play-
											Desk-							ing
										Gam-	top							agai-
										es	-	Mobi-			_			nst o-
SM5c - You said that someone else boug	ht the items for			6 1		-		spend		cons-	•	le ph-		NET:		Action		ne ot-
you, which of these best describes whether		Duad	۸ - ۱۰۰۰	Subs	NICT.	U	,	more	I like			one or		Any	les or	/	Ch +	her
pay them back or not? [SINGLE]	, , , , , , , , , , , , , , , , , , , ,	Prod- uct	Activ- itv	Upgr- ade	NET: Gift	,	0	than I		_		smart- phone		Gami- ng	quiz- zes	adve- nture	ers	pers- on
pay them back of not: [SiNGLE]	% within column	228	98	138	110	184	313	216	308	224	129	250	166	386	148	171	131	114
Weighted Base	N Count	220	36	136	110	104	313	210	308	224	123	230	100	360	140	1/1	131	114
Weighted base	Column Comparisons																	
	% within column	236	107	149	122	197	332	233	327	240	142	263	174	406	159	191	150	125
Unweighted Pass	N Count	230	107	149	122	197	332	233	327	240	142	203	1/4	406	159	191	130	125
Unweighted Base	Column Comparisons																	
	% within column				-1													
California Nama		а	b	С	d	а	b	С	d	a	b	С	a	е	a	b	С	d
Column Names	N Count																	
	Column Comparisons	70 0/	7401	700/	700/	660/	/	600/		760/	740/	 0/		- 40/	700/	7501	===/	
	% within column	73%	71%	73%	70%	66%	75%	68%	74%	76%	71%	75%	77%	74%	78%	75%	75%	77%
They paid for it and I don't need to pay them back		166	70	101	78	122	235	148	227	169	91	189	128	284	116	129	99	88
	Column Comparisons					-		-						-				
	% within column	26%	27%	26%	28%	34%	24%	30%	25%	24%	28%	24%	22%	26%	21%	24%	24%	22%
They paid for it and I needed to pay them back	N Count	59	27	35	31	62	74	65	78	53	36	60	36	100	31	40	32	26
	Column Comparisons					-		-						-				
	% within column	1%	2%	2%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%
Don't know	N Count	3	2	2	2	0	3	3	3	1	1	1	1	2	1	1	1	1
	Column Comparisons					-		-		-	-	-	-	-				

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 5 of 7

									В	BANNE	R							
					Ga	ming T	ype					ning uency		Gar	ning Pur	chase [·]	Гуре	
		Play-											NET:					
		ing								NET:			Chara-	-				
		agai-								Play-			cter,				Α	
		nst								ing			skins,		Loot		stand-	
		multi-	Creat-	•						agai-			weap-		boxes/		ard	
SM5c - You said that someone else boug	ht the items for	ple	ive an-	_		Fitn-				nst ot-			ons,	NET:	packs/	In-	vers-	
you, which of these best describes whet		1 1-		-		ess a-		Intera-		her			armo-		chests	-		
•	ner you need to	le/ te-	ding	ual	exper-				Make-		NET:		,	•	,	mon-	the	Α
pay them back or not? [SINGLE]		ams	games			nce	• • • • • • • • • • • • • • • • • • • •	stories		le	Daily	ly	ols	sion	dles	ey		subs
	% within column	143	184	126	79	99	144	61	76	201	306	66	160	113	60	122	57	100
Weighted Base	N Count																	
	Column Comparisons																	
	% within column	155	189	141	90	105	156	70	81	215	324	71	181	125	66	126	66	114
Unweighted Base	N Count																	
	Column Comparisons																	
	% within column	е	f	g	h	i	j	k	1	m	а	b	а	b	С	d	е	f
Column Names	N Count																	
	Column Comparisons																	
	% within column	77%	73%	73%		73%	74%			77%	77%		76%	68%		71%		82%
They paid for it and I don't need to pay them back	N Count	111	133	92		73	107			155	237		122	77		87		82
,,	Column Comparisons									_	b							
	% within column	22%	26%	26%		27%	26%			22%	22%		23%	31%		27%		17%
They paid for it and I needed to pay them back	N Count	31	48	33		27	37			45	68		37	35		34		17
me, para les seanas medada to pa, anem back	Column Comparisons	0-					0.			-			0.			•		
	% within column	1%	1%	1%		0%	0%			1%	0%		1%	1%		1%		1%
Don't know	N Count	1	2	1		0	0			1	1		1/0	1		1		1
DOTTERTOW	Column Comparisons	.		т		<u> </u>	<u> </u>			-				1		1		

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 6 of 7

-					BAN	INER			
		Puro	ming chase pe	F	eelings	about (Gaming	Purcha	se
SM5c - You said that someone else be	ought the items for	Early		_		l spend		that peop- le who spend more, get	going to get for my
you, which of these best describes will pay them back or not? [SINGLE]	-	access to a game		I buy	good		I like the feeling	furt- her in games	mon- ey in games
Weighted Base	% within column N Count Column Comparisons	66	69	137	256	188	234	226	183
Unweighted Base	% within column N Count Column Comparisons	74	77	150	273	203	253	239	197
Column Names	% within column N Count Column Comparisons	g	h	a	b	С	d	е	f
They paid for it and I don't need to pay them b	ack			66% 91 -	73% 186 -	69% 129	75% 175	72% 163	71% 130
They paid for it and I needed to pay them back				34% 47 -	27% 68 -	31% 57	25% 58	28% 62	28% 52
Don't know				0% 0 -	0% 1 -	1% 1	1% 1	0% 1	0% 1

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, aut v, w, x, y, z (p <= 0.05)

SM5b - You said sor	neone else bought		one else bought the items fo	_
the items for you. D	id that person	describes whethe	r you need to pay them back	or not? [SINGLE]
know about these p	ourchases?	They paid for it and I don't need to	They paid for it and I needed to	
[SINGLE]		pay them back	pay them back	Don't know
	% within column	288	100	4
Weighted Base	N Count			
	Column Comparisons			
	% within column	304	103	4
Unweighted Base	N Count			
	Column Comparisons			
	% within column	a	b	С
Column Names	N Count			
	Column Comparisons			
	% within column	84% ↑	58%↓	
Yes	N Count	241 †	58↓	
	Column Comparisons	b		
	% within column	13%↓	36%↑	
Some of them	N Count	39↓	36↑	
	Column Comparisons		a	
	% within column	3%	4%	
No	N Count	7	4	
	Column Comparisons			
	% within column	0%	2%	
Don't know	N Count	0	2	
	Column Comparisons			
	% within column	16%↓	40% ↑	
NET: Some of them / No	N Count	46↓	40 ↑	

а

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Column Comparisons

								· ·	BAN	INER							
SM6 - Which of these do you th				of child		Age	of child	respond	lent			Age a	nd geno	der of chi	ld respo	ndent	
you to buy something from soci video in the last month? [MULT	•	Total	Male	Female	8-9	10-12	13-15	16-17	NET: 8- 12	NET: 13 -17	Male 8-	Female 8-9	Male 10-12	Female 10-12	Male 13-15	Female 13-15	Male 16-17
	% within column	731	342	389	128	210	254	139	338	393	61	67	99	112	114	140	69
Weighted Base	N Count																
	Column Comparisons																
	% within column	766	351	415	132	212	258	164	344	422	63	69	100	112	114	144	74
Unweighted Base	N Count																
	Column Comparisons																
	% within column	а	а	b	а	b	С	d	е	f	а	b	С	d	е	f	g
Column Names	N Count																
	Column Comparisons																
	% within column	34%	30%	37%	36%	28%	37%	36%	31%	36%			22%	33%	33%	40%	
I liked the look of something	N Count	247	102	145	46	58	93	50	105	142			22	36	37	55	
	Column Comparisons	-		а					-	-							
	% within column	27%	23%	30%	33%	23%	26%	28%	26%	27%			16%	29%	22%	29%	
I saw an advert showing it	N Count	195	78	117	42	48	66	40	89	106			16	32	25	41	
	Column Comparisons	-		а					-	-							
	% within column	25%	26%	24%	19%	27%	25%	25%	24%	25%			27%	26%	22%	28%	
There was a special offer/ discount/ bundle for a limited amount of time	N Count	181	88	92	25	56	64	35	81	100			27	29	25	39	
sandle for a minica amount of time	Column Comparisons	-							-	-			b	b		b	
	% within column	23%	26%	21%	24%	21%	24%	24%	23%	24%			24%	20%	28%	21%	
My family or friends recommended something to me	N Count	171	90	81	31	45	61	33	76	95			23	22	32	29	
sometime to me	Column Comparisons	_							_	_							

									BAN	INER							
		Age a	nd gend	er of chi	ld respo	ndent	Urban	/ Rural		Workin	g status			D3 -	Social g	ade	
SM6 - Which of these do you th you to buy something from socivideo in the last month? [MULT	ial media and/ or	Female 16-17	NET: Male 8- 12	NET: Female 8-12	NET: Male 13-17	NET: Female 13-17	NET: Urban	Rural	Full time	Part time	Stud- ent	NET: Not work- ing/ retired	AB	C1	C2	DE	NET: ABC1
	% within column	77	159	178	183	216	667	64	534	105	35	54	279	158	172	122	437
Weighted Base	N Count																
	Column Comparisons																
	% within column	100	163	181	188	242	699	67	576	96	39	52	394	136	126	110	530
Unweighted Base	N Count																
	Column Comparisons																
	% within column	h	i	j	k	I	a	b	a	b	С	d	a	b	С	d	е
Column Names	N Count																
	Column Comparisons																
	% within column	35%	26%	35%	33%	38%	33%		32%				36%	32%	36%	28%	34%
I liked the look of something	N Count	27	42	63	61	82	221		173				101	50	62	34	151
	Column Comparisons		-	-	-	-											-
	% within column	29%	22%	31%	24%	29%	27%		27%				33% ↑	22%	19%	29%	29%
I saw an advert showing it	N Count	22	35	55	44	62	179		144				92 †	35	33	35	127
	Column Comparisons		-	-	-	-							b c				-
The second of the second second	% within column	24%	28%	20%	24%	26%	25%		24%				28%	22%	20%	28%	26%
There was a special offer/ discount/ bundle for a limited amount of time	N Count	18	45	36	43	57	169		129				77	35	34	34	112
	Column Comparisons		-	-	-	-											-
Markenille on Estanda accomuna	% within column	14%	22%	23%	30%	19%	23%		24%				26%	20%	25%	19%	24%
My family or friends recommended something to me	N Count	11	35	41	55	40	157		130				72	32	43	23	104
3	Column Comparisons		-	-	-	-											-

									BAN	INER							
		D3 - Social grade	Finar	ncial well	being	Ethr	icity	Child id	lentified cond	need/ in lition		Disab Conditio	• •	Educa Healtl Plan (n Care	Ben	efits
										NET: Identi-						NET: House- hold	
SM6 - Which of these do you th you to buy something from soci video in the last month? [MULT	al media and/ or	NET: C2DE	Doing well	Getting by	Strugg- ling		NET: All other Ethnic- ities	Neur	Mental Health	ed/	fied ne- ed/ condi- tion	NET: Yes	No	Has an EHCP	Don't have an EHCP	recei- ves Benef- its	No Benef- its
,	% within column	294	203	337	188	556	165	50	45	200	521	107	259	68	663	357	342
Weighted Base	N Count																
	Column Comparisons																
	% within column	236	236	347	181	585	169	46	45	199	556	111	282	71	695	364	370
Unweighted Base	N Count																
	Column Comparisons																
	% within column	f	a	b	С	а	b	а	b	С	d	а	b	а	b	а	b
Column Names	N Count																
	Column Comparisons																
	% within column	33%	31%	37%	33%	36%	27%			30%	36%	37%	37%		34%	30%	39%
I liked the look of something	N Count	96	62	123	61	200	44			59	185	40	96		228	106	132
	Column Comparisons	-				b				-	-						а
	% within column	23%	30%	28%	21%	25%	33%			27%	27%	27%	28%		27%	25%	29%
I saw an advert showing it	N Count	68	62	94	40	140	54			53	141	29	73		178	91	98
	Column Comparisons	-								-	-						
There was a special effect discount!	% within column	23%	25%	24%	25%	23%	31%			24%	25%	25%	27%		24%	25%	26%
There was a special offer/ discount/ bundle for a limited amount of time	N Count	68	51	81	47	129	50			48	132	27	69		160	90	88
	Column Comparisons	-								-	-						

									BAN	NER							
		Pare Con	ental trols	Pare	ental Con	cern	Tir	me Spent	t Online	(Weekda	ay)	Tin	ne Spent	Online	(Weeken	d)	Spent Money
SM6 - Which of these do you thing you to buy something from social video in the last month? [MULTI]	I media and/ or	NET: Has Paren- tal Contr- ols	No Contr- ols	Not Conce- rned	A little Conce- rned	NET: Moder- ately/ Very Conce- rned	0 2hrs	3 - 4hrs	E. Chro		NET: 5+	0 - 2hrs	2 Abro	E 6brs	Over 6 hrs		
video in the last month: [WOLT]	I % within column	659	71	194	230	303	173	363	141	52	192	69	231	233	195	428	ing 731
Weighted Base	N Count	033	, 1	134	230	303	1,3	303	1-1-1	32	132	03	231	233	133	420	731
	Column Comparisons																
	% within column	691	74	194	246	323	178	376	151	58	209	69	242	249	203	452	766
Unweighted Base	N Count																
	Column Comparisons																
	% within column	а	b	а	b	С	а	b	С	d	е	а	b	С	d	е	а
Column Names	N Count																
	Column Comparisons																
	% within column	33%		42%	36%	27%↓	35%	33%	32%		34%		25%↓	34%	45%↑	39% †	34%
I liked the look of something	N Count	217		81	84	83↓	60	120	45		66		57↓	80	87 †	168 †	247
	Column Comparisons			С	С						-				b	-	-
	% within column	26%		23%	26%	30%	25%	29%	24%		25%		26%	24%	31%	27%	27%
I saw an advert showing it	N Count	174		45	61	89	42	104	33		48		59	56	61	117	195
	Column Comparisons										-					-	-
	% within column	25%		24%	20%	29%	19%	26%	24%		27%		21%	28%	25%	27%	25%
There was a special offer/ discount/ bundle for a limited amount of time	N Count	165		46	45	88	32	96	34		52		48	65	50	115	181
	Column Comparisons					b					-					-	-

									BAN	INER							
			Spent I	Money		SN	1 purchas	se catego	ory	Feelin	ıgs abou	ıt SM pur	chase		Gaming	Method	<u> </u>
SM6 - Which of these do you the you to buy something from soci video in the last month? [MULT	al media and/ or	_	Bought somet- hing while Gaming	_		Prod- uct		Subscr- iption/ Upgr- ade	NET: Gift	Regret things I buy online	What I buy is good value	I spend more than I should	I like the feeling	console or games	ter, laptop	Mobile phone or smart- phone	
	% within column	731	578	578	0	429	153	216	158	314	556	378	565	412	209	475	266
Weighted Base	N Count																
	Column Comparisons																
	% within column	766	608	608	0	450	165	226	171	329	585	402	596	436	230	500	278
Unweighted Base	N Count																
	Column Comparisons																
	% within column	b	С	d	е	a	b	С	d	а	b	С	d	a	b	С	d
Column Names	N Count																
	Column Comparisons																
	% within column	34%	32%	32%		41% †	31%	30%	23%↓	23%↓	34%	29%	35%	39% ↑	35%	37%	38%
I liked the look of something	N Count	247	185	185		177 †	47	65	36↓	73↓	190	110	196	162 †	73	178	101
	Column Comparisons	-	-	-		b c d					а	a	ас				
	% within column	27%	26%	26%		32% †	31%	25%	26%	23%	27%	25%	28%	30%	29%	30%	32%
I saw an advert showing it	N Count	195	152	152		137 †	48	55	41	72	151	93	161	125	61	143	85
	Column Comparisons	-	-	-		С											
	% within column	25%	25%	25%		26%	25%	26%	24%	20%	27%	22%	24%	26%	25%	28%	26%
There was a special offer/ discount/ bundle for a limited amount of time	N Count	181	146	146		110	39	57	38	64	148	85	137	108	52	132	69
	Column Comparisons	-	-	-													

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17 AND Children who bought from Social Media/ Video sites; Weight: Based on Nat Rep Sample; effective sample size = 698 (91%); Blank cells have a sample size that is smaller than 100.

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 5 of 21

									BAN	INER							
		Gaming Meth- od						Ga	ıming Ty	pe							g Frequ- ncy
SM6 - Which of these do you th you to buy something from socivideo in the last month? [MULT	ial media and/ or	NET: Any Gaming	or		Shoot- ers		Playing against multiple people / teams	ive and build-	in a	Simula- tion experi- ence	Fitness and dance	Sports		Makeo- vers	NET: Playing against other people	NET: Daily	Weekly
	% within column	720	261	264	221	198	276	345	224	119	137	258	102	123	376	564	133
Weighted Base	N Count																
	Column Comparisons																
	% within column	755	276	294	248	212	292	351	241	138	148	280	115	130	397	592	141
Unweighted Base	N Count																
	Column Comparisons																
	% within column	е	а	b	С	d	е	f	g	h	i	j	k	1	m	a	b
Column Names	N Count																
	Column Comparisons																
	% within column	34%	38%	37%	35%	39%	43% ↑	43% ↑	38%	41%	39%	39%	43%	39%	40% ↑	34%	33%
I liked the look of something	N Count	244	100	98	77	78	120 †	147 †	86	48	53	100	44	48	152 †	194	44
	Column Comparisons	-													-		
	% within column	27%	30%	32%	28%	30%	29%	31%	29%	33%	34%	33%	31%	31%	27%	27%	25%
I saw an advert showing it	N Count	192	78	84	63	59	80	105	65	39	46	84	31	38	102	153	33
	Column Comparisons	-													-		
	% within column	25%	26%	29%	31%	28%	28%	25%	30%	31%	26%	29%	37% †	21%	27%	26%	21%
There was a special offer/ discount/ bundle for a limited amount of time	N Count	177	68	77	68	56	77	88	67	37	35	75	38 †	25	103	145	27
bundle for a littliced amount of time	Column Comparisons	_													_		

Part 6 of 21

								BAN	NER						
		·		Ga	ming Pu	rchase T	уре			·- <u></u>	Feelings	about G	aming F	urchase	
SM6 - Which of these do you thing you to buy something from social video in the last month? [MULTI]	l media and/ or	NET: Character, skins, weapons, armour, tools		Loot boxes/ packs/ chests/ bund- les	In- game money	A stan- dard version of the game		Early access to a game	Battle Pass	Regret things I buy online		I spend more than I should	I like the feeling	spend more, get fur- ther in	clear what I'm goi- ng to get for my mo- ney in
	% within column	289	174	92	204	92	168	91	116	248	426	316	417	389	303
Weighted Base	N Count														
	Column Comparisons														
	% within column	317	191	101	208	101	187	102	128	266	448	335	443	405	324
Unweighted Base	N Count														
	Column Comparisons														
Column Names	% within column N Count Column Comparisons	а	b	С	d	е	f	g	h	a	b	С	d	е	f
	% within column	37%	27%	31%	37%	39%	40%	26%	32%	27%	33%	28%	34%	32%	26%↓
I liked the look of something	N Count	107	47	28	75	36	67	24	38	66	139	89	142	124	79↓
	Column Comparisons	b					b								
	% within column	31%	35%	27%	27%	33%	32%	42% †	31%	26%	28%	26%	28%	25%	26%
I saw an advert showing it	N Count	90	60	25	55	31	54	38 †	35	64	118	83	116	96	79
	Column Comparisons														
	% within column	29%	28%	35%	29%	32%	31%	25%	27%	24%	26%	22%	28%	26%	23%
There was a special offer/ discount/ bundle for a limited amount of time	N Count	85	48	32	58	30	53	23	31	59	113	70	115	99	71
	Column Comparisons												С		

									BAN	NER							
SM6 - Which of these do you think				of child		Age	of child	respond	lent			Age a	nd gen	der of chil	d respo	ndent	
you to buy something from social	media and/ or											Female	Male	Female		Female	
video in the last month? [MULTI]		Total		Female	8-9	10-12	13-15	16-17	12	-17	9	8-9	10-12	10-12	13-15	13-15	16-17
My family or friends recommended	% within column	23%	26%	21%	24%	21%	24%	24%	23%	24%			24%	20%	28%	21%	
something to me	N Count	171	90	81	31	45	61	33	76	95			23	22	32	29	
S	Column Comparisons	-							-	-							
	% within column	22%	20%	24%	23%	22%	21%	22%	22%	21%			18%	25%	19%	22%	
I saw an account post, use or talk about it (e.g. an influencer)	N Count	159	67	92	30	46	53	31	75	83			18	28	22	30	
(e.g. an innuencer)	Column Comparisons	-							-	-							
	% within column	20%	24%	17%	29%	22%	16%	19%	24%	17%			22%	21%	21%	12%	
I saw something when I was searching for something on the site/ app I was using	N Count	149	83	66	36	46	41	26	82	67			22	24	24	17	
something on the site/ app I was using	Column Comparisons	-	b		С				-	-							
	% within column	17%	16%	17%	21%	14%	17%	17%	16%	17%			12%	15%	15%	19%	
There was a link to the shop the items/ activities were available on	N Count	121	55	66	26	29	43	24	55	67			12	17	17	26	
activities were available on	Column Comparisons	-							-	-							
I bought something on the site's/app's	% within column	16%	17%	16%	22%	19%	13%	13%	20%	13%			18%	19%	14%	13%	
marketplace because I thought it might go	N Count	119	57	62	28	39	34	18	67	52			18	21	16	18	
to another buyer and didn't want to miss of	Column Comparisons	-							-	-							
	% within column	9%	9%	9%	11%	8%	10%	6%	9%	9%			7%	9%	8%	12%	
I would have lost something if I didn't buy	N Count	67	31	36	14	18	26	8	32	35			7	10	10	17	
it (e.g. Snapchat Streaks)	Column Comparisons	-							-	-							
	% within column	1%	2%	1%	3%	1%	1%	0%	2%	1%			3%	0%	2%	0%	
Don't know	N Count	9	5	4	4	3	2	0	7	2			3	0	2	0	
	Column Comparisons	_							_	_							

									BAN	INER							
		Age a	nd gend	er of chi	d respo	ndent	Urban	/ Rural		Workin	g status			D3 -	Social g	rade	
SM6 - Which of these do you thinl you to buy something from social video in the last month? [MULTI]		Female 16-17	NET: Male 8- 12	NET: Female 8-12	NET: Male 13-17	NET: Female 13-17	NET: Urban	Rural	Full time	Part time	Stud- ent	NET: Not work- ing/ retired	AB	C1	C2	DE	NET: ABC1
	% within column	14%	22%	23%	30%	19%	23%		24%				26%	20%	25%	19%	24%
My family or friends recommended something to me	N Count	11	35	41	55	40	157		130				72	32	43	23	104
	Column Comparisons		-	-	-	-											-
	% within column	21%	19%	25%	20%	21%	21%		23%				23%	18%	22%	23%	21%
I saw an account post, use or talk about it (e.g. an influencer)	N Count	16	30	45	37	46	142		125				65	29	38	28	93
(c.g. an innactice.)	Column Comparisons		-	-	-	-											-
	% within column	20%	29%	20%	20%	15%	20%		21%				23%	17%	22%	16%	21%
I saw something when I was searching for something on the site/app I was using	N Count	15	47	36	37	33	133		115				65	27	38	19	92
something on the site, upp i was asing	Column Comparisons		-	-	-	-											-
	% within column	19%	18%	14%	14%	19%	17%		16%				18%	22%	10%	14%	20%
There was a link to the shop the items/ activities were available on	N Count	15	29	26	26	41	114		87				51	35	18	17	86
	Column Comparisons		-	-	-	-											-
I bought something on the site's/ app's	% within column	13%	20%	19%	13%	13%	17%		18%				18%	18%	13%	14%	18%
marketplace because I thought it might go	N Count	10	33	35	24	28	112		96				51	28	22	18	79
to another buyer and didn't want to miss o	Column Comparisons		-	-	-	-											-
	% within column	6%	10%	9%	8%	10%	9%		10%				11%	8%	8%	8%	10%
I would have lost something if I didn't buy it (e.g. Snapchat Streaks)	N Count	4	16	16	15	21	63		53				30	13	13	10	44
(0	Column Comparisons		-	-	-	-											-
	% within column	1%	2%	2%	1%	0%	1%		1%				1%	2%	1%	2%	1%
Don't know	N Count	1	3	4	2	1	9		6				2	4	2	3	5
	Column Comparisons		-	-	-	-											_

									BAN	NER							
		D3 - Social grade	Finar	ncial well	being	Ethn	icity	Child id	dentified r cond	-		Disab Conditio		Educa Health Plan (n Care	Ben	efits
										NET: Identi-	NET: No identi-					NET: House- hold	
SM6 - Which of these do you thinl	k has influenced						NET: All other			fied ne- ed/	fied ne- ed/				Don't have	recei- ves	No
you to buy something from social video in the last month? [MULTI]	media and/ or	NET: C2DE	Doing well	Getting by	Strugg- ling	White - British	Ethnic- ities	Neur		condi- tion	condi- tion	NET: Yes	No	Has an EHCP	an EHCP	Benef- its	Benef- its
	% within column	23%	29%	22%	19%	21%	31%			17%	25%	20%	26%		24%	25%	23%
My family or friends recommended something to me	N Count	67	58	75	36	117	50			35	132	21	68		158	89	78
	Column Comparisons	-					а			-	-						
	% within column	22%	25%	21%	20%	23%	16%			22%	21%	17%	22%		21%	20%	24%
I saw an account post, use or talk about it (e.g. an influencer)	N Count	65	51	70	38	126	27			43	110	18	56		141	70	82
(e.g. aee)	Column Comparisons	-								-	-						
	% within column	19%	26%	17%	21%	19%	26%			24%	19%	23%	13%		20%	21%	20%
I saw something when I was searching for something on the site/ app I was using	N Count	57	52	57	39	104	43			49	98	25	35		132	73	70
cometing on the site, app i has asing	Column Comparisons	-	b							-	-	b					
	% within column	12%	21%	17%	11%	17%	16%			16%	17%	14%	20%		16%	14%	20%
There was a link to the shop the items/ activities were available on	N Count	35	43	59	20	94	27			32	88	15	51		108	52	68
	Column Comparisons	-	С							-	-						
I bought something on the site's/app's	% within column	14%	23%	15%	12%	17%	15%			20%	15%	18%	12%		15%	21%†	13%
marketplace because I thought it might go	N Count	40	46	49	23	94	25			39	80	19	32		101	74 1	43
to another buyer and didn't want to miss o	Column Comparisons	-	b c							-	-					b	
	% within column	8%	11%	10%	6%	10%	6%			13%	8%	12%	7%		8%↓	12%	6%
I would have lost something if I didn't buy it (e.g. Snapchat Streaks)	N Count	23	23	33	11	57	10			26	41	13	19		52↓	44	21
	Column Comparisons	-								-	-					b	

									BAN	NER					
			ental trols	Pare	ental Con	icern	Tiı	me Spen	t Online (Weekday)	Time Spent	Online	(Weeke	nd)	Spent Money
		NET: Has				NET: Moder-									Bought somet- hing on either Social
SM6 - Which of these do you thin you to buy something from social		Paren- tal Contr-	No Contr-	Not Conce-	A little Conce-	ately/ Very				NET: 5+			Over 6	NET: 5+	Media, or whi-
video in the last month? [MULTI]		ols	ols	rned	rned	rned	0 - 2hrs	3 - 4hrs	5 - 6hrs	6+ hrs Hours	0 - 2hrs 3 - 4hrs	5 - 6hrs		Hours	ing
	% within column	23%		20%	22%	27%	26%	21%	26%	27%	22%	19%	30%	24%	23%
My family or friends recommended something to me	N Count	154		39	51	81	44	75	37	52	50	45	58	102	171
Joinething to me	Column Comparisons									-				-	-
	% within column	21%		19%	24%	21%	18%	20%	31%	29%	20%	22%	23%	23%	22%
I saw an account post, use or talk about it (e.g. an influencer)	N Count	138		38	56	65	31	72	44	56	46	52	45	97	159
(e.g. an innuencer)	Column Comparisons								a b	-				-	-
	% within column	21%		14%	22%	23%	21%	19%	20%	22%	22%	19%	21%	20%	20%
I saw something when I was searching for something on the site/app I was using	N Count	138		28	50	70	37	70	28	43	51	44	42	86	149
something on the site/ app i was using	Column Comparisons									-				-	-
	% within column	17%		16%	16%	17%	15%	17%	14%	16%	21%	15%	14%	14%	17%
There was a link to the shop the items/ activities were available on	N Count	110		30	37	52	27	63	20	31	48	34	28	62	121
activities were available on	Column Comparisons									-				-	-
I bought something on the site's/ app's	% within column	17%		10%	17%	19%	13%	15%	21%	21%	17%	20%	10%	15%	16%
marketplace because I thought it might go	N Count	109		20	38	59	22	56	30	41	40	46	20	66	119
to another buyer and didn't want to miss of	Column Comparisons					a				-		d		-	-
	% within column	9%		7%	8%	11%	4%	10%	12%	13%	10%	8%	11%	9%	9%
I would have lost something if I didn't buy	N Count	63		14	19	34	7	35	16	25	22	19	22	40	67
it (e.g. Snapchat Streaks)	Column Comparisons							а	a	-				-	-

									BAN	NER							
			Spent I	Money		SIV	l purchas	se catego	ry	Feelin	gs abou	ıt SM pur	chase		Gaming	Method	1
SM6 - Which of these do you think you to buy something from social		_	Bought somet- hing while	_	Not bought from	Prod-		Subscr- iption/ Upgr-	NET:	Regret things I buy	What I buy is good	I spend more than I	I like the	Games console or games	laptop	Mobile phone or smart-	
video in the last month? [MULTI]		media	Gaming	both	either	uct	Activity	ade	Gift	online	value	should	feeling	player	book	phone	Tablet
No. for all the second of	% within column	23%	24%	24%		25%	29%	31% †	22%	22%	24%	24%	24%	24%	27%	25%	23%
My family or friends recommended something to me	N Count	171	138	138		106	44	67 †	35	70	134	90	134	101	57	118	62
<u> </u>	Column Comparisons	-	-	-													
	% within column	22%	23%	23%		26% †	25%	24%	23%	21%	21%	25%	24%	23%	25%	24%	25%
I saw an account post, use or talk about it (e.g. an influencer)	N Count	159	131	131		111 †	38	53	37	66	119	93	136	93	53	115	66
(18)	Column Comparisons	-	-	-									b				
	% within column	20%	22%	22%		21%	23%	25%	24%	21%	23%	23%	21%	21%	23%	22%	27% ↑
I saw something when I was searching for something on the site/app I was using	N Count	149	127	127		90	35	53	38	66	126	87	121	87	48	105	71 †
comments on the cite, app into acm,	Column Comparisons	-	-	-													
	% within column	17%	16%	16%		19%	17%	18%	22%	18%	17%	19%	19%	20%	19%	17%	17%
There was a link to the shop the items/ activities were available on	N Count	121	93	93		81	26	40	35	58	95	72	106	82	40	80	45
	Column Comparisons	-	-	-													
I bought something on the site's/app's	% within column	16%	18%	18%		16%	31% †	23%	32% †	25% ↑	17%	22%†	17%	17%	23% ↑	15%	14%
marketplace because I thought it might go	N Count	119	103	103		69	47 †	49	51 ↑	78 †	94	82 †	97	68	48 †	73	37
to another buyer and didn't want to miss of	Column Comparisons	-	-	-			а		а						c d		
	% within column	9%	11%	11%		7%	8%	15% †	17% †	14% †	9%	13% †	10%	9%	13%	8%	8%
I would have lost something if I didn't buy it (e.g. Snapchat Streaks)	N Count	67	61	61		32	13	33 ↑	26 †	44 †	48	50 †	54	38	28	40	22
	Column Comparisons	-	-	-				a b	a b	b d		b d					

									BAN	NER							
		Gaming Meth- od						Ga	aming Ty	pe							g Frequ- ncy
SM6 - Which of these do you think you to buy something from social video in the last month? [MULTI]		NET: Any Gaming	or		Shoot- ers		Playing against multiple people / teams	ive and build-	Playing in a virtual worlds	Simula- tion experi- ence	Fitness and dance	Sports		Makeo- vers	NET: Playing against other people	NET: Daily	Weekly
	% within column	24%	27%	26%	28%	25%	23%	23%	26%	31%	20%	28%	28%	26%	23%	25%	20%
My family or friends recommended	N Count	169	69	68	61	50	64	79	58	37	27	71	29	32	85	139	26
something to me	Column Comparisons	_													_		-
	% within column	22%	20%	25%	23%	28%	25%	24%	22%	24%	21%	23%	22%	30%	24%	23%	19%
I saw an account post, use or talk about it	N Count	157	53	65	51	55	68	84	50	28	29	59	23	37	91	128	25
(e.g. an influencer)	Column Comparisons	-													-		
	% within column	21%	21%	25%	24%	24%	22%	20%	20%	32% †	29%	21%	23%	20%	22%	22%	19%
I saw something when I was searching for	N Count	149	55	65	54	47	61	69	45	37 †	39	55	24	25	82	122	25
something on the site/ app I was using	Column Comparisons	_													_		
	% within column	17%	16%	17%	19%	21%	20%	17%	20%	21%	19%	19%	17%	20%	19%	17%	16%
There was a link to the shop the items/	N Count	121	42	45	42	42	54	58	45	25	26	50	18	25	70	97	21
activities were available on	Column Comparisons	_													_		
	% within column	16%	19%	23%↑	19%	23%	17%	15%	19%	20%	21%	20%	29% ↑	19%	18%	16%	18%
I bought something on the site's/app's marketplace because I thought it might go		116	49	611	42	46	48	51	43	24	29	51	291	24	69	92	24
to another buyer and didn't want to miss of	Column Comparisons			f				-				-			_		
	% within column	9%	10%	12%	11%	15%	10%	9%	11%	14%	13%	9%	9%	11%	11%	10%	8%
I would have lost something if I didn't buy	N Count	66	25	31	25	29	29	31	26	17	18	22	10	13	43	55	11
it (e.g. Snapchat Streaks)	Column Comparisons	-		J-				J-	20		10		10	10	-	33	

Part 13 of 21

								BAN	NER						
				Ga	ming Pu	rchase Ty	ype				Feeling	s about G	aming F	urchase	
SM6 - Which of these do you thin you to buy something from social video in the last month? [MULTI]		NET: Character, skins, weapons, armour, tools	NET: Game expan- sion	Loot boxes/ packs/ chests/ bund- les	In- game money		A subscri- ption	Early access to a game	Battle Pass	Regret things I buy online		I spend more than I should	I like the feeling	air that people who spend more, get fur- ther in	what I'm goi- ng to get for my mo- ney in
My family or friends recommended	% within column	23%	27%	23%	21%	38%↑	29%	31%	21%	24%	25%	25%	24%	22%	24%
something to me	N Count Column Comparisons	68	46	21	42	35 ↑	49	29	24	60	107	78	99	84	74
	% within column	25%	26%	27%	29%	28%	26%	26%	22%	24%	22%	27%	24%	25%	25%
I saw an account post, use or talk about it (e.g. an influencer)	N Count	73	45	25	58	26	44	24	25	59	94	84	100	97	77
,	Column Comparisons														
I saw something when I was searching for	% within column	24%	28%	34%	25%	24%	22%	26%	28%	21%	23%	25%	20%	23%	25%
something on the site/ app I was using	N Count	68	49	31	51	22	37	23	33	53	97	79	85	88	74
	Column Comparisons														
There was a limb to the about the items.	% within column	22% ↑	21%	22%	19%	20%	19%	26%	25%	21%	16%	18%	18%	19%	21%
There was a link to the shop the items/ activities were available on	N Count	63 ↑	37	21	38	18	32	24	29	52	70	57	73	73	63
	Column Comparisons														
I bought something on the site's/app's	% within column	23%	27% †	28%	16%	25%	18%	32% †	25%	25% †	19%	23%🕇	18%	21%	24% †
marketplace because I thought it might go		65	48 1	26	33	23	31	29 †	29	62 †	79	71 †	77	81 †	72 †
to another buyer and didn't want to miss of	Column Comparisons		d					d							
	% within column	13%	18% †	13%	9%	12%	10%	16%	15%	13%	11%	13% †	12%	12% †	14% †
I would have lost something if I didn't buy it (e.g. Snapchat Streaks)	N Count	37	32 †	12	19	11	18	15	17	32	47	41 ↑	50	48 †	42 †
ic (c.b. Shapehat Streams)	Column Comparisons														

									BAN	NNER						
SM6 - Which of these do you th				r of child ondent		Age	of child	respond	dent		A	e and ge	nder of ch	ld respo	ndent	
you to buy something from soci video in the last month? [MULT	•	Total	Male	Female	8-9	10-12	13-15	16-17	NET: 8-	NET: 13	Male 8- Fem 9 8-	-		Male 13-15	Female 13-15	Male 16-17
	% within column	1%	2%	1%	3%	1%	1%	0%	2%	1%		3	6 0%	2%	0%	
Don't know	N Count	9	5	4	4	3	2	0	7	2			3 0	2	0	
	Column Comparisons	-							-	-						
	% within column	1%	0%	1%	1%	0%	1%	1%	0%	1%		0	6 0%	1%	1%	
Another reason	N Count	4	2	2	1	0	2	1	1	3			0 0	1	1	
	Column Comparisons	-							-	-						
	% within column	99%	98%	99%	97%	99%	99%	100%	98%	99%		97	6 100%	98%	100%	
NET: Any	N Count	722	337	385	123	207	252	139	331	391		9	5 112	111	140	
	Column Comparisons	-							-	-						

									BAN	INER							
		Age a	nd gend	er of chi	ld respo	ndent	Urban	/ Rural		Workin	g status			D3 -	Social gr	ade	
SM6 - Which of these do you thi you to buy something from soci- video in the last month? [MULT	al media and/ or	Female 16-17	NET: Male 8- 12	NET: Female 8-12	NET: Male 13-17	NET: Female 13-17	NET: Urban	Rural	Full time	Part time	Stud- ent	NET: Not work- ing/ retired	AB	C1	C2	DE	NET: ABC1
-	% within column	1%	2%	2%	1%	0%	1%		1%				1%	2%	1%	2%	1%
Don't know	N Count	1	3	4	2	1	9		6				2	4	2	3	5
	Column Comparisons		-	-	-	-											-
	% within column	1%	0%	0%	1%	1%	0%		0%				0%	1%	1%	1%	0%
Another reason	N Count	1	0	1	2	2	3		1				1	1	1	1	2
	Column Comparisons		-	-	-	-											-
	% within column	99%	98%	98%	99%	100%	99%		99%				99%	98%	99%	98%	99%
NET: Any	N Count	76	156	174	181	215	657		529				278	155	170	119	432
	Column Comparisons		-	-	-	-											-

									BAN	NER							
		D3 - Social grade	Finar	ncial well	being	Ethr	nicity	Child i	dentified cond	need/ in ition			oility/ on in HH	Educa Health Plan (I	n Care	Ben	efits
										NET: Identi-	NET: No identi-					NET: House- hold	
SM6 - Which of these do you thin you to buy something from social video in the last month? [MULTI]	l media and/ or	NET: C2DE	Doing well	Getting by	Strugg- ling	White - British	NET: All other Ethnic- ities		Mental	fied ne- ed/ condi- tion	fied ne- ed/ condi- tion	NET: Yes	No	Has an EHCP	Don't have an EHCP	recei- ves Benef- its	No Benef- its
video in the last month. [WO211]	% within column	1%	1%	1%	2%	1%	1%	iveur	. ricaitii	1%	1%	1%	0%	LITE	1%	2%	1%
Don't know	N Count	4	2	3	4	8	1			3	7	1	1		8	7	2
	Column Comparisons	-								-	-						
	% within column	1%	0%	0%	1%	1%	0%			1%	0%	2%	0%		0%	1%	0%
Another reason	N Count	2	1	1	2	3	1			2	2	2	1		2	2	1
	Column Comparisons	-								-	-						
	% within column	99%	99%	99%	98%	99%	99%			99%	99%	99%	100%		99%	98%	99%
NET: Any	N Count	289	201	334	185	548	163			197	514	105	258		655	350	340
	Column Comparisons	-								-	-						

Part 17 of 21

									BAN	INER					
			ental trols	Pare	ental Cor	icern	Ti	me Sper	t Online	(Weekday)	Time Spen	t Online	(Weekei	nd)	Spent Money
															Bought somet-
		NET: Has				NET: Moder-									hing on either Social
SM6 - Which of these do you	think has influenced	Paren-				ately/									Media,
you to buy something from so		tal Contr-	No Contr-	Not Conce-	A little Conce-	Very Conce-				NET: 5	+		Over 6	NET: 5+	or whi-
video in the last month? [MU	LTI]	ols	ols	rned	rned	rned	0 - 2hrs	3 - 4hrs	5 - 6hrs		0 - 2hrs 3 - 4hrs	5 - 6hrs		Hours	ing
	% within column	1%		2%	0%	1%	2%	1%	0%	1%	2%	1%	1%	1%	1%
Don't know	N Count	9		4	1	4	4	4	0	1	4	3	2	5	9
	Column Comparisons									-				-	-
	% within column	0%		2%	0%	0%	1%	0%	1%	1%	0%	1%	1%	1%	1%
Another reason	N Count	3		3	0	1	2	0	2	2	1	1	2	3	4
	Column Comparisons									-				-	-
	% within column	99%		98%	100%	99%	98%	99%	100%	99%	98%	99%	99%	99%	99%
NET: Any	N Count	650		190	229	299	169	359	141	191	226	231	193	424	722
	Column Comparisons									_				-	-

									BAI	NNER							
			Spent I	Money		SN	∕l purcha	se catego	ory	Feelin	gs abou	t SM pur	chase		Gaming	Method	
															Desk-		
		_	Bought somet-	_	Not			Subscr-		Regret	What I	I spend		Games console	-	Mobile phone	
SM6 - Which of these do you the you to buy something from soci video in the last month? [MULT	al media and/ or	hing on social		hing from	bought from either	Prod- uct	Activity	iption/ Upgr-	NET: Gift	things I buy online	buy is good value	more than I should	I like the feeling	or games	laptop or net- book	or smart- phone	Tablet
	% within column	1%	1%	1%		1%	2%	1%	1%	0%	1%	0%	1%	1%	1%	1%	3%
Don't know	N Count	9	6	6		5	3	2	1	1	4	1	6	5	3	3	8
	Column Comparisons	-	-	-													С
	% within column	1%	0%↓	0%↓		1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%
Another reason	N Count	4	01	01		2	0	0	0	1	2	2	2	2	1	3	1
	Column Comparisons	-	-	-													
	% within column	99%	99%	99%		99%	98%	99%	99%	100%	99%	100%	99%	99%	99%	99%	97%
NET: Any	N Count	722	572	572		423	150	214	157	312	553	376	559	407	206	472	258
	Column Comparisons															d	

Part 19 of 21

									BAN	INER							
		Gaming Meth- od						Ga	aming Ty	rpe							g Frequ- ncy
	you think has influenced om social media and/ or [MULTI]	NET: Any Gaming	Puzzles or quizzes	adven-	Shoot- ers	against one other	Playing against multi- ple people / teams	Creat- ive and build- ing ga-	in a	tion experi-	Fitness and dance	Sports	Intera- ctive stories	Makeo-	NET: Playing against other people		Weekly
	% within column	1%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	2%	1%	2%	0%
Don't know	N Count	9	3	2	2	3	3	6	3	1	3	3	1	2	4	9	0
	Column Comparisons	-													-		
	% within column	1%	1%	1%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	2%
Another reason	N Count	4	1	2	1	0	0	2	0	0	0	1	1	0	0	1	2
	Column Comparisons	-													-		а
	% within column	99%	99%	99%	99%	99%	99%	98%	99%	99%	98%	99%	99%	98%	99%	98%	100%
NET: Any	N Count	712	259	262	218	195	274	339	221	117	134	256	101	120	372	555	133
	Column Comparisons	-													-		

Part 20 of 21

								BAN	INER						
				Gai	ming Pu	rchase T	уре				Feeling	s about G	aming F	urchase	
															It's not
		NET:													always
		Charac-												air that	
		ter, ski-		1 4										people	
		ns,		Loot boxes/		A stan-								who spend	I'm goi-
		weapo- ns,	NET:	packs/		dard		Early		Regret	What I	I spend		•	ng to get for
SM6 - Which of these do you t	hink has influenced	armo-	Game	chests/	In-	version	Α	access		things I	buy is	more	l like		my mo-
you to buy something from so	cial media and/ or	ur, too-		bund-	game			to a	Battle	buy	good	than I	the	_	ney in
video in the last month? [MUL	TI]	ls	sion	les	money		ption	game	Pass	online	value	should	feeling		•
	% within column	1%	1%	1%	0%	1%	0%	3%	0%	0%	1%	0%	1%	1%	0%
Don't know	N Count	2	2	1	1	1	0	3	0	0	4	0	4	3	0
	Column Comparisons														
	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Another reason	N Count	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	Column Comparisons	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	% within column	99%	99%	99%	100%	99%	100%	97%	100%	100%	99%	100%	99%	99%	100%
NET: Any	N Count	287	172	91	203	91	168	88	116	248	421	316	413	386	303
	Column Comparisons														

SM7 - Thinking about spending money after seeing something on the social media and video sites/ apps you use, how much do you agree or disagree with the following statements? [SINGLE]

								NET:	NET:	
				Neither				Strongly	Strongly	
		Strongly		agree nor		Strongly	Don't	Agree/	disagree/	
		agree	Agree	disagree	Disagree	disagree	know	Agree	Disagree	Mean
	% within row	16%↓	27%↓	17%	28%↑	12%↑	1%	43%↓	40%↑	
I often regret the things I buy online from social media/video sites and apps	Column Comparisons	e f	a c e f	e f	a c e f	f		-	-	.1↓
	N Count	115↓	199↓	121	205↑	85 ↑	6	314↓	290 ↑	
	% within row	25% ↑	51% ↑	18%	5%↓	1%↓	1%	76% ↑	5%↓	
The things I buy online from social media/video sites and apps are good value	Column Comparisons	c d e f	a c d e f	d e f	e f			-	-	.9 ↑
	N Count	180 ↑	376 †	129	33↓	5↓	7	556 †	38↓	
Lafter and a constant when the old on the above the collins of the collins of	% within row	15%↓	36%↓	21%	20%↑	7%	1%	52%↓	27%↑	
I often spend more money than I should on the things I buy online from social media / video sites and apps	Column Comparisons	e f	a c d e f	a e f	a e f	f		-	-	.3↓
/ video sites and apps	N Count	113↓	265↓	151	146 †	48	8	378↓	194 ↑	
	% within row	26% ↑	51% ↑	18%	3%↓	1%↓	0%	77% †	4%↓	
I like the feeling of buying things online from social media/ video sites and apps	Column Comparisons	c d e f	a c d e f	d e f	e f			-	-	1.0 ↑
	N Count	193 †	372 †	134	20↓	81	3	565 †	28↓	

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17 AND Children who bought from Social Media/ Video sites;

Weight: Based on Nat Rep Sample; effective sample size = 691 (90%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

									BANNEI	R						
SM7_1 - I often regre	•			of child ndent		A	ge of child	responde	nt			Age and	l gender o	f child res	pondent	
online from social me	edia/ video sites								NET: 8-	NET: 13-		Female 8	Male 10-		Male 13-	Female
and ap		Total	Male	Female	8-9	10-12	13-15	16-17	12	17	Male 8-9	-9	12	10-12	15	13-15
Weighted Base	% within column N Count Column Comparisons	731	342	389	128	210	254	139	338	393	61	67	99	112	114	140
Unweighted Base	% within column N Count Column Comparisons	766	351	415	132	212	258	164	344	422	63	69	100	112	114	144
Column Names	% within column N Count Column Comparisons	а	а	b	а	b	С	d	е	f	а	b	С	d	е	f
	% within column	16%	18%	13%	19%	18%	12%	16%	18%	13%			18%	18%	15%	9%
Strongly agree	N Count	115	63	52	24	38	29	23	62	52			18	20	17	13
	Column Comparisons	-							-	-						
	% within column	27%	31%	24%	33%	26%	28%	22%	29%	26%			31%	22%	31%	26%
Agree	N Count	199	104	95	42	55	72	30	97	102			31	25	35	37
	Column Comparisons	-							-	-						
	% within column	17%	15%	18%	17%	18%	16%	15%	17%	16%			13%	23%	16%	17%
Neither agree nor disagree	N Count	121	53	69	21	38	42	21	59	63			12	25	18	24
	Column Comparisons	-							-	-						
	% within column	28%	26%	30%	20%	25%	31%	34%	23%	32%			27%	23%	28%	34%
Disagree	N Count	205	88	117	25	53	79	48	78	127			27	26	32	47
	Column Comparisons	-							-	-						а
	% within column	12%	9%	14%	11%	12%	11%	12%	12%	12%			10%	14%	11%	12%
Strongly disagree	N Count	85	32	53	14	25	29	17	39	46			10	15	12	17
	Column Comparisons	-							-	-						
	% within column	1%	1%	1%	1%	1%	1%	1%	1%	1%			2%	0%	0%	2%
Don't know	N Count	6	2	4	1	2	2	1	3	3			2	0	0	2
	Column Comparisons	-							-	-						
	% within column	43%	49% †	38%↓	52%	44%	40%	38%	47%	39%			49%	40%	45%	35%
NET: Agree	N Count	314	167 †	146↓	66	93	101	53	159	154			48	45	52	50
	Column Comparisons	-	b						-	-						

									BANNEI	R						
CN/7 1 Lofton so	arat tha things I been		Age and	d gender o	f child res	oondent		Urban,	/ Rural	_	Workin	g status		D3 -	- Social gra	ade
	gret the things I buy media/ video sites	Male 16-	Female	NET: Male 8-	NET:	NET: Male 13-	NET: Female	NET:					NET: Not working/			
and ap		17	16-17	12	-12	17	13-17	Urban	Rural	Full time	Dart time	Student	retired	AB	C1	C2
ana ap	% within column	69	77	159	178	183	216	667	64	534	105	35	54	279	158	172
Weighted Base	N Count	05	,,	133	170	103	210	007	04	334	103	33	34	213	130	1/2
Weighted base	Column Comparisons															
	% within column	74	100	163	181	188	242	699	67	576	96	39	52	394	136	126
Unweighted Base	N Count	, ,	100	103	101	100	272	033	07	370	30	33	32	334	130	120
Onweighted base	Column Comparisons															
	% within column	g	h	i	i	k	1	а	b	а	b	С	d	а	b	C
Column Names	N Count	ъ	•••		J		•	u	S	u	, ,	C	ŭ	u	D	·
Column Names	Column Comparisons															
	coramii companisons		15%	21%	16%	16%	11%	16%		18%↑				18%	12%	15%
Strongly agree			11	34	29	29	24	109		981				50	19	26
otionisiy asi cc				-	-	-	-	103		b				30	13	20
			22%	34%	24%	27%	25%	28%		28%				26%	28%	27%
Agree			17	55	42	50	54	188		147				73	44	46
7.6.00			-,	-	-	-	-	b		,				, 5	• •	.0
			9%	13%	21%	17%	14%	16%		16%				15%	21%	11%
Neither agree nor disag	gree		7	21	38	31	31	110		87				42	34	19
Training agree her aloa?	ь. ос		•	-	-	-	-			0.					•	
			36%	21%	25%	29%	35%	27%		27%				28%	31%	30%
Disagree			28	34	44	54	75	182		144				77	50	51
			а	_	_	-	_									
			18%	9%	14%	10%	14%	11%		10%				13%	7%	17%
Strongly disagree			14	14	25	18	29	71		56				36	11	29
3, 1, 1, 0, 1, 1				_	_	-	_									
			0%	1%	1%	0%	1%	1%		0%↓				1%	1%	1%
Don't know			0	2	1	1	2	6		1↓				1	1	2
			Ź	-	-	-	-	-								
			37%	56% 1	40%	43%	36%	45% ↑		46%				44%	39%	42%
NET: Agree			29	88 1		79	78	298 †		245				122	62	71
J				_	_	_	_	b		b						

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		D3 -	- Social gra	ade	Finar	ncial wellk	peing	Ethr	nicity	Child		need/ imp dition	pacting	Disab Conditio		Educat- ional Health Care Plan (EHCP)
SM7_1 - I often regret online from social me			NET:	NET:	Doing	Getting	Strugg-	White B-	NET: All other Ethnic-	Neurodi-	Mental	NET: Identi- fied need / condi-	NET: No identi- I fied need / condi-			Has an
and ap		DE	ABC1	C2DE	well	by	ling	ritish	ities	versity	Health	tion	tion	NET: Yes	No	EHCP
Weighted Base	% within column N Count Column Comparisons	122	437	294	203	337	188	556	165	50	45	200	521	107	259	68
Unweighted Base	% within column N Count Column Comparisons	110	530	236	236	347	181	585	169	46	45	199	556	111	282	71
Column Names	% within column N Count Column Comparisons	d	е	f	а	b	С	а	b	а	b	С	d	а	b	a
Strongly agree	% within column N Count Column Comparisons	17% 20	16% 69 -	16% 46 -	24%† 48† b c	12% 40	14% 27	15% 86	17% 28			17% 34 -	15% 80 -	16% 18	12% 30	
Agree	% within column N Count Column Comparisons	31% 37	27% 116 -	28% 83 -	27% 55	30% 103	21% 39	27% 151	26% 43			31% 63 -	25% 131 -	31% 33	23% 59	
Neither agree nor disagree	Column Comparisons	22% 26	17% 76 -	15% 45 -	13% 26	17% 59	20% 37	16% 87	19% 32			17% 33 -	17% 86 -	15% 16	15% 38	
Disagree	% within column N Count Column Comparisons	22% 27	29% 127 -	27% 78 -	22% 45	29% 98	33% 62	29% 161	25% 41			24% 49 -	30% 154 -	27% 29	36% 94	
Strongly disagree	% within column N Count Column Comparisons	8% 9	11% 47 -	13% 38 -	14% 29	11% 37	10% 19	12% 66	11% 19			9% 19 -	13% 66 -	9% 10	14% 36	

									BANNER	1						
		Educat- ional Health Care Plan (EHCP)	Ben	efits	Parental	Controls	Pare	ental Con	icern		Time Spe	nt Online ('	Weekday)		•	ent Online ekend)
SM7_1 - I often regret online from social me and ap		Don't have an EHCP	NET: House- hold receives Benefits	No Benefits	NET: Has Parental Controls	No Controls	Not Conce- rned	A little Conce- rned	NET: Modera- tely/ Ver- y Conce- rned	0 - 2hrs	3 - 4hrs	5 - 6hrs	6+ hrs	NET: 5+ Hours	0 - 2hrs	3 - 4hrs
	% within column	663	357	342	659	71	194	230	303	173	363	141	52	192	69	231
Weighted Base	N Count Column Comparisons															
Unweighted Base	% within column N Count Column Comparisons	695	364	370	691	74	194	246	323	178	376	151	58	209	69	242
Column Names	% within column N Count Column Comparisons	b	a	b	a	b	а	b	С	а	b	С	d	е	a	b
Strongly agree	% within column N Count	15% 98	18% 64	13% 46	17% †		9%↓ 17↓	14% 32	21% † 64 †	15% 26	15% 55	18% 26		17% 34		17% 40
Agree	Column Comparisons % within column N Count	27% 181	28% 100	25% 87	b 28% 182		16%↓ 30↓	32% 73	a 31% 94	26% 46	26% 94	31% 43		- 31% 60		36%1 841
. 6	Column Comparisons % within column	17%	17%	16%	17%		14%	a 17%	a 18%	19%	13%	19%		20%		c d 15%
Neither agree nor disagree	Column Comparisons	113	61	54	110		27	39	54	34	48	27		39		35
Disagree	% within column N Count Column Comparisons	28% 188	27% 96	30% 103	27% 177		42% ↑ 82 ↑ b c	28% 63 c	20%↓ 59↓	26% 45	32% 117	24% 33		22% 42 -		20% \ 46 \
Strongly disagree	% within column N Count	12% 78	9% 33	15% 51	11% 73		19% ↑ 37 ↑	9% 20	9% 28	13% 22	13% 47	7% 9		8% 16		10% 23
	Column Comparisons			а			b c							-		

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			e Spent Or Weekend			S	pent Mon	еу		S	M purcha	se categor	ТУ	Feelings a	bout SM	purchase
SM7_1 - I often regret online from social me	•	E. Chan	Over 6	NET: 5+	Bought somet- hing on either Social Media, or while	Bought somet- hing on social	Bought somet- hing whi- le Gami-	Bought somet- hing fro-	Not bought from	Due due t	A aki ida	Subscription/	NET. Cife	Regret things I buy	What I buy is good	I spend more than I
and ap	% within column	5 - 6hrs	hrs	Hours	gaming	media	ng	m both	either	Product	Activity		NET: Gift	online	value	should
Weighted Base	N Count Column Comparisons	233	195	428	731	731	578	578	0	429	153	216	158	314	556	378
Unweighted Base	% within column N Count Column Comparisons	249	203	452	766	766	608	608	0	450	165	226	171	329	585	402
Column Names	% within column N Count Column Comparisons	С	d	е	a	b	С	d	е	a	b	С	d	a	b	С
	% within column	16%	10%	13%	16%	16%	19% †	19%↑		13%	22%	21%	28%↑	37%↑	17%	26%↑
Strongly agree	N Count Column Comparisons	36	20	56 -	115 -	115 -	109 † -	109 ↑ -		57	34	45	45 ↑ a	115 ↑ b c d	95	99 † b d
	% within column	23%	22%	22%↓	27%	27%	29%	29%		22%↓	37% ↑		37%↑	63%↑	25%	36% ↑
Agree	N Count	54	42	96↓	199	199	170	170		93↓	57 †	71	59 †	199 ↑	137	136 ↑
	Column Comparisons			-	-	-	-	-			a	a	a	b c d		b d
	% within column	17%	17%	17%	17%	17%	16%	16%		17%	15%	15%	13%	0%↓	15%	14%
Neither agree nor disagree		39	32	72	121	121	95	95		73	23	31	20	01	82	55
	Column Comparisons			-	-	-	-	-							a	a
	% within column	34%	35%	34%↑		28%	23%↓	23%↓		34%↑	20%	23%	11%↓	0%↓	29%	17%↓
Disagree	N Count	78	68	146 †	205	205	136↓	136↓		146 †	31	49	18↓	01	159	66↓
	Column Comparisons	a b	a b	-	-	-	-	-		b c d	d For I	d	4.00/	00/ 1	a c	a For I
Character dise	% within column	11%	17%	13%	12%	12%	11%	11%		13%	5%↓		10%	0%↓	14% 🕇	5%↓
Strongly disagree	N Count Column Comparisons	25	32	57 -	85 -	85 -	64 -	64 -		56	81	19	16	01	80 ↑ a c d	20 ↓ a

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		Feelings about SM purc- hase		Ga	ming Meth	od					G	Gaming Typ	oe			
SM7_1 - I often regret online from social me and ap		I like the	Games console or games player		Mobile phone or smartp-hone	Tablet	NET: Any Gaming	Puzzles or quizzes	Action/ adven- ture	Shooters	Playing against one other person	Playing against multiple people/teams	Creative and building games	Playing in a virtual worlds	Simula- tion experi- ence	Fitness and dance
Weighted Base	% within column N Count	565	412	209	475	266	720	261	264	221	198	276	345	224	119	137
Unweighted Base	Column Comparisons % within column N Count Column Comparisons	596	436	230	500	278	755	276	294	248	212	292	351	241	138	148
Column Names	% within column N Count Column Comparisons	d	a	b	С	d	е	a	b	С	d	е	f	g	h	i
Strongly agree	% within column N Count Column Comparisons	18% ↑ 101 ↑		17% 36	13%↓ 60↓	13% 35	16% 113 -	16% 42	15% 40	15% 33	19% 37 f	14% 39	11% ↓ 36↓		19% 23 f	21% 28
Agree	% within column N Count Column Comparisons	29% 162 b	26% 105	25% 53	24% 114	27% 71	27% 197 -	25% 66	29% 77	26% 57	29% 57	27% 74	23% 81	29% 64	25% 30	36% 49
Neither agree nor disagree	% within column N Count Column Comparisons	14% 82 a	14% 59	16% 34	18% 87	16% 44	17% 120 -	15% 39	17% 45	16% 35	11% 23	15% 41	18% 62	15% 33	18% 21	13% 17
Disagree	% within column N Count Column Comparisons	27% 153 a c	33% † 136 †		31% 146	29% 76	28% 200 -	26% 69	26% 68	32% 72	28% 55	32% 87	31% 106	27% 60	22% 26	18%↓ 25↓
Strongly disagree	% within column N Count Column Comparisons	12% 65 a c	13% 54	11% 22	14% 66	14% 36	12% 85 -	17% ↑ 44 ↑	12% 33	11% 24	12% 25	13% 36	17% 1 58 1		16% 18	13% 18

Part 6 of 16

									BANNER	?						
			Gamin	g Type		Gaming F	requency			C	Gaming Pu	rchase Typ	pe			Feelings about Gaming Purchase
					NET:			NET: Charac-		Loot		A				
SM7_1 - I often regret			Intera-		Playing against			ter, skin- s, weap-	NET: Ga-	boxes/ packs/		standard version		Early		Regret things I
online from social me	dia/ video sites		ctive sto-	Makeo-	other	NET:			me expa-	• • • • • • • • • • • • • • • • • • • •	In-game	of the	A subscr-	access to	Battle	buy
and ap		Sports	ries	vers	people	Daily	Weekly	our, tools	nsion	bundles	money	game	iption	a game	Pass	online
Weighted Base	% within column N Count Column Comparisons	258	102	123	376	564	133	289	174	92	204	92	168	91	116	248
Unweighted Base	% within column N Count Column Comparisons	280	115	130	397	592	141	317	191	101	208	101	187	102	128	266
Column Names	% within column N Count Column Comparisons	j	k	1	m	а	b	а	b	С	d	е	f	g	h	a
Strongly agree	% within column N Count Column Comparisons	16% 41	15% 15	15% 18	16% 59 -	16% 92	13% 17	22% 65	23% 39	20% 18	15% 31	23% 21	17% 29	31% ↑ 28 ↑	19% 22	33% † 81 † d
Agree	% within column N Count Column Comparisons	26% 67	31% 32	30% 37	28% 106 -	25% 141	36% 48 a	25% 74	35% 60	33% 31	35% 71	28% 26	25% 42	34% 31	31% 36	41% ↑ 103 ↑ b d e
Neither agree nor disagree	% within column N Count Column Comparisons	14% 35	16% 17	16% 19	15% 55 -	17% 93	19% 25	17% 48	14% 24	17% 16	16% 33	18% 16	18% 30	15% 14	20% 23	12% 29
Disagree	% within column N Count Column Comparisons	30% 78	24% 24	25% 30	29% 110	29% 162	22% 29	23% 68	17% 29	18% 17	22% 46	22% 20	27% 46	10%↓ 9↓	18% 21	10%↓ 25↓
Strongly disagree	% within column N Count Column Comparisons	13% 33	14% 15	13% 16	12% 45 -	13% 71	9% 12	11% 33	11% 19	11% 11	11% 23	10% 9	13% 23	9% 9	11% 13	4%↓ 10↓

Feelings about Gaming Purchase It's unfair that always people clear who what I'm spend going to spend going to within column				I	BANNER	}	
SM7_1 - I often regret the things I buy online from social media/ video sites and ap What I I spend buy is more get my going to buy is more good than I I like the further in money in value should feeling games games Weighted Base N Count Column Comparisons			F	eelings ab	out Gamir	ng Purchas	e
SM7_1 - I often regret the things I buy online from social media/ video sites and ap What I I spend buy is more get my going to more, get for buy is more good than I I like the further in money in value should feeling games games Weighted Base N Count Column Comparisons						It's unfair	It's not
SM7_1 - I often regret the things I buy online from social media/ video sites and ap What I I spend buy is more get my good than I I like the further in money in value should feeling games games Weighted Base N Count Column Comparisons						that	always
SM7_1 - I often regret the things I buy online from social media/ video sites and ap What I I spend buy is more get my good than I I like the further in money in value should feeling games games Weighted Base N Count Column Comparisons						people	clear
SM7_1 - I often regret the things I buy online from social media/ video sites and ap What I I spend buy is more got my online from social media/ video sites and ap What I I spend buy is more got my online from social media/ video sites and ap What I I spend buy is more got for my or get for my online from social media/ video sites and ap What I I spend buy is more got for my or should feeling games games What I I spend buy is more got for my or should feeling games games No Count Column Comparisons						who	what I'm
online from social media/ video sites and ap within column Weighted Base N Count Column Comparisons buy is more get my good than I I like the further in money in value should feeling games games 426 316 417 389 303							
online from social media/ video sites and ap weighted Base online from social media/ video sites good than I I like the further in money in value should feeling games games Weighted Base N Count Column Comparisons	SM7 1 - I often regret	the things I buy		-		•	-
and ap walue should feeling games games weighted Base N Count Column Comparisons	_		-			_	•
% within column 426 316 417 389 303 Weighted Base N Count Column Comparisons		ala, viaco sites	_				
Weighted Base N Count Column Comparisons	απα αρ	% within column				-	
Column Comparisons	Waighted Base		420	310	417	389	303
	Weignted base						
		•	440	225	442	405	224
Unweighted Base N Count 446 555 445 405 524	Unweighted Race		440	333	443	405	324
Column Comparisons	Onweighted base						
		•	h	_	٨	•	ŧ
% within column b c d e f Column Names N Count	Column Names		b	C	u	е	1
Column Comparisons	Column Names						
			220/ 🛧	200/ 🕈	200/ 🛧	220/ 🛧	29%↑
	Ctrongly agree						89 †
Strongly agree N Count 93	Strongly agree		951		03 1	911	
			260/		200/	220/	u 37% ↑
20,0	Agraa						111 †
Agree N Count 112 124	Agree		112		110	_	
% within column 13% ↓ 11% ↓ 14% 15% 14%		•	120/ I		1 /10/		
Neither agree nor disagree N Count 55 \ 35 \ 57 56 41	Noither agree per disagree						
Column Comparisons	iveither agree nor disagree		33♥	53♥	37	30	41
·		·	25%	15%⊥	26%	22%1	15%↓
	Disagree						46↓
Column Comparisons a c f a c e f a c f	Disagree			40♥			40♥
				6% . L			5%↓
=======================================	Strongly disagree						15↓
Column Comparisons a c e f c f	on onery disagree			104		30♥	134

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_	egret the things I buy		Gender respo	of child ndent		A	ge of child	responde	ent			Age a	ınd gender o	f child res	pondent	
	al media/ video sites								NET: 8-	NET: 13-		Female	8 Male 10-	Female	Male 13-	Female
and ap		Total	Male	Female	8-9	10-12	13-15	16-17	12	17	Male 8-9	-9	12	10-12	15	13-15
	% within column	1%	1%	1%	1%	1%	1%	1%	1%	1%			2%	0%	0%	2%
Don't know	N Count	6	2	4	1	2	2	1	3	3			2	0	0	2
	Column Comparisons	-							-	-						
	% within column	43%	49% †	38%↓	52%	44%	40%	38%	47%	39%			49%	40%	45%	35%
NET: Agree	N Count	314	167 †	146↓	66	93	101	53	159	154			48	45	52	50
	Column Comparisons	-	b						-	-						
	% within column	40%	35%	44%	31%	37%	43%	46%	35%	44%			37%	37%	39%	46%
NET: Disagree	N Count	290	120	170	39	78	108	65	117	173			36	41	44	64
	Column Comparisons	-		a					-	-						a

Part 9 of 16

							E	BANNE	R				
CNAZ 4 Laften namet the things I have		Age and	d gender o	f child res	pondent		Urban/	Rural	Working statu	;	D3 -	- Social gra	ide
SM7_1 - I often regret the things I buy online from social media/ video sites	Male 16-	Female	NET: Male 8-	NET: Female 8	NET: Male 13-	NET: Female	NET:			NET: Not working/			
and ap	17	16-17	12	-12	17	13-17	Urban	Rural	Full time Part time Stude	nt retired	AB	C1	C2
		0%	1%	1%	0%	1%	1%		0%↓		1%	1%	1%
Don't know		0	2	1	1	2	6		1↓		1	1	2
			-	-	-	-							
		37%	56% †	40%	43%	36%	45% ↑		46%		44%	39%	42%
NET: Agree		29	881	71	79	78	298 ↑		245		122	62	71
-			-	-	-	-	b		b				
		54% ↑	30%	39%	39%	48% ↑	38%↓		37%		40%	38%	47%
NET: Disagree		42 ↑	48	69	72	104 †	253↓		200		113	61	80
-		а	-	-	-	-							

									BANNEI	R						
		D3	- Social gr	ade	Fina	ıncial welll	peing	Ethr	nicity	Child		need/ imp dition	pacting	Disabi Conditio	-	Educat- ional Health Care Plan (EHCP)
SM7_1 - I often regret the things I buy online from social media/ video sites and ap			NET:	NET:	Doing	Getting	Strugg-	White B-		Neurodi-		/ condi-	•			Has an
and ap		DE	ABC1	C2DE	well	by	ling	ritish	ities	versity	Health	tion	tion	NET: Yes	No	EHCP
	% within column	1%	1%	1%	0%	0%	2% 🕇		1%			1%	1%	1%	1%	
Don't know	N Count	1	3	3	0	1	4 1	4	1			2	4	1	1	
	Column Comparisons		-	-								-	-			
	% within column	47%	42%	44%	51%	42%	35%	43%	43%			49%	40%	48%	34%	
NET: Agree	N Count	58	185	129	103	142	66	237	71			97	211	51	894	•
	Column Comparisons		-	-	С							-	-	b		
	% within column	30%	40%	40%	37%	40%	43%	41%	36%			34%	42%	36%	50% 1	
NET: Disagree	N Count	36	174	116	74	135	81	228	60			67	220	39	130 1	•
	Column Comparisons		-	-								-	-		a	

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17 AND Children who bought from Social Media/ Video sites; Weight: Based on Nat Rep Sample; effective sample size = 691 (90%); Blank cells have a sample size that is smaller than 100.

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 11 of 16

									BANNER							
		Educat- ional Health Care Plan (EHCP)		efits	Parental	Controls	Pare	ental Con	icern		Time Spei	nt Online (Weekday)	-	ent Online ekend)
online from socia	regret the things I buy al media/ video sites	Don't		No	NET: Has Parental	No	Not Conce-	A little Conce-	NET: Modera- tely/ Ver- y Conce-					NET: 5+		
and ap		EHCP	Benefits	Benefits		Controls	rned	rned	rned	0 - 2hrs	3 - 4hrs	5 - 6hrs	6+ hrs	Hours	0 - 2hrs	
	% within column	1%	1%	0%	1%		0%	1%	1%	0%	1%	1%		1%		2%
Don't know	N Count	6	4	1	6		1	1	4	1	3	1		1		4
	Column Comparisons													-		
	% within column	42%	46%	39%	45%		24%↓	46%	52%↑	42%	41%	49%		48%		54%↑
NET: Agree	N Count	279	163	133	293		47↓	106	158 †	72	149	69		93		124 †
	Column Comparisons				b			а	а					-		c d
	% within column	40%	36%	45%	38%↓		61% †	36%	29%↓	39%	45% ↑	30%		30%↓		30%↓
NET: Disagree	N Count	265	129	154	250↓		119 ↑	83	88↓	67	164 ↑	43		58↓		69↓
	Column Comparisons			а			bс				С			-		

Part 12 of 16

								[BANNER	₹						
			e Spent Or Weekend			S	Spent Mon	еу		S	M purcha	se categor	у	Feelings a	bout SM	purchase
					Bought somet- hing on either	Bought	Bought									
SM7 1-I often r	egret the things I buy				Social	somet-	somet-	Bought	Not			6.1.		Regret	What I	I spend
_	al media/ video sites		Over 6	NET: 5+	Media, or while	hing on social	hing whi- le Gami-		bought from			Subscri- ption/		things I	buy is	more than I
and ap		5 - 6hrs	hrs	Hours	gaming	media	ng	m both	either	Product	Activity		NET: Gift	buy online	good value	should
	% within column	0%	0%	0%	1%	1%	1%	1%		1%	0%	0%	0%	0%	0%	1%
Don't know	N Count	1	1	1	6	6	4	4		4	1	1	0	0	2	2
	Column Comparisons			-	-	-	-	-								
	% within column	39%	32%↓	35%↓	43%	43%	48% 1	48%↑		35%↓	59% †	54%↑	66% †	100% 🕇	42%	62% ↑
NET: Agree	N Count	90	62↓	152↓	314	314	279 †	279 ↑		150↓	91 †	116 †	104 †	314 ↑	233	234 ↑
	Column Comparisons			-	-	-	-	-			а	a	ас	b c d		b d
	% within column	44%	51% †	47% ↑	40%	40%	35%↓	35%↓		47%↑	25%↓	32%↓	21%↓	0%↓	43% †	23%↓
NET: Disagree	N Count	103	100↑	203 ↑	290	290	200↓	200↓		202↑	38↓	68↓	34↓	01	239 †	86↓
	Column Comparisons	a b	a b	-	-	-	-	-		b c d		d			a c d	а

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17 AND Children who bought from Social Media/ Video sites;

Weight: Based on Nat Rep Sample; effective sample size = 691 (90%); Blank cells have a sample size that is smaller than 100.; Blank cells have a sample size that is smaller than 100. Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 13 of 16

									BANNEI	₹						
		Feelings about SM purc- hase		Ga	ming Meth	od					C	Gaming Typ	oe			
	egret the things I buy I media/ video sites	I like the	Games console or games player		Mobile phone or smartp-hone	Tablet	NET: Any Gaming	Puzzles or quizzes	Action/ adven- ture	Shooters	Playing against one other person	Playing against multiple people/teams		Playing in a virtual worlds	Simula- tion experi- ence	Fitness and dance
	% within column	0%	1%	1%	0%	1%	1%	1%	1%	0%	1%	0%	1%	0%	0%	0%
Don't know	N Count	3	2	3	2	4	6	3	1	0	2	0	2	1	0	0
	Column Comparisons						-									
	% within column	46% ↑	39%	43%	37%↓	40%	43%	41%	44%	41%	47%	41%	34%↓	44%	45%	56% †
NET: Agree	N Count	262 †	161	89	173↓	106	310	107	117	90	94	113	117↓	99	53	77 †
	Column Comparisons	b		С			-	f	f		f	f		f	f	acefj
	% within column	39%	46% ↑	39%	45% ↑	42%	40%	43%	38%	43%	40%	44%	48% 1	41%	38%	31%
NET: Disagree	N Count	218	190 †	83	212 🕇	112	285	112	101	95	80	123	164 1	91	45	43
	Column Comparisons	ас	b		b		-	i				i	bghil			

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17 AND Children who bought from Social Media/ Video sites; Weight: Based on Nat Rep Sample; effective sample size = 691 (90%); Blank cells have a sample size that is smaller than 100.; Blank cells have a sample size that is smaller than 100.

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 14 of 16

									BANNER	1						
			Gamir	g Type		Gaming I	- requency			C	Gaming Pu	rchase Ty _l	pe			Feelings about Gaming Purchase
SM7 1-loften	regret the things I buy				NET: Playing	-		NET: Charac- ter, skin-		Loot boxes/		A standard	l			Regret
	al media/ video sites		Intera- ctive sto-	Makeo-	against other	NET:		=	NET: Ga-	packs/	In game	version of the	A subser	Early access to	Battle	things I
and ap		Sports	ries	vers	people	Daily	Weekly	ons, arm- our, tools	•	chests/ bundles	In-game money	game	iption	a game	Pass	buy online
aa. a.p	% within column	1%	0%	1%	0%	1%	1%	1%	1%	0%	0%	0%	0%	0%	1%	0%
Don't know	N Count	4	0	1	2	4	1	1	1	0	0	0	0	0	1	1
	Column Comparisons				-											
	% within column	42%	46%	45%	44%	41%	49%	48%	57%↑	53%	50%	50%	42%	65% †	50%	74% ↑
NET: Agree	N Count	108	47	56	164	233	66	138	100 †	49	102	46	70	59 †	58	184 †
	Column Comparisons			f	-				f					f		b d e
	% within column	43%	38%	38%	41%	41%	31%	35%	28%	30%	34%	32%	41%	19%↓	29%	14%↓
NET: Disagree	N Count	112	39	46	156	233	42	101	48	28	69	30	68	18↓	34	35↓
	Column Comparisons	i			-	b							b g			

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17 AND Children who bought from Social Media/ Video sites; Weight: Based on Nat Rep Sample; effective sample size = 691 (90%); Blank cells have a sample size that is smaller than 100.

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 15 of 16

				BANNER	}	
		F	eelings ab	out Gamir	ng Purchas	e
					It's unfair	It's not
					that	always
					people	clear
					who	what I'm
					spend	going to
SM7 1 - Loften re	gret the things I buy	What I	I spend		more,	get for
_		buy is	more		get	my
	media/ video sites	good	than I	I like the	further in	money in
and ap		value	should	feeling	games	games
	% within column	1%	0%	1%	0%	0%
Don't know	N Count	2	1	2	1	1
	Column Comparisons					
	% within column	48% ↑	68%↑	49% ↑	55% ↑	66% ↑
NET: Agree	N Count	205 ↑	215↑	203 †	214 ↑	199↑
	Column Comparisons		b d e		b d	b d e
	% within column	38%	21%↓	37%	30%↓	20%↓
NET: Disagree	N Count	163	66↓	155	118↓	61↓
	Column Comparisons	a c e f		a c e f	a c f	

								BAI	NNER						
SM7_2 - The things I I	-			of child		А	ge of child	responde	ent		Ag	ge and ger	der of child	d responde	ent
social media/ video s	ites and apps are			-						NET: 13-		Female 8-	Male 10-	Female	Male 13-
good val		Total	Male	Female	8-9	10-12	13-15	16-17	NET: 8-12	17	Male 8-9	9	12	10-12	15
Weighted Base	% within column N Count Column Comparisons	731	342	389	128	210	254	139	338	393	61	67	99	112	114
Unweighted Base	% within column N Count Column Comparisons	766	351	415	132	212	258	164	344	422	63	69	100	112	114
Column Names	% within column N Count Column Comparisons	a	а	b	a	b	С	d	e	f	а	b	С	d	е
	% within column	25%	26%	23%	31%	28%	22%	19%	29%	21%			28%	27%	23%
Strongly agree	N Count	180	91	89	40	58	55	27	98	82			28	30	26
0, 0	Column Comparisons	_							_	_					
	% within column	51%	53%	50%	48%	49%	54%	55%	48%	54%			49%	48%	58%
Agree	N Count	376	183	193	61	102	136	77	163	213			48	54	65
0	Column Comparisons	_							-	-					
	% within column	18%	15%	20%	14%	17%	19%	21%	16%	20%			15%	18%	17%
Neither agree nor disagree		129	50	79	17	35	47	30	53	77			15	20	19
0 0	Column Comparisons	_		а					-	-					
	% within column	5%	3%	6%	5%	5%	5%	2%	5%	4%			5%	5%	3%
Disagree	N Count	33	11	22	6	10	14	3	16	17			5	5	3
	Column Comparisons	-							-	-					
	% within column	1%	1%	1%	1%	1%	0%	1%	1%	0%			1%	1%	0%
Strongly disagree	N Count	5	3	2	2	2	0	1	4	1			1	2	0
	Column Comparisons	-							-	-					
	% within column	1%	2%	1%	1%	1%	1%	1%	1%	1%			2%	0%	0%
Don't know	N Count	7	5	2	2	2	1	2	4	4			2	0	0
	Column Comparisons	-							-	-					
	% within column	76%	80%	73%	79%	76%	75%	74%	77%	75%			77%	76%	80%
NET: Agree	N Count	556	273	283	101	160	191	104	261	295			76	84	91
	Column Comparisons	-	b						-	-					

								BAN	INER						
			A	ge and gen	der of chil	d responde	nt		Urban,	/ Rural		Workin	g status		D3 - Soci- al grade
SM7_2 - The things I k social media/ video si good val	•	Female 13-15	Male 16- 17	Female 16-17	NET: Male 8- 12	NET: Female 8- 12	NET: Male 13- 17	NET: Female 13-17	NET: Urban	Rural	Full time	Part time	Student	NET: Not working/ retired	
900a tai	% within column	140	69	77	159	178	183	216	667	64	534	105	35	54	279
Weighted Base	N Count Column Comparisons	110	03		133	170	103	210	007	0.	33.	103	33	3.	2,3
	% within column	144	74	100	163	181	188	242	699	67	576	96	39	52	394
Unweighted Base	N Count Column Comparisons														
Column Names	% within column N Count Column Comparisons	f	g	h	i	j	k	I	а	b	а	b	С	d	a
	% within column	21%		17%	31%	27%	23%	20%	25%		26%				31%
Strongly agree	N Count Column Comparisons	30		13	49	48	41	43	165		138				86 b
	% within column	50%		58%	50%	47%	56%	53%	51%		52%				48%
Agree	N Count Column Comparisons	71		45	80	83	103 -	114 -	343		278				135
	% within column	20%		23%	12%	19%	17%	21%	18%		15%				14%
Neither agree nor disagree	N Count Column Comparisons	28		18	19 -	34	31	46 -	117		83				40
	% within column	8%		2%	4%	6%	2%	6%	4%		5%				5%
Disagree	N Count Column Comparisons	11		1	-	10 -	- 5	12 -	30		28				13
	% within column	0%		0%	1%	1%	1%	0%	1%		1%				1%
Strongly disagree	N Count Column Comparisons	0		0	-	-	-	- 0	4		3				3
	% within column	1%		0%	2%	0%	1%	1%	1%		1%				1%
Don't know	N Count Column Comparisons	1		0	-	-	- 2	- 1	7		5				2
	% within column	72%		75%	81%	74%	79%	73%	76%		78%				79%
NET: Agree	N Count Column Comparisons	100		58	129 -	132 -	144 -	157 -	508		416 b				220

								BAI	NNER						
			D3 ·	- Social gra	ıde		Fina	ncial welll	peing	Ethr	nicity	Child		need/ imp dition	acting
SM7_2 - The things I be social media/ video si	-				NET:	NET:	Doing	Getting		White B-	NET: All other Ethnic-	Neurodiv-		need/	NET: No identified need/
good val		C1	C2	DE	ABC1	C2DE	well	by	Struggling		ities	ersity	Health		condition
Weighted Base	% within column N Count Column Comparisons	158	172	122	437	294	203	337	188	556	165	50	45	200	521
Unweighted Base	% within column N Count Column Comparisons	136	126	110	530	236	236	347	181	585	169	46	45	199	556
Column Names	% within column N Count Column Comparisons	b	С	d	е	f	а	b	С	а	b	а	b	С	d
	% within column	18%	22%	23%	26%	23%	38% ↑	21%	16%	24%	27%			26%	25%
Strongly agree	N Count Column Comparisons	28	38	28	114 -	66 -	77↑ b c	71	30	135	45			52 -	128 -
Agree	% within column N Count Column Comparisons	53% 84	56% 96	50% 61	50% 219 -	54% 157 -	49% 100	51% 172	54% 102	51% 286	50% 82			51% 101 -	51% 267 -
Neither agree nor disagree		21% 34	17% 30	21% 26	17% 74	19% 56	8%↓ 15↓		22% 42	17% 95	20% 33			18% 37	17% 91
	Column Comparisons % within column	7%	3%	3%	6%	3%	4%	a 5%	a 5%	5%	3%			3%	5%
Disagree	N Count Column Comparisons	11	4	4	25 -	- 8	7	16	10	28	5			-	26 -
Strongly disagree	% within column N Count Column Comparisons	0% 0	1% 1	1% 1	1% 3 -	1% 2 -	1% 2	0% 2	1% 2	1% 4	0% 1			1% 2 -	1% 3 -
Don't know	% within column N Count	1% 1	2% 3	1% 1	1% 4	1% 4	0% 1	1% 4	1% 2	1% 7	0% 0			1% 2	1% 6
	Column Comparisons				-	-								-	-

								BAN	INER						
		Disability/ (in F			nal Health n (EHCP)	Ben	efits	Parental	Controls	Par	ental Con	cern	Time Spe	nt Online (Weekday)
SM7_2 - The things I b social media/ video si good val	•	NET: Yes	No	Has an EHCP	Don't have an EHCP	NET: House- hold receives Benefits	No Benefits	NET: Has Parental Controls	No Controls	Not Conc- erned	A little Conce- rned	NET: Modera- tely/ Very Conce- rned	0 - 2hrs	3 - 4hrs	5 - 6hrs
800a vai	% within column	107	259	68	663	357	342	659	71	194	230	303	173	363	141
Weighted Base	N Count Column Comparisons	107	233	00	003	337	342	033	,1	134	230	303	1/3	303	141
Unweighted Base	% within column N Count Column Comparisons	111	282	71	695	364	370	691	74	194	246	323	178	376	151
Column Names	% within column N Count Column Comparisons	а	b	а	b	а	b	а	b	а	b	С	а	b	С
	% within column	22%	21%		24%	27%	23%	25%		21%	23%	28%	22%	24%	27%
Strongly agree	N Count Column Comparisons	24	56		158	97	78	166		40	53	85	38	87	39
	% within column	53%	54%		51%	50%	53%	51%		54%	52%	49%	53%	55%	44%
Agree	N Count Column Comparisons	56	140		340	177	182	335		105	120	148	91	198	62
	% within column	21%	19%		19%	16%	18%	18%		18%	18%	18%	20%	16%	19%
Neither agree nor disagree	N Count Column Comparisons % within column	22 2%	50 4%		124 a 4%	58 4%	62 5%	119 4%		34 5%	41 6%	54 3%	35 4%	56 4%	27 7%
Disagree	N Count Column Comparisons	2	11		30	16	16	29		10	14	9	7	14	9
	% within column	1%	0%		1%	1%	0%	1%		1%	0%	1%	0%	1%	1%
Strongly disagree	N Count Column Comparisons	1	0		4	4	1	4		1	0	4	1	3	2
	% within column	1%	1%		1%	1%	1%	1%		1%	1%	1%	1%	1%	1%
Don't know	N Count Column Comparisons	1	3		7	5	2	6		3	2	2	2	4	2

								BAI	NNER						
		Time Spe (Wee			Time Spe	nt Online (\	Weekend)			9	Spent Mone	чy		-	ırchase egory
	s I buy online from so sites and apps are	6+ hrs	NET: 5+ Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6 hrs	NET: 5+ Hours	Bought somet- hing on either Social Media, or while gaming	Bought somet- hing on social media	Bought somet- hing whi- le Gaming	Bought somet- hing from both	Not bought from either	Product	Activity
Weighted Base	% within column N Count Column Comparisons	52	192	69	231	233	195	428	731	731	578	578	0	429	153
Unweighted Base	% within column N Count Column Comparisons	58	209	69	242	249	203	452	766	766	608	608	0	450	165
Column Names	% within column N Count Column Comparisons	d	е	а	b	С	d	е	а	b	С	d	е	а	b
Strongly agree			29% 55 -		21% 49	24% 55	28% 54	26% 109 -	25% 180 -	25% 180 -	151 -	26% 151 -		23% 100	33% 50
Agree			44% 85 -		51% 118	52% 122	50% 98	51% 220 -	51% 376 -	51% 376 -	51% 296 -	51% 296 -		53% 228	44% 67
Neither agree nor disa	gree		20% 38 -		20% 46	17% 40	16% 32	17% 72 -	18% 129 -	18% 129 -	17% 96 -	17% 96 -		17% 74	18% 27
Disagree			6% 12 -		4% 10	6% 13	5% 9	5% 22 -	5% 33 -	5% 33 -	5% 27 -	5% 27 -		4% 18	5% 7
Strongly disagree			1%		1% 3	1% 2	0% 0	1%	1% 5	1% 5	1%	1% 4		1% 3	0% 1

								BAN	INER						
		•	rchase gory	Feel	ings about	SM purch	ıase		Ga	ıming Meth	od		G	aming Typ	pe
SM7_2 - The things I be social media/ video si good val	-	Subscription/	NET: Gift	Regret things I buy online	What I buy is good value	I spend more than I should	I like the feeling	Games console or games player	Desktop compu- ter, lapt- op or netbook	Mobile phone or smartp- hone	Tablet	NET: Any Gaming	Puzzles or quizzes	Action/ adven- ture	Shooters
Weighted Base	% within column N Count Column Comparisons	216	158	314	556	378	565	412	209	475	266	720	261	264	221
Unweighted Base	% within column N Count Column Comparisons	226	171	329	585	402	596	436	230	500	278	755	276	294	248
Column Names	% within column N Count Column Comparisons	С	d	а	b	С	d	а	b	С	d	е	а	b	С
Strongly agree	% within column N Count Column Comparisons	31% 67	35% ↑ 55 ↑	30% † 96 †	32% † 180 † a c d	29% 109	28% † 160 †	24% 99	24% 50	24% 112	27% 72	25% 177	24% 62	27% 72	28% 62
Agree	% within column N Count	46% 100	44% 70	44%↓ 137↓	68% † 376 †	47% 179	52% 293	54% 222	53% 112	53% 251	51% 135	52% 371	55% 143	50% 132	53% 117
Neither agree nor disagree		17% 37	15% 23	20%	a c d 0%↓ 0↓	18% 67	a 15%↓ 83↓	16% 67	17% 36	17% 80	17% 44	18% 128	13% 35	17% 44	15% 33
Disagree	Column Comparisons % within column N Count	5% 11	5% 8	b d 5% 15	0↑ 0%↑	b d 5% 18	b 4% 20	4% 17	5% 10	5% 24	4% 10	4% 32	6% 16	4% 10	2% 5
Character d'accours	Column Comparisons % within column	1%	0%	b d 1%	0%↓	b d 1%	b 1%	1%	0%	1%	1%	1%	1%	1%	2%
Strongly disagree	N Count Column Comparisons	2	1	4 b	01	2 b	4	2	1	4	2	- 4	2	2	4

								BAI	NNER						
						Gamin	g Type					Gaming F	requency	_	Purchase pe
SM7_2 - The things I be social media/ video si good val	-	Playing against one other person	Playing against multiple people/teams	Creative and building games	Playing in a virtual worlds	Simula- tion experi- ence	Fitness and dance	Sports	Intera- ctive stor- ies	vers	NET: Playing against other people	NET: Daily	Weekly	NET: Charac- ter, skins, weapons, armour, tools	NET: Ga- me expa- nsion
	% within column	198	276	345	224	119	137	258	102	123	376	564	133	289	174
Weighted Base	N Count Column Comparisons														
Unweighted Base	% within column N Count Column Comparisons	212	292	351	241	138	148	280	115	130	397	592	141	317	191
Column Names	% within column N Count Column Comparisons	d	е	f	g	h	i	j	k	I	m	а	b	a	b
	% within column	29%	22%	24%	29%	30%	39% ↑	24%	30%	28%	24%	27% ↑	11%↓	29%	30%
Strongly agree	N Count Column Comparisons	57	60	84	64	36	53↑ a e f	63	31	35	91 -	155 ↑ b	15↓	84	52
	% within column	47%	56%	51%	51%	50%	44%	54%	47%	47%	53%	50%	59%	50%	46%
Agree	N Count Column Comparisons	92	155	177	114	60	60	141	47	58	200 -	281	79	144	80
	% within column	17%	16%	18%	14%	10%	13%	14%	17%	16%	17%	17%	22%	15%	19%
Neither agree nor disagree	N Count Column Comparisons	34	44	62	32	11	18	37	17	20	63 -	95	29	44	32
	% within column	5%	5%	5%	6%	8%	4%	5%	5%	7%	5%	5%	4%	5%	4%
Disagree	N Count Column Comparisons	11	14	18	13	10 c	5	14	5	8	17 -	26	5	14	7
	% within column	0%	1%	0%	0%	1%	0%	0%	1%	1%	0%	0%	1%	1%	1%
Strongly disagree	N Count Column Comparisons	1	2	2	1	2	0	1	1	1	2	2	2	2	1

-							BAN	INER					
				Gaming Pur	chase Typ	e			Feelin	gs about G	Saming Pu	rchase	
SM7_2 - The things I b	ouv online from	Loot boxes/		A				Regret	What I	l spend		It's unfair that people who spend	clear what I'm going to get for
social media/ video si	-	packs/	In como	standard	A subseri	Early	Dottle	things I	buy is	more	I lika ±ba	more, get	
good val	oce and appeare	chests/ bundles	money	version of the game	ption	a game	Battle Pass	buy online	good value	than I should	feeling	further in games	games
Weighted Base	% within column N Count Column Comparisons	92	204	92	168	91	116	248	426	316	417	389	303
Unweighted Base	% within column N Count Column Comparisons	101	208	101	187	102	128	266	448	335	443	405	324
Column Names	% within column N Count Column Comparisons	С	d	е	f	g	h	a	b	С	d	е	f
Strongly agree	% within column N Count Column Comparisons	41% ↑ 38 ↑	26% 53	34% 31	26% 43	34% 31	34% 39	33% ↑ 82 ↑	31% ↑ 131 ↑	31% ↑ 97 ↑			30% 90
Agree	% within column N Count Column Comparisons	42% 39	53% 108	50% 46	56% 94	44% 40	44% 51	47% 116	54% 232 a c	48% 152	50% 210	52% 202	50% 151
Neither agree nor disagree	Column Comparisons	13% 12	15% 30	10% 9	15% 25	16% 15	19% 21	14% 36	12%↓ 51↓	16% 51 b	14% J 57 J	60	15% 45
Disagree	% within column N Count Column Comparisons	3%	5% 11	5%	4% 6	4%	3% 4	6% 14 b	2%↓ 9↓	4% 13 b	5% 20 b	4% 17 b	5% 14 b
Strongly disagree	% within column N Count Column Comparisons	1% 1	0% 1	1% 1	0%	1% 1	1% 1	1% 2	0% 2	1% 3	0% 2	0% 2	1% 2

								BAI	NNER						
_	gs I buy online from			of child indent		А	ge of child	responde	nt		Ag	ge and ger	der of child	l responde	ent
· · · · · · · · · · · · · · · · · · ·	eo sites and apps are									NET: 13-		Female 8-	Male 10-	Female	Male 13-
good val		Total	Male	Female	8-9	10-12	13-15	16-17	NET: 8-12	17	Male 8-9	9	12	10-12	15
	% within column	1%	2%	1%	1%	1%	1%	1%	1%	1%			2%	0%	0%
Don't know	N Count	7	5	2	2	2	1	2	4	4			2	0	0
	Column Comparisons	-							-	-					
	% within column	76%	80%	73%	79%	76%	75%	74%	77%	75%			77%	76%	80%
NET: Agree	N Count	556	273	283	101	160	191	104	261	295			76	84	91
	Column Comparisons	-	b						-	-					
	% within column	5%	4%	6%	6%	6%	5%	3%	6%	5%			6%	6%	3%
NET: Disagree	N Count	38	14	24	8	13	14	4	20	18			6	7	3
	Column Comparisons	-							-	-					

Part 9 of 16

								BAN	INER						
			A	ge and gen	der of chil	d responde	ent		Urban,	/ Rural		Working	g status		D3 - Soci- al grade
	gs I buy online from				NET:	NET:	NET:	NET:			_			NET: Not	
	eo sites and apps are	Female	Male 16-	Female	Male 8-	Female 8-	Male 13-	Female	NET:					working/	
good val		13-15	17	16-17	12	12	17	13-17	Urban	Rural	Full time	Part time	Student	retired	AB
	% within column	1%		0%	2%	0%	1%	1%	1%		1%				1%
Don't know	N Count	1		0	3	1	2	1	7		5				2
	Column Comparisons				-	-	-	-							
	% within column	72%		75%	81%	74%	79%	73%	76%		78%				79%
NET: Agree	N Count	100		58	129	132	144	157	508		416				220
	Column Comparisons				-	-	-	-			b				
	% within column	8%		2%	5%	7%	3%	6%	5%		6%				6%
NET: Disagree	N Count	11		1	8	12	6	12	34		31				16
	Column Comparisons				-	-	-	-							

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17 AND Children who bought from Social Media/ Video sites; Weight: Based on Nat Rep Sample; effective sample size = 691 (90%); Blank cells have a sample size that is smaller than 100.

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 10 of 16

								BAI	NNER						
			D3 -	- Social gra	de		Fina	ncial well	being	Ethr	nicity	Child		need/ imp dition	acting
_	gs I buy online from eo sites and apps are	C1	C2	DE	NET: ABC1	NET: C2DE	Doing well	Getting by	Struggling	White B-	NET: All other Ethnic- ities	Neurodiv- ersity	Mental Health	need/	NET: No identified need/condition
8	% within column	1%	2%	1%	1%	1%	0%	1%	1%	1%	0%			1%	1%
Don't know	N Count Column Comparisons	1	3	1	- -	- 4	1	4	2	7	0			2	- 6
	% within column	71%	78%	74%	76%	76%	88% †	72%	70%	76%	77%			77%	76%
NET: Agree	N Count Column Comparisons % within column	112 7%	133 3%	90 4%	333 - 6%	223 - 4%	178 ↑ b c 4%	244 5%	132 6%	421 6%	126 3%			154 - 4%	395 - 6%
NET: Disagree	N Count Column Comparisons	11	5	5	28	11	9	17	12	32	6			8	30

Part 11 of 16

								BAN	INER						
		Disability/ (in H			nal Health in (EHCP)	Ben	efits	Parental	Controls	Pare	ental Con	cern	Time Spe	nt Online (Weekday)
_	ngs I buy online from deo sites and apps are	NET: Yes	No	Has an EHCP	Don't have an EHCP	NET: House- hold receives Benefits	No Benefits	NET: Has Parental Controls	No	Not Conc- erned	A little Conce- rned	NET: Modera- tely/ Very Conce- rned	0 - 2hrs	3 - 4hrs	5 - 6hrs
J	% within column	1%	1%		1%	1%	1%	1%		1%	1%	1%	1%	1%	1%
Don't know	N Count Column Comparisons	1	3		7	5	2	6		3	2	2	2	4	2
	% within column	75%	76%		75%	77%	76%	76%		75%	75%	77%	75%	79%	72%
NET: Agree	N Count Column Comparisons	80	196		498	274	260	501		146	173	233	129	286	101
	% within column	3%	4%		5%	5%	5%	5%		6%	6%	4%	5%	5%	8%
NET: Disagree	N Count Column Comparisons	4	11		34	20	18	33		11	14	13	8	17	11

					•		BAN	NER						
		ent Online ekday)		Time Spe	nt Online (Weekend)			:	Spent Mone	у		•	rchase gory
SM7_2 - The things I buy online from social media/ video sites and apps are		NET: 5+				Over 6	NET: 5+	Bought somet- hing on either Social Media, or while	Bought somet- hing on social	Bought somet- hing whi-	Bought somet- hing from	Not bought from		
good val	6+ hrs	Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	hrs	Hours	gaming	media	le Gaming	both	either	Product	Activity
		1%		2%	0%	1%	1%	1%	1%	1%	1%		1%	1%
Don't know		2		5	1	2	3	7	7	4	4		5	1
		-					-	-	-	-	-			
		73%		73%	76%	78%	77%	76%	76%	77%	77%		76%	76%
NET: Agree		140		168	177	152	329	556	556	447	447		328	117
		-					-	-	-	-	-			
		7%		5%	7%	5%	6%	5%	5%	5%	5%		5%	5%
NET: Disagree		14		13	15	9	24	38	38	31	31		22	8
		_					_	_	_	_	-			

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17 AND Children who bought from Social Media/ Video sites; Weight: Based on Nat Rep Sample; effective sample size = 691 (90%); Blank cells have a sample size that is smaller than 100.

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 13 of 16

								BAN	INER						
		•	rchase gory	Fee	lings about	SM purch	nase		Ga	aming Meth	od		G	aming Typ	pe
_	ngs I buy online from deo sites and apps are	Subscri- ption/ Upgrade	NET: Gift	Regret things I buy online	What I buy is good value	I spend more than I should	I like the feeling	Games console or games player	Desktop compu- ter, lapt- op or netbook	Mobile phone or smartp- hone	Tablet	NET: Any Gaming	Puzzles or quizzes	Action/ adven- ture	Shooters
_	% within column	0%	0%	0%	0%↓	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%
Don't know	N Count Column Comparisons	0	0	1	01	2	5	4	2	4	3	. 7 -	3	3	1
	% within column	77%	79%	74%	100% †	76%	80% †	78%	77%	76%	78%	76%	78%	77%	81%
NET: Agree	N Count Column Comparisons	166	126	233	556↑ a c d	288	454↑ a c	321	161	363	206	548	205	204	178
NET: Disagree	% within column N Count	6% 12	6% 9	6% 18	0 ∜ ↑	5% 20	4% 24	5% 20	5% 11	6% 29	5% 12	5% 37	7% 18	5% 13	4% 9
	Column Comparisons			b d		b d	b					-			

								BAI	NNER						
						Gamin	g Type					Gaming F	requency	_	Purchase /pe
	gs I buy online from eo sites and apps are	Playing against one other person	Playing against multiple people/teams	Creative and building games	Playing in	Simula- tion experi- ence	Fitness and dance	Sports	Intera- ctive stor- ies	Makeo- vers	NET: Playing against other people	NET: Daily	Weekly	· -	NET: Ga- me expa- nsion
_	% within column	2%	0%	0%	0%	0%	0%	1%	0%	1%	1%	1%	2%	1%	1%
Don't know	N Count Column Comparisons	3	1	2	1	0	0	4	0	1	- 4	5	2	2	2
	% within column	76%	78%	76%	80%	81%	83%	79%	77%	76%	77%	77%	71%	79%	76%
NET: Agree	N Count Column Comparisons % within column	150 6%	215 6%	262 6%	178 6%	96 10%	113 4%	204 6%	78 6%	93 7%	291 - 5%	436 5%	94 5%	228 5%	132 4%
NET: Disagree	N Count Column Comparisons	11	16	20	13	11	5	14	6	9	19	28	7	16	7

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17 AND Children who bought from Social Media/ Video sites; Weight: Based on Nat Rep Sample; effective sample size = 691 (90%); Blank cells have a sample size that is smaller than 100.

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 15 of 16

							BAN	INER					
				Gaming Pur	chase Typ	e			Feelin	gs about (Gaming Pu	rchase	
	ngs I buy online from deo sites and apps are	Loot boxes/ packs/ chests/	In-game				Battle	Regret things I buy	What I buy is good	I spend more than I	I like the		clear what I'm going to get for my money in
good vai	% within column	bundles	money	the game	ption	a game	Pass	online	value	should	feeling	games	games
Dan't lina		0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%
Don't know	N Count Column Comparisons	0	2	0	0	0	0	0	2	1	2	2	1
	% within column	83%	79%	84%	81%	78%	78%	79%	85% ↑	79%	81% 1	79%	80%
NET: Agree	N Count	77	161	77	137	71	90	197	363 †	249	337 1	308	241
	Column Comparisons								a c d e f				
	% within column	4%	6%	6%	4%	6%	4%	6%	2%↓	5%	5%	5%	5%
NET: Disagree	N Count	3	12	6	6	5	5	15	11↓	16	22	19	16
-	Column Comparisons							b		b	b	b	b

Part 16 of 16

									BAN	INER				·			
SM7_3 - I often spend	•			r of child ondent		Ag	e of child	responde	nt			Age	and geno	ler of chi	ld respon	dent	
than I should on the t	hings I buy online								NET: 8-	NET: 13-	Male 8-	Female	Male 10	Female	Male 13	Female	Male 16
from socia		Total	Male	Female	8-9	10-12	13-15	16-17	12	17	9	8-9	-12	10-12	-15	13-15	-17
Weighted Base	% within column N Count	731	342	389	128	210	254	139	338	393	61	67	99	112	114	140	69
Unweighted Base	Column Comparisons % within column N Count	766	351	415	132	212	258	164	344	422	63	69	100	112	114	144	74
B	Column Comparisons																
Column Names	% within column N Count Column Comparisons	a	а	b	a	b	С	d	е	f	a	b	С	d	е	f	g
	% within column	15%	20%1	12%↓	19%	15%	14%	15%	17%	14%			22%	10%	17%	12%	
Strongly agree	N Count Column Comparisons	113	67 1 b	46↓	24	33	35	20	57 -	56 -			22	11	19	17	
	% within column	36%	34%	38%	44%	37%	34%	31%	40%	33%			32%	42%	32%	36%	
Agree	N Count Column Comparisons	265 -	118	147	56	78	87	44	135 -	130 -			32	47	36	50	
	% within column	21%	20%	21%	11%↓	19%	27% ↑	21%	16%	25%			16%	22%	29%	25%	
Neither agree nor disagree	N Count Column Comparisons	151 -	69	82	14↓	40	68 1 a	29	55 -	97 -			16	24	33	35	
	% within column	20%	21%	19%	17%	19%	17%	29% ↑	18%	21%			24%	14%	15%	20%	
Disagree	N Count Column Comparisons % within column	146 - 7%	71 4%	74 9%	21 6%	40 7%	44 8%	40 1 5%	62 - 7%	84 - 7%			24 2%	16 12%	17 8%	27 7%	
Strongly disagree	N Count Column Comparisons	48	14	34 a	7	15	19	7	23	26			2	13	9	10	
	% within column	1%	1%	1%	3%	2%	0%	0%	2%↑	0%↓			3%	1%	0%	1%	
Don't know	N Count Column Comparisons	- 8	3	5	4	4	1	0	7 † -	-			3	1	0	1	
NET: Agrae	% within column	52%	54%	50%	63%1	53%	48%	46%	57%	47%			54%	52%	49%	48%	
NET: Agree	N Count Column Comparisons	378 -	185	193	81 † c d	111	122	64	191 -	186 -			53	58	55	67	

				_			_		BAN	NER				_		_	_
		Age	and geno	ler of chi	d respon	dent	Urban	/ Rural		Workin	g status			D3 -	Social gra	ade	
SM7_3 - I often spend than I should on the the	_		NET: Male 8-	NET: Female			NET:		Full	Part		NET: Not working					NET:
from socia		16-17	12	8-12	-17	13-17	Urban	Rural	time	time	Student		AB	C1	C2	DE	ABC1
Weighted Base	% within column N Count Column Comparisons	77	159	178	183	216	667	64	534	105	35	54	279	158	172	122	437
Unweighted Base	% within column N Count Column Comparisons	100	163	181	188	242	699	67	576	96	39	52	394	136	126	110	530
Column Names	% within column N Count Column Comparisons	h	i	j	k	I	а	b	а	b	С	d	a	b	С	d	е
Strongly agree	% within column N Count Column Comparisons	13% 10	23% † 36 † -	12% 21 -	17% 31 -	12% 27 -	16% 107		16% 87				20% 56	12% 18	14% 25	11% 14	17% 74 -
Agree	% within column N Count Column Comparisons	30% 23	38% 60 -	42% 75 -	32% 58 -	34% 74 -	37% 246		40% ↑ 214 ↑ b				38% 106	39% 62	31% 53	36% 44	38% 168 -
Neither agree nor disagree	% within column N Count Column Comparisons	19% 15	14% 22 -	18% 32 -	26% 47 -	23% 50 -	21% 137		19% 104				16% 45	21% 33	22% 37	29% 36 a	18% 78 -
Disagree	% within column N Count Column Comparisons	30% 23	22% 36 -	15% 26 -	19% 35 -	23% 50 -	19% 127		18% 96				19% 53	22% 35	21% 36	18% 21	20% 88 -
Strongly disagree	% within column N Count Column Comparisons	7% 6	1%↓ 2↓ -	11% † 20 † -		7% 15 -	6% 40		6% 30				6% 17	5% 7	11% 19	5% 6	5% 24 -
Don't know	% within column N Count Column Comparisons	0% 0	2% 3 -	3% 5 -	0% 0	0% 1	1% 8		1% 3				1% 3	2% 3	1% 2	1% 1	1% 5
NET: Agree	% within column N Count Column Comparisons	44% 34	- 60% 96 -	53% 95 -	- 48% 89 -	47% 101	53% 353 b		56% ↑ 301 ↑ b d				58% ↑ 162 ↑	51% 80	45% 78	48% 58	55% 242 -

									BAN	INER							
		D3 - Social grade	Fina	ncial well	being	Ethi	nicity	Child id		need/ im dition	pacting	Disab Conditio		Health (ational Care Plan ICP)	Ben	efits
							NET: All			NET: Identi- fied ne-	NET: No identified ne-					NET: House-	
SM7_3 - I often spend	-						other			ed/	ed/				Don't	hold	
than I should on the t	hings I buy online	NET:	Doing	Getting	Strugg-	White -	Ethnic-		Mental	condi-	condi-	NET:		Has an	have an	receives	No
from socia		C2DE	well	by	ling	British	ities	Neuro	Health	tion	tion	Yes	No	EHCP	EHCP	Benefits	Benefits
	% within column	294	203	337	188	556	165	50	45	200	521	107	259	68	663	357	342
Weighted Base	N Count																
	Column Comparisons																
	% within column	236	236	347	181	585	169	46	45	199	556	111	282	71	695	364	370
Unweighted Base	N Count																
	Column Comparisons																
	% within column	f	a	b	С	а	b	а	b	С	d	а	b	a	b	a	b
Column Names	N Count																
	Column Comparisons																
	% within column	13%	19%	14%	14%	15%	17%			16%	15%	17%	13%		15%	16%	14%
Strongly agree	N Count	38	39	47	26	83	29			32	80	18	33		100	59	47
	Column Comparisons	-								-	-						
	% within column	33%	44%	34%	32%	37%	32%			40%	35%	37%	32%		36%	37%	36%
Agree	N Count	97	89	115	60	207	53			79	181	39	83		240	134	123
	Column Comparisons	-	b c							-	-						
	% within column	25%	15%	22%	23%	20%	23%			21%	20%	23%	24%		20%	22%	18%
Neither agree nor disagree		73	31	74	44	110	38			42	106	25	62		135	80	61
	Column Comparisons	-								-	-						
	% within column	20%	15%	20%	25%	20%	19%			15%	22%	17%	24%		21%	16%	24%
Disagree	N Count	58	30	68	48	113	32			30	114	19	61		137	56	83
	Column Comparisons	-			а					-	-						а
	% within column	8%	5%	9%	4%	6%	8%			6%	7%	6%	7%		6%	6%	8%
Strongly disagree	N Count	24	11	30	7	36	12			12	37	6	19		43	22	26
	Column Comparisons	-								-	-						

									BAN	NER							
		Parental (Controls	Pare	ental Con	cern	Т	ime Sper	nt Online	(Weekda	y)	Т	ime Spen	it Online ((Weeken	d)	Spent Money
SM7_3 - I often spend than I should on the t	-	NET: Has Parental	No	Not Conce-	A little Conce-	NET: Moder- ately/ Very Conce-					NET: 5+						Bought somet- hing on either Social Media, or while
from socia	0/ 111	Controls			rned	rned			5 - 6hrs		Hours		3 - 4hrs		hrs	Hours	gaming
Weighted Base	% within column N Count Column Comparisons	659	71	194	230	303	173	363	141	52	192	69	231	233	195	428	731
Unweighted Base	% within column N Count Column Comparisons	691	74	194	246	323	178	376	151	58	209	69	242	249	203	452	766
Column Names	% within column N Count Column Comparisons	а	b	а	b	С	а	b	С	d	е	а	b	С	d	е	a
	% within column	16%		8%↓	17%	19%	10%	15%	19%		21%		15%	14%	16%	15%	15%
Strongly agree	N Count Column Comparisons % within column	107 b 37%		16 ↓ 19% ↓	39 a 44% †	57 a 42%	17 40%	56 34%	27 35%		40 - 36%		35 44% †	32	32 29%	64 - 32% ↓	113 - 36%
Agree	N Count Column Comparisons % within column	247 b 20%		36 ↓ 23%	101 † a 21%		69 15%	124	49		70 - 24%		101 † d 15%		56 25%	136 ↓ - 24%	
Neither agree nor disagree	N Count Column Comparisons	130		45	47	58	26	78	37		46 -		34	53	49	102 -	151 -
Disagree	% within column N Count Column Comparisons	19%↓ 122↓		37% † 72 † b c	14% 33	13%↓ 40↓		22% 81	16% 22		15% 28 -		16% 38	23% 53	23% 45	23% 98 -	20% 146 -
	% within column	7%		13%↑	4%	5%	12% †	6%	2%		4%		8%	6%	6%	6%	7%
Strongly disagree	N Count Column Comparisons	45		25 1 b c	9	15	21 † b c	20	3		. 7 -		18	14	13	27 -	48 -

									BAN	INER							
			Spent I	Money		SN	/I purcha	se catego	ry	Feeli	ngs abou	t SM purc	chase		Gaming	Method	
SM7_3 - I often spend than I should on the t from socia	•	Bought somet- hing on social media 731	Bought somet- hing while Gaming	Bought somet- hing from both	Not bought from either	Product 429	Activity 153	Subscription/ Upgrade 216	NET: Gift 158	Regret things I buy online 314	What I buy is good value	I spend more than I should	I like the feeling 565	Games console or games player 412	compu- ter, lap-	phone or smartp-	Tablet 266
Weighted Base	N Count Column Comparisons % within column	766	608	608	0	450	165	226	171	329	585	402	596	436	230	500	278
Unweighted Base	N Count Column Comparisons																
Column Names	% within column N Count Column Comparisons	b	С	d	е	а	b	С	d	а	b	С	d	а	b	С	d
Strongly agree	% within column N Count Column Comparisons	15% 113 -	18% ↑ 102 ↑ -	18% ↑ 102 ↑ -		14% 60	22% 34 a	20% 43	25% † 39 † a	84 1 b d	17% 92	30% † 113 † a b d	16% 91	15% 61	15% 32	15% 71	14% 37
Agree	% within column N Count Column Comparisons	36% 265 -	41%† 235† -	41% ↑ 235 ↑ -		33% 141	44% 68 a	41% 89	50% † 79 † a	150 †	35% 196	70% † 265 † a b d	41%† 229† b	32% 133	42% 88 a c	33% 156	36% 96
Neither agree nor disagree	% within column N Count Column Comparisons % within column	21% 151 - 20%	19% 110 - 16%↓	19% 110 - 16%↓		22% 96 d 22%	17% 26 11%↓	22% 47 d 13%↓	10%↓ 16↓ 10%↓	53 c	20% 112 c 20%	0%↑ 01 0%↑	109 c	22% 89 23%	18% 38 16%	22% 104 21%	21% 56 17%
Disagree	N Count Column Comparisons % within column	146 - 7%	95 ↓ -	95 ↓ -		95 b c d 7%	17.↓ 3%	27 ↓	16.\\ 16.\\ 4%		111 a c 7%	0% ↓	102 c	94	34 7%	101	17% 45 10%
Strongly disagree	N Count Column Comparisons	48	34 -	34 -		32	5	9	7	2↓ c	42 a c d	01		33	15	37	27

Part 5 of 14

									BAN	INER							
		Gaming Method						Gá	aming Ty	pe							ig Frequ- ncy
SM7_3 - I often spend than I should on the t from socia	=	NET: Any Gaming	or	Action/ adven- ture	Shoot- ers	Playing against one other person	Playing against multiple people/teams	Creative and building games	Playing in a virtual worlds	Simula- tion experi- ence	Fitness and dance	Sports	Intera- ctive stories	Makeo- vers	NET: Playing against other people	NET: Daily	Weekly
	% within column	720	261	264	221	198	276	345	224	119	137	258	102	123	376	564	133
Weighted Base	N Count Column Comparisons																
Unweighted Base	% within column N Count Column Comparisons	755	276	294	248	212	292	351	241	138	148	280	115	130	397	592	141
Column Names	% within column N Count Column Comparisons	е	a	b	С	d	е	f	g	h	i	j	k	1	m	а	b
Strongly agree	% within column N Count Column Comparisons	15% 110 -	14% 38	18% 49	16% 36	20% 40	16% 45	13% 45	20% 45	20% 23	18% 25	14% 37	20% 20	16% 19	17% 66 -	15% 86	17% 22
Agree	% within column N Count Column Comparisons	36% 262 -	34% 89	37% 98	38% 85	36% 71	32% 89	32% 111	37% 82	42% 50	39% 53	37% 96	34% 35	40% 50	35% 130 -	36% 206	33% 44
Neither agree nor disagree	% within column N Count Column Comparisons	21% 150 -	20% 52	16% 42	17% 37	21% 42	21% 58	23% 78	16% 37	14% 16	20% 28	19% 49	25% 25	19% 23	20% 77 -	20% 114	23% 31
Disagree	% within column N Count Column Comparisons	20% 142	21% 55	22% 59	22% 50	16% 32	24% 66	22% 75	18% 40	17% 20	14% 19	20% 52	16% 16	15% 19	21% 78	20% 110	21% 28
Strongly disagree	% within column N Count Column Comparisons	- 7% 48	10% 25	6% 15	6% 12	5% 10	6% 18	10% ↑ 34 ↑ b	9% 19	7% 9	9% 12	8% 20	5% 5	7% 8	6% 22	7% 41	5% 7

Part 6 of 14

								BAN	INER						
				Ga	aming Pu	rchase Ty	pe				Feeling	s about (Saming Pu	ırchase	
														It's unf-	It's not always
		NET:												air that	
		Charac-												people	what
		ter, ski-		1 4		A -4								who	I'm goi-
		ns,	NICT.	Loot		A stand-		C = ul		Damet	\A/l= = + 1			spend	ng to
SM7_3 - I often spend	more money	weapo-	NET:	boxes/ packs/		ard ver- sion of	Α	Early		Regret	What I buy is	I spend more		more,	get for
than I should on the t	hings I buy online	ns, arm- our, to-	Game expan-		In-game		subscri-	access to a	Battle	things I buy	good	than I	I like the	_	my mo- ney in
from socia	0 ,	ols	sion	bundles		me	ption	game	Pass	online	value	should	feeling	games	games
11011130010	% within column	289	174	92	204	92	168	91	116	248	426	316	417	389	303
Weighted Base	N Count	203	-, .	32	201	32	100	31	110	2.0	.20	310	127	303	303
	Column Comparisons														
	% within column	317	191	101	208	101	187	102	128	266	448	335	443	405	324
Unweighted Base	N Count														
	Column Comparisons														
	% within column	а	b	С	d	е	f	g	h	а	b	С	d	е	f
Column Names	N Count														
	Column Comparisons														
	% within column	21%	20%	22%	17%	25%	18%	21%	22%	27% ↑	19% ↑	27% †	19% ↑	22% ↑	26% ↑
Strongly agree	N Count	62	35	20	35	23	30	19	26	67 †	831	86 1	811	84 1	77 †
	Column Comparisons											b d			d
	% within column	42%	42%	46%	41%	42%	36%	46%	43%	53% †	40%	51% 1	42% ↑	44% ↑	47% ↑
Agree	N Count	122	74	43	83	39	61	42	50	131 †	172	162 1	173 †	173 †	141 †
	Column Comparisons									b d		b d			
	% within column	17%	20%	16%	17%	18%	24%	23%	21%	12%↓	16%↓	13%↓	18%	15%↓	17%
Neither agree nor disagree	N Count	50	36	15	34	17	40	21	24	29↓	69↓	42 ↓	76	60↓	51
	Column Comparisons												а		
	% within column	12%	14%	11%	17%	12%	17%	9%	8%	8%↓	17%	7%↓	16%↓	14%↓	9%↓
Disagree	N Count	36	25	10	35	11	28	9	9	19↓	73	22↓	66↓	56↓	27↓
	Column Comparisons										c f		c f	С	
	% within column	6%	2%	4%	8%	2%	5%	2%	5%	1%↓	7%	1%↓	5%	4%↓	2%↓
Strongly disagree	N Count	17	4	4	16	2	8	2	6	1↓	28	3 ↓	20	15↓	6↓
	Column Comparisons										асе		С		

									BAN	INER							
_	spend more money			r of child ondent		Ag	e of child	respond	lent			Age	and geno	der of chi	ld respon	dent	
than I should on	the things I buy online								NET: 8-	NET: 13-	Male 8-	Female	Male 10	Female	Male 13	Female	Male 16
from socia		Total	Male	Female	8-9	10-12	13-15	16-17	12	17	9	8-9	-12	10-12	-15	13-15	-17
	% within column	1%	1%	1%	3%	2%	0%	0%	2%↑	0%↓			3%	1%	0%	1%	
Don't know	N Count	8	3	5	4	4	1	0	7 †	1↓			3	1	0	1	
	Column Comparisons	-							-	-							
	% within column	52%	54%	50%	63% †	53%	48%	46%	57%	47%			54%	52%	49%	48%	
NET: Agree	N Count	378	185	193	81 †	111	122	64	191	186			53	58	55	67	
	Column Comparisons	-			c d				-	-							
	% within column	27%	25%	28%	23%	26%	25%	33%	25%	28%			27%	26%	23%	27%	
NET: Disagree	N Count	194	86	109	29	56	63	47	84	110			27	29	26	37	
	Column Comparisons	-							-	-							

Part 8 of 14

									BAN	NER						
		Age	and gen	der of chi	ld respon	dent	Urban	/ Rural		Worki	ng status		D3 -	Social gra	ade	
_	spend more money the things I buy online		NET:	NET:	NET:	NET:					NET: Not					
	the things i buy offilite	Female					NET:		Full 	Part	working	4.5	64	62	5.5	NET:
from socia		16-17	12	8-12	-17	13-17	Urban	Rural	time	time	Student / retired	AB	C1	C2	DE	ABC1
	% within column	0%	2%	3%	0%	0%	1%		1%			1%	2%	1%	1%	1%
Don't know	N Count	0	3	5	0	1	8		3			3	3	2	1	5
	Column Comparisons		-	-	-	-										-
	% within column	44%	60%	53%	48%	47%	53%		56% †			58% †	51%	45%	48%	55%
NET: Agree	N Count	34	96	95	89	101	353		301 †			162 †	80	78	58	242
	Column Comparisons		-	-	-	-	b		b d							-
	% within column	37%	24%	26%	26%	30%	25%		24%↓			25%	27%	32%	22%	26%
NET: Disagree	N Count	29	38	46	47	65	168		126↓			70	42	55	27	112
	Column Comparisons		-	-	-	-										-

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17 AND Children who bought from Social Media/ Video sites; Weight: Based on Nat Rep Sample; effective sample size = 691 (90%); Blank cells have a sample size that is smaller than 100.; Blank cells have a sample size that is smaller than 100.

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

									BAN	NER							
		D3 - Social grade	Finar	ncial well	being	Ethi	nicity	Child i		need/ im dition	npacting	Disab Conditio	• •	Health (ational Care Plan ICP)	Ben	efits
SM7 3-I often s	pend more money						NET: All			NET: Identi- fied ne-	fied ne-				5 li	NET: House-	
_	the things I buy online	NET:	Doing	Getting	Strugg-	White -	other Ethnic-		Mental	ed/ condi-	ed/ condi-	NET:		Has an	Don't	hold receives	No
from socia	5 ,	C2DE	well	by	ling	British	ities	Neuro	Health		tion	Yes	No	EHCP	EHCP	Benefits	_
	% within column	1%	1%	1%	2%	1%	0%			2%	1%	0%	0%		1%	2%	1%
Don't know	N Count	3	3	3	3	7	1			5	4	0	1		8	6	2
	Column Comparisons	-								-	-						
	% within column	46%	63% †	48%	46%	52%	49%			56%	50%	53%	45%		51%	54%	50%
NET: Agree	N Count	136	128 †	162	86	290	81			111	260	57	116		340	192	170
	Column Comparisons	-	bс							-	-						
	% within column	28%	20%	29%	29%	27%	27%			21%	29%	24%	31%		27%	22%	32% †
NET: Disagree	N Count	82	41	98	55	149	44			42	151	25	80		180	78	109 †
	Column Comparisons	-		а						-	-						а

								BAN	INER							
		Parental Control	s Pare	ental Con	cern		Time Spei	nt Online	(Weekday	/)	Т	ime Sper	t Online ((Weeken	d)	Spent Money
																Bought somet-
					NET: Moder-											hing on either
SM7 3 - Loften	spend more money	NET:			ately/											Social
_	the things I buy online	Has	Not	A little	Very					NET: F.				0	NET: E .	Media,
from socia	the things i buy online	Parental No Control	Conce- s rned	Conce- rned	Conce- rned	0 - 2hrs	3 - 4hrs	5 - 6hrs	6+ hrs	NET: 5+ Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6 hrs	Hours	or while gaming
	% within column	1%	0%	1%	2%1		1%	1%	0 1113	1%	0 25	2%	1%	0%	1%	1%
Don't know	N Count	8	0	1	7 1		4	2		2		5	2	1	3	8
	Column Comparisons									-					-	-
	% within column	54%↑	27%↓	61% ↑	60% †	50%	50%	54%		57%		59%	48%	45%	46%↓	52%
NET: Agree	N Count	354 ↑	52↓	140 †	183 †	86	180	77		110		135	111	88	199↓	378
	Column Comparisons	b		а	a					-		d			-	-
	% within column	25%	50% ↑	18%↓	18%↓	34%	28%	18%		18%↓		24%	29%	30%	29%	27%
NET: Disagree	N Count	167	97 †	42↓	55↓	58	101	26		35↓		56	67	58	124	194
	Column Comparisons		bс			С				-					-	-

Part 11 of 14

									BAN	INER							
			Spent	Money		SM	purchas	se categor	У	Feeli	ngs abou	t SM pur	chase		Gaming	Method	
		Bought	Bought	Bought										Games	Desktop	Mobile	
SM7 3 - Lofton s	pend more money	somet-	somet-	somet-	Not			Subscri-		Regret	What I	I spend		console	compu-	phone	
_	•	hing on	hing	hing	bought			ption/		things I	buy is	more		or	ter, lap-	or	
than I should on	the things I buy online	social	while	from	from			Upgr-	NET:	buy	good	than I	I like the	games	top or	smartp-	
from socia		media	Gaming	both	either	Product	Activity	ade	Gift	online	value	should	feeling	player	netbook	hone	Tablet
	% within column	1%	1%	1%		1%	2%	0%	1%	1%	1%	0%↓	1%	0%	2%	1%	2%
Don't know	N Count	8	4	4		5	3	0	1	2	4	01	4	2	3	4	5
	Column Comparisons	-	-	-													
	% within column	52%	58% †	58% †		47%↓	67% †	61% †	75% †	75% †	52%	100% †	57%↑	47%	57%	48%	50%
NET: Agree	N Count	378	337 †	337 †		201↓	102 †	132↑	118 †	234 †	288	378 †	320 †	194	119	228	132
	Column Comparisons	-	-	-			а	а	ас	b d		a b d	b		ас		
	% within column	27%	22%↓	22%↓		30%	14%↓	17%↓	14%↓	8%↓	27%	0%↓	23%↓	31% 1	23%	29%	27%
NET: Disagree	N Count	194	128↓	128↓		127	22↓	37↓	23↓	24↓	152	01	132↓	127 1	49	139	72
	Column Comparisons	-	-	-		b c d				С	a c d		ас	b			

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17 AND Children who bought from Social Media/ Video sites; Weight: Based on Nat Rep Sample; effective sample size = 691 (90%); Blank cells have a sample size that is smaller than 100.

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

_									BAN	INER							
		Gaming Method						G	aming Ty	pe							g Frequ- ncy
_	pend more money the things I buy online	NET:		Action/	Chast	against one	multiple		in a	tion	Fitness		Intera-	Malia	NET: Playing against	NIET.	
from socia	the things i buy online	Any Gaming	or quizzes	adven- ture	Shoot- ers	other person	people/ teams	building games	virtual worlds	experi- ence	and dance	Sports	ctive stories	Makeo- vers	other people	NET: Daily	Weekly
	% within column	1%	1%	1%	1%	1%	0%	1%	1%	0%	0%	1%	1%	3%	1%	1%	0%
Don't know	N Count	8	3	2	1	2	1	3	1	0	0	3	1	3	3	7	0
	Column Comparisons	-													-		
	% within column	52%	48%	55%	55%	56%	48%	45%↓	57%	62%	57%	51%	54%	56%	52%	52%	50%
NET: Agree	N Count	372	126	147	121	112	133	155↓	127	73	78	133	55	69	196	291	66
	Column Comparisons	-		f		f			f	e f	f				-		
	% within column	26%	31%	28%	28%	21%	30%	32% †	26%	24%	23%	28%	21%	22%	27%	27%	27%
NET: Disagree	N Count	191	80	75	62	43	84	109 †	59	29	31	73	21	27	101	152	36
	Column Comparisons	-						d							-		

								BAN	NER						
				G	aming Pui	chase Ty	ре				Feeling	s about (Saming Pu	urchase	
														It's unf-	It's not always
		NET:												air that	clear
		Charac-												people	what
		ter, ski-												who	I'm goi-
		ns,		Loot		A stand-								spend	ng to
SM7 3 - I often si	pend more money	weapo-	NET:	boxes/		ard ver-	_	Early		Regret	What I	I spend		more,	get for
	the things I buy online	ns, arm-		packs/		sion of	Α .	access		things I	buy is	more		_	my mo-
from socia	ine timigs i bay online	our, to-	expan-		In-game		subscri-	to a	Battle	buy online	good	than I	I like the		ney in
II OIII SOCIA	% within column	ols	sion 0%	1%	money	me	ption	game	Pass 0%	0%	value 0%↓	should	feeling 0%↓	games	games
Dawit Ima		1%			0%	0%	0%	0%							0%↓
Don't know	N Count	2	1	0	0	0	0	0	0	0	1↓	2	01	1	01
	Column Comparisons	 /	600/	600/	= 0 0/	c=0/	= 40/	660/	650/	000/4	500/A	- 00/ A	6404	550(4	70 0/ A
	% within column	64%	62%	68%	58%	67%	54%	66%	65%	80%	60%↑				
NET: Agree	N Count	184	109	63	118	62	92	60	76	198 †	255 ↑		254 †		
	Column Comparisons									b d e		b d e f		b d	b d
	% within column	18%	17%	15%	25%	15%	22%	11%↓	13%	8%↓	24%	8%↓	21%↓	18%↓	11%↓
NET: Disagree	N Count	53	29	14	52	14	37	10↓	15	20↓	101	25↓	86↓	71↓	33↓
	Column Comparisons										a c e f		acf	ас	

Part 14 of 14

										BAN	INER								
				r of child ondent		Age	of child	respon	dent				Age a	and gend	er of ch	ild respo	ndent		
SM7_4 - I like the feel things online from so		T-4-1			0.0	10.12	42.45	46.47		NET: 13			Male	Female	Male	Female		Female	
sites an	% within column	Total 731	Male 342	Female 389	8-9 128	10-12 210	13-15 254	16-17	12	-17 393	9 61	8-9	10-12 99	10-12	13-15	13-15	16-17 69	16-17 77	12
Weighted Base	N Count Column Comparisons	/31	342	389	128	210	254	139	338	393	91	67	99	112	114	140	69	//	159
Unweighted Base	% within column N Count Column Comparisons	766	351	415	132	212	258	164	344	422	63	69	100	112	114	144	74	100	163
Column Names	% within column N Count Column Comparisons	а	а	b	а	b	С	d	е	f	а	b	С	d	е	f	g	h	i
	% within column	26%	29%	24%	36%	29%	23%	20%	32%	22%			28%	30%	24%	22%		19%	36%
Strongly agree	N Count Column Comparisons	193	99	94	47 c d	60	58	28	107	86			27	33	27	31		14	57 -
	% within column	51%	48%	54%	52%	45%	54%	53%	48%	54%			40%	49%	56%	52%		55%	41%
Agree	N Count Column Comparisons	372 -	163	209	67	95	137	74	161 -	211			40	55	64	73		42	65 -
	% within column	18%	18%	18%	10%	20%	19%	22%	16%	20%			23%	17%	16%	21%		23%	17%
Neither agree nor disagree	N Count Column Comparisons	134 -	63	71	13	42	48	31	55 -	80 -			22	19	18	30		17	27 -
	% within column	3%	3%	2%	1%	4%	3%	3%	3%	3%			5%	2%	3%	3%		3%	3%
Disagree	N Count Column Comparisons	20 -	11	9	1	8	8	4	9 -	12 -			5	3	4	4		2	5 -
	% within column	1%	1%	1%	1%	1%	1%	1%	1%	1%			2%	1%	1%	2%		1%	2%
Strongly disagree	N Count	8	4	4	1	3	3	1	4	4			2	1	1	2		1	3
	Column Comparisons	-							-	-									-
	% within column	0%	1%	0%	0%	1%	0%	1%	1%	0%			2%	1%	0%	0%		0%	1%
Don't know	N Count	3	2	1	0	2	0	1	2	1			2	1	0	0		0	2
	Column Comparisons	-							-	-									-
	% within column	77%	77%	78%	89%	74%	77%	73%	79%	76%			68%	79%	80%	74%		73%	77%
NET: Agree	N Count Column Comparisons	565 -	262	303	113 † b c d	155	195	102	268 -	297 -			67	88	91	104		57	122 -

										BAN	NER								
		Age and	d gender esponde		Urban,	/ Rural		Workin	g status				D3 - Soci	ial grade	2		Finan	cial well	being
SM7_4 - I like the feel things online from soc sites an		NET: Female 8-12	NET: Male 13-17	NET: Female 13-17	NET: Urban	Rural	Full time	Part time	Stud- ent	NET: Not work- ing/ retired	AB	C1	C2	DE	NET: ABC1	NET: C2DE	Doing well	Getting by	Strugg ling
	% within column	178	183	216	667	64	534	105	35	54	279	158	172	122	437	294	203	337	188
Weighted Base	N Count Column Comparisons																		
Unweighted Base	% within column N Count Column Comparisons	181	188	242	699	67	576	96	39	52	394	136	126	110	530	236	236	347	181
Column Names	% within column N Count Column Comparisons	j	k	I	а	b	а	b	С	d	a	b	С	d	е	f	а	b	С
	% within column	28%	23%	21%	27%		28%				31%	23%	24%	24%	28%	24%	36% ↑	22%	23%
Strongly agree	N Count Column Comparisons	50 -	42 -	46 -	182		148				87	37	41	29	123 -	70 -	74 † b c	74	44
	% within column	54%	54%	53%	51%		51%				49%	50%	52%	54%	50%	53%	49%	52%	50%
Agree	N Count Column Comparisons	96 -	98 -	115 -	343		273				137	80	89	66	217 -	155 -	100	176	95
	% within column	15%	19%	21%	17%		18%				15%	24%	19%	16%	19%	18%	11%↓	21%	22%
Neither agree nor disagree	N Count Column Comparisons	27 -	36 -	46 -	115		95				43	38	33	20	81 -	53 -	22↓	71 a	41 a
	% within column	2%	3%	3%	2%		2%				2%	2%	2%	6%	2%	4%	2%	3%	4%
Disagree	N Count Column Comparisons	3 -	- 6	- -	16		10				7	3	4	7	9 -	11 -	4	9	7
	% within column	0%	0%	2%	1%		1%				2%	1%	2%	0%	1%	1%	1%	2%	0%
Strongly disagree	N Count Column Comparisons	1 -	-	3 -	7		6				4	1	3	0	5 -	3 -	3	5	0
	% within column	0%	0%	0%	0%		0%				1%	0%	1%	0%	0%	1%	0%	0%	1%
Don't know	N Count Column Comparisons	1 -	_ 1 	0 -	3		1				1	0	2	0	1	2	0	1	2

										BAN	INER								
		Ethn	icity	Child id	entified cond	need/ in lition	npacting	Disab Conditio	,,	Educa Healtl Plan (h Care	Ben	efits		ental trols	Pare	ental Cor	ıcern	Time Spent Online (Week- day)
						NET: Identi-	NET: No identi-					NET: House- hold		NET: Has				NET: Moder-	
SM7_4 - I like the feel	ing of buying		NET: All				fied ne-				Don't	recei-	No	Paren-	No	Not	۸ انطام	ately/	
things online from soc	cial media/ video	White -	other Ethnic-		Mental	ed/	ed/ condi-	NET:		Has an	have an	ves Benef-	No Benef-	tal Contr-	No Contr-	Not Conce-	A little Conce-	•	
sites an	•	British	ities	Neur	Health	tion	tion	Yes	No	EHCP	EHCP	its	its	ols	ols	rned	rned		0 - 2hrs
	% within column	556	165	50	45	200	521	107	259	68	663	357	342	659	71	194	230	303	173
Weighted Base	N Count Column Comparisons																		
	% within column	585	169	46	45	199	556	111	282	71	695	364	370	691	74	194	246	323	178
Unweighted Base	N Count Column Comparisons																		
Column Names	% within column N Count Column Comparisons	a	b	а	b	С	d	a	b	a	b	а	b	а	b	а	b	С	а
	% within column	27%	25%			30%	25%	26%	21%		25%	30%	25%	28%		21%	22%	33% ↑	26%
Strongly agree	N Count Column Comparisons	152	41			61	132	28	55		167	106	84	183 b		42	51	99 † a b	
	% within column	51%	50%			44%	53%	44%	56%		52%	48%	52%	49%		50%	56%	48%	51%
Agree	N Count	281	83			89	276	47	146		342	172	179	323		97	128	146	88
-	Column Comparisons					-	-		а										
	% within column	19%	16%			21%	17%	24%	19%		19%	17%	19%	18%		24%	18%	15%	18%
Neither agree nor disagree	N Count	106	26			42	90	26	49		125	62	65	121		47	42	44	32
	Column Comparisons					-	-									С			
	% within column	2%	6%			4%	3%	5%	2%		3%	3%	3%	3%		3%	3%	3%	4%
Disagree	N Count	11	9			7	13	5	6		18	11	9	20		6	6	8	7
	Column Comparisons		а			-	-												

										BAN	INER								
		Time S	pent On	line (We	ekday)	Tin	ne Spent	Online	(Weekei	nd)		Sp	ent Mon	ey		SN	/I purcha	se catego	ory
SM7_4 - I like the feel things online from soc					NET: 5+					NET: 5+	or whi- le gam-	Bought somet- hing on social	while	somet- hing from	Not bought from	Prod-		Subscr- iption/ Upgr-	NET:
sites an		3 - 4hrs				0 - 2hrs				Hours	ing		Gaming	both	either	uct	Activity		Gift
Weighted Base	% within column N Count Column Comparisons	363	141	52	192	69	231	233	195	428	731	731	578	578	0	429	153	216	158
Unweighted Base	% within column N Count Column Comparisons	376	151	58	209	69	242	249	203	452	766	766	608	608	0	450	165	226	171
Column Names	% within column N Count Column Comparisons	b	С	d	е	a	b	С	d	е	а	b	С	d	е	а	b	С	d
Strongly agree	% within column N Count Column Comparisons	26% 93	28% 39		29% 56 -		23% 54	25% 59	31% 61	28% 119 -	26% 193 -	26% 193 -	29% ↑ 168 ↑ -	29% † 168 † -		25% 109	36% 55	31% 67	37% ↑ 59 ↑
Agree	% within column N Count Column Comparisons	50% 181	54% 76		52% 101 -		57% 131	50% 117	47% 92	49% 209 -	51% 372 -	51% 372 -	50% 288 -	50% 288 -		54% 231	43% 66	48% 103	45% 71
Neither agree nor disagree	% within column N Count Column Comparisons % within column	20% 74 2%	15% 21 2%		15% 29 - 3%		14% 33 3%	19% 45 4%	20% 39 1%	20% 85 - 3%	18% 134 - 3%	18% 134 - 3%	16% 94 - 3%	16% 94 - 3%		17% 71 3%	17% 26 2%	16% 35 5%	13% 20 3%
Disagree	N Count Column Comparisons	8	3		5 -		3% 7	10	1%	3% 12 -	20 -	20 -	20 -	20 -		12	4	10	4

Part 4 of 14

										BAN	INER								
		Feelir	ngs abou	t SM pur	chase		Gan	ning Met	thod					Ga	aming Ty	pe			
							Desk-												
							top								Playing				
						Games	compu-	Mobile						Playing	against	Creat-			
SM7_4 - I like the fee	ling of huving	Regret	What I	I spend		console	ter,	phone						against	multi-	ive and	Playing	Simula-	
things online from so		things I	buy is	more	I like	or	laptop	or		NET:	Puzzles	•		one	ple	build-	in a	tion	Fitness
•	ocial illeula, video	buy	good	than I	the	games	or net-			Any	or		Shoot-	other	people		virtual	experi-	and
sites an	a	online	value	should	feeling		book	phone			quizzes	ture	ers	person	/ teams	mes	worlds	ence	dance
	% within column	314	556	378	565	412	209	475	266	720	261	264	221	198	276	345	224	119	137
Weighted Base	N Count																		
	Column Comparisons																		
	% within column	329	585	402	596	436	230	500	278	755	276	294	248	212	292	351	241	138	148
Unweighted Base	N Count																		
	Column Comparisons																		
	% within column	а	b	С	d	а	b	С	d	е	a	b	С	d	е	f	g	h	i
Column Names	N Count																		
	Column Comparisons																		
	% within column	36%↑	31%		34%1		25%	27%	28%	27%	30%	33% ↑	31%	33%	28%	26%	33%	27%	33%
Strongly agree	N Count	112 †	172 †	130 †	193 †	113	53	130	76	191	78	88 ↑	68	65	78	91	74	32	46
	Column Comparisons				abc					-									
	% within column	48%	51%	50%	66%1		47%	49%	52%	50%	49%	46%	47%	46%	48%	51%	46%	47%	48%
Agree	N Count	150	281	191	372 †	206	99	230	138	364	128	122	104	91	132	174	104	56	65
	Column Comparisons				a b c					-									
	% within column	13%↓			0%↓	20%	22%	20%	15%	19%	18%	19%	20%	16%	21%	19%	17%	21%	15%
Neither agree nor disagre		39↓	86↓	47↓	01	80	45	96	40	134	47	49	44	32	58	66	38	25	21
	Column Comparisons	d	d	d						-									
	% within column	3%	2%	2%	0%↓	3%	3%	3%	2%	3%	2%	1%	2%	2%	3%	3%	3%	3%	3%
Disagree	N Count	9	12	6	01	10	7	14	6	20	5	4	4	4	8	9	7	4	4
	Column Comparisons	d	d	d						-									

Part 5 of 14

-										BAN	NER								
			Gamir	ng Type			g Frequ- ncy			Ga	ming Pu	rchase T	ype			Feelings	about G	iaming P	urchase
					NET:		,	NET: Charac- ter, ski- ns, weapo-		Loot boxes/		A stan-							
SM7_4 - I like the feel	ing of huving				Playing			ns,	NET:	packs/		dard		Early		Regret	What I	I spend	
things online from so			Intera-		against			armo-	Game	chests/	In-	version		access		things I	buy is	more	I like
sites an	lai illeula/ video	C	ctive	Makeo-	other	NET:	\ A /a aldı.	ur, too-	expan-	bund-	game		subscri-	to a	Battle	buy	good	than I	the
Sites all	% within column	Sports 258	stories 102	vers 123	people 376	Daily 564	Weekly 133	ls 289	sion 174	les 92	money 204	game 92	ption 168	game 91	Pass 116	online 248	value 426	should 316	feeling 417
Weighted Base	N Count	236	102	123	370	304	133	203	1/4	92	204	32	100	91	110	240	420	310	417
Weighted base	Column Comparisons																		
	% within column	280	115	130	397	592	141	317	191	101	208	101	187	102	128	266	448	335	443
Unweighted Base	N Count																		
-	Column Comparisons																		
	% within column	j	k	1	m	а	b	а	b	С	d	е	f	g	h	а	b	С	d
Column Names	N Count																		
	Column Comparisons																		
	% within column	29%	35%	30%	28%	29%	17%	38%↑	33%	43%↑		26%	27%	43%↑	34%	36%↑	34% ↑	36%↑	35%↑
Strongly agree	N Count	75	35	37	106	162	23	109↑	58	40 ↑	66	24	45	39 ↑	39	89 †	145 †	113 †	146 †
	Column Comparisons	400/	50 0/	F.60/	-	b	E40/	f	50 0/	e f	400/	600/	460/	e f	4.40/	50 0/	50 0/	50 0/	520 /
A ==== =	% within column N Count	49%	50%	56%	48%	50%	51%	46%	50%	39%	48%	60%	46%	41%	44%	50%	50%	50%	52%
Agree	Column Comparisons	127	51	68	180	284	68	132	87	36	97	55	77	38	50	124	213	158	216
	% within column	18%	12%	13%	20%	17%	25%	13%	13%	12%	16%	c 7%	23%	9%	18%	12%	13%↓	11%↓	11%↓
Neither agree nor disagree		46	12/0	16	74	96	34	36	22	12/0	32	770	38	9	21	31	55↓	35↓	47↓
Treitiner agree nor aloagree	Column Comparisons	.0		10	-	30	a	30			32	•	a b e	,		91	33 (33 (., .
	% within column	2%	3%	2%	3%	3%	3%	3%	3%	3%	4%	5%	2%	5%	2%	1%	2%	2%	1%
Disagree	N Count	4	3	2	11	16	4	9	5	3	9	4	4	5	3	3	9	6	5
-	Column Comparisons				-														

Part 6 of 14

		BAN	NER
		Feeling	s about
		Gaming	Purch-
		as	se
			It's not
		It's unf-	•
		air that	clear
		people	
		who	I'm goi-
		spend more,	ng to get for
SM7_4 - I like the feel	ing of buying	get fur-	_
things online from soc	cial media/ video	ther in	ney in
sites an		games	games
	% within column	389	303
Weighted Base	N Count		
	Column Comparisons		
	% within column	405	324
Unweighted Base	N Count		
	Column Comparisons		
	% within column	е	f
Column Names	N Count		
	Column Comparisons		
	% within column	31%	36%↑
Strongly agree	N Count	121	108 †
	Column Comparisons		
	% within column	51%	45%
Agree	N Count	199	137
	Column Comparisons		
	% within column	13%↓	14%
Neither agree nor disagree	N Count	52↓	42
	Column Comparisons		
	% within column	3%	4%
Disagree	N Count	12	11
	Column Comparisons	d	d

										BAN	INER			•		•			
CRAT A LITTLE LIVE	forther of heater			r of child ondent		Age	e of child	respon	dent				Age a	and gend	er of ch	ild respoi	ndent		
SM7_4 - I like the things online from	reeling of buying i social media/ video		-						NFT· 8-	NFT·13	Male 8- Fen	nale N	Иale	Female	Male	Female	Male	Female	NET: Male 8:
sites an	•	Total	Male	Female	8-9	10-12	13-15	16-17	12	-17	9 8		0-12	10-12	13-15	13-15	16-17	16-17	12
	% within column	1%	1%	1%	1%	1%	1%	1%	1%	1%			2%	1%	1%	2%		1%	2%
Strongly disagree	N Count	8	4	4	1	3	3	1	4	4			2	1	1	2		1	3
	Column Comparisons	-							-	-									-
	% within column	0%	1%	0%	0%	1%	0%	1%	1%	0%			2%	1%	0%	0%		0%	1%
Don't know	N Count	3	2	1	0	2	0	1	2	1			2	1	0	0		0	2
	Column Comparisons	-							-	-									-
	% within column	77%	77%	78%	89% †	74%	77%	73%	79%	76%			68%	79%	80%	74%		73%	77%
NET: Agree	N Count	565	262	303	113 †	155	195	102	268	297			67	88	91	104		57	122
1211716100	Column Comparisons	-			b c d				-	-									-
	% within column	4%	4%	3%	1%	5%	4%	4%	4%	4%			8%	3%	4%	4%		4%	5%
NET: Disagree	N Count	28	15	13	2	11	11	5	13	16			8	3	5	6		3	8
	Column Comparisons	_							-	-									_

										BAN	NER								
		_	l gendei esponde	r of child ent	Urban	/ Rural		Workin	g status				D3 - Soci	al grade			Finan	cial well	being
SM7_4 - I like the	feeling of buying	NET:	NET:	NET:						NET: Not work-									
things online from	social media/ video	Female	Male	Female	NET:		Full	Part	Stud-	ing/					NET:	NET:	Doing	Getting	Strugg-
sites an		8-12	13-17	13-17	Urban	Rural	time	time	ent	retired	AB	C1	C2	DE	ABC1	C2DE	well	by	ling
	% within column	0%	0%	2%	1%		1%				2%	1%	2%	0%	1%	1%	1%	2%	0%
Strongly disagree	N Count	1	1	3	7		6				4	1	3	0	5	3	3	5	0
	Column Comparisons	-	-	-											-	-			
	% within column	0%	0%	0%	0%		0%				1%	0%	1%	0%	0%	1%	0%	0%	1%
Don't know	N Count	1	1	0	3		1				1	0	2	0	1	2	0	1	2
	Column Comparisons	-	-	-											-	-			
	% within column	82%	77%	74%	79%		79%				80%	74%	76%	78%	78%	77%	86% †	74%	74%
NET: Agree	N Count	146	140	161	525		421				224	116	130	95	340	225	174 †	250	139
	Column Comparisons	-	-	-	b										-	-	bс		
	% within column	2%	4%	4%	4%		3%				4%	2%	4%	6%	3%	5%	3%	4%	4%
NET: Disagree	N Count	4	7	9	24		17				11	3	7	7	15	14	7	14	7
	Column Comparisons	-	-	-											-	-			

-										BAN	NER								
		Ethnicity C		Child identified need/ impacting condition			Disak Conditio	• •		tional n Care EHCP)	Ben	efits	Pare Cont		Pare	ental Cor	ıcern	Time Spent Online (Week- day)	
SM7_4 - I like the			NET: All other			NET: Identi- fied ne- ed/	NET: No identi- fied ne- ed/				Don't have	NET: House- hold recei- ves	No	NET: Has Paren- tal	No	Not	A little	NET: Moder- ately/ Very	
things online from sites an	social media/ video	White - British	Ethnic- ities	Neur	Mental Health	condi- tion	condi- tion	NET: Yes	No	Has an EHCP	an EHCP	Benef- its	Benef- its	Contr- ols	Contr- ols	Conce- rned	Conce- rned	Conce-	0 - 2hrs
Sites all	% within column	0%↓	3%1		Health	1%	1%	1%	1%	LIICF	1%	1%	1%	1%		1%	1%	1%	0%
Strongly disagree	N Count	2↓	5 †			1	6	1	3		8	4	3	8		3	2	4	0
0,7	Column Comparisons		а			-	-												
	% within column	1%	0%			0%	1%	0%	0%		0%	0%	0%	0%		0%	1%	1%	1%
Don't know	N Count	3	0			0	3	0	1		3	2	1	3		0	1	2	1
	Column Comparisons					-	-												
	% within column	78%	75%			75%	78%	70%	78%		77%	78%	77%	77%		71%	78%	81%	77%
NET: Agree	N Count	433	124			150	408	75	201		509	278	263	507		138	179	245	132
	Column Comparisons					-	-											а	
	% within column	2%↓	9% ↑			4%	4%	6%	3%		4%	4%	4%	4%		4%	3%	4%	4%
NET: Disagree	N Count	13↓	14 †			8	19	6	9		26	15	12	28		9	8	12	7
	Column Comparisons		а			-	-												

								BAN	INER								
		Time S _l	oent Online	e (Weekday)	Time Spent	Online	(Weekei	nd)		Sp	ent Mon	ey		SN	Л purcha:	se categ	ory
									Bought								
									somet-								
									hing on								
									either								
									Social	_	Bought	_				C. d	
SM7_4 - I like the	feeling of buying								-		somet-					Subscr-	
things online from	social media/ video			NET: 5+			Over 6	NET: 54	-or wiii - le gam	hing on social	hing while	hing from	bought from	Prod-		iption/	NET:
sites an		3 - 4hrs	5 - 6hrs 6-		0 - 2hrs 3 - 4hrs	5 - 6hrs		Hours	ing		Gaming		either	uct	Activity	Upgr- ade	Gift
3.103 4.1.	% within column	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	Citilei	1%	1%	0%	2%
Strongly disagree	N Count	6	1	1	3	3	2	4	8	8	6	6		4	2	1	3
otrongry alsagree	Column Comparisons	ŭ	-	-	3	J	_	-	-	-	-	-		•	_	-	3
	% within column	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%		1%	1%	0%	0%
Don't know	N Count	2	0	0	3	0	0	0	3	3	2	2		2	1	0	1
	Column Comparisons			-				-	-	-	-	-					
	% within column	75%	82%	81%	80%	75%	78%	77%	77%	77%	79%	79%		79%	79%	79%	82%
NET: Agree	N Count	273	116	157	185	175	153	328	565	565	456	456		339	121	170	130
_	Column Comparisons			-				-	-	-	-	-					
	% within column	4%	3%	3%	4%	6%	1%	4%	4%	4%	5%	5%		4%	4%	5%	5%
NET: Disagree	N Count	15	4	7	10	13	3	16	28	28	26	26		16	5	11	7
-	Column Comparisons			-				-	-	-	-	-					

Project Gurnard: Financial Harms (Quantitative Survey); Data supressed for columns with a weighted base fewer than 100; Filter: Children aged 8-17 AND Children who bought from Social Media/ Video sites; Weight: Based on Nat Rep Sample; effective sample size = 691 (90%); Blank cells have a sample size that is smaller than 100.

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 11 of 14

										BAN	INER								
		Feelin	gs abou	t SM pur	chase		Gar	ning Met	hod					G	aming Ty	pe			
							Desk-												
							top								Playing				
						Games	compu-	Mobile							against				
SM7 4 - I like the	feeling of buying	_		I spend		console	. ′	phone				,		against			Playing		
_	social media/ video	things I	buy is	more	I like	or	laptop	or		NET:	Puzzles		6 1 .	one	ple	build-	in a	tion	Fitness
sites an	social incula, viaco	buy online	good	than I	the	games	or net-		Tablet	Any	or	adven-	Shoot-	other	people	ing ga-	virtual	experi-	and
Siles all	0/ 111		value	should	feeling		book	phone		Gaming		ture	ers	person	/ teams	mes	worlds		dance
	% within column	1%	1%	1%	0%↓		1%	1%	1%	1%	1%	1%	0%	2%	0%	1%	0%	2%	1%
Strongly disagree	N Count	2	4	5	01	2	3	4	3	8	2	1	0	4	1	4	1	2	1
	Column Comparisons	d		d						-									
	% within column	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%
Don't know	N Count	1	0	0	0	0	2	1	2	3	0	0	1	2	0	1	1	0	0
	Column Comparisons	d					ас		С	-									
	% within column	84% ↑	82% †	85% †	100% †	78%	72%	76%	80%	77%	79%	79%	78%	79%	76%	77%	80%	74%	81%
NET: Agree	N Count	262 †	454 †	320 †	565 †	319	151	361	214	555	207	210	172	156	209	265	178	88	111
	Column Comparisons				a b c					-									
	% within column	4%	3%	3%	0%↓	3%	5%	4%	4%	4%	3%	2%	2%	4%	3%	4%	3%	5%	4%
NET: Disagree	N Count	11	16	10	01	12	10	18	9	28	8	5	4	8	9	13	7	6	5
	Column Comparisons	d	d	d						-									

Part 12 of 14

										BAN	NER								
			Gamir	ng Type			g Frequ- ncy			Ga	ming Pu	rchase Ty	/pe			Feelings	about 0	Gaming P	urchase
								NET: Charac- ter, ski-											
					NET:			ns, weapo-		Loot boxes/		A stan-							
SM7_4 - I like the	feeling of buying		la ka aa		Playing			ns,	NET:	packs/	1	dard		Early		_		I spend	
_	n social media/ video		Intera- ctive	Makeo-	against other	NET:		armo- ur, too-	Game expan-	chests/ bund-	In- game	version of the	A subscri-	access to a	Battle	things I buy	buy is good	more than I	I like the
sites an	·	Sports		vers	people	Daily	Weekly	,	sion	les	money		ption	game	Pass	online	value	should	feeling
	% within column	2%	1%	0%	1%	1%	3%	1%	1%	2%	0%	3%	2%	1%	2%	1%	1%	1%	1%
Strongly disagree	N Count	4	1	0	4	4	3	2	1	2	1	2	4	1	2	1	4	4	2
	Column Comparisons				-														
	% within column	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	N Count	2	0	0	2	2	1	1	0	0	0	0	0	0	0	0	0	1	0
	Column Comparisons				-					-		-		-	-				
	% within column	78%	85%	86%	76%	79%	69%	83%	83%	83%	80%	85%	72%	85%	78%	86%	84% †	86% ↑	87% †
NET: Agree	N Count	202	86	105	286	446	91	241	145	77	162	79	122	77	90	213	358 †	271 †	362 †
	Column Comparisons				-	b		f									f	f	e f
	% within column	3%	3%	2%	4%	3%	6%	4%	4%	5%	5%	7%	5%	6%	4%	2%	3%	3%	2%↓
NET: Disagree	N Count	8	4	2	15	20	7	11	7	4	10	7	8	6	5	5	13	10	8↓
_	Column Comparisons				-														

Part 13 of 14

		BAN	NER						
		Feelings	about						
		Gaming	Purch-						
		as	e						
		It's unf- air that people	clear						
		who spend	I'm goi- ng to						
SM7_4 - I like the fe	eeling of buying	more,	get for						
things online from	social media/ video	get fur- my mo- ther in ney in							
sites an	•	games	games						
	% within column	1%	1%						
Strongly disagree	N Count	5	4						
	Column Comparisons								
	% within column	0%	0%						
Don't know	N Count	0	0						
	Column Comparisons								
	% within column	82% †	81%						
NET: Agree	N Count	320 †	245						
	Column Comparisons								
	% within column	4%	5%						
NET: Disagree	N Count	17	15						
	Column Comparisons	d	d						