Table of Contents

Demographic Questions

B1. Parent gender

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

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

Age and gender of child respondent

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 Base	% within column	226	224	361	337	342	341	224	201	587
	Column Comparisons									
Unweighted Base	% within column	220	219	333	329	324	335	223	253	553
	Column Comparisons									
Column Names	% within column	a	b	c	d	e	f	g	h	i
	Column Comparisons									
Man	% within column	31%	30%	36%	28%↓	47%↑	33%	36%	30%	34%
	Column Comparisons					a b c d f h				-
Woman	% within column	69%	70%	64%	72%↑	53%↓	67%	64%	70%	66%
	Column Comparisons	e	e	e	e		e		e	-
Non-binary	% within column	0%	0%↑	0%	0%	0%	0%	0%	0%	0%
	Column Comparisons									-
Prefer to use another term	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Column Comparisons	-	-	-	-	-	-	-	-	-
Prefer not to say	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%
	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%)

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

Part 2 of 13

B1. Parent gender		Age and gender of child respondent			Urban/ Rural		Working status			
		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	561	567	536	1986	246	1332	430	112	310
	Column Comparisons									
Unweighted Base	% within column	548	547	580	1949	256	1376	388	113	286
	Column Comparisons									
Column Names	% within column	j	k	l	a	b	a	b	c	d
	Column Comparisons									
Man	% within column	29%↓	43%↑	33%	36%↑	27%↓	49%↑	7%↓	26%	13%↓
	Column Comparisons	-	-	-	b		b c d		b d	b
Woman	% within column	71%↑	57%↓	67%	64%↓	73%↑	51%↓	93%↑	73%	87%↑
	Column Comparisons	-	-	-		a		a c d	a	a c
Non-binary	% within column	0%	0%	0%	0%	0%	0%	0%	1%↑	0%
	Column Comparisons	-	-	-					a	
Prefer to use another term	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Column Comparisons	-	-	-	-	-	-	-	-	-
Prefer not to say	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%
	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%)

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

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

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

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

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

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

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

B1. Parent gender		Time Spent Online (Weekday)				Time Spent Online (Weekend)				
		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	938	278	102	380	291	785	622	492	1114
	Column Comparisons									
Unweighted Base	% within column	924	282	106	388	281	777	619	489	1108
	Column Comparisons									
Column Names	% within column	b	c	d	e	a	b	c	d	e
	Column Comparisons									
Man	% within column	35%	34%	38%	35%	35%	39%↑	34%	29%↓	32%↓
	Column Comparisons				-		d			-
Woman	% within column	65%	66%	61%	65%	65%	61%↓	66%	71%↑	68%↑
	Column Comparisons				-				b	-
Non-binary	% within column	0%	0%	1%↑	0%	0%	0%	0%	0%	0%
	Column Comparisons			a b	-					-
Prefer to use another term	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Column Comparisons	-	-	-	-	-	-	-	-	-
Prefer not to say	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%
	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%)

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

B1. Parent gender		Spent Money					SM purchase category			
		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
Weighted Base	% within column	1289	768	1125	604	943	429	153	216	158
	Column Comparisons									
Unweighted Base	% within column	1296	800	1128	632	909	450	165	226	171
	Column Comparisons									
Column Names	% within column	a	b	c	d	e	a	b	c	d
	Column Comparisons									
Man	% within column	37%↑	41%↑	38%↑	44%↑	32%↓	39%	50%↑	50%↑	47%
	Column Comparisons	e	e	e	e			a	a	
Woman	% within column	63%↓	59%↓	62%↓	55%↓	68%↑	61%	50%↓	50%↓	53%
	Column Comparisons					a b c d	b c			
Non-binary	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Column Comparisons									
Prefer to use another term	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Column Comparisons	-	-	-	-	-	-	-	-	-
Prefer not to say	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%
	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%)

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

B1. Parent gender		Feelings about SM purchase				Gaming Method				
		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	NET: Any Gaming
Weighted Base	% within column	314	556	378	565	1330	572	1316	782	2140
	Column Comparisons									
Unweighted Base	% within column	329	585	402	596	1316	582	1317	774	2117
	Column Comparisons									
Column Names	% within column	a	b	c	d	a	b	c	d	e
	Column Comparisons									
Man	% within column	50%↑	42%↑	48%↑	44%↑	37%↑	35%	35%	32%	35%
	Column Comparisons					d				-
Woman	% within column	50%↓	58%↓	52%↓	56%↓	63%↓	65%	65%	68%	65%
	Column Comparisons								a	-
Non-binary	% within column	0%↑	0%	0%	0%	0%	0%	0%	0%	0%
	Column Comparisons	-	-	-	-					-
Prefer to use another term	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Column Comparisons	-	-	-	-	-	-	-	-	-
Prefer not to say	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%
	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%)

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

BANNER

Gaming Type

B1. Parent 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
Weighted Base	% within column	650	731	547	387	822	1151	557	248	278
	Column Comparisons									
Unweighted Base	% within column	662	740	564	395	802	1111	570	266	283
	Column Comparisons									
Column Names	% within column	a	b	c	d	e	f	g	h	i
	Column Comparisons									
Man	% within column	32%	41%↑	47%↑	37%	33%	28%↓	32%	36%	33%
	Column Comparisons	f	a e f g l	a d e f g h i l	f l	f		f	f	
Woman	% within column	68%	59%↓	53%↓	63%	67%	72%↑	67%	64%	67%
	Column Comparisons	b c j k			c j	b c j	a b c d e g h j	b c j	c j	c j
Non-binary	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Column Comparisons									
Prefer to use another term	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Column Comparisons	-	-	-	-	-	-	-	-	-
Prefer not to say	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%
	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%)

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

B1. Parent gender		Gaming Type				Gaming Frequency		Gaming Purchase Type		
		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
Weighted Base	% within column	728	207	249	1027	1602	460	535	237	151
	Column Comparisons									
Unweighted Base	% within column	736	218	257	1009	1567	480	549	250	158
	Column Comparisons									
Column Names	% within column	j	k	l	m	a	b	a	b	c
	Column Comparisons									
Man	% within column	44%↑	39%	28%↓	33%	34%	39%	39%	51%↑	52%↑
	Column Comparisons	a d e f g h i k l	a l		-			d	d f	a d f
Woman	% within column	56%↓	61%	72%↑	66%	66%	61%	61%	49%↓	48%↓
	Column Comparisons		j	b c d j k	-			c		
Non-binary	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Column Comparisons				-	-	-			
Prefer to use another term	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Column Comparisons	-	-	-	-	-	-	-	-	-
Prefer not to say	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%
	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%)

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

B1. Parent gender		Gaming Purchase Type					Feelings about Gaming Purchase			
		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	447	147	302	122	205	346	772	445	720
	Column Comparisons									
Unweighted Base	% within column	428	154	320	133	211	356	777	454	734
	Column Comparisons									
Column Names	% within column	d	e	f	g	h	a	b	c	d
	Column Comparisons									
Man	% within column	32%↓	48%↑	39%	51%↑	46%↑	49%↑	39%↑	49%↑	40%↑
	Column Comparisons		d	d	d f	d	e		b d e f	e
Woman	% within column	68%↑	52%↓	61%	49%↓	54%↓	51%↓	61%↓	51%↓	60%↓
	Column Comparisons	a b c e f g h		b c g				c		c
Non-binary	% within column	0%	0%	0%	1%↑	0%	0%	0%	0%	0%
	Column Comparisons									
Prefer to use another term	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%
	Column Comparisons	-	-	-	-	-	-	-	-	-
Prefer not to say	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%
	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%)

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

BANNER

B1. Parent gender		Feelings about Gaming Purchase	
		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	715	449
	Column Comparisons		
Unweighted Base	% within column	710	459
	Column Comparisons		
Column Names	% within column	e	f
	Column Comparisons		
Man	% within column	36%	44%↑
	Column Comparisons		e
Woman	% within column	64%	56%↓
	Column Comparisons	a c d f	c
Non-binary	% within column	0%	0%
	Column Comparisons		
Prefer to use another term	% within column	0%	0%
	Column Comparisons	-	-
Prefer not to say	% within column	0%	0%
	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%)

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

BANNER

B2 - Please enter your age in the box below:		Total	Gender of child respondent		Age of child respondent						Age and gender of child respondent	
			Male	Female	8-9	10-12	13-15	16-17	NET: 8-12	NET: 13-17	Male 8-9	Female 8-9
Weighted Base	Mean	2232	1153	1079	449	698	684	401	1147	1085	226	224
	Column Comparisons											
Unweighted Base	Mean	2205	1100	1105	439	662	659	445	1101	1104	220	219
	Column Comparisons											
Column Names	Mean	a	a	b	a	b	c	d	e	f	a	b
	Column Comparisons											
- Please enter your age in the box below:	Mean	42.5	42.3	42.7	38.9↓	41.3↓	43.7↑	46.7↑	40.4↓	44.8↑	38.2↓	39.7↓
	Column Comparisons	-				a	a b	a b c	-	-		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; 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)

B2 - Please enter your age in the box below:		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	NET: Female 13-17	Urban/ Rural NET: Urban
												Age and gender of child respondent
Weighted Base	Mean	361	337	342	341	224	201	587	561	567	536	1986
	Column Comparisons											
Unweighted Base	Mean	333	329	324	335	223	253	553	548	547	580	1949
	Column Comparisons											
Column Names	Mean	c	d	e	f	g	h	i	j	k	l	a
	Column Comparisons											
- Please enter your age in the box below:	Mean	41.5↓	41.1↓	43.2	44.2↑	46.6↑	46.2↑	40.2↓	40.6↓	44.5↑	44.9↑	42.3↓
	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)

B2 - Please enter your age in the box below:		Urban/ Rural	Working status				D3 - Social grade					
		Rural	Full time	Part time	Student	NET: Not working/ retired	AB	C1	C2	DE	NET: ABC1	NET: C2DE
Weighted Base	Mean	246	1332	430	112	310	625	580	491	536	1205	1027
	Column Comparisons											
Unweighted Base	Mean	256	1376	388	113	286	885	483	357	480	1368	837
	Column Comparisons											
Column Names	Mean	b	a	b	c	d	a	b	c	d	e	f
	Column Comparisons											
- Please enter your age in the box below:	Mean	44.0↑	42.2	42.4	43.0	43.4	42.2	42.7	42.3	42.8	42.5	42.6
	Column Comparisons	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; 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)

BANNER

B2 - Please enter your age in the box below:		Financial wellbeing			Ethnicity		Child identified need/ impacting condition				Disability/ Condition in HH	
		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
Weighted Base	Mean	401	1152	655	1742	453	194	109	474	1726	234	792
	Column Comparisons											
Unweighted Base	Mean	452	1121	611	1713	452	182	110	458	1713	238	806
	Column Comparisons											
Column Names	Mean	a	b	c	a	b	a	b	c	d	a	b
	Column Comparisons											
- Please enter your age in the box below:	Mean	40.5↓	42.8	43.3↑	42.8↑	41.4↓	42.2	41.9	42.2	42.6	43.8	45.2↑
	Column Comparisons		a	a	b				-			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; 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)

B2 - Please enter your age in the box below:

		Educational Health Care Plan (EHCP)		Benefits		Parental Controls		Parental Concern			Time Spent Online (Weekday)	
		Has an EHCP	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	3 - 4hrs
Weighted Base	Mean	161	2071	925	1200	1865	339	1053	550	605	873	938
	Column Comparisons											
Unweighted Base	Mean	157	2048	883	1222	1839	342	1016	555	614	855	924
	Column Comparisons											
Column Names	Mean	a	b	a	b	a	b	a	b	c	a	b
	Column Comparisons											
- Please enter your age in the box below:	Mean	41.1↓	42.6↑	41.4↓	43.4↑	42.0↓	45.4↑	43.4↑	42.3	41.2↓	43.3↑	42.1↓
	Column Comparisons		a		a		a	b c	c		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 = 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 5 of 10

BANNER

B2 - Please enter your age in the box below:		Time Spent Online (Weekday)			Time Spent Online (Weekend)					Spent Money		
		5 - 6hrs	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
Weighted Base	Mean	278	102	380	291	785	622	492	1114	1289	768	1125
	Column Comparisons											
Unweighted Base	Mean	282	106	388	281	777	619	489	1108	1296	800	1128
	Column Comparisons											
Column Names	Mean	c	d	e	a	b	c	d	e	a	b	c
	Column Comparisons											
- Please enter your age in the box below:	Mean	42.0	41.5	41.9	43.9↑	42.4	42.4	41.9	42.2	41.5↓	40.7↓	41.3↓
	Column Comparisons			-	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 = 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)

B2 - Please enter your age in the box below:		Spent Money		SM purchase category				Feelings about SM purchase				Gaming Method
		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
Weighted Base	Mean	604	943	429	153	216	158	314	556	378	565	1330
	Column Comparisons											
Unweighted Base	Mean	632	909	450	165	226	171	329	585	402	596	1316
	Column Comparisons											
Column Names	Mean	d	e	a	b	c	d	a	b	c	d	a
	Column Comparisons											
- Please enter your age in the box below:	Mean	40.2↓	43.9↑	41.0	40.0	39.2↓	39.9	39.1↓	40.5↓	39.7↓	40.3↓	42.4
	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 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)

B2 - Please enter your age in the box below:		Gaming Method				Gaming Type						
		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
Weighted Base	Mean	572	1316	782	2140	650	731	547	387	822	1151	557
	Column Comparisons											
Unweighted Base	Mean	582	1317	774	2117	662	740	564	395	802	1111	570
	Column Comparisons											
Column Names	Mean	b	c	d	e	a	b	c	d	e	f	g
	Column Comparisons											
- Please enter your age in the box below:	Mean	42.2	42.7	41.8↓	42.4↓	42.6	41.7↓	42.6	40.6↓	42.4	42.1↓	41.6↓
	Column Comparisons		d		-		d		d		d	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 = 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)

B2 - Please enter your age in the box below:		Gaming Type						Gaming Frequency		Gaming Purchase Type		
		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
Weighted Base	Mean	248	278	728	207	249	1027	1602	460	535	237	151
	Column Comparisons											
Unweighted Base	Mean	266	283	736	218	257	1009	1567	480	549	250	158
	Column Comparisons											
Column Names	Mean	h	i	j	k	l	m	a	b	a	b	c
	Column Comparisons											
- Please enter your age in the box below:	Mean	41.7	41.7	42.4	41.4	41.3↓	42.0↓	42.3	42.9	41.5	40.1↓	40.1
	Column Comparisons			d			-			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 = 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)

B2 - Please enter your age in the box below:		Gaming Purchase Type					Feelings about Gaming Purchase					
		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	It's not always clear what I'm going to get for my money in games
Weighted Base	Mean	447	147	302	122	205	346	772	445	720	715	449
	Column Comparisons											
Unweighted Base	Mean	428	154	320	133	211	356	777	454	734	710	459
	Column Comparisons											
Column Names	Mean	d	e	f	g	h	a	b	c	d	e	f
	Column Comparisons											
- Please enter your age in the box below:	Mean	41.4	39.8↓	40.6	40.4	40.2↓	40.3↓	41.2↓	40.3↓	40.9↓	41.3↓	40.5↓
	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 = 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)

C1 - Child age and gender

| | | Total | Gender of child respondent | | Age of child respondent | | | | | |
			Male	Female	8-9	10-12	13-15	16-17	NET: 8-12	NET: 13-17
Weighted Base	% within column	2232	1153	1079	449	698	684	401	1147	1085
	N Count									
	Column Comparisons									
Unweighted Base	% within column	2205	1100	1105	439	662	659	445	1101	1104
	N Count									
	Column Comparisons									
Column Names	% within column	a	a	b	a	b	c	d	e	f
	N Count									
	Column Comparisons									
Male Aged 8-9	% within column	22%	28%↑	15%↓	73%↑	13%↓	8%↓	4%↓	37%↑	6%↓
	N Count	492	325↑	167↓	330↑	94↓	52↓	16↓	424↑	68↓
	Column Comparisons	-	b		b c d	c d	d		-	-
Female Aged 8-9	% within column	21%	14%↓	29%↑	74%↑	12%↓	7%↓	3%↓	36%↑	6%↓
	N Count	479	167↓	312↑	330↑	86↓	50↓	12↓	417↑	62↓
	Column Comparisons	-		a	b c d	c d	d		-	-
Male Aged 10-12	% within column	34%	43%↑	24%↓	13%↓	74%↑	19%↓	12%↓	50%↑	16%↓
	N Count	751	496↑	256↓	59↓	516↑	129↓	47↓	575↑	176↓
	Column Comparisons	-	b			a c d	a d		-	-
Female Aged 10-12	% within column	31%	19%↓	43%↑	12%↓	67%↑	19%↓	10%↓	46%↑	16%↓
	N Count	692	224↓	468↑	53↓	470↑	129↓	40↓	523↑	169↓
	Column Comparisons	-		a		a c d	a d		-	-
Male Aged 13-15	% within column	32%	41%↑	22%↓	14%↓	15%↓	70%↑	17%↓	15%↓	51%↑
	N Count	717	479↑	238↓	62↓	104↓	480↑	70↓	167↓	550↑
	Column Comparisons	-	b				a b d		-	-
Female Aged 13-15	% within column	30%	18%↓	43%↑	12%↓	14%↓	68%↑	15%↓	13%↓	49%↑
	N Count	678	212↓	465↑	53↓	98↓	467↑	60↓	151↓	526↑
	Column Comparisons	-		a			a b d		-	-
Male Aged 16-17	% within column	17%	24%↑	9%↓	4%↓	5%↓	8%↓	68%↑	4%↓	30%↑
	N Count	376	276↑	100↓	16↓	35↓	54↓	271↑	51↓	325↑
	Column Comparisons	-	b				a b	a b c	-	-
Female Aged 16-17	% within column	15%	8%↓	23%↑	4%↓	5%↓	8%↓	59%↑	4%↓	27%↑
	N Count	341	96↓	245↑	17↓	33↓	53↓	238↑	50↓	291↑
	Column Comparisons	-		a			a b	a b c	-	-

C1 - Child age and gender

Age and gender of child respondent

		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 Base	% within column	226	224	361	337	342	341	224	201	587
	N Count									
	Column Comparisons									
Unweighted Base	% within column	220	219	333	329	324	335	223	253	553
	N Count									
	Column Comparisons									
Column Names	% within column	a	b	c	d	e	f	g	h	i
	N Count									
	Column Comparisons									
Male Aged 8-9	% within column	100%↑	47%↑	15%↓	12%↓	10%↓	5%↓	6%↓	4%↓	47%↑
	N Count	226↑	105↑	53↓	41↓	34↓	17↓	12↓	7↓	278↑
	Column Comparisons	b c d e f g h	c d e f g h	f g h	f g h	f h				-
Female Aged 8-9	% within column	47%↑	100%↑	8%↓	17%	7%↓	8%↓	3%↓	5%↓	23%
	N Count	107↑	224↑	30↓	56	24↓	27↓	6↓	10↓	137
	Column Comparisons	c d e f g h	a c d e f g h	g	c e f g h	g	g			-
Male Aged 10-12	% within column	15%↓	12%↓	100%↑	46%↑	20%↓	18%↓	15%↓	10%↓	67%↑
	N Count	33↓	26↓	361↑	155↑	69↓	60↓	33↓	20↓	394↑
	Column Comparisons			a b d e f g h	a b e f g h	b h	h			-
Female Aged 10-12	% within column	9%↓	15%↓	37%↑	100%↑	15%↓	23%↓	9%↓	14%↓	26%↓
	N Count	20↓	33↓	133↑	337↑	52↓	77↓	19↓	28↓	153↓
	Column Comparisons			a b e f g h	a b c e f g h	g	a e g h			-
Male Aged 13-15	% within column	15%↓	13%↓	16%↓	13%↓	100%↑	40%↑	19%↓	19%↓	16%↓
	N Count	34↓	28↓	59↓	45↓	342↑	138↑	43↓	38↓	93↓
	Column Comparisons					a b c d f g h	a b c d g h			-
Female Aged 13-15	% within column	10%↓	14%↓	11%↓	17%↓	37%↑	100%↑	11%↓	26%	11%↓
	N Count	22↓	31↓	40↓	59↓	125↑	341↑	25↓	52	62↓
	Column Comparisons				a c	a b c d g h	a b c d e g h		a b c d g	-
Male Aged 16-17	% within column	2%↓	5%↓	5%↓	5%↓	9%↓	7%↓	100%↑	32%↑	4%↓
	N Count	5↓	12↓	17↓	17↓	29↓	25↓	224↑	64↑	22↓
	Column Comparisons						a	a	a b c d e f h	a b c d e f	-
Female Aged 16-17	% within column	2%↓	5%↓	3%↓	6%↓	5%↓	10%↓	27%↑	100%↑	3%↓
	N Count	5↓	12↓	12↓	21↓	18↓	35↓	61↑	201↑	17↓
	Column Comparisons				a		a c e	a b c d e f	a b c d e 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; effective sample size = 2053 (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)

		Age and gender of child respondent			Urban/ Rural		Working status			
C1 - Child age and gender		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	561	567	536	1986	246	1332	430	112	310
	N Count									
	Column Comparisons									
Unweighted Base	% within column	548	547	580	1949	256	1376	388	113	286
	N Count									
	Column Comparisons									
Column Names	% within column	j	k	l	a	b	a	b	c	d
	N Count									
	Column Comparisons									
Male Aged 8-9	% within column	26%↑	8%↓	5%↓	23%↑	15%↓	23%	23%	13%	22%
	N Count	146↑	47↓	25↓	455↑	37↓	302	99	14	67
	Column Comparisons	-	-	-	b					
Female Aged 8-9	% within column	50%↑	5%↓	7%↓	22%	18%	22%	22%	13%	25%
	N Count	280↑	30↓	36↓	435	44	287	94	14	77
	Column Comparisons	-	-	-						
Male Aged 10-12	% within column	32%	18%↓	15%↓	34%	33%	35%	30%	23%	35%
	N Count	181	102↓	79↓	669	82	466	131	26	110
	Column Comparisons	-	-	-						
Female Aged 10-12	% within column	66%↑	13%↓	19%↓	31%	32%	31%	30%	24%	32%
	N Count	370↑	72↓	104↓	613	79	418	130	26	99
	Column Comparisons	-	-	-						
Male Aged 13-15	% within column	13%↓	68%↑	33%	32%	34%	34%↑	25%↓	44%↑	29%
	N Count	74↓	385↑	174	632	84	457↑	106↓	49↑	90
	Column Comparisons	-	-	-			b		b d	
Female Aged 13-15	% within column	16%↓	27%	72%↑	30%	36%	33%↑	24%↓	38%	27%
	N Count	90↓	151	387↑	589	89	437↑	104↓	43	84
	Column Comparisons	-	-	-	a		b		b	
Male Aged 16-17	% within column	5%↓	45%↑	16%	17%	16%	17%	15%	28%↑	18%
	N Count	29↓	254↑	87	337	39	220	65	32↑	55
	Column Comparisons	-	-	-					a b 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 = 2053 (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)

C1 - Child age and gender		D3 - Social grade						Financial wellbeing		
		AB	C1	C2	DE	NET: ABC1	NET: C2DE	Doing well	Getting by	Struggling
Weighted Base	% within column	625	580	491	536	1205	1027	401	1152	655
	N Count									
	Column Comparisons									
Unweighted Base	% within column	885	483	357	480	1368	837	452	1121	611
	N Count									
	Column Comparisons									
Column Names	% within column	a	b	c	d	e	f	a	b	c
	N Count									
	Column Comparisons									
Male Aged 8-9	% within column	28%↑	20%	17%↓	21%	24%↑	19%↓	29%↑	22%	18%↓
	N Count	177↑	116	86↓	114	293↑	200↓	115↑	254	121↓
	Column Comparisons	b c d				-	-	b c		
Female Aged 8-9	% within column	28%↑	17%↓	18%	23%	22%	20%	30%↑	19%	20%
	N Count	173↑	97↓	86	123	270	209	121↑	224	131
	Column Comparisons	b c			b	-	-	b c		
Male Aged 10-12	% within column	36%	32%	33%	33%	34%	33%	40%↑	32%	32%
	N Count	227	184	163	177	411	341	162↑	370	212
	Column Comparisons					-	-	b c		
Female Aged 10-12	% within column	30%	27%	34%	33%	29%	33%	36%	31%	29%
	N Count	190	159	168	175	349	343	143	352	193
	Column Comparisons					-	-			
Male Aged 13-15	% within column	34%	31%	29%	33%	33%	31%	34%	31%	32%
	N Count	214	183	144	176	397	320	134	361	211
	Column Comparisons					-	-			
Female Aged 13-15	% within column	34%	27%	33%	28%	30%	30%	31%	32%	27%
	N Count	210	157	162	149	367	311	125	366	179
	Column Comparisons					-	-			
Male Aged 16-17	% within column	16%	17%	14%	20%	16%	17%	15%	17%	18%
	N Count	102	97	71	107	199	178	58	195	118
	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 = 2053 (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)

C1 - Child age and gender		Ethnicity		Child identified need/ impacting condition				Disability/ Condition in HH		Educational Health Care Plan (EHCP)
		White British	NET: All other Ethnicities	Neurodiversity	Mental Health	NET: Identified need/ condition	NET: No identified need/ condition	NET: Yes	No	Has an EHCP
Weighted Base	% within column	1742	453	194	109	474	1726	234	792	161
	N Count									
	Column Comparisons									
Unweighted Base	% within column	1713	452	182	110	458	1713	238	806	157
	N Count									
	Column Comparisons									
Column Names	% within column	a	b	a	b	c	d	a	b	a
	N Count									
	Column Comparisons									
Male Aged 8-9	% within column	20%↓	32%↑	21%	14%	18%	23%	4%	6%	25%
	N Count	340↓	143↑	41	15	88	399	10	49	40
	Column Comparisons		a				-			
Female Aged 8-9	% within column	20%↓	29%↑	15%	15%	17%	23%	3%	6%	23%
	N Count	341↓	130↑	30	17	83	390	7	49	37
	Column Comparisons		a				-			
Male Aged 10-12	% within column	32%↓	40%↑	35%	20%↓	33%	34%	14%	17%	39%
	N Count	559↓	181↑	68	22↓	157	585	32	133	63
	Column Comparisons		a			-	b			
Female Aged 10-12	% within column	30%	36%	33%	30%	32%	31%	13%	16%	39%
	N Count	522	161	64	32	153	531	29	130	62
	Column Comparisons		a			-				b
Male Aged 13-15	% within column	32%	34%	33%	33%	32%	32%	55%	49%	33%
	N Count	557	152	64	36	154	556	128	389	53
	Column Comparisons					-				
Female Aged 13-15	% within column	31%	30%	25%	34%	29%	31%	48%	48%	29%
	N Count	533	138	49	37	138	533	112	383	48
	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 = 2053 (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)

C1 - Child age and gender		Educational Health Care Plan (EHCP) Don't have an EHCP	Benefits NET: Household receives Benefits	No Benefits	Parental Controls NET: Has Parental Controls	No Controls	Parental Concern Not Concerned	A little Concerned	NET: Moderately/ Very Concerned	Time Spent Online (Week-day) 0 - 2hrs
Weighted Base	% within column	2071	925	1200	1865	339	1053	550	605	873
	N Count									
	Column Comparisons									
Unweighted Base	% within column	2048	883	1222	1839	342	1016	555	614	855
	N Count									
	Column Comparisons									
Column Names	% within column	b	a	b	a	b	a	b	c	a
	N Count									
	Column Comparisons									
Male Aged 8-9	% within column	22%	24%	21%	24%↑	10%↓	20%↓	20%	28%↑	28%↑
	N Count	452	218	254	452↑	34↓	206↓	112	168↑	246↑
	Column Comparisons				b				a b	b c d
Female Aged 8-9	% within column	21%	23%	21%	23%↑	15%↓	20%	19%	26%↑	29%↑
	N Count	442	210	248	422↑	52↓	213	104	155↑	257↑
	Column Comparisons				b				a b	b c d
Male Aged 10-12	% within column	33%	35%	32%	37%↑	16%↓	30%↓	36%	37%	35%
	N Count	689	321	386	685↑	55↓	319↓	198	224	301
	Column Comparisons				b			a	a	
Female Aged 10-12	% within column	30%	34%	29%	34%↑	18%↓	30%	32%	32%	32%
	N Count	630	313	347	625↑	60↓	314	174	196	276
	Column Comparisons		b		b					
Male Aged 13-15	% within column	32%	32%	31%	34%↑	24%↓	29%↓	34%	35%	27%↓
	N Count	664	297	375	627↑	83↓	310↓	186	215	239↓
	Column Comparisons				b				a	
Female Aged 13-15	% within column	30%	30%	31%	30%	31%	29%	32%	30%	25%↓
	N Count	630	277	369	566	104	310	178	180	219↓
	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 = 2053 (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)

C1 - Child age and gender		Time Spent Online (Weekday)				Time Spent Online (Weekend)				
		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	938	278	102	380	291	785	622	492	1114
	N Count									
	Column Comparisons									
Unweighted Base	% within column	924	282	106	388	281	777	619	489	1108
	N Count									
	Column Comparisons									
Column Names	% within column	b	c	d	e	a	b	c	d	e
	N Count									
	Column Comparisons									
Male Aged 8-9	% within column	19%↓	17%	15%	17%↓	28%↑	24%	21%	17%↓	19%↓
	N Count	176↓	48	16	63↓	82↑	187	133	83↓	216↓
	Column Comparisons				-	d	d			-
Female Aged 8-9	% within column	17%↓	13%↓	16%	14%↓	27%↑	26%↑	18%↓	15%↓	16%↓
	N Count	160↓	35↓	16	52↓	80↑	207↑	109↓	75↓	184↓
	Column Comparisons				-	c d	c d			-
Male Aged 10-12	% within column	35%	29%	26%	28%↓	32%	36%	34%	31%	33%
	N Count	331	80	27	106↓	92	283	209	153	362
	Column Comparisons				-					-
Female Aged 10-12	% within column	32%	28%	25%	27%	30%	34%	31%	27%	29%
	N Count	299	77	26	102	88	265	193	133	326
	Column Comparisons				-					-
Male Aged 13-15	% within column	33%	43%↑	40%	42%↑	29%	30%	34%	36%	35%
	N Count	310	120↑	41	161↑	85	235	211	175	386
	Column Comparisons	a	a b	a	-					-
Female Aged 13-15	% within column	33%	38%↑	35%	37%↑	26%	28%	34%	33%	34%↑
	N Count	308	106↑	36	142↑	76	217	214	162	375↑
	Column Comparisons	a	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; effective sample size = 2053 (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)

C1 - Child age and gender		Spent Money					SM purchase category			
		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
Weighted Base	% within column	1289	768	1125	604	943	429	153	216	158
	N Count									
	Column Comparisons									
Unweighted Base	% within column	1296	800	1128	632	909	450	165	226	171
	N Count									
	Column Comparisons									
Column Names	% within column	a	b	c	d	e	a	b	c	d
	N Count									
	Column Comparisons									
Male Aged 8-9	% within column	22%	22%	24%	25%	22%	20%	27%	31%↑	27%
	N Count	286	170	267	152	206	87	41	67↑	43
	Column Comparisons			b					a	
Female Aged 8-9	% within column	19%↓	22%	19%	23%	25%↑	20%	24%	27%	24%
	N Count	246↓	165	219	138	233↑	85	37	58	38
	Column Comparisons					a c				
Male Aged 10-12	% within column	36%	34%	37%↑	37%	31%	32%	34%	33%	41%
	N Count	459	264	418↑	223	292	138	52	72	64
	Column Comparisons	e		b e	e					
Female Aged 10-12	% within column	31%	33%	31%	34%	32%	33%	29%	35%	34%
	N Count	394	255	347	207	298	142	44	75	53
	Column Comparisons									
Male Aged 13-15	% within column	36%↑	34%	38%↑	37%↑	27%↓	33%	43%↑	40%	36%
	N Count	466↑	262	429↑	225↑	251↓	143	65↑	87	57
	Column Comparisons	e	e	b e	e					
Female Aged 13-15	% within column	32%	36%↑	30%	35%↑	29%	38%	38%	36%	40%
	N Count	408	275↑	342	209↑	270	162	58	77	63
	Column Comparisons		c e		e					

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%)

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

C1 - Child age and gender		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	NET: Any Gaming
		Feelings about SM purchase				Gaming Method				
Weighted Base	% within column	314	556	378	565	1330	572	1316	782	2140
	N Count									
	Column Comparisons									
Unweighted Base	% within column	329	585	402	596	1316	582	1317	774	2117
	N Count									
	Column Comparisons									
Column Names	% within column	a	b	c	d	a	b	c	d	e
	N Count									
	Column Comparisons									
Male Aged 8-9	% within column	25%	24%	25%	24%	22%	21%	19%↓	31%↑	22%
	N Count	79	135	95	137	291	119	254↓	241↑	475
	Column Comparisons					c			a b c	-
Female Aged 8-9	% within column	22%	22%	24%	23%	18%↓	21%	18%↓	33%↑	21%
	N Count	70	124	89	128	241↓	118	242↓	260↑	458
	Column Comparisons						a c		a b c	-
Male Aged 10-12	% within column	34%	35%	33%	32%	37%↑	38%↑	34%	37%↑	34%↑
	N Count	106	193	126	181	488↑	219↑	454	291↑	731↑
	Column Comparisons									-
Female Aged 10-12	% within column	32%	34%	32%	35%	29%	33%	33%↑	35%↑	31%
	N Count	100	189	120	195	386	188	441↑	272↑	669
	Column Comparisons							a	a	-
Male Aged 13-15	% within column	37%	34%	36%	34%	36%↑	36%	34%	26%↓	33%
	N Count	117	188	137	192	473↑	208	447	202↓	698
	Column Comparisons					d	d	d		-
Female Aged 13-15	% within column	35%	35%↑	35%	35%↑	29%	31%	34%↑	27%↓	30%
	N Count	109	197↑	134	200↑	381	176	453↑	208↓	647
	Column Comparisons							a 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 = 2053 (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)

C1 - Child age and 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
Weighted Base	% within column	650	731	547	387	822	1151	557	248	278
	N Count									
	Column Comparisons									
Unweighted Base	% within column	662	740	564	395	802	1111	570	266	283
	N Count									
	Column Comparisons									
Column Names	% within column	a	b	c	d	e	f	g	h	i
	N Count									
	Column Comparisons									
Male Aged 8-9	% within column	23%	27%↑	20%	26%	24%	24%↑	24%	26%	25%
	N Count	149	199↑	109	99	196	279↑	136	65	71
	Column Comparisons		c							
Female Aged 8-9	% within column	25%↑	23%	15%↓	26%	19%	24%↑	28%↑	22%	30%↑
	N Count	162↑	171	82↓	100	155	274↑	157↑	55	83↑
	Column Comparisons	c e j	c e j		c e j		c e j	c e h j	c	c e j
Male Aged 10-12	% within column	33%	38%↑	41%↑	39%	36%	36%	32%	40%	38%
	N Count	213	276↑	222↑	151	298	416	177	99	105
	Column Comparisons			a g						
Female Aged 10-12	% within column	35%	31%	27%	37%↑	29%	32%	37%↑	30%	43%↑
	N Count	226	224	148	142↑	242	372	204↑	75	120↑
	Column Comparisons	c e h j			c e j		c	b c e j		b c e f h j
Male Aged 13-15	% within column	31%	33%	45%↑	39%↑	39%↑	32%	30%	38%	28%
	N Count	202	239	246↑	152↑	319↑	366	170	94	77
	Column Comparisons			a b f g h i k l	a b f g i l	a b f g i l			i l	
Female Aged 13-15	% within column	39%↑	27%	30%	36%↑	29%	29%	34%	34%	36%
	N Count	250↑	200	164	141↑	240	332	188	85	100
	Column Comparisons	b c e f j			b f j			b j		

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%)

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

C1 - Child age and gender		Gaming Type				Gaming Frequency		Gaming Purchase Type		
		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
Weighted Base	% within column	728	207	249	1027	1602	460	535	237	151
	N Count									
	Column Comparisons									
Unweighted Base	% within column	736	218	257	1009	1567	480	549	250	158
	N Count									
	Column Comparisons									
Column Names	% within column	j	k	l	m	a	b	a	b	c
	N Count									
	Column Comparisons									
Male Aged 8-9	% within column	25%	25%	24%	24%	22%	22%	24%	29%	25%
	N Count	182	53	59	245	353	103	127	69	38
	Column Comparisons				-					
Female Aged 8-9	% within column	17%↓	25%	35%↑	20%	21%	23%	20%	25%↑	20%
	N Count	127↓	51	87↑	207	333	104	105	60↑	30
	Column Comparisons		c	b c d e h j k	-					
Male Aged 10-12	% within column	42%↑	39%	31%	37%↑	36%↑	27%↓	35%	41%	39%
	N Count	303↑	81	77	379↑	584↑	125↓	188	96	58
	Column Comparisons	a g l			-	b				
Female Aged 10-12	% within column	28%↓	41%↑	46%↑	31%	32%	28%	29%	31%	31%
	N Count	202↓	86↑	115↑	319	518	130	152	74	47
	Column Comparisons		b c e h j	a b c d e f g h j	-					
Male Aged 13-15	% within column	43%↑	36%	28%	38%↑	35%↑	24%↓	40%	39%	42%
	N Count	310↑	74	70	395↑	568↑	109↓	212	92	63
	Column Comparisons	a b f g i k l			-	b				
Female Aged 13-15	% within column	27%	35%	42%↑	30%	30%	30%	33%	30%	34%
	N Count	197	73	105↑	310	481	137	176	72	51
	Column Comparisons			b c e f j	-					

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%)

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

C1 - Child age and gender		Gaming Purchase Type					Feelings about Gaming Purchase			
		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	447	147	302	122	205	346	772	445	720
	N Count									
	Column Comparisons									
Unweighted Base	% within column	428	154	320	133	211	356	777	454	734
	N Count									
	Column Comparisons									
Column Names	% within column	d	e	f	g	h	a	b	c	d
	N Count									
	Column Comparisons									
Male Aged 8-9	% within column	26%	30%	22%	31%	26%	25%	26%↑	26%↑	26%↑
	N Count	117	44	66	39	53	88	200↑	118↑	186↑
	Column Comparisons									
Female Aged 8-9	% within column	20%	22%	19%	28%↑	20%	22%	22%	22%	21%
	N Count	89	33	57	34↑	41	77	168	96	153
	Column Comparisons							e		
Male Aged 10-12	% within column	37%	37%	39%	29%	43%	34%	39%↑	33%	37%
	N Count	165	54	117	36	87	118	301↑	146	264
	Column Comparisons							c		
Female Aged 10-12	% within column	31%	32%	30%	28%	32%	30%	31%	28%	31%
	N Count	139	47	92	34	65	104	242	123	226
	Column Comparisons									
Male Aged 13-15	% within column	38%	49%↑	44%	41%	50%↑	42%↑	38%↑	40%↑	39%↑
	N Count	168	71↑	132	50	102↑	144↑	290↑	176↑	278↑
	Column Comparisons									
Female Aged 13-15	% within column	31%	36%	30%	27%	37%	35%	30%	30%	31%
	N Count	137	53	91	34	75	120	232	134	224
	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 = 2053 (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)

		BANNER	
		Feelings about Gaming Purchase	
		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
C1 - Child age and gender			
	% 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	23%	27%↑
Male Aged 8-9	N Count	167	122↑
	Column Comparisons		
	% within column	19%	22%
Female Aged 8-9	N Count	134	101
	Column Comparisons		
	% within column	38%↑	35%
Male Aged 10-12	N Count	270↑	156
	Column Comparisons	c	
	% within column	30%	32%
Female Aged 10-12	N Count	217	143
	Column Comparisons		
	% within column	39%↑	38%↑
Male Aged 13-15	N Count	279↑	170↑
	Column Comparisons		
	% within column	30%	32%
Female Aged 13-15	N Count	214	143
	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 = 2053 (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)

BANNER

C1 - Child age and gender

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

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%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, 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 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
Male Aged 16-17	% within column	2%↓	5%↓	5%↓	5%↓	9%↓	7%↓	100%↑	32%↑	4%↓
	N Count	5↓	12↓	17↓	17↓	29↓	25↓	224↑	64↑	22↓
	Column Comparisons					a	a	a b c d e f h	a b c d e f	-
Female Aged 16-17	% within column	2%↓	5%↓	3%↓	6%↓	5%↓	10%↓	27%↑	100%↑	3%↓
	N Count	5↓	12↓	12↓	21↓	18↓	35↓	61↑	201↑	17↓
	Column Comparisons				a		a c e	a b c d e f	a b c d e 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; effective sample size = 2053 (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)

BANNER

C1 - Child age and gender		Age and gender of child respondent			Urban/ Rural		Working status			
		NET: Female 8-12	NET: Male 13-17	NET: Female 13-17	NET: Urban	Rural	Full time	Part time	Student	NET: Not working/ retired
Male Aged 16-17	% within column	5%↓	45%↑	16%	17%	16%	17%	15%	28%↑	18%
	N Count	29↓	254↑	87	337	39	220	65	32↑	55
	Column Comparisons	-	-	-					a b d	
Female Aged 16-17	% within column	6%↓	14%	43%↑	15%	15%	14%	11%↓	34%↑	20%↑
	N Count	33↓	79	229↑	303	38	190	47↓	39↑	61↑
	Column Comparisons	-	-	-					a b 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; effective sample size = 2053 (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)

C1 - Child age and gender		D3 - Social grade						Financial wellbeing		
		AB	C1	C2	DE	NET: ABC1	NET: C2DE	Doing well	Getting by	Struggling
Male Aged 16-17	% within column	16%	17%	14%	20%	16%	17%	15%	17%	18%
	N Count	102	97	71	107	199	178	58	195	118
	Column Comparisons					-	-			
Female Aged 16-17	% within column	15%	13%	16%	17%	14%	17%	12%	16%	15%
	N Count	93	76	80	92	168	173	49	186	101
	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 = 2053 (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)

BANNER

C1 - Child age and gender		White British	NET: All other Ethnicities	Neurodiversity	Mental Health	NET: Identified need/ condition	NET: No identified need/ condition	NET: Yes	No	Has an EHCP
		Ethnicity		**Child identified need/ impacting condition**				**Disability/ Condition in HH**		**Educational Health Care Plan (EHCP)**
Male Aged 16-17	% within column	18%	15%	17%	27%↑	18%	17%	32%	30%	17%
	N Count	306	66	33	29↑	84	290	74	240	28
	Column Comparisons				d	-				
Female Aged 16-17	% within column	16%	13%	14%	25%↑	15%	15%	27%	27%	16%
	N Count	277	60	28	28↑	71	267	62	215	26
	Column Comparisons				a 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 = 2053 (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)

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

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%)

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

C1 - Child age and gender		Time Spent Online (Weekday)				Time Spent Online (Weekend)				
		3 - 4hrs	5 - 6hrs	6+ hrs	NET: 5+ Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6 hrs	NET: 5+ Hours
Male Aged 16-17	% within column	17%	27%↑	30%↑	27%↑	14%	15%	18%	21%↑	19%↑
	N Count	156	74↑	30↑	104↑	40	119	112	103↑	215↑
	Column Comparisons	a	a b	a b	-					-
Female Aged 16-17	% within column	15%	25%↑	22%	25%↑	10%↓	14%	17%	19%↑	18%↑
	N Count	145	71↑	23	94↑	29↓	106	107	96↑	202↑
	Column Comparisons	a	a b	a	-				a	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; effective sample size = 2053 (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)

C1 - Child age and gender		Spent Money					SM purchase category			
		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
Male Aged 16-17	% within column	18%	17%	19%	18%	15%	18%	16%	17%	20%
	N Count	235	134	210	108	141	76	25	38	32
	Column Comparisons									
Female Aged 16-17	% within column	16%	17%	13%↓	14%	15%	19%	14%	14%	18%
	N Count	200	133	150↓	83	141	82	21	31	29
	Column Comparisons		c							

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%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, 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

C1 - Child age and gender		Feelings about SM purchase				Gaming Method				
		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	NET: Any Gaming
Male Aged 16-17	% within column	19%	18%	19%	17%	19%↑	18%	17%	10%↓	17%
	N Count	58	100	71	96	253↑	105	220	77↓	368
	Column Comparisons					c d	d	d		-
Female Aged 16-17	% within column	16%	17%	17%	18%	14%↓	15%	17%↑	10%↓	15%↓
	N Count	50	96	63	99	182↓	87	224↑	81↓	320↓
	Column Comparisons					d	d	a 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 = 2053 (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)

C1 - Child age and 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
					Gaming Type					
Male Aged 16-17	% within column	14%↓	16%	23%↑	19%	20%↑	12%↓	15%	19%	12%↓
	N Count	92↓	118	127↑	74	168↑	139↓	82	47	32↓
	Column Comparisons		f l	a b f g i k l	a f i k l	a b f g i k l		f	f i k l	
Female Aged 16-17	% within column	20%↑	13%	13%	15%	14%	12%↓	17%	14%	18%
	N Count	129↑	92	74	59	118	140↓	93	34	50
	Column Comparisons	b c e f j k						b f j		b k

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%)

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

C1 - Child age and gender		Gaming Type				Gaming Frequency		Gaming Purchase Type		
		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
Male Aged 16-17	% within column	21%↑	12%	12%↓	20%↑	17%	19%	17%	20%	17%
	N Count	152↑	24	29↓	204↑	271	85	90	46	25
	Column Comparisons	a b f g i k l			-					
Female Aged 16-17	% within column	12%↓	12%	16%	14%	14%	18%↑	14%	14%	12%
	N Count	88↓	24	40	148	223	84↑	77	34	18
	Column Comparisons				-		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; effective sample size = 2053 (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)

C1 - **Child age and gender**		Gaming Purchase Type					Feelings about Gaming Purchase			
		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
Male Aged 16-17	% within column	17%	14%	22%	25%	19%	18%	18%	19%	19%
	N Count	76	20	67	31	39	62	141	84	138
	Column Comparisons									
Female Aged 16-17	% within column	12%	15%	12%	15%	13%	14%	13%	14%	14%
	N Count	55	22	35	18	26	49	101	63	101
	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 = 2053 (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)

BANNER

C1 - Child age and gender		Feelings about Gaming Purchase	
		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
Male Aged 16-17	% within column	20%↑	18%
	N Count	144↑	82
	Column Comparisons		
Female Aged 16-17	% within column	13%	14%
	N Count	96	63
	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 = 2053 (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)

D1 - Region		Total	Gender of child respondent		Age of child respondent						Age and gender of child respondent								
			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	Female 13-15	Male 16-17	Female 16-17	NET: Male 8-12
Weighted Base	% within column	2232	1153	1079	449	698	684	401	1147	1085	226	224	361	337	342	341	224	201	587
	N Count																		
	Column Comparisons																		
Unweighted Base	% within column	2205	1100	1105	439	662	659	445	1101	1104	220	219	333	329	324	335	223	253	553
	N Count																		
	Column Comparisons																		
Column Names	% within column	a	a	b	a	b	c	d	e	f	a	b	c	d	e	f	g	h	i
	N Count																		
	Column Comparisons																		
Scotland	% within column	8%	8%	8%	9%	6%	8%	10%	7%	9%	10%	8%	7%	5%	8%	8%	8%	12%	8%
	N Count	179	95	83	41	44	54	40	85	94	23	17	26	18	27	27	19	23	49
	Column Comparisons	-							-	-									-
Wales	% within column	5%	5%	5%	4%	5%	5%	6%	5%	5%	4%	4%	4%	6%	4%	6%	7%	5%	4%
	N Count	112	53	59	19	35	35	23	54	58	9	9	14	21	14	20	15	10	24
	Column Comparisons	-							-	-									-
NET: England	% within column	84%	85%	83%	84%	87%	84%	80%	86%	82%	84%	83%	87%	87%	85%	82%	80%	79%	86%
	N Count	1,875	976	898	376	607	572	320	982	892	190	186	315	292	291	281	180	159	505
	Column Comparisons	-				d			-	-									-
Northern Ireland	% within column	3%	2%	4%	3%	2%	3%	4%	2%	4%	1%	5%	2%	2%	3%	4%	5%	4%	2%
	N Count	67	28	39	14	12	22	18	27	40	3	11	6	6	9	14	10	8	9
	Column Comparisons	-						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 = 2058 (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)

D1 - Region		Age and gender of child respondent			Urban/ Rural		Working status				D3 - Social grade						Financial wellbeing		
		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	NET: C2DE	Doing well	Getting by	Struggling
Weighted Base	% within column	561	567	536	1986	246	1332	430	112	310	625	580	491	536	1205	1027	401	1152	655
	N Count																		
	Column Comparisons																		
Unweighted Base	% within column	548	547	580	1949	256	1376	388	113	286	885	483	357	480	1368	837	452	1121	611
	N Count																		
	Column Comparisons																		
Column Names	% within column	j	k	l	a	b	a	b	c	d	a	b	c	d	e	f	a	b	c
	N Count																		
	Column Comparisons																		
Scotland	% within column	6%	8%	9%	8%	5%	9%	6%	9%	7%	8%	9%	9%	7%	8%	8%	8%	9%	7%
	N Count	36	46	50	165	13	117	25	10	21	47	52	43	36	99	79	31	98	45
	Column Comparisons	-	-	-											-	-			
Wales	% within column	5%	5%	6%	4%↓	9%↑	5%	4%	5%	7%	4%	4%	6%	7%	4%	6%	4%	5%	5%
	N Count	30	29	30	89↓	23↑	65	17	5	23	22	25	29	36	47	64	16	61	35
	Column Comparisons	-	-	-		a									a	-	-		
NET: England	% within column	85%	83%	81%	84%	81%	83%	88%	83%	82%	87%	84%	83%	83%	85%	83%	86%	83%	85%
	N Count	478	472	434	1,677	198	1,110	377	93	256	541	486	405	442	1,028	847	344	954	557
	Column Comparisons	-	-	-											-	-			
Northern Ireland	% within column	3%	3%	4%	3%	5%	3%	3%	4%	3%	2%	3%	3%	4%	3%	3%	3%	3%	3%
	N Count	18	19	22	55	12	40	11	4	10	14	17	14	22	31	36	10	38	19
	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 = 2058 (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 2 of 7

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

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 = 2058 (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)

D1 - Region		Time Spent Online (Weekday)				Time Spent Online (Weekend)					Spent Money					SM purchase category			
		3 - 4hrs	5 - 6hrs	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	Bought something from both	Not bought from either	Product	Activity	Subscription/ Upgrade	NET: Gift
Weighted Base	% within column	938	278	102	380	291	785	622	492	1114	1289	768	1125	604	943	429	153	216	158
	N Count																		
	Column Comparisons																		
Unweighted Base	% within column	924	282	106	388	281	777	619	489	1108	1296	800	1128	632	909	450	165	226	171
	N Count																		
	Column Comparisons																		
Column Names	% within column	b	c	d	e	a	b	c	d	e	a	b	c	d	e	a	b	c	d
	N Count																		
	Column Comparisons																		
Scotland	% within column	9%	12%	11%	12%	6%	7%	9%	10%	9%	9%	9%	8%	8%	7%	10%	10%	9%	10%
	N Count	81	34	11	44	17	57	54	47	100	112	70	90	48	67	45	16	20	16
	Column Comparisons		a		-						-								
Wales	% within column	5%	7%	7%	7%	3%	4%	5%	7%	6%	5%	6%	5%	5%	5%	4%	6%	6%	5%
	N Count	47	18	7	25	8	34	31	32	63	67	43	57	33	45	18	10	13	9
	Column Comparisons				-					a	-								
NET: England	% within column	83%	79%	80%	79%	89%	85%	84%	81%	82%	84%	83%	84%	84%	84%	83%	82%	82%	83%
	N Count	783	218	81	300	260	669	520	397	917	1,079	636	949	507	796	356	126	178	131
	Column Comparisons				-	d					-								
Northern Ireland	% within column	3%	3%	3%	3%	2%	3%	3%	3%	3%	2%	3%	3%	3%	4%	2%	1%	3%	1%
	N Count	27	8	3	11	7	25	18	16	34	32	19	28	16	35	10	2	6	2
	Column Comparisons				-						-								

D1 - Region		Feelings about SM purchase				Gaming Method					Gaming Type								
		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	Desk-top compu-ter, lap-top or netb-ook	Mobile phone or smartp-hone	Tablet	NET: Any Gaming	Puzzles or quizzes	Action/ adven-ture	Shoot-ers	Playing against one other person	Playing against multi-ple people/ teams	Creat-ive and building games	Playing in a virtual worlds	Simula-tion experi-ence	Fitness and dance
Weighted Base	% within column	314	556	378	565	1330	572	1316	782	2140	650	731	547	387	822	1151	557	248	278
	N Count																		
	Column Comparisons																		
Unweighted Base	% within column	329	585	402	596	1316	582	1317	774	2117	662	740	564	395	802	1111	570	266	283
	N Count																		
	Column Comparisons																		
Column Names	% within column	a	b	c	d	a	b	c	d	e	a	b	c	d	e	f	g	h	i
	N Count																		
	Column Comparisons																		
Scotland	% within column	10%	9%	9%	9%	8%	8%	8%	8%	8%	7%	9%	7%	10%	9%	8%	9%	7%	7%
	N Count	33	51	33	53	111	45	101	64	172	46	64	39	37	74	90	49	17	19
	Column Comparisons									-									
Wales	% within column	6%	5%	5%	5%	5%	5%	5%	4%	5%	4%	6%	5%	4%	6%	5%	5%	4%	4%
	N Count	20	30	18	30	72	27	68	32	106	24	44	26	16	49	52	25	10	12
	Column Comparisons									-									
NET: England	% within column	81%	83%	84%	83%	83%	86%	84%	85%	84%	87%	83%	85%	84%	82%	85%	84%	88%	86%
	N Count	254	463	318	468	1,102	492	1,105	665	1,797	564	607	467	326	675	975	468	218	240
	Column Comparisons									-									
Northern Ireland	% within column	2%	2%	2%	3%	3%	2%	3%	3%	3%	3%	2%	3%	2%	3%	3%	3%	2%	2%
	N Count	7	12	9	15	46	9	42	21	66	16	16	16	8	26	33	14	4	6
	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 = 2058 (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)

D1 - Region		Gaming Type				Gaming Frequency		Gaming Purchase Type								Feelings about Gaming Purchase			
		Sports	Intera-ctive stories	Makeo-vers	NET: Playing against other people	NET: Daily	Weekly	NET: Charac-ter, ski-ns, weapo-ns, armour, tools	NET: Game expan-sion	Loot boxes/ packs/ chests/ bundles	In-game money	A stan-dard 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
Weighted Base	% within column	728	207	249	1027	1602	460	535	237	151	447	147	302	122	205	346	772	445	720
	N Count																		
	Column Comparisons																		
Unweighted Base	% within column	736	218	257	1009	1567	480	549	250	158	428	154	320	133	211	356	777	454	734
	N Count																		
	Column Comparisons																		
Column Names	% within column	j	k	l	m	a	b	a	b	c	d	e	f	g	h	a	b	c	d
	N Count																		
	Column Comparisons																		
Scotland	% within column	8%	8%	8%	9%	8%	7%	8%	10%	11%	8%	7%	6%	6%	10%	7%	8%	10%	9%
	N Count	56	16	19	90	134	32	44	25	16	35	10	17	8	21	26	65	44	62
	Column Comparisons				-														
Wales	% within column	5%	5%	5%	6%	5%	6%	4%	7%	6%	5%	4%	7%	8%	6%	6%	4%	5%	5%
	N Count	33	10	13	58	78	28	23	16	10	24	7	20	9	13	19	34	24	37
	Column Comparisons				-														
NET: England	% within column	85%	86%	85%	83%	84%	84%	86%	82%	82%	85%	87%	84%	85%	81%	84%	85%	83%	84%
	N Count	620	177	210	848	1,343	386	457	194	123	381	128	254	105	167	292	656	368	607
	Column Comparisons				-														
Northern Ireland	% within column	3%	2%	2%	3%	3%	3%	2%	1%	2%	1%	1%	4%	1%	2%	3%	2%	2%	2%
	N Count	19	3	6	31	48	16	11	2	2	6	2	11	1	5	9	16	9	14
	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 = 2058 (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)

BANNER

D1 - Region		Feelings about Gaming Purchase	
		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	715	449
	N Count		
	Column Comparisons		
Unweighted Base	% within column	710	459
	N Count		
	Column Comparisons		
Column Names	% within column	e	f
	N Count		
	Column Comparisons		
Scotland	% within column	9%	9%
	N Count	62	39
	Column Comparisons		
Wales	% within column	5%	5%
	N Count	37	23
	Column Comparisons		
NET: England	% within column	84%	84%
	N Count	599	376
	Column Comparisons		
Northern Ireland	% within column	2%	3%
	N Count	17	12
	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 = 2058 (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)

D2 - Which of the following best describes the area you live in?

		Total	Gender of child respondent		Age of child respondent						Age and gender of child respondent						
			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	Female 13-15	Male 16-17
Weighted Base	% within column	2232	1153	1079	449	698	684	401	1147	1085	226	224	361	337	342	341	224
	N Count																
	Column Comparisons																
Unweighted Base	% within column	2205	1100	1105	439	662	659	445	1101	1104	220	219	333	329	324	335	223
	N Count																
	Column Comparisons																
Column Names	% within column	a	a	b	a	b	c	d	e	f	a	b	c	d	e	f	g
	N Count																
	Column Comparisons																
Large city	% within column	29%	29%	28%	32%	30%	28%	23%↓	31%	26%	37%↑	28%	27%	32%	32%	24%	20%↓
	N Count	638	337	302	146	207	193	92↓	353	285	83↑	63	98	109	110	83	45↓
	Column Comparisons	-			d	d			-	-	f g h			g	g		
Smaller city of large town	% within column	21%	21%	21%	19%	22%	23%	21%	20%	22%	16%	21%	22%	22%	21%	24%	25%
	N Count	474	243	231	84	151	154	86	234	240	36	48	78	73	73	81	57
	Column Comparisons	-							-	-							
Medium town	% within column	21%	21%	20%	24%	17%↓	21%	24%	20%	22%	23%	24%	21%	14%↓	19%	24%	24%
	N Count	468	247	221	107	121↓	146	95	228	240	53	54	75	46↓	65	81	54
	Column Comparisons	-							-	-	d	d				d	d
Small town	% within column	18%	18%	18%	16%	19%	16%	22%	18%	18%	16%	16%	19%	20%	17%	16%	21%
	N Count	406	209	197	73	134	112	87	207	199	36	37	68	66	58	54	47
	Column Comparisons	-							-	-							
NET: Urban	% within column	89%	90%	88%	91%	88%	89%	90%	89%	89%	92%	90%	88%	87%	89%	88%	91%
	N Count	1,986	1,036	951	409	613	605	359	1,022	964	208	201	318	294	306	299	203
	Column Comparisons	-							-	-							
Rural area	% within column	11%	10%	12%	9%	12%	11%	10%	11%	11%	8%	10%	12%	13%	11%	12%	9%
	N Count	246	117	128	40	85	78	42	125	120	17	23	43	43	36	42	21
	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 = 2002 (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 1 of 14

D2 - Which of the following best describes the area you live in?		Age and gender of child respondent					Urban/ Rural		Working status				D3 - Social grade				
		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	C1	C2	DE	NET: ABC1
Weighted Base	% within column	201	587	561	567	536	1986	246	1332	430	112	310	625	580	491	536	1205
	N Count																
	Column Comparisons																
Unweighted Base	% within column	253	553	548	547	580	1949	256	1376	388	113	286	885	483	357	480	1368
	N Count																
	Column Comparisons																
Column Names	% within column	h	i	j	k	l	a	b	a	b	c	d	a	b	c	d	e
	N Count																
	Column Comparisons																
Large city	% within column	25%	31%	31%	27%	25%	32%↑	0%↓	34%↑	21%↓	30%	19%↓	44%↑	24%↓	21%↓	23%↓	34%↑
	N Count	51	181	172	155	133	638↑	0↓	446↑	91↓	33	58↓	272↑	139↓	102↓	125↓	411↑
	Column Comparisons		-	-	-	-	b		b d		d		b c d				-
Smaller city of large town	% within column	18%	19%	22%	23%	22%	24%↑	0%↓	21%	23%	23%	21%	18%	25%	22%	20%	21%
	N Count	36	114	121	130	116	474↑	0↓	276	99	25	65	115	144	110	106	259
	Column Comparisons		-	-	-	-	b							a			-
Medium town	% within column	23%	22%	18%	21%	24%	24%↑	0%↓	20%	25%	19%	21%	17%↓	22%	22%	24%	19%
	N Count	46	128	100	119	127	468↑	0↓	262	108	22	66	106↓	126	109	127	232
	Column Comparisons	d	-	-	-	-	b									a	-
Small town	% within column	22%	18%	18%	19%	18%	20%↑	0%↓	17%	20%	19%	21%	11%↓	21%	21%	20%	16%↓
	N Count	44	104	103	105	96	406↑	0↓	225	84	21	64	70↓	123	104	109	192↓
	Column Comparisons		-	-	-	-	b							a	a	a	-
NET: Urban	% within column	88%	90%	88%	90%	88%	100%↑	0%↓	91%↑	89%	90%	81%↓	90%	92%	87%	87%	91%↑
	N Count	177	527	495	509	472	1,986↑	0↓	1,210↑	382	101	252↓	562	532	425	467	1,094↑
	Column Comparisons		-	-	-	-	b		d	d							-
Rural area	% within column	12%	10%	12%	10%	12%	0%↓	100%↑	9%↓	11%	10%	19%↑	10%	8%	13%	13%	9%↓
	N Count	24	60	65	57	63	0↓	246↑	122↓	48	11	58↑	63	48	66	69	111↓
	Column Comparisons		-	-	-	-	a					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; effective sample size = 2002 (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 14

D2 - Which of the following best describes the area you live in?		D3 - Social grade	Financial wellbeing			Ethnicity		Child identified need/ impacting condition				Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits	
		NET: C2DE	Doing well	Getting by	Strugg-ling	White B-ritish	NET: All other Ethnic-ities	Neuro...	Mental Health	NET: Identi-fied ne-ed/ condi-tion	NET: No identi-fied ne-ed/ condi-tion	NET: Yes	No	Has an EHCP	Don't have an EHCP	NET: House-hold receives Benefits	No Benefits
Weighted Base	% within column	1027	401	1152	655	1742	453	194	109	474	1726	234	792	161	2071	925	1200
	N Count																
	Column Comparisons																
Unweighted Base	% within column	837	452	1121	611	1713	452	182	110	458	1713	238	806	157	2048	883	1222
	N Count																
	Column Comparisons																
Column Names	% within column	f	a	b	c	a	b	a	b	c	d	a	b	a	b	a	b
	N Count																
	Column Comparisons																
Large city	% within column	22%↓	51%↑	25%↓	22%↓	25%↓	42%↑	17%↓	25%	23%↓	30%	24%	27%	38%↑	28%↓	29%	28%
	N Count	227↓	203↑	285↓	143↓	432↓	192↑	33↓	28	111↓	515	55	214	61↑	577↓	268	336
	Column Comparisons	-	b c				a			-	a			b			
Smaller city of large town	% within column	21%	16%↓	24%↑	20%	21%	24%	16%	18%	20%	22%	22%	23%	21%	21%	20%	22%
	N Count	216	63↓	273↑	133	359	108	32	20	95	373	51	178	33	441	189	265
	Column Comparisons	-		a						-							
Medium town	% within column	23%	15%↓	21%	24%	21%	20%	27%	21%	24%	20%	25%	22%	14%	21%	22%	20%
	N Count	236	60↓	246	160	365	92	52	23	114	345	58	171	23	445	204	236
	Column Comparisons	-		a	a					-					a		
Small town	% within column	21%↑	11%↓	19%	20%	21%↑	10%↓	22%	19%	19%	18%	19%	18%	12%	19%	17%	19%
	N Count	214↑	43↓	223	131	358↑	44↓	42	21	90	312	44	142	19	387	157	229
	Column Comparisons	-		a	a	b				-							
NET: Urban	% within column	87%↓	92%	89%	86%	87%↓	96%↑	82%↓	83%	87%	90%	89%	89%	85%	89%	88%	89%
	N Count	892↓	370	1,027	567	1,514↓	436↑	160↓	91	411	1,545	208	705	137	1,849	819	1,066
	Column Comparisons	-	c				a			-	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; effective sample size = 2002 (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)

D2 - Which of the following best describes the area you live in?		Parental Controls		Parental Concern			Time Spent Online (Weekday)					Time Spent Online (Weekend)					Spent Money
		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	1865	339	1053	550	605	873	938	278	102	380	291	785	622	492	1114	1289
	N Count																
	Column Comparisons																
Unweighted Base	% within column	1839	342	1016	555	614	855	924	282	106	388	281	777	619	489	1108	1296
	N Count																
	Column Comparisons																
Column Names	% within column	a	b	a	b	c	a	b	c	d	e	a	b	c	d	e	a
	N Count																
	Column Comparisons																
Large city	% within column	30%↑	19%↓	20%↓	31%	41%↑	28%	28%	31%	38%	33%	30%	30%	30%	25%	28%	33%↑
	N Count	566↑	65↓	213↓	168	249↑	247	262	86	39	124	87	234	186	124	311	419↑
	Column Comparisons	b			a	a b					-					-	e
Smaller city of large town	% within column	21%	23%	21%	23%	20%	21%	21%	20%	24%	21%	21%	24%	17%↓	23%	20%	21%
	N Count	387	80	221	128	121	187	196	54	24	79	61	185	105↓	113	218	266
	Column Comparisons										-		c		c	-	
Medium town	% within column	20%	26%	22%	22%	18%	19%	22%	25%	16%	22%	20%	17%↓	24%	24%	24%↑	21%
	N Count	372	89	232	120	111	170	208	69	16	85	59	132↓	149	117	266↑	267
	Column Comparisons		a								-		b		b	-	
Small town	% within column	18%	18%	23%↑	15%	12%↓	19%	18%	15%	9%	13%↓	18%	19%	19%	16%	17%	17%
	N Count	341	61	246↑	82	76↓	169	173	41	10	50↓	53	150	116	77	193	219
	Column Comparisons			b c							-					-	
NET: Urban	% within column	89%	87%	87%↓	90%	92%↑	89%	89%	90%	87%	89%	89%	89%	90%	88%	89%	91%↑
	N Count	1,666	295	912↓	497	557↑	773	839	250	88	339	260	701	557	432	988	1,171↑
	Column Comparisons				a	a					-					-	e

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 = 2002 (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)

D2 - Which of the following best describes the area you live in?		Spent Money				SM purchase category				Feelings about SM purchase				Gaming Method			
		Bought something on social media	Bought something while Gaming	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	Desktop computer, laptop or netbook	Mobile phone or smartphone	Tablet
Weighted Base	% within column	768	1125	604	943	429	153	216	158	314	556	378	565	1330	572	1316	782
	N Count																
	Column Comparisons																
Unweighted Base	% within column	800	1128	632	909	450	165	226	171	329	585	402	596	1316	582	1317	774
	N Count																
	Column Comparisons																
Column Names	% within column	b	c	d	e	a	b	c	d	a	b	c	d	a	b	c	d
	N Count																
	Column Comparisons																
Large city	% within column	37%↑	34%↑	41%↑	23%↓	37%	51%↑	50%↑	47%↑	41%↑	40%↑	43%↑	41%↑	27%	31%	28%	28%
	N Count	288↑	379↑	248↑	219↓	160	78↑	107↑	75↑	130↑	224↑	161↑	233↑	363	179	365	223
	Column Comparisons	e	e	e				a									
Smaller city of large town	% within column	20%	21%	20%	22%	19%	17%	19%	22%	23%	18%	20%	19%	21%	20%	21%	20%
	N Count	150	237	121	208	81	26	41	34	74	101	76	108	282	114	282	159
	Column Comparisons																
Medium town	% within column	20%	20%	19%	21%	21%	15%	17%	16%	18%	20%	19%	20%	22%	21%	21%	20%
	N Count	156	228	117	201	88	23	37	26	56	109	72	111	293	118	277	157
	Column Comparisons																
Small town	% within column	14%↓	16%	12%↓	20%	14%	12%	9%	9%	12%↓	13%↓	12%↓	13%↓	18%	17%	19%	18%
	N Count	109↓	184	74↓	187	59	19	19	15	38↓	74↓	44↓	73↓	246	97	244	144
	Column Comparisons				b d												
NET: Urban	% within column	91%↑	91%↑	93%↑	86%↓	90%	95%	95%	95%	95%↑	91%	94%↑	93%↑	89%	89%	89%	87%
	N Count	703↑	1,029↑	561↑	815↓	387	146	205	150	298↑	508	353↑	525↑	1,184	507	1,168	682
	Column Comparisons	e	e	e				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; effective sample size = 2002 (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

D2 - Which of the following best describes the area you live in?		Gaming Method — NET: Any Gaming	Gaming Type — Puzzles or quizzes	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	Gaming Frequency — NET: Daily	Weekly
Weighted Base	% within column	2140	650	731	547	387	822	1151	557	248	278	728	207	249	1027	1602	460
	N Count																
	Column Comparisons																
Unweighted Base	% within column	2117	662	740	564	395	802	1111	570	266	283	736	218	257	1009	1567	480
	N Count																
	Column Comparisons																
Column Names	% within column	e	a	b	c	d	e	f	g	h	i	j	k	l	m	a	b
	N Count																
	Column Comparisons																
Large city	% within column	29%	33%↑	35%↑	32%	39%↑	25%↓	25%↓	32%	40%↑	42%↑	33%↑	36%	36%↑	29%	29%	29%
	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	e f g	e f	e	e	-		
Smaller city of large town	% within column	21%	19%	21%	21%	20%	23%	22%	21%	19%	20%	21%	20%	19%	22%	21%	21%
	N Count	451	126	152	117	77	192	248	118	48	57	154	41	47	227	340	97
	Column Comparisons	-													-		
Medium town	% within column	21%	22%	20%	22%	19%	21%	23%	22%	18%	17%	21%	23%	16%	21%	20%	23%
	N Count	451	141	150	121	74	175	262	121	44	47	153	47	40	213	322	108
	Column Comparisons	-													-		
Small town	% within column	18%	16%	16%	15%	14%	18%	18%	16%	14%	13%	16%	12%	18%	17%	19%	16%
	N Count	389	106	119	82	53	145	210	88	36	37	115	25	46	176	300	73
	Column Comparisons	-													-		
NET: Urban	% within column	89%	90%	92%↑	91%	92%	88%	88%	90%	91%	92%	91%	91%	89%	89%	89%	89%
	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											-		

Part 6 of 14

D2 - Which of the following best describes the area you live in?		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	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
											Feelings about Gaming Purchase				
Weighted Base	% within column	535	237	151	447	147	302	122	205	346	772	445	720	715	449
	N Count														
	Column Comparisons														
Unweighted Base	% within column	549	250	158	428	154	320	133	211	356	777	454	734	710	459
	N Count														
	Column Comparisons														
Column Names	% within column	a	b	c	d	e	f	g	h	a	b	c	d	e	f
	N Count														
	Column Comparisons														
Large city	% within column	36%	48%↑	42%	27%↓	40%	38%	47%↑	37%	39%↑	37%↑	40%↑	36%↑	32%	39%↑
	N Count	193	114↑	64	122↓	58	116	58↑	76	134↑	284↑	178↑	262↑	226	174↑
	Column Comparisons	d	a d h	d		d	d	d	d		e	e	e		e
Smaller city of large town	% within column	22%	20%	18%	18%	18%	17%	19%	22%	23%	20%	24%	21%	23%	22%
	N Count	117	46	27	82	27	51	24	45	79	154	109	154	162	99
	Column Comparisons														
Medium town	% within column	20%	17%	21%	22%	21%	22%	17%	19%	20%	20%	18%	19%	20%	20%
	N Count	107	39	31	100	31	67	21	40	70	152	79	135	146	90
	Column Comparisons														
Small town	% within column	15%	13%	13%	22%↑	15%	13%	12%	12%	12%↓	16%	12%↓	16%	17%	12%↓
	N Count	78	30	20	97↑	21	40	15	24	43↓	122	54↓	114	125	54↓
	Column Comparisons				a b f h										
NET: Urban	% within column	93%	97%↑	94%	90%	94%	90%	96%	90%	94%↑	92%↑	94%↑	92%↑	92%↑	93%↑
	N Count	495	230↑	143	400	138	273	118	186	326↑	712↑	419↑	666↑	658↑	417↑
	Column Comparisons		d f h												

Part 7 of 14

D2 - Which of the following best describes the area you live in?		Total	Gender of child respondent		Age of child respondent						Age and gender of child respondent						
			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	Female 13-15	Male 16-17
	% 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	-							-	-							

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 = 2002 (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

D2 - Which of the following best describes the area you live in?		Age and gender of child respondent					Urban/ Rural		Working status				D3 - Social grade				
		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	C1	C2	DE	NET: ABC1
Rural area	% within column	12%	10%	12%	10%	12%	0%↓	100%↑	9%↓	11%	10%	19%↑	10%	8%	13%	13%	9%↓
	N Count	24	60	65	57	63	0↓	246↑	122↓	48	11	58↑	63	48	66	69	111↓
	Column Comparisons		-	-	-	-	a					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; effective sample size = 2002 (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)

		D3 - Social grade	Financial wellbeing			Ethnicity		Child identified need/ impacting condition				Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits	
D2 - Which of the following best describes the area you live in?		NET: C2DE	Doing well	Getting by	Strugg-ling	White B-ritish	NET: All other Ethnic-ities	Neuro...	Mental Health	NET: Identi-fied ne-ed/ condi-tion	NET: No identi-fied ne-ed/ condi-tion	NET: Yes	No	Has an EHCP	Don't have an EHCP	NET: House-hold receives Benefits	No Benefits
Rural area	% within column	13%↑	8%	11%	14%	13%↑	4%↓	18%↑	17%	13%	10%	11%	11%	15%	11%	12%	11%
	N Count	135↑	31	125	88	227↑	16↓	34↑	19	64	180	26	88	24	221	106	134
	Column Comparisons	-			a	b		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 = 2002 (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)

D2 - Which of the following best describes the area you live in?		Parental Controls		Parental Concern			Time Spent Online (Weekday)					Time Spent Online (Weekend)					Spent Money
		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
	% within column	11%	13%	13%↑	10%	8%↓	11%	11%	10%	13%	11%	11%	11%	10%	12%	11%	9%↓
Rural area	N Count	199	44	142↑	53	49↓	100	100	28	14	42	31	84	65	61	126	118↓
	Column Comparisons			b c							-					-	

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 = 2002 (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

D2 - Which of the following best describes the area you live in?		Spent Money				SM purchase category				Feelings about SM purchase				Gaming Method			
		Bought something on social media	Bought something while Gaming	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	Desktop computer, laptop or netbook	Mobile phone or smartphone	Tablet
Rural area	% within column	9%↓	9%↓	7%↓	14%↑	10%	5%	5%	5%	5%↓	9%	6%↓	7%↓	11%	11%	11%	13%
	N Count	65↓	96↓	43↓	128↑	41	7	11	8	16↓	48	24↓	40↓	146	64	148	101
	Column Comparisons				a b c d	c											

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 = 2002 (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)

D2 - Which of the following best describes the area you live in?		Gaming Method	Gaming Type														NET: Playing against other people	Gaming Frequency	
		NET: Any Gaming	Puzzles or quizzes	Action/ adventure	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: 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							-		

D2 - Which of the following best describes the area you live in?		Gaming Purchase Type								Feelings about Gaming Purchase					
		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	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
Rural area	% within column	7%	3%↓	6%	10%	6%	10%	4%	10%	6%↓	8%↓	6%↓	8%↓	8%↓	7%↓
	N Count	40	7↓	9	46	9	29	5	20	20↓	60↓	25↓	55↓	57↓	32↓
	Column Comparisons				b		b		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 = 2002 (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 14

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 main income earner is retired, think

		Total	Gender of child respondent		Age of child respondent				
			Male	Female	8-9	10-12	13-15	16-17	NET: 8-12
Weighted Base	% within column	2232	1153	1079	449	698	684	401	1147
	N Count								
	Column Comparisons								
Unweighted Base	% within column	2205	1100	1105	439	662	659	445	1101
	N Count								
	Column Comparisons								
Column Names	% within column	a	a	b	a	b	c	d	e
	N Count								
	Column Comparisons								
Semi or unskilled manual worker (for example manual workers, all apprentices to be skilled trades, caretaker, park keepe	% within column	14%	14%	14%	13%	14%	14%	14%	14%
	N Count	312	167	146	59	100	97	57	159
	Column Comparisons	-							-
Skilled manual worker (for example skilled bricklayer, carpenter, plumber, painter, bus or ambulance driver, HGV driver,	% within column	22%	20%	24%	19%	22%	24%	22%	21%
	N Count	491	232	259	86	151	165	90	237
	Column Comparisons	-							-
Supervisory, clerical, junior managerial, professional or administrative worker (for example office worker, student doct	% within column	25%	27%	24%	24%	25%	26%	26%	25%
	N Count	565	310	256	106	178	175	106	284
	Column Comparisons	-							-
Intermediate managerial, professional or administrative worker (for example a doctor with less than 3 years' experienc	% within column	18%	19%	17%	22%↑	16%	16%	19%	18%
	N Count	398	216	182	99↑	112	110	76	212
	Column Comparisons	-			b c				-
Higher managerial, professional or administrative worker (for example established doctor, solicitor, board director in a	% within column	10%	11%	10%	12%	11%	10%	7%↓	11%
	N Count	227	124	103	53	76	70	28↓	129
	Column Comparisons	-			d	d			-
Full time	% within column	89%	91%	88%	90%	88%	90%	89%	89%
	N Count	1,994	1,048	946	404	616	616	357	1,020
	Column Comparisons	-	b						-
Student	% within column	1%	0%	1%	0%	1%	1%	1%	0%
	N Count	15	4	11	1	4	5	5	5
	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%)

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

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 main income earner is retired, think

		Age of child respondent	Age and gender of child respondent						
		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	1085	226	224	361	337	342	341	224
	N Count								
	Column Comparisons								
Unweighted Base	% within column	1104	220	219	333	329	324	335	223
	N Count								
	Column Comparisons								
Column Names	% within column	f	a	b	c	d	e	f	g
	N Count								
	Column Comparisons								
Semi or unskilled manual worker (for example manual workers, all apprentices to be skilled trades, caretaker, park keepe	% within column	14%	11%	15%	15%	14%	16%	12%	14%
	N Count	154	25	34	53	47	56	41	32
	Column Comparisons	-							
Skilled manual worker (for example skilled bricklayer, carpenter, plumber, painter, bus or ambulance driver, HGV driver,	% within column	23%	21%	18%	19%	24%	21%	27%	19%
	N Count	254	46	40	69	81	72	92	44
	Column Comparisons	-							
Supervisory, clerical, junior managerial, professional or administrative worker (for example office worker, student doct	% within column	26%	25%	22%	27%	24%	27%	25%	28%
	N Count	281	57	49	98	80	91	84	63
	Column Comparisons	-							
Intermediate managerial, professional or administrative worker (for example a doctor with less than 3 years' experienc	% within column	17%	23%	21%	18%	14%	15%	17%	20%
	N Count	186	52	47	66	46	51	59	46
	Column Comparisons	-	d						
Higher managerial, professional or administrative worker (for example established doctor, solicitor, board director in a	% within column	9%	12%	12%	12%	10%	11%	9%	8%
	N Count	98	27	27	42	33	38	32	18
	Column Comparisons	-							
Full time	% within column	90%	92%	88%	91%	85%	90%	90%	90%
	N Count	973	208	196	329	288	309	307	203
	Column Comparisons	-							
Student	% within column	1%	0%	1%	0%	1%	1%	1%	1%
	N Count	10	0	1	0	4	3	3	1
	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, state benefits, investments, or any other source. If the main income earner is retired, think

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

		Working status			D3 - Social grade				
		Part time	Student	NET: Not working/ 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	c	d	a	b	c	d	e
Semi or unskilled manual worker (for example manual workers, all apprentices to be skilled trades, caretaker, park keepe	% within column N Count Column Comparisons	25%↑ 108↑ a c d	6% 6	9% 29	0%↓ 0↓	0%↓ 0↓	0%↓ 0↓	58%↑ 312↑ a b c	0%↓ 0↓ -
Skilled manual worker (for example skilled bricklayer, carpenter, plumber, painter, bus or ambulance driver, HGV driver,	% within column N Count Column Comparisons	27% 115	23% 26	19% 58	0%↓ 0↓	0%↓ 0↓	100%↑ 491↑ a b d	0%↓ 0↓	0%↓ 0↓ -
Supervisory, clerical, junior managerial, professional or administrative worker (for example office worker, student doct	% within column N Count Column Comparisons	30% 128 c d	18% 20 d	10%↓ 30↓	0%↓ 0↓	97%↑ 565↑ a c d	0%↓ 0↓	0%↓ 0↓	47%↑ 565↑ -
Intermediate managerial, professional or administrative worker (for example a doctor with less than 3 years' experienc	% within column N Count Column Comparisons	12%↓ 52↓ d	18% 20 d	6%↓ 18↓	64%↑ 398↑ b c d	0%↓ 0↓	0%↓ 0↓	0%↓ 0↓	33%↑ 398↑ -
Higher managerial, professional or administrative worker (for example established doctor, solicitor, board director in a	% within column N Count Column Comparisons	4%↓ 18↓	6% 7	3%↓ 10↓	36%↑ 227↑ b c d	0%↓ 0↓	0%↓ 0↓	0%↓ 0↓	19%↑ 227↑ -
Full time	% within column N Count Column Comparisons	98%↑ 421↑ c d	71%↓ 80↓ d	47%↓ 145↓	100%↑ 625↑ b d	97%↑ 565↑ d	100%↑ 491↑ b d	58%↓ 312↓	99%↑ 1,190↑ -
Student	% within column N Count Column Comparisons	1% 4 a	9%↑ 11↑ a b d	0% 0	0% 0	3%↑ 15↑ a c d	0% 0	0% 0	1%↑ 15↑ -

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 main income earner is retired, think

		D3 - Social grade	Financial wellbeing			Ethnicity		Child identified need/ impacting condition	
		NET: C2DE	Doing well	Getting by	Struggling	White British	NET: All other Ethnicities	Neurodiversity	Mental Health
Weighted Base	% within column / N Count / Column Comparisons	1027	401	1152	655	1742	453	194	109
Unweighted Base	% within column / N Count / Column Comparisons	837	452	1121	611	1713	452	182	110
Column Names	% within column / N Count / Column Comparisons	f	a	b	c	a	b	a	b
Semi or unskilled manual worker (for example manual workers, all apprentices to be skilled trades, caretaker, park keepe	% within column	30%↑	6%↓	14%	19%↑	14%	14%	14%	13%
	N Count	312↑	23↓	157	127↑	238	64	27	14
	Column Comparisons	-		a	a b				
Skilled manual worker (for example skilled bricklayer, carpenter, plumber, painter, bus or ambulance driver, HGV driver,	% within column	48%↑	17%	25%	21%	24%↑	15%↓	25%	20%
	N Count	491↑	66	282	138	420↑	69↓	48	22
	Column Comparisons	-		a		b			
Supervisory, clerical, junior managerial, professional or administrative worker (for example office worker, student doct	% within column	0%↓	17%↓	30%↑	23%	25%	28%	21%	16%
	N Count	0↓	68↓	341↑	150	431	125	42	17
	Column Comparisons	-		a c	a				
Intermediate managerial, professional or administrative worker (for example a doctor with less than 3 years' experienc	% within column	0%↓	23%↑	19%	13%↓	17%	20%	16%	12%
	N Count	0↓	93↑	216	87↓	295	93	31	14
	Column Comparisons	-	b c	c					
Higher managerial, professional or administrative worker (for example established doctor, solicitor, board director in a	% within column	0%↓	34%↑	6%↓	3%↓	9%↓	15%↑	3%↓	8%
	N Count	0↓	134↑	74↓	18↓	156↓	67↑	5↓	9
	Column Comparisons	-	b c	c			a		a
Full time	% within column	78%↓	96%↑	93%↑	79%↓	88%	92%	79%↓	69%↓
	N Count	804↓	384↑	1,070↑	520↓	1,541	417	152↓	76↓
	Column Comparisons	-	c	c			a		
Student	% within column	0%↓	0%	0%	1%	1%	1%	0%	1%
	N Count	0↓	1	5	7	12	3	0	1
	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, state benefits, investments, or any other source.If the main income earner is retired, think

		Child identified need/ impacting condition		Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits	
		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
Weighted Base	% within column	474	1726	234	792	161	2071	925	1200
	N Count								
	Column Comparisons								
Unweighted Base	% within column	458	1713	238	806	157	2048	883	1222
	N Count								
	Column Comparisons								
Column Names	% within column	c	d	a	b	a	b	a	b
	N Count								
	Column Comparisons								
Semi or unskilled manual worker (for example manual workers, all apprentices to be skilled trades, caretaker, park keepe	% within column	15%	13%	14%	14%	12%	14%	18%↑	10%↓
	N Count	72	232	33	108	19	293	169↑	125↓
	Column Comparisons	-						b	
Skilled manual worker (for example skilled bricklayer, carpenter, plumber, painter, bus or ambulance driver, HGV driver,	% within column	23%	22%	23%	24%	18%	22%	20%	23%
	N Count	111	377	53	193	30	462	188	275
	Column Comparisons	-							
Supervisory, clerical, junior managerial, professional or administrative worker (for example office worker, student doct	% within column	20%↓	27%↑	21%	28%	17%	26%	19%↓	30%↑
	N Count	94↓	465↑	50	223	28	537	178↓	360↑
	Column Comparisons	-	b				a		a
Intermediate managerial, professional or administrative worker (for example a doctor with less than 3 years' experienc	% within column	15%	19%	15%	18%	13%	18%	11%↓	24%↑
	N Count	70	320	35	142	22	376	103↓	286↑
	Column Comparisons	-							a
Higher managerial, professional or administrative worker (for example established doctor, solicitor, board director in a	% within column	8%	11%	9%	9%	15%	10%	9%	11%
	N Count	37	186	21	73	25	202	82	134
	Column Comparisons	-	a			b			a
Full time	% within column	81%↓	92%↑	82%↓	93%↑	77%↓	90%↑	78%↓	98%↑
	N Count	384↓	1,580↑	192↓	739↑	123↓	1,870↑	721↓	1,181↑
	Column Comparisons	-	a b		a		a		a
Student	% within column	0%	1%	0%	1%	1%	1%	1%	0%
	N Count	1	14	0	6	1	14	9	5
	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, state benefits, investments, or any other source.If the main income earner is retired, think

		BANNER							
		Parental Controls		Parental Concern			Time Spent Online (Weekday)		
		NET: Has Parental Controls	No Controls	Not Concerned	A little Concerned	NET: Moderately/ Very Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs
Weighted Base	% within column	1865	339	1053	550	605	873	938	278
	N Count								
	Column Comparisons								
Unweighted Base	% within column	1839	342	1016	555	614	855	924	282
	N Count								
	Column Comparisons								
Column Names	% within column	a	b	a	b	c	a	b	c
	N Count								
	Column Comparisons								
Semi or unskilled manual worker (for example manual workers, all apprentices to be skilled trades, caretaker, park keepe	% within column	14%	17%	15%	13%	12%	12%	15%	14%
	N Count	252	56	158	72	75	104	139	38
	Column Comparisons								
Skilled manual worker (for example skilled bricklayer, carpenter, plumber, painter, bus or ambulance driver, HGV driver,	% within column	22%	22%	23%	20%	22%	21%	24%	23%
	N Count	410	73	245	108	132	182	226	65
	Column Comparisons						d	d	d
Supervisory, clerical, junior managerial, professional or administrative worker (for example office worker, student doct	% within column	26%	26%	27%	26%	22%	30%↑	24%	21%
	N Count	476	87	287	143	132	259↑	224	58
	Column Comparisons						b c		
Intermediate managerial, professional or administrative worker (for example a doctor with less than 3 years' experienc	% within column	18%	17%	16%	21%	19%	19%	18%	14%
	N Count	341	56	167	114	116	169	172	40
	Column Comparisons				a				
Higher managerial, professional or administrative worker (for example established doctor, solicitor, board director in a	% within column	11%↑	5%↓	6%↓	11%	17%↑	10%	9%	15%↑
	N Count	210↑	17↓	61↓	60	105↑	84	85	42↑
	Column Comparisons	b			a	a b			a b
Full time	% within column	91%↑	85%	87%↓	91%	93%↑	91%	90%	87%
	N Count	1,688↑	290	918↓	499	560↑	798	846	242
	Column Comparisons	b				a	d	d	
Student	% within column	0%	2%	1%	1%	1%	1%	0%	0%
	N Count	9	6	7	3	5	6	4	1
	Column Comparisons		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; 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)

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 main income earner is retired, think

		Time Spent Online (Weekday)		Time Spent Online (Weekend)					Spent Money
		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
Weighted Base	% within column	102	380	291	785	622	492	1114	1289
	N Count								
	Column Comparisons								
Unweighted Base	% within column	106	388	281	777	619	489	1108	1296
	N Count								
	Column Comparisons								
Column Names	% within column	d	e	a	b	c	d	e	a
	N Count								
	Column Comparisons								
Semi or unskilled manual worker (for example manual workers, all apprentices to be skilled trades, caretaker, park keepe	% within column	18%	15%	14%	12%	14%	15%	15%	13%
	N Count	18	57	41	98	88	75	164	169
	Column Comparisons		-					-	
Skilled manual worker (for example skilled bricklayer, carpenter, plumber, painter, bus or ambulance driver, HGV driver,	% within column	10%	20%	21%	22%	24%	22%	23%	21%
	N Count	11	75	62	169	147	106	253	273
	Column Comparisons		-					-	
Supervisory, clerical, junior managerial, professional or administrative worker (for example office worker, student doct	% within column	21%	21%	27%	27%	24%	24%	24%	24%
	N Count	21	79	78	214	150	116	265	303
	Column Comparisons		-					-	
Intermediate managerial, professional or administrative worker (for example a doctor with less than 3 years' experienc	% within column	16%	15%	17%	19%	19%	16%	17%	19%
	N Count	16	56	49	153	118	76	194	246
	Column Comparisons		-					-	
Higher managerial, professional or administrative worker (for example established doctor, solicitor, board director in a	% within column	13%	15%↑	12%	10%	10%	9%	10%	13%↑
	N Count	14	56↑	35	82	63	46	109	168↑
	Column Comparisons		-					-	e
Full time	% within column	79%↓	85%↓	91%	91%	91%	85%↓	88%	90%
	N Count	80↓	323↓	264	716	566	419↓	985	1,159
	Column Comparisons		-		d	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 = 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)

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 main income earner is retired, think

		BANNER							
		Spent Money				SM purchase category			
		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	768	1125	604	943	429	153	216	158
	N Count								
	Column Comparisons								
Unweighted Base	% within column	800	1128	632	909	450	165	226	171
	N Count								
	Column Comparisons								
Column Names	% within column	b	c	d	e	a	b	c	d
	N Count								
	Column Comparisons								
Semi or unskilled manual worker (for example manual workers, all apprentices to be skilled trades, caretaker, park keepe	% within column	12%	13%	12%	15%	11%	10%	7%	12%
	N Count	89	152	72	143	49	16	15	19
	Column Comparisons								
Skilled manual worker (for example skilled bricklayer, carpenter, plumber, painter, bus or ambulance driver, HGV driver,	% within column	23%	20%	21%	23%	25%	21%	25%	17%
	N Count	175	224	126	218	106	32	54	28
	Column Comparisons	c							
Supervisory, clerical, junior managerial, professional or administrative worker (for example office worker, student doct	% within column	22%	24%	22%	28%	22%	15%	21%	18%
	N Count	169	267	133	262	93	24	45	29
	Column Comparisons				b d				
Intermediate managerial, professional or administrative worker (for example a doctor with less than 3 years' experienc	% within column	21%↑	19%	21%↑	16%	22%	20%	20%	19%
	N Count	161↑	214	129↑	152	94	30	42	31
	Column Comparisons	e		e					
Higher managerial, professional or administrative worker (for example established doctor, solicitor, board director in a	% within column	16%↑	14%↑	19%↑	6%↓	16%	27%↑	22%↑	26%↑
	N Count	125↑	156↑	113↑	59↓	68	42↑	48↑	41↑
	Column Comparisons	e	e	e			a		a
Full time	% within column	94%↑	90%	95%↑	88%	96%	94%	94%	93%
	N Count	719↑	1,012	572↑	834	411	144	204	147
	Column Comparisons	e		e					

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)

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 main income earner is retired, think

		BANNER							
		Feelings about SM purchase				Gaming Method			
		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	314	556	378	565	1330	572	1316	782
	N Count								
	Column Comparisons								
Unweighted Base	% within column	329	585	402	596	1316	582	1317	774
	N Count								
	Column Comparisons								
Column Names	% within column	a	b	c	d	a	b	c	d
	N Count								
	Column Comparisons								
Semi or unskilled manual worker (for example manual workers, all apprentices to be skilled trades, caretaker, park keepe	% within column	12%	11%	10%	12%	15%	10%↓	13%	14%
	N Count	38	62	39	68	199	58↓	175	107
	Column Comparisons					b			
Skilled manual worker (for example skilled bricklayer, carpenter, plumber, painter, bus or ambulance driver, HGV driver,	% within column	23%	24%	21%	23%	21%	19%	23%	21%
	N Count	71	133	78	130	281	108	301	168
	Column Comparisons								
Supervisory, clerical, junior managerial, professional or administrative worker (for example office worker, student doct	% within column	19%	19%↓	20%	20%↓	26%	25%	25%	23%
	N Count	60	108↓	76	111↓	343	143	331	180
	Column Comparisons								
Intermediate managerial, professional or administrative worker (for example a doctor with less than 3 years' experienc	% within column	22%	21%	23%↑	21%	18%	20%	18%	19%
	N Count	69	117	87↑	119	243	112	238	145
	Column Comparisons								
Higher managerial, professional or administrative worker (for example established doctor, solicitor, board director in a	% within column	17%↑	19%↑	20%↑	18%↑	10%	16%↑	11%	13%↑
	N Count	53↑	103↑	75↑	104↑	138	91↑	140	100↑
	Column Comparisons						a c		
Full time	% within column	93%	94%↑	94%↑	94%↑	91%	90%	90%	89%
	N Count	292	525↑	354↑	533↑	1,204	512	1,184	700
	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, state benefits, investments, or any other source.If the main income earner is retired, think

		Gaming Method	Gaming Type						
		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	2140	650	731	547	387	822	1151	557
	N Count								
	Column Comparisons								
Unweighted Base	% within column	2117	662	740	564	395	802	1111	570
	N Count								
	Column Comparisons								
Column Names	% within column	e	a	b	c	d	e	f	g
	N Count								
	Column Comparisons								
Semi or unskilled manual worker (for example manual workers, all apprentices to be skilled trades, caretaker, park keepe	% within column	14%	12%	13%	14%	13%	13%	14%	12%
	N Count	301	81	94	77	50	109	162	69
	Column Comparisons	-							
Skilled manual worker (for example skilled bricklayer, carpenter, plumber, painter, bus or ambulance driver, HGV driver,	% within column	22%	21%	20%	18%	19%	24%	22%	22%
	N Count	464	134	150	96	73	197	255	121
	Column Comparisons	-							
Supervisory, clerical, junior managerial, professional or administrative worker (for example office worker, student doct	% within column	25%	27%	23%	23%	24%	26%	27%	21%
	N Count	545	173	170	124	91	213	315	118
	Column Comparisons	-							
Intermediate managerial, professional or administrative worker (for example a doctor with less than 3 years' experienc	% within column	18%	19%	21%↑	22%↑	18%	17%	17%	21%
	N Count	383	122	152↑	119↑	71	141	192	117
	Column Comparisons	-		f i	e f i				
Higher managerial, professional or administrative worker (for example established doctor, solicitor, board director in a	% within column	10%	13%↑	14%↑	15%↑	17%↑	10%	9%	13%
	N Count	224	84↑	99↑	82↑	67↑	79	104	72
	Column Comparisons	-	e f	e f	e f	a e f			e f
Full time	% within column	90%	91%	91%	91%	91%	90%	89%	89%
	N Count	1,916	594	666	499	352	740	1,028	497
	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, state benefits, investments, or any other source.If the main income earner is retired, think

		Gaming Type						Gaming Frequency	
		Simulation experience	Fitness and dance	Sports	Interactive stories	Makeovers	NET: Playing against other people	NET: Daily	Weekly
Weighted Base	% within column	248	278	728	207	249	1027	1602	460
	N Count								
	Column Comparisons								
Unweighted Base	% within column	266	283	736	218	257	1009	1567	480
	N Count								
	Column Comparisons								
Column Names	% within column	h	i	j	k	l	m	a	b
	N Count								
	Column Comparisons								
Semi or unskilled manual worker (for example manual workers, all apprentices to be skilled trades, caretaker, park keepe	% within column	11%	14%	13%	13%	11%	13%	14%	13%
	N Count	29	39	97	27	27	138	230	58
	Column Comparisons						-		
Skilled manual worker (for example skilled bricklayer, carpenter, plumber, painter, bus or ambulance driver, HGV driver,	% within column	18%	18%	18%	20%	22%	23%	22%	20%
	N Count	45	50	133	41	55	235	354	90
	Column Comparisons						-		
Supervisory, clerical, junior managerial, professional or administrative worker (for example office worker, student doct	% within column	19%	27%	27%	18%	24%	26%	25%	29%
	N Count	48	76	194	38	60	262	396	132
	Column Comparisons						-		
Intermediate managerial, professional or administrative worker (for example a doctor with less than 3 years' experienc	% within column	21%	16%	21%↑	22%	17%	17%	17%	21%
	N Count	52	45	156↑	45	43	176	276	99
	Column Comparisons			e f i	f		-		a
Higher managerial, professional or administrative worker (for example established doctor, solicitor, board director in a	% within column	24%↑	15%↑	14%↑	19%↑	17%↑	11%	10%	12%
	N Count	59↑	41↑	100↑	39↑	41↑	113	168	54
	Column Comparisons	a b c e f g i j l	f	e f	a e f	e f	-		
Full time	% within column	93%	90%	93%↑	92%	91%	90%	89%	94%↑
	N Count	232	251	680↑	191	226	925	1,424	432↑
	Column Comparisons						-		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; 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)

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 main income earner is retired, think

Gaming Purchase Type

		NET: Charac-ter, 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
Weighted Base	% within column	535	237	151	447	147	302	122	205
	N Count								
	Column Comparisons								
Unweighted Base	% within column	549	250	158	428	154	320	133	211
	N Count								
	Column Comparisons								
Column Names	% within column	a	b	c	d	e	f	g	h
	N Count								
	Column Comparisons								
Semi or unskilled manual worker (for example manual workers, all apprentices to be skilled trades, caretaker, park keepe	% within column	12%	11%	11%	14%	7%	16%	12%	10%
	N Count	66	25	17	63	11	49	14	21
	Column Comparisons								
Skilled manual worker (for example skilled bricklayer, carpenter, plumber, painter, bus or ambulance driver, HGV driver,	% within column	19%	14%	20%	23%	19%	16%	19%	26%
	N Count	101	33	30	103	27	48	23	53
	Column Comparisons					b				b f
Supervisory, clerical, junior managerial, professional or administrative worker (for example office worker, student doct	% within column	22%	25%	19%	26%	24%	19%	18%	15%↓
	N Count	119	59	29	116	34	58	22	30↓
	Column Comparisons								
Intermediate managerial, professional or administrative worker (for example a doctor with less than 3 years' experienc	% within column	21%	23%	25%	16%	20%	20%	23%	17%
	N Count	115	54	37	72	29	60	28	35
	Column Comparisons								
Higher managerial, professional or administrative worker (for example established doctor, solicitor, board director in a	% within column	15%	19%↑	16%	10%↓	24%↑	20%↑	23%↑	21%↑
	N Count	83	46↑	24	47↓	35↑	60↑	28↑	43↑
	Column Comparisons	d	d			d	d	d	d
Full time	% within column	90%	91%	90%	90%	93%	91%	95%	89%
	N Count	483	217	136	401	137	274	116	182
	Column Comparisons								

BANNER

Feelings about Gaming Purchase

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 main income earner is retired, think

		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	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	a	b	c	d	e	f
Semi or unskilled manual worker (for example manual workers, all apprentices to be skilled trades, caretaker, park keepe	% within column N Count Column Comparisons	13% 44	14% 106	13% 60	13% 91	14% 98	12% 53
Skilled manual worker (for example skilled bricklayer, carpenter, plumber, painter, bus or ambulance driver, HGV driver,	% within column N Count Column Comparisons	24% 83	20% 154	21% 94	20% 141	22% 158	22% 97
Supervisory, clerical, junior managerial, professional or administrative worker (for example office worker, student doct	% within column N Count Column Comparisons	21% 72	22% 170	20%↓ 88↓	23% 165	23% 165	20% 91
Intermediate managerial, professional or administrative worker (for example a doctor with less than 3 years' experienc	% within column N Count Column Comparisons	20% 69	19% 146	20% 88	21%↑ 152↑	19% 136	20% 90
Higher managerial, professional or administrative worker (for example established doctor, solicitor, board director in a	% within column N Count Column Comparisons	17%↑ 60↑	16%↑ 124↑ e	17%↑ 74↑	15%↑ 112↑	13%↑ 92↑	16%↑ 72↑
Full time	% within column N Count Column Comparisons	94%↑ 327↑ c f	91% 699	91% 404	92% 661	91% 649	90% 403

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)

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 main income earner is retired, think

		Total	Gender of child respondent		Age of child respondent				
			Male	Female	8-9	10-12	13-15	16-17	NET: 8-12
Student	% within column	1%	0%	1%	0%	1%	1%	1%	0%
	N Count	15	4	11	1	4	5	5	5
	Column Comparisons	-							-
Casual worker - not in permanent employment	% within column	1%	1%	1%	1%	0%	1%	0%	0%
	N Count	13	7	6	4	2	5	2	6
	Column Comparisons	-							-
Housewife or homemaker	% within column	2%	2%	3%	3%	3%	2%	3%	3%
	N Count	55	24	31	12	18	13	12	31
	Column Comparisons	-							-
Retired and living on State Pension	% within column	0%	0%	0%	0%	0%	0%	1%	0%
	N Count	6	1	5	0	1	2	2	1
	Column Comparisons	-							-
Unemployed or not working due to long-term sickness	% within column	4%	4%	4%	3%	6%	4%	4%	5%
	N Count	95	48	47	13	41	24	17	54
	Column Comparisons	-							-
Full-time carer of other household member	% within column	2%	2%	3%	3%	2%	3%	1%	3%
	N Count	54	21	33	15	16	17	6	31
	Column Comparisons	-							-
Other	% within column	0%	0%	0%	0%	0%	0%	0%	0%
	N Count	0	0	0	0	0	0	0	0
	Column Comparisons	-	-	-	-	-	-	-	-
Do not know	% within column	0%	0%	0%	0%	0%	0%	0%	0%
	N Count	0	0	0	0	0	0	0	0
	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%)

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

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 main income earner is retired, think

		Age of child respondent	Age and gender of child respondent						
		NET: 13-17	Male 8-9	Female 8-9	Male 10-12	Female 10-12	Male 13-15	Female 13-15	Male 16-17
Student	% within column	1%	0%	1%	0%	1%	1%	1%	1%
	N Count	10	0	1	0	4	3	3	1
	Column Comparisons	-							
Casual worker - not in permanent employment	% within column	1%	1%	1%	0%	1%	1%	0%	1%
	N Count	7	1	3	0	2	4	1	2
	Column Comparisons	-							
Housewife or homemaker	% within column	2%	3%	3%	2%	3%	1%	2%	2%
	N Count	25	6	6	8	11	5	8	5
	Column Comparisons	-							
Retired and living on State Pension	% within column	0%	0%	0%	0%	0%	0%	1%	0%
	N Count	5	0	0	1	0	0	2	0
	Column Comparisons	-							
Unemployed or not working due to long-term sickness	% within column	4%	4%	2%	5%	7%↑	4%	3%	5%
	N Count	41	8	5	17	24↑	13	12	11
	Column Comparisons	-							
Full-time carer of other household member	% within column	2%	1%	6%↑	2%	3%	3%	2%	1%
	N Count	23	3	13↑	7	9	9	8	2
	Column Comparisons	-							
Other	% within column	0%	0%	0%	0%	0%	0%	0%	0%
	N Count	0	0	0	0	0	0	0	0
	Column Comparisons	-	-	-	-	-	-	-	-
Do not know	% within column	0%	0%	0%	0%	0%	0%	0%	0%
	N Count	0	0	0	0	0	0	0	0
	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%)

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

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 main income earner is retired, think

BANNER

		Age and gender of child respondent					Urban/ Rural		Working status
		Female 16-17	NET: Male 8-12	NET: Female 8-12	NET: Male 13-17	NET: Female 13-17	NET: Urban	Rural	Full time
Student	% within column	2%	0%	1%	1%	1%	1%	0%	0%↓
	N Count	4	0	5	4	6	15	0	0↓
	Column Comparisons		-	-	-	-			
Casual worker - not in permanent employment	% within column	0%	0%	1%	1%	0%	1%	1%	0%↓
	N Count	0	1	4	6	1	11	1	2↓
	Column Comparisons		-	-	-	-			
Housewife or homemaker	% within column	3%	2%	3%	2%	3%	2%	5%	0%↓
	N Count	6	14	17	10	14	43	12	1↓
	Column Comparisons		-	-	-	-	a		
Retired and living on State Pension	% within column	1%↑	0%	0%	0%	1%↑	0%	0%	0%↓
	N Count	2↑	1	0	0	5↑	6	0	0↓
	Column Comparisons		-	-	-	-			
Unemployed or not working due to long-term sickness	% within column	4%	4%	5%	4%	4%	4%	5%	0%↓
	N Count	8	25	29	23	20	82	13	0↓
	Column Comparisons		-	-	-	-			
Full-time carer of other household member	% within column	2%	2%	4%	2%	2%	2%	4%	0%↓
	N Count	5	9	22	12	12	44	11	5↓
	Column Comparisons		-	-	-	-	a		
Other	% within column	0%	0%	0%	0%	0%	0%	0%	0%
	N Count	0	0	0	0	0	0	0	0
	Column Comparisons	-	-	-	-	-	-	-	-
Do not know	% within column	0%	0%	0%	0%	0%	0%	0%	0%
	N Count	0	0	0	0	0	0	0	0
	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%)

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

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 main income earner is retired, think

		Working status			D3 - Social grade				
		Part time	Student	NET: Not working/ retired	AB	C1	C2	DE	NET: ABC1
Student	% within column	1%	9%↑	0%	0%	3%↑	0%	0%	1%↑
	N Count	4	11↑	0	0	15↑	0	0	15↑
	Column Comparisons	a	a b d			a c d			-
Casual worker - not in permanent employment	% within column	1%	2%	2%	0%	0%	0%	2%↑	0%↓
	N Count	3	2	5	0	0	0	13↑	0↓
	Column Comparisons		a	a				a b c	-
Housewife or homemaker	% within column	0%↓	3%	16%↑	0%↓	0%↓	0%↓	10%↑	0%↓
	N Count	0↓	3	49↑	0↓	0↓	0↓	55↑	0↓
	Column Comparisons		a b	a b c				a b c	-
Retired and living on State Pension	% within column	0%	2%↑	1%	0%	0%	0%	1%↑	0%
	N Count	0	2↑	3	0	0	0	6↑	0
	Column Comparisons		a b	a				a b c	-
Unemployed or not working due to long-term sickness	% within column	0%↓	5%	23%↑	0%↓	0%↓	0%↓	18%↑	0%↓
	N Count	1↓	5	71↑	0↓	0↓	0↓	95↑	0↓
	Column Comparisons		a b	a b c				a b c	-
Full-time carer of other household member	% within column	0%↓	8%↑	12%↑	0%↓	0%↓	0%↓	10%↑	0%↓
	N Count	1↓	9↑	38↑	0↓	0↓	0↓	54↑	0↓
	Column Comparisons		a b	a b				a b c	-
Other	% within column	0%	0%	0%	0%	0%	0%	0%	0%
	N Count	0	0	0	0	0	0	0	0
	Column Comparisons	-	-	-	-	-	-	-	-
Do not know	% within column	0%	0%	0%	0%	0%	0%	0%	0%
	N Count	0	0	0	0	0	0	0	0
	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%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, 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

Page 89

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 main income earner is retired, think

BANNER

		D3 - Social grade	Financial wellbeing			Ethnicity		Child identified need/ impacting condition	
		NET: C2DE	Doing well	Getting by	Struggling	White British	NET: All other Ethnicities	Neurodiversity	Mental Health
Student	% within column	0%↓	0%	0%	1%	1%	1%	0%	1%
	N Count	0↓	1	5	7	12	3	0	1
	Column Comparisons	-							
Casual worker - not in permanent employment	% within column	1%↑	1%	0%	1%	1%	1%	0%	1%
	N Count	13↑	2	4	6	9	4	1	1
	Column Comparisons	-							
Housewife or homemaker	% within column	5%↑	1%	2%	5%↑	3%	2%	5%	6%
	N Count	55↑	3	19	33↑	47	8	9	7
	Column Comparisons	-			a b			d	d
Retired and living on State Pension	% within column	1%	0%	0%	0%	0%	0%	1%	0%
	N Count	6	0	4	1	5	1	1	0
	Column Comparisons	-							
Unemployed or not working due to long-term sickness	% within column	9%↑	0%↓	3%↓	9%↑	5%	2%	8%	12%↑
	N Count	95↑	0↓	35↓	59↑	84	9	15	13↑
	Column Comparisons	-		a	a b	b		d	d
Full-time carer of other household member	% within column	5%↑	3%	1%↓	4%↑	2%	2%	8%↑	10%↑
	N Count	54↑	10	15↓	28↑	43	11	15↑	11↑
	Column Comparisons	-			b			d	d
Other	% within column	0%	0%	0%	0%	0%	0%	0%	0%
	N Count	0	0	0	0	0	0	0	0
	Column Comparisons	-	-	-	-	-	-	-	-
Do not know	% within column	0%	0%	0%	0%	0%	0%	0%	0%
	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, state benefits, investments, or any other source.If the main income earner is retired, think

		Child identified need/ impacting condition		Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits	
		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
Student	% within column	0%	1%	0%	1%	1%	1%	1%	0%
	N Count	1	14	0	6	1	14	9	5
	Column Comparisons	-							
Casual worker - not in permanent employment	% within column	1%	1%	1%	0%	0%	1%	1%	0%
	N Count	3	9	3	2	0	13	8	4
	Column Comparisons	-							
Housewife or homemaker	% within column	6%↑	2%↓	4%	2%	9%↑	2%↓	5%↑	0%↓
	N Count	29↑	27↓	9	14	14↑	42↓	51↑	2↓
	Column Comparisons	-				b		b	
Retired and living on State Pension	% within column	0%	0%	1%	0%	1%	0%	0%	0%
	N Count	2	4	1	4	1	4	2	3
	Column Comparisons	-							
Unemployed or not working due to long-term sickness	% within column	6%	4%	7%↑	3%↓	4%	4%	9%↑	0%↓
	N Count	27	67	17↑	21↓	7	88	87↑	1↓
	Column Comparisons	-		b				b	
Full-time carer of other household member	% within column	6%↑	1%↓	5%↑	1%↓	9%↑	2%↓	5%↑	0%↓
	N Count	28↑	26↓	12↑	7↓	15↑	40↓	47↑	3↓
	Column Comparisons	-		b		b		b	
Other	% within column	0%	0%	0%	0%	0%	0%	0%	0%
	N Count	0	0	0	0	0	0	0	0
	Column Comparisons	-	-	-	-	-	-	-	-
Do not know	% within column	0%	0%	0%	0%	0%	0%	0%	0%
	N Count	0	0	0	0	0	0	0	0
	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%)

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

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 main income earner is retired, think

		Parental Controls		Parental Concern			Time Spent Online (Weekday)		
		NET: Has Parental Controls	No Controls	Not Concerned	A little Concerned	NET: Moderately/ Very Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs
Student	% within column	0%	2%	1%	1%	1%	1%	0%	0%
	N Count	9	6	7	3	5	6	4	1
	Column Comparisons		a						
Casual worker - not in permanent employment	% within column	1%	0%	1%	1%	0%	0%	0%	2%
	N Count	11	1	6	5	1	4	4	4
	Column Comparisons								
Housewife or homemaker	% within column	2%	4%	3%	2%	1%	2%	3%	3%
	N Count	40	12	34	11	8	16	25	7
	Column Comparisons								
Retired and living on State Pension	% within column	0%	0%	0%	0%	0%	0%	0%	0%
	N Count	4	1	4	1	1	2	4	0
	Column Comparisons								
Unemployed or not working due to long-term sickness	% within column	4%↓	6%	5%	4%	3%	4%	4%	5%
	N Count	69↓	19	56	20	17	31	36	15
	Column Comparisons								
Full-time carer of other household member	% within column	2%	3%	3%	2%	2%	2%	2%	3%
	N Count	42	9	29	12	13	17	20	8
	Column Comparisons								
Other	% within column	0%	0%	0%	0%	0%	0%	0%	0%
	N Count	0	0	0	0	0	0	0	0
	Column Comparisons	-	-	-	-	-	-	-	-
Do not know	% within column	0%	0%	0%	0%	0%	0%	0%	0%
	N Count	0	0	0	0	0	0	0	0
	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%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, 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

Page 92

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 main income earner is retired, think

		Time Spent Online (Weekday)		Time Spent Online (Weekend)					Spent Money
		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
Student	% within column	3%↑	1%	0%	1%	1%	1%	1%	1%
	N Count	4↑	5	1	4	4	5	9	9
	Column Comparisons	a b	-					-	
Casual worker - not in permanent employment	% within column	0%	1%	0%	0%	1%	1%	1%	1%
	N Count	0	4	1	0	7	3	11	7
	Column Comparisons		-			b		-	
Housewife or homemaker	% within column	6%	4%	1%	2%	1%	4%↑	3%	2%
	N Count	6	13	4	18	9	21↑	31	31
	Column Comparisons	a	-				c	-	
Retired and living on State Pension	% within column	0%	0%	0%	0%	0%	0%	0%	0%
	N Count	0	0	0	3	2	1	3	2
	Column Comparisons		-					-	
Unemployed or not working due to long-term sickness	% within column	7%	6%	4%	4%	3%	5%	4%	4%
	N Count	7	22	13	31	21	26	48	51
	Column Comparisons		-					-	
Full-time carer of other household member	% within column	4%	3%	2%	2%	2%	3%	3%	2%
	N Count	4	12	7	14	13	15	28	29
	Column Comparisons		-					-	
Other	% within column	0%	0%	0%	0%	0%	0%	0%	0%
	N Count	0	0	0	0	0	0	0	0
	Column Comparisons	-	-	-	-	-	-	-	-
Do not know	% within column	0%	0%	0%	0%	0%	0%	0%	0%
	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)

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 main income earner is retired, think

		Spent Money				SM purchase category			
		Bought something on social media	Bought something while Gaming	Bought something from both	Not bought from either	Product	Activity	Subscription/ Upgrade	NET: Gift
Student	% within column	1%	1%	1%	1%	0%	1%	1%	0%
	N Count	5	7	3	6	2	1	2	0
	Column Comparisons								
Casual worker - not in permanent employment	% within column	0%	1%	0%	1%	0%	1%	1%	1%
	N Count	2	6	1	6	0	1	1	1
	Column Comparisons								
Housewife or homemaker	% within column	2%	2%	1%	3%	1%	1%	1%	1%
	N Count	12	26	7	24	5	2	2	2
	Column Comparisons								
Retired and living on State Pension	% within column	0%	0%	0%	0%	0%	0%	0%	0%
	N Count	1	2	1	3	1	0	0	0
	Column Comparisons								
Unemployed or not working due to long-term sickness	% within column	2%↓	4%	2%↓	5%	2%	2%	1%	0%
	N Count	14↓	48	10↓	44	7	3	2	1
	Column Comparisons		b		b d				
Full-time carer of other household member	% within column	2%	2%	1%	3%	1%↓	2%	2%	5%
	N Count	14	23	9	25	2↓	2	4	7
	Column Comparisons								a
Other	% within column	0%	0%	0%	0%	0%	0%	0%	0%
	N Count	0	0	0	0	0	0	0	0
	Column Comparisons	-	-	-	-	-	-	-	-
Do not know	% within column	0%	0%	0%	0%	0%	0%	0%	0%
	N Count	0	0	0	0	0	0	0	0
	Column Comparisons	-	-	-	-	-	-	-	-

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%)

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

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 main income earner is retired, think

		Feelings about SM purchase				Gaming Method			
		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	1%	1%	1%	1%	0%↓	1%	0%	1%
Student	N Count	2	4	4	5	3↓	5	7	4
	Column Comparisons						a		
	% 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								
	% within column	1%↓	1%↓	1%↓	1%↓	4%	4%	4%	4%
Unemployed or not working due to long-term sickness	N Count	4↓	6↓	6↓	8↓	56	22	55	32
	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	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	-	-	-	-	-	-	-	-

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 main income earner is retired, think

		Gaming Method	Gaming Type						
		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
Student	% within column	1%	1%	1%	0%	0%	0%	0%	1%
	N Count	14	4	4	0	1	4	4	3
	Column Comparisons	-							
Casual worker - not in permanent employment	% within column	1%	1%	0%	0%	0%	0%	0%	0%
	N Count	12	4	2	2	1	1	4	1
	Column Comparisons	-							
Housewife or homemaker	% within column	3%	2%	3%	2%	3%	3%	3%	3%
	N Count	55	14	19	13	10	22	32	19
	Column Comparisons	-							
Retired and living on State Pension	% within column	0%	0%	0%	0%	0%	0%	0%	0%
	N Count	5	1	1	0	0	1	1	0
	Column Comparisons	-							
Unemployed or not working due to long-term sickness	% within column	4%	3%	4%	4%	3%	4%	5%	4%
	N Count	91	17	27	24	13	35	52	22
	Column Comparisons	-							
Full-time carer of other household member	% within column	2%	2%	2%	2%	3%	2%	2%	2%
	N Count	48	15	12	8	10	20	29	14
	Column Comparisons	-							
Other	% within column	0%	0%	0%	0%	0%	0%	0%	0%
	N Count	0	0	0	0	0	0	0	0
	Column Comparisons	-	-	-	-	-	-	-	-
Do not know	% within column	0%	0%	0%	0%	0%	0%	0%	0%
	N Count	0	0	0	0	0	0	0	0
	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%)

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

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 main income earner is retired, think

BANNER

		Gaming Type						Gaming Frequency	
		Simulation experience	Fitness and dance	Sports	Interactive stories	Makeovers	NET: Playing against other people	NET: Daily	Weekly
	% 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	2↑	1	1	3	0
	Column Comparisons		a b c e f g j		b c e f g j		-		
Unemployed or not working due to long-term sickness	% within column	1%	2%	2%↓	3%	2%	4%	4%	3%
	N Count	3	6	17↓	6	6	45	72	15
	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	-	-	-	-	-	-	-	-

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)

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 main income earner is retired, think

Gaming Purchase Type

		NET: Charac-ter, 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
Student	% within column	1%	1%	1%	0%	1%	0%	0%	0%
	N Count	4	1	1	0	1	1	0	0
	Column Comparisons								
Casual worker - not in permanent employment	% within column	0%	0%	0%	0%	2%	0%	1%	1%
	N Count	2	0	0	1	2	0	1	1
	Column Comparisons								
Housewife or homemaker	% within column	2%	1%	1%	3%	2%	2%	1%	0%
	N Count	10	2	2	15	2	6	1	0
	Column Comparisons								
Retired and living on State Pension	% within column	0%	0%	1%	0%	0%	0%	0%	0%
	N Count	1	0	1	0	0	0	0	0
	Column Comparisons								
Unemployed or not working due to long-term sickness	% within column	4%	4%	3%	3%	2%	3%	1%	6%
	N Count	21	9	5	15	2	10	1	13
	Column Comparisons								
Full-time carer of other household member	% within column	3%	3%	4%	3%	1%	4%	3%	4%
	N Count	13	8	6	15	2	11	3	9
	Column Comparisons								
Other	% within column	0%	0%	0%	0%	0%	0%	0%	0%
	N Count	0	0	0	0	0	0	0	0
	Column Comparisons	-	-	-	-	-	-	-	-
Do not know	% within column	0%	0%	0%	0%	0%	0%	0%	0%
	N Count	0	0	0	0	0	0	0	0
	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%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, 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

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 main income earner is retired, think

Feelings about Gaming Purchase

		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
Student	% within column	1%	0%	1%	1%	1%	1%
	N Count	2	4	2	4	4	3
	Column Comparisons						
Casual worker - not in permanent employment	% within column	1%	0%	1%	1%	1%	1%
	N Count	2	4	5	4	4	5
	Column Comparisons						
Housewife or homemaker	% within column	2%	2%	2%	1%	2%	3%
	N Count	7	16	9	11	14	12
	Column Comparisons						
Retired and living on State Pension	% within column	0%	0%	0%	0%	0%	0%
	N Count	0	1	0	1	0	0
	Column Comparisons						
Unemployed or not working due to long-term sickness	% within column	1%↓	4%	3%	4%	4%	4%
	N Count	3↓	31	12	25	31	16
	Column Comparisons						
Full-time carer of other household member	% within column	1%	2%	3%	2%	2%	2%
	N Count	5	18	12	15	13	10
	Column Comparisons						
Other	% within column	0%	0%	0%	0%	0%	0%
	N Count	0	0	0	0	0	0
	Column Comparisons	-	-	-	-	-	-
Do not know	% within column	0%	0%	0%	0%	0%	0%
	N Count	0	0	0	0	0	0
	Column Comparisons	-	-	-	-	-	-

D3 - Social grade		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	Female 13-15	Male 16-17	Female 16-17
			Gender of child respondent		Age of child respondent						Age and gender of child respondent							
Weighted Base	% within column	2232	1153	1079	449	698	684	401	1147	1085	226	224	361	337	342	341	224	201
	N Count																	
	Column Comparisons																	
Unweighted Base	% within column	2205	1100	1105	439	662	659	445	1101	1104	220	219	333	329	324	335	223	253
	N Count																	
	Column Comparisons																	
Column Names	% within column	a	a	b	a	b	c	d	e	f	a	b	c	d	e	f	g	h
	N Count																	
	Column Comparisons																	
AB	% within column	28%	29%	26%	34%↑	27%	26%	26%	30%	26%	35%↑	33%	30%	24%	26%	27%	28%	23%
	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							
C1	% within column	26%	27%	25%	24%	26%	26%	28%	25%	27%	25%	23%	27%	25%	27%	25%	29%	27%
	N Count	580	313	267	108	182	180	111	289	291	57	51	98	84	94	86	65	54
	Column Comparisons	-							-	-								
C2	% within column	22%	20%	24%	19%	22%	24%	22%	21%	23%	21%	18%	19%	24%	21%	27%	19%	26%
	N Count	491	232	259	86	151	165	90	237	254	46	40	69	81	72	92	44	52
	Column Comparisons	-							-	-								
DE	% within column	24%	23%	25%	23%	25%	23%	24%	24%	23%	19%	27%	24%	28%	25%	21%	24%	24%
	N Count	536	268	268	103	178	159	96	281	255	43	60	85	93	87	72	53	48
	Column Comparisons	-							-	-								
NET: ABC1	% within column	54%	57%↑	51%↓	58%	53%	53%	54%	55%	53%	60%	55%	57%	48%	53%	52%	57%	50%
	N Count	1,205	653↑	552↓	260	370	360	216	630	576	136	124	207	163	183	177	128	101
	Column Comparisons	-	b						-	-								
NET: C2DE	% within column	46%	43%↓	49%↑	42%	47%	47%	46%	45%	47%	40%	45%	43%	52%	47%	48%	43%	50%
	N Count	1,027	500↓	527↑	189	329	324	185	518	509	90	100	154	174	159	164	96	100
	Column Comparisons	-		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; effective sample size = 1925 (87%)

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

D3 - Social grade		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	C1	C2	DE	NET: ABC1	NET: C2DE	Financial wellbeing — Doing well
Weighted Base	% within column	587	561	567	536	1986	246	1332	430	112	310	625	580	491	536	1205	1027	401
	N Count																	
	Column Comparisons																	
Unweighted Base	% within column	553	548	547	580	1949	256	1376	388	113	286	885	483	357	480	1368	837	452
	N Count																	
	Column Comparisons																	
Column Names	% within column	i	j	k	l	a	b	a	b	c	d	a	b	c	d	e	f	a
	N Count																	
	Column Comparisons																	
AB	% within column	32%↑	27%	27%	25%	28%	26%	37%↑	16%↓	24%	9%↓	100%↑	0%↓	0%↓	0%↓	52%↑	0%↓	57%↑
	N Count	188↑	153	152	136	562	63	497↑	70↓	27	28↓	625↑	0↓	0↓	0↓	625↑	0↓	227↑
	Column Comparisons	-	-	-	-			b c d	d	b d		b c d				-	-	b c
C1	% within column	26%	24%	28%	26%	27%	20%	29%↑	31%	28%	10%↓	0%↓	100%↑	0%↓	0%↓	48%↑	0%↓	17%↓
	N Count	155	134	159	140	532	48	382↑	131	31	30↓	0↓	580↑	0↓	0↓	580↑	0↓	69↓
	Column Comparisons	-	-	-	-	b		d	d	d			a c d			-	-	
C2	% within column	20%	22%	20%	26%	21%	27%	21%	27%	23%	19%	0%↓	0%↓	100%↑	0%↓	0%↓	48%↑	17%↓
	N Count	116	121	116	140	425	66	285	115	26	58	0↓	0↓	491↑	0↓	0↓	491↑	66↓
	Column Comparisons	-	-	-	-									a b d		-	-	
DE	% within column	22%	27%	25%	22%	24%	28%	13%↓	26%	25%	63%↑	0%↓	0%↓	0%↓	100%↑	0%↓	52%↑	10%↓
	N Count	128	153	140	119	467	69	167↓	114	28	194↑	0↓	0↓	0↓	536↑	0↓	536↑	38↓
	Column Comparisons	-	-	-	-			a	a	a b c					a b c	-	-	
NET: ABC1	% within column	58%	51%	55%	52%	55%↑	45%↓	66%↑	47%↓	52%	19%↓	100%↑	100%↑	0%↓	0%↓	100%↑	0%↓	74%↑
	N Count	343	287	311	276	1,094↑	111↓	880↑	201↓	58	58↓	625↑	580↑	0↓	0↓	1,205↑	0↓	296↑
	Column Comparisons	-	-	-	-	b		b c d	d	d		c d	c d			-	-	b c
NET: C2DE	% within column	42%	49%	45%	48%	45%↓	55%↑	34%↓	53%↑	48%	81%↑	0%↓	0%↓	100%↑	100%↑	0%↓	100%↑	26%↓
	N Count	244	274	256	260	892↓	135↑	452↓	229↑	54	252↑	0↓	0↓	491↑	536↑	0↓	1,027↑	104↓
	Column Comparisons	-	-	-	-	a		a	a	a b c			a b	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; effective sample size = 1925 (87%)

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

D3 - Social grade		Financial wellbeing		Ethnicity		Child identified need/ impacting condition				Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits		Parental Controls		Parental Concern
		Getting by	Strugg-ling	White B-ritish	NET: All other Ethnic-ities	Neuro...	Mental Health	NET: Identi-fied ne-ed/ condi-tion	NET: No identi-fied ne-ed/ condi-tion	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
Weighted Base	% within column / N Count	1152	655	1742	453	194	109	474	1726	234	792	161	2071	925	1200	1865	339	1053
	Column Comparisons																	
Unweighted Base	% within column / N Count	1121	611	1713	452	182	110	458	1713	238	806	157	2048	883	1222	1839	342	1016
	Column Comparisons																	
Column Names	% within column / N Count	b	c	a	b	a	b	c	d	a	b	a	b	a	b	a	b	a
	Column Comparisons																	
AB	% within column	25%↓	16%↓	26%↓	35%↑	19%↓	21%	23%↓	29%↑	24%	27%	29%	28%	20%↓	35%↑	30%↑	22%↓	22%↓
	N Count	290↓	104↓	451↓	159↑	36↓	22	107↓	506↑	56	216	46	579	186↓	421↑	550↑	73↓	228↓
	Column Comparisons	c			a			-	a b					a	b			
C1	% within column	30%↑	24%	25%	28%	21%	17%	20%↓	28%↑	21%	29%	18%	27%	20%↓	30%↑	26%	27%	28%
	N Count	346↑	157	444	127	42	18	95↓	479↑	50	230	29	551	187↓	365↑	486	93	294
	Column Comparisons	a c	a					-				a		a		a		
C2	% within column	25%↑	21%	24%↑	15%↓	25%	20%	23%	22%	23%	24%	18%	22%	20%	23%	22%	22%	23%
	N Count	282↑	138	420↑	69↓	48	22	111	377	53	193	30	462	188	275	410	73	245
	Column Comparisons	a		b				-										
DE	% within column	20%↓	39%↑	24%	21%	35%↑	42%↑	34%↑	21%↓	32%↑	20%↓	35%↑	23%↓	39%↑	12%↓	22%↓	29%↑	27%↑
	N Count	234↓	255↑	427	97	68↑	46↑	161↑	364↓	74↑	155↓	56↑	480↓	365↑	139↓	419↓	100↑	286↑
	Column Comparisons	a	a b			d	d	-		b		b		b			a	b c
NET: ABC1	% within column	55%	40%↓	51%↓	63%↑	40%↓	37%↓	43%↓	57%↑	45%↓	56%↑	47%	55%	40%↓	65%↑	56%↑	49%	50%↓
	N Count	636	262↓	895↓	287↑	78↓	41↓	202↓	985↑	106↓	445↑	76	1,130	372↓	786↑	1,036↑	166	522↓
	Column Comparisons	c		a				-	a b		a					a	b	

Part 3 of 14

BANNER

D3 - Social grade		Parental Concern		Time Spent Online (Weekday)					Time Spent Online (Weekend)					Spent Money				
		A little Concerned	NET: Moderately/ Very Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs	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	Bought something from both	Not bought from either
Weighted Base	% within column	550	605	873	938	278	102	380	291	785	622	492	1114	1289	768	1125	604	943
	N Count																	
	Column Comparisons																	
Unweighted Base	% within column	555	614	855	924	282	106	388	281	777	619	489	1108	1296	800	1128	632	909
	N Count																	
	Column Comparisons																	
Column Names	% within column	b	c	a	b	c	d	e	a	b	c	d	e	a	b	c	d	e
	N Count																	
	Column Comparisons																	
AB	% within column	32%	37%↑	29%	27%	29%	29%	29%	29%	30%	29%	25%	27%	32%↑	37%↑	33%↑	40%↑	22%↓
	N Count	175	221↑	253	257	82	30	112	84	234	181	122	303	414↑	286↑	370↑	242↑	211↓
	Column Comparisons	a	a					-						e	e	e	e	
C1	% within column	27%	23%	30%↑	24%	21%	24%	22%	27%	28%	25%	25%	25%	24%	23%	24%	23%	28%
	N Count	147	137	264↑	229	59	25	84	80	218	153	121	275	312	175	274	137	268
	Column Comparisons			b c				-										b d
C2	% within column	20%	22%	21%	24%	23%	10%↓	20%	21%	22%	24%	22%	23%	21%	23%	20%	21%	23%
	N Count	108	132	182	226	65	11↓	75	62	169	147	106	253	273	175	224	126	218
	Column Comparisons			d	d	d		-								c		
DE	% within column	22%	19%↓	20%↓	24%	26%	36%↑	29%	23%	21%	23%	29%↑	25%	23%	17%↓	23%	17%↓	26%
	N Count	120	115↓	174↓	227	73	36↑	109	66	163	141	143↑	283	290	132↓	257	100↓	246
	Column Comparisons						a b	-				b	-		b		b d	
NET: ABC1	% within column	58%	59%↑	59%↑	52%	51%	54%	51%	56%	58%	54%	49%	52%	56%↑	60%↑	57%↑	63%↑	51%↓
	N Count	321	358↑	518↑	485	141	55	195	163	453	334	243	578	726↑	461↑	644↑	378↑	479↓
	Column Comparisons	a	a	b c				-		d			-	e	e	e	e	

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 = 1925 (87%)

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

D3 - Social grade		SM purchase category				Feelings about SM purchase				Gaming Method					Gaming Type			
		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	Desktop computer, laptop or netbook	Mobile phone or smartphone	Tablet	NET: Any Gaming	Puzzles or quizzes	Action/ adventure	Shooters	Playing against one other person
Weighted Base	% within column	429	153	216	158	314	556	378	565	1330	572	1316	782	2140	650	731	547	387
	N Count																	
	Column Comparisons																	
Unweighted Base	% within column	450	165	226	171	329	585	402	596	1316	582	1317	774	2117	662	740	564	395
	N Count																	
	Column Comparisons																	
Column Names	% within column	a	b	c	d	a	b	c	d	a	b	c	d	e	a	b	c	d
	N Count																	
	Column Comparisons																	
AB	% within column	38%	47%↑	42%	45%↑	39%↑	40%↑	43%↑	40%↑	29%	36%↑	29%	31%↑	28%	32%↑	34%↑	37%↑	36%↑
	N Count	163	72↑	91	72↑	122↑	220↑	162↑	224↑	381	203↑	378	246↑	606	206↑	252↑	201↑	139↑
	Column Comparisons										c			-	e f	e f	e f i	e f
C1	% within column	22%	16%	22%	18%	20%↓	20%↓	21%	21%↓	26%	26%	26%	24%	26%	27%	24%	23%	24%
	N Count	95	25	47	29	62↓	112↓	80	116↓	345	148	337	184	559	177	174	124	92
	Column Comparisons													-				
C2	% within column	25%	21%	25%	17%	23%	24%	21%	23%	21%	19%	23%	21%	22%	21%	20%	18%	19%
	N Count	106	32	54	28	71	133	78	130	281	108	301	168	464	134	150	96	73
	Column Comparisons													-				
DE	% within column	15%	16%	11%↓	19%	18%	16%↓	15%↓	17%↓	24%	20%↓	23%	24%	24%	20%	21%	23%	22%
	N Count	65	24	25↓	30	58	90↓	58↓	95↓	323	113↓	301	185	511	133	155	125	84
	Column Comparisons													-				
NET: ABC1	% within column	60%	63%	64%	64%	59%	60%↑	64%↑	60%↑	55%	61%↑	54%	55%	54%	59%↑	58%	59%↑	59%
	N Count	258	97	137	101	185	333↑	242↑	340↑	726	351↑	715	429	1,165	383↑	426	325↑	230
	Column Comparisons										a 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 = 1925 (87%)

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

D3 - Social grade		Gaming Type									Gaming Frequency		Gaming Purchase Type					
		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	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
Weighted Base	% within column / N Count / Column Comparisons	822	1151	557	248	278	728	207	249	1027	1602	460	535	237	151	447	147	302
Unweighted Base	% within column / N Count / Column Comparisons	802	1111	570	266	283	736	218	257	1009	1567	480	549	250	158	428	154	320
Column Names	% within column / N Count / Column Comparisons	e	f	g	h	i	j	k	l	m	a	b	a	b	c	d	e	f
AB	% within column	27%	26%↓	34%↑	45%↑	31%	35%↑	41%↑	34%	28%	28%	33%↑	37%↑	42%↑	41%	27%↓	44%↑	40%↑
AB	N Count	220	297↓	190↑	111↑	86	256↑	84↑	85	289	444	152↑	197↑	100↑	61	119↓	64↑	119↑
AB	Column Comparisons			e f	a e f i l		e f i	e f i		-			a	d	d	d		d
C1	% 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
C1	Column Comparisons									-								
C2	% 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
C2	Column Comparisons									-						b		
DE	% within column	23%	24%	22%	17%↓	23%	20%↓	21%	18%	23%	25%	18%↓	21%	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
DE	Column Comparisons									-	b							
NET: ABC1	% within column	53%	53%	56%	65%↑	59%	62%↑	59%	60%	54%	53%	62%↑	60%	68%↑	60%	53%	68%↑	59%
NET: ABC1	N Count	437	615	312	161↑	164	452↑	122	148	555	851	285↑	320	160↑	91	235	100↑	178
NET: ABC1	Column Comparisons						e f			-			a	d	d h			d 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 = 1925 (87%)

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

| D3 - Social grade | | Gaming Purchase Type | | Feelings about Gaming Purchase | | | | | |
---	---	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	122	205	346	772	445	720	715	449
	N Count								
	Column Comparisons								
Unweighted Base	% within column	133	211	356	777	454	734	710	459
	N Count								
	Column Comparisons								
Column Names	% within column	g	h	a	b	c	d	e	f
	N Count								
	Column Comparisons								
AB	% within column	46%↑	38%	37%↑	35%↑	36%↑	37%↑	32%↑	36%↑
	N Count	56↑	78	129↑	270↑	162↑	263↑	228↑	162↑
	Column Comparisons	d	d				e		
C1	% within column	18%	15%↓	21%	23%↓	20%↓	23%	24%	21%↓
	N Count	22	30↓	74	174↓	90↓	169	169	94↓
	Column Comparisons								
C2	% within column	19%	26%	24%	20%	21%	20%	22%	22%
	N Count	23	53	83	154	94	141	158	97
	Column Comparisons		b f						
DE	% within column	17%	21%	17%↓	23%	22%	20%↓	22%	21%
	N Count	21	44	61↓	174	98	147↓	160	96
	Column Comparisons								
NET: ABC1	% within column	64%	53%	59%	57%	57%	60%↑	56%	57%
	N Count	78	109	203	444	252	432↑	397	257
	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 = 1925 (87%)

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

D3 - Social grade		Total	Gender of child respondent		Age of child respondent						Age and gender of child respondent							
			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	Female 13-15	Male 16-17	Female 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	-		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; effective sample size = 1925 (87%)

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

D3 - Social grade		Age and gender of child respondent				Urban/ Rural		Working status				D3 - Social grade						Financial wellb-eing
		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	C1	C2	DE	NET: ABC1	NET: C2DE	Doing well
NET: C2DE	% within column	42%	49%	45%	48%	45%↓	55%↑	34%↓	53%↑	48%	81%↑	0%↓	0%↓	100%↑	100%↑	0%↓	100%↑	26%↓
	N Count	244	274	256	260	892↓	135↑	452↓	229↑	54	252↑	0↓	0↓	491↑	536↑	0↓	1,027↑	104↓
	Column Comparisons	-	-	-	-		a		a	a	a b c			a b	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; effective sample size = 1925 (87%)

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

D3 - Social grade		Financial wellbeing		Ethnicity		Child identified need/ impacting condition				Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits		Parental Controls		Parental Concern
		Getting by	Strugg-ling	White B-ritish	NET: All other Ethnic-ities	Neuro...	Mental Health	NET: Identi-fied ne-ed/ condi-tion	NET: No identi-fied ne-ed/ condi-tion	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
NET: C2DE	% within column	45%	60%↑	49%↑	37%↓	60%↑	63%↑	57%↑	43%↓	55%↑	44%↓	53%	45%	60%↑	35%↓	44%↓	51%	50%↑
	N Count	516	394↑	846↑	166↓	116↑	69↑	272↑	741↓	128↑	347↓	86	941	553↑	414↓	829↓	173	531↑
	Column Comparisons	a	a b	b		d	d	-		b				b			a	b c

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 = 1925 (87%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, 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

D3 - Social grade		Parental Concern		Time Spent Online (Weekday)					Time Spent Online (Weekend)					Spent Money				
		A little Concerned	NET: Moderately/Very Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs	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	Bought something from both	Not bought from either
NET: C2DE	% within column	42%	41%↓	41%↓	48%	49%	46%	49%	44%	42%	46%	51%	48%	44%↓	40%↓	43%↓	37%↓	49%↑
	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

D3 - Social grade		SM purchase category				Feelings about SM purchase				Gaming Method					Gaming Type			
		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	Desktop computer, laptop or netbook	Mobile phone or smartphone	Tablet	NET: Any Gaming	Puzzles or quizzes	Action/ adventure	Shooters	Playing against one other 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	-				

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 = 1925 (87%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, 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

D3 - Social grade		Gaming Type								NET: Playing against other people	Gaming Frequency		Gaming Purchase Type					
		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: Daily	Weekly	NET: Charac-ter, skin-s, weap-ons, armour, tools	NET: Game expan-sion	Loot boxes/ packs/ chests/ bundles	In-game money	A stand-ard vers-ion of the ga-me	A subscri-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	

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 = 1925 (87%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, 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

D3 - Social grade		Gaming Purchase Type		Feelings about Gaming Purchase					
		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
	% 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						

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 = 1925 (87%)

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

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 anyone else in your household receives, including housing benefit, as well as income fr

		Total	Gender of child respondent		Age of child respondent				NET: 8-12	NET: 13-17	Age and gender of child respondent				
			Male	Female	8-9	10-12	13-15	16-17			Male 8-9	Female 8-9	Male 10-12	Female 10-12	Male 13-15
Weighted Base	% within column	2232	1153	1079	449	698	684	401	1147	1085	226	224	361	337	342
	N Count														
	Column Comparisons														
Unweighted Base	% within column	2205	1100	1105	439	662	659	445	1101	1104	220	219	333	329	324
	N Count														
	Column Comparisons														
Column Names	% within column	a	a	b	a	b	c	d	e	f	a	b	c	d	e
	N Count														
	Column Comparisons														
Up to £199 per week / Up to £10,399 per year	% within column	5%	4%	6%	3%	6%	5%	6%	5%	5%	2%	3%	4%	9%↑	6%
	N Count	112	51	61	12	44	33	23	56	56	5	7	13	31↑	20
	Column Comparisons	-							-	-				a	
From £200 to £299 per week / From £10,400 to £15,599 per year	% within column	7%	7%	8%	6%	7%	6%	9%	7%	8%	5%	7%	7%	8%	6%
	N Count	160	77	83	26	52	44	37	78	82	11	15	24	28	20
	Column Comparisons	-							-	-					
From £300 to £499 per week / From £15,600 to £25,999 per year	% within column	16%	16%	17%	16%	16%	16%	17%	16%	17%	16%	17%	15%	16%	16%
	N Count	360	180	181	73	108	112	67	181	179	35	38	54	54	54
	Column Comparisons	-							-	-					
From £500 to £699 per week / From £26,000 to £36,399 per year	% within column	18%	17%	18%	17%	18%	20%	15%	18%	18%	18%	17%	18%	18%	19%
	N Count	398	201	197	79	125	134	60	204	194	41	38	66	59	64
	Column Comparisons	-							-	-					
From £700 to £999 per week / From £36,400 to £51,999 per year	% within column	19%	20%	19%	23%	18%	17%	20%	20%	18%	24%	23%	21%	15%	16%
	N Count	432	232	200	106	128	118	81	233	199	55	51	76	52	55
	Column Comparisons	-							-	-					
From £1,000 to £1,499 per week / From £52,000 to £77,999 per year	% within column	17%	17%	16%	17%	17%	17%	16%	17%	17%	18%	15%	15%	18%	18%
	N Count	373	198	176	75	115	119	64	190	183	41	34	56	60	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 = 1973 (89%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, 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

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 anyone else in your household receives, including housing benefit, as well as any income fr

		Age and gender of child respondent							Urban/ Rural		Working status				D3 - Social grade
		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
Weighted Base	% within column	341	224	201	587	561	567	536	1986	246	1332	430	112	310	625
	N Count														
	Column Comparisons														
Unweighted Base	% within column	335	223	253	553	548	547	580	1949	256	1376	388	113	286	885
	N Count														
	Column Comparisons														
Column Names	% within column	f	g	h	i	j	k	l	a	b	a	b	c	d	a
	N Count														
	Column Comparisons														
Up to £199 per week / Up to £10,399 per year	% within column	4%	6%	5%	3%	7%	6%	4%	5%	7%	2%↓	9%↑	6%	12%↑	1%↓
	N Count	13	13	10	18	38	33	23	95	17	22↓	41↑	7	37↑	6↓
	Column Comparisons				-	-	-	-				a	a	a	
From £200 to £299 per week / From £10,400 to £15,599 per year	% within column	7%	9%	9%	6%	8%	7%	8%	7%	5%	3%↓	14%↑	9%	14%↑	2%↓
	N Count	24	21	18	36	43	41	42	147	13	40↓	59↑	10	44↑	11↓
	Column Comparisons				-	-	-	-				a	a	a	
From £300 to £499 per week / From £15,600 to £25,999 per year	% within column	17%	16%	18%	15%	16%	16%	17%	16%	14%	13%↓	20%	16%	21%	5%↓
	N Count	58	36	36	89	92	90	93	325	35	178↓	87	17	65	28↓
	Column Comparisons				-	-	-	-				a		a	
From £500 to £699 per week / From £26,000 to £36,399 per year	% within column	20%	13%	18%	18%	17%	17%	19%	18%	18%	18%	17%	16%	19%	10%↓
	N Count	70	30	36	107	97	94	102	354	44	242	74	18	59	60↓
	Column Comparisons				-	-	-	-							
From £700 to £999 per week / From £36,400 to £51,999 per year	% within column	18%	21%	21%	22%	18%	18%	19%	19%	22%	21%	20%	15%	16%	17%
	N Count	63	46	41	130	103	101	103	377	55	274	86	17	50	106
	Column Comparisons				-	-	-	-							d
From £1,000 to £1,499 per week / From £52,000 to £77,999 per year	% within column	17%	18%	14%	17%	17%	18%	16%	17%	15%	22%↑	11%↓	17%	4%↓	24%↑
	N Count	58	39	28	97	93	101	85	336	38	294↑	45↓	19	13↓	149↑
	Column Comparisons				-	-	-	-			b d	d	d		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 = 1973 (89%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, 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

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 anyone else in your household receives, including housing benefit, as well as any income fr

		D3 - Social grade					Financial wellbeing			Ethnicity		Child identified need/ impacting condition			
		C1	C2	DE	NET: ABC1	NET: C2DE	Doing well	Getting by	Strugg-ling	White B-ritish	NET: All other Ethnic-ities	Neuro...	Mental Health	NET: Identi-fied ne-ed/ condi-tion	NET: No identi-fied ne-ed/ condi-tion
Weighted Base	% within column	580	491	536	1205	1027	401	1152	655	1742	453	194	109	474	1726
	N Count														
	Column Comparisons														
Unweighted Base	% within column	483	357	480	1368	837	452	1121	611	1713	452	182	110	458	1713
	N Count														
	Column Comparisons														
Column Names	% within column	b	c	d	e	f	a	b	c	a	b	a	b	c	d
	N Count														
	Column Comparisons														
Up to £199 per week / Up to £10,399 per year	% within column	3%↓	4%	14%↑	2%↓	9%↑	3%	3%↓	9%↑	5%	5%	5%	15%↑	8%	4%↓
	N Count	15↓	18	72↑	21↓	91↑	10	39↓	59↑	84	24	10	17↑	36	74↓
	Column Comparisons	a	a	a b c	-	-			a b				a d		-
From £200 to £299 per week / From £10,400 to £15,599 per year	% within column	6%	4%↓	17%↑	4%↓	11%↑	1%↓	6%	13%↑	7%	9%	8%	9%	10%↑	6%
	N Count	36	19↓	94↑	48↓	112↑	6↓	67	85↑	116	41	15	10	49↑	110
	Column Comparisons	a	a	a b c	-	-		a	a b					-	
From £300 to £499 per week / From £15,600 to £25,999 per year	% within column	16%	17%	30%↑	10%↓	24%↑	8%↓	14%	25%↑	16%	17%	21%	21%	20%	15%
	N Count	90	84	159↑	118↓	242↑	34↓	161	164↑	277	77	40	23	96	260
	Column Comparisons	a	a	a b c	-	-		a	a b					-	
From £500 to £699 per week / From £26,000 to £36,399 per year	% within column	21%	23%↑	19%	15%↓	21%↑	7%↓	22%↑	19%	18%	18%	22%	15%	17%	18%
	N Count	122	113↑	103	182↓	216↑	26↓	249↑	121	308	81	43	16	79	311
	Column Comparisons	a	a	a	-	-		a	a					-	
From £700 to £999 per week / From £36,400 to £51,999 per year	% within column	25%↑	29%↑	8%↓	21%	18%	14%↓	22%↑	17%	20%	18%	16%	13%	16%	20%
	N Count	142↑	141↑	42↓	248	184	56↓	255↑	114	347	79	32	15	77	350
	Column Comparisons	a d	a d		-	-		a c						-	
From £1,000 to £1,499 per week / From £52,000 to £77,999 per year	% within column	23%↑	15%	4%↓	23%↑	9%↓	24%↑	19%↑	9%↓	17%	14%	16%	11%	15%	17%
	N Count	131↑	72	21↓	280↑	93↓	94↑	218↑	60↓	304	65	31	12	69	300
	Column Comparisons	c d	d		-	-	b c	c						-	

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 = 1973 (89%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, 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

Page 116

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 anyone else in your household receives, including housing benefit, as well as any income fr

		Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits		Parental Controls		Parental Concern			Time Spent Online (Weekday)		
		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	0 - 2hrs	3 - 4hrs	5 - 6hrs
Weighted Base	% within column	234	792	161	2071	925	1200	1865	339	1053	550	605	873	938	278
	N Count														
	Column Comparisons														
Unweighted Base	% within column	238	806	157	2048	883	1222	1839	342	1016	555	614	855	924	282
	N Count														
	Column Comparisons														
Column Names	% within column	a	b	a	b	a	b	a	b	a	b	c	a	b	c
	N Count														
	Column Comparisons														
Up to £199 per week / Up to £10,399 per year	% within column	8%	3%↓	6%	5%	9%↑	1%↓	5%	7%	5%	4%	5%	4%	5%	5%
	N Count	18	26↓	10	102	85↑	16↓	86	23	56	21	32	35	45	15
	Column Comparisons	b				b									
From £200 to £299 per week / From £10,400 to £15,599 per year	% within column	11%	7%	10%	7%	12%↑	3%↓	7%	9%	7%	7%	8%	5%↓	7%	14%↑
	N Count	26	53	16	144	112↑	34↓	127	30	72	39	48	41↓	68	38↑
	Column Comparisons	b				b									a b
From £300 to £499 per week / From £15,600 to £25,999 per year	% within column	18%	16%	20%	16%	23%↑	11%↓	16%	16%	17%	15%	16%	14%	17%	17%
	N Count	41	128	33	328	212↑	128↓	303	54	182	81	95	123	162	47
	Column Comparisons					b									
From £500 to £699 per week / From £26,000 to £36,399 per year	% within column	16%	18%	13%	18%	19%	17%	19%	15%	17%	20%	18%	19%	17%	17%
	N Count	37	146	20	378	179	206	345	50	175	110	109	169	163	47
	Column Comparisons														
From £700 to £999 per week / From £36,400 to £51,999 per year	% within column	15%	20%	17%	20%	14%↓	24%↑	19%	24%	20%	20%	17%	20%	21%	17%
	N Count	34	160	28	404	134↓	285↑	351	80	213	111	104	177	196	46
	Column Comparisons						a						d	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 = 1973 (89%)

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

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 anyone else in your household receives, including housing benefit, as well as any income fr		Time Spent Online (Weekday)		Time Spent Online (Weekend)					Spent Money					SM purchase category	
		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	Bought something from both	Not bought from either	Product	Activity
Weighted Base	% within column	102	380	291	785	622	492	1114	1289	768	1125	604	943	429	153
	N Count														
	Column Comparisons														
Unweighted Base	% within column	106	388	281	777	619	489	1108	1296	800	1128	632	909	450	165
	N Count														
	Column Comparisons														
Column Names	% within column	d	e	a	b	c	d	e	a	b	c	d	e	a	b
	N Count														
	Column Comparisons														
Up to £199 per week / Up to £10,399 per year	% within column	8%	6%	5%	5%	3%	6%	4%	5%	5%	5%	6%	6%	5%	5%
	N Count	8	24	16	38	19	28	47	60	42	51	33	53	20	8
	Column Comparisons		-					-							
From £200 to £299 per week / From £10,400 to £15,599 per year	% within column	11%	13%↑	4%	7%	8%	9%	8%	8%	8%	8%	8%	6%	7%	11%
	N Count	11	49↑	12	52	49	45	94	102	63	88	49	58	28	16
	Column Comparisons	a	-					-							
From £300 to £499 per week / From £15,600 to £25,999 per year	% within column	21%	18%	13%	16%	15%	19%	17%	17%	15%	17%	14%	15%	16%	12%
	N Count	21	69	39	126	92	96	188	220	114	190	83	140	69	19
	Column Comparisons		-					-							
From £500 to £699 per week / From £26,000 to £36,399 per year	% within column	16%	16%	20%	17%	19%	16%	18%	19%	17%	19%	18%	17%	16%	10%
	N Count	16	62	59	137	119	80	199	240	131	219	111	158	70	16
	Column Comparisons		-					-							
From £700 to £999 per week / From £36,400 to £51,999 per year	% within column	9%↓	14%	19%	22%	18%	18%	18%	17%↓	17%	17%↓	17%	22%↑	18%	16%
	N Count	9↓	55	55	174	115	86	201	222↓	134	189↓	100	210↑	75	25
	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 sample size = 1973 (89%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, 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

Page 118

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 anyone else in your household receives, including housing benefit, as well as any income fr		SM purchase category		Feelings about SM purchase				Gaming Method					Gaming Type		
		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	NET: Any Gaming	Puzzles or quizzes	Action/ adventure	Shooters
Weighted Base	% within column	216	158	314	556	378	565	1330	572	1316	782	2140	650	731	547
	N Count														
	Column Comparisons														
Unweighted Base	% within column	226	171	329	585	402	596	1316	582	1317	774	2117	662	740	564
	N Count														
	Column Comparisons														
Column Names	% within column	c	d	a	b	c	d	a	b	c	d	e	a	b	c
	N Count														
	Column Comparisons														
Up to £199 per week / Up to £10,399 per year	% within column	6%	5%	6%	4%	5%	5%	4%	3%	5%	3%	5%	4%	3%	4%
	N Count	13	8	20	24	21	26	54	19	67	25	103	26	25	21
	Column Comparisons											-			
From £200 to £299 per week / From £10,400 to £15,599 per year	% within column	6%	8%	9%	8%	7%	8%	7%	6%	7%	8%	7%	7%	6%	5%
	N Count	13	12	28	42	27	47	88	35	95	62	158	48	41	27
	Column Comparisons											-			
From £300 to £499 per week / From £15,600 to £25,999 per year	% within column	11%	9%	15%	15%	16%	16%	14%	14%	16%	16%	16%	16%	15%	15%
	N Count	25	15	46	82	59	88	192	77	213	122	345	103	110	83
	Column Comparisons											-			
From £500 to £699 per week / From £26,000 to £36,399 per year	% within column	16%	16%	18%	17%	16%	17%	18%	16%	18%	17%	18%	18%	17%	15%
	N Count	34	25	57	97	59	93	236	90	238	135	383	119	127	84
	Column Comparisons											-			
From £700 to £999 per week / From £36,400 to £51,999 per year	% within column	18%	19%	17%	17%	18%	16%	21%	22%	19%	20%	19%	19%	20%	19%
	N Count	39	30	52	93	67	91	276	125	247	159	417	122	145	105
	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 = 1973 (89%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, 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

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 anyone else in your household receives, including housing benefit, as well as any income fr		Gaming Type										Gaming Frequency		Gaming Purchase Type	
		Playing against one other person	Playing against multiple people/ teams	Creative and building games	Playing in a virtual worlds	Simulation 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	387	822	1151	557	248	278	728	207	249	1027	1602	460	535	237
	N Count														
	Column Comparisons														
Unweighted Base	% within column	395	802	1111	570	266	283	736	218	257	1009	1567	480	549	250
	N Count														
	Column Comparisons														
Column Names	% within column	d	e	f	g	h	i	j	k	l	m	a	b	a	b
	N Count														
	Column Comparisons														
Up to £199 per week / Up to £10,399 per year	% within column	5%	4%	4%	4%	4%	4%	4%	4%	8%	4%	5%	4%	4%	4%
	N Count	18	33	50	20	11	11	29	8	19	42	79	18	23	10
	Column Comparisons										-				
From £200 to £299 per week / From £10,400 to £15,599 per year	% within column	7%	6%	7%	8%	7%	9%	7%	8%	8%	7%	8%	7%	7%	6%
	N Count	28	53	82	44	17	26	52	17	19	72	121	31	40	15
	Column Comparisons										-				
From £300 to £499 per week / From £15,600 to £25,999 per year	% within column	14%	15%	16%	13%	14%	17%	14%	16%	17%	15%	17%	14%	17%	14%
	N Count	53	126	184	72	35	47	103	33	42	155	267	65	89	33
	Column Comparisons										-				
From £500 to £699 per week / From £26,000 to £36,399 per year	% within column	19%	19%	19%	17%	14%	16%	15%	16%	16%	20%	18%	17%	18%	16%
	N Count	75	158	215	96	35	44	107	33	41	203	291	77	94	37
	Column Comparisons										-				
From £700 to £999 per week / From £36,400 to £51,999 per year	% within column	17%	20%	21%	19%	18%	15%	21%	18%	14%	19%	18%↓	24%↑	17%	17%
	N Count	65	168	246	103	45	42	152	38	35	198	292↓	112↑	92	40
	Column Comparisons										-	-	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; effective sample size = 1973 (89%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, 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

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 anyone else in your household receives, including housing benefit, as well as any income fr

		Gaming Purchase Type						Feelings about Gaming Purchase					
		Loot boxes/ packs/ chests/ bundles	In-game money	A stand-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	It's unf-air that people who sp-end mo-re, get further in gam-es	It's not always clear what I'm going to get for my mo-ney in games
Weighted Base	% within column	151	447	147	302	122	205	346	772	445	720	715	449
	N Count												
	Column Comparisons												
Unweighted Base	% within column	158	428	154	320	133	211	356	777	454	734	710	459
	N Count												
	Column Comparisons												
Column Names	% within column	c	d	e	f	g	h	a	b	c	d	e	f
	N Count												
	Column Comparisons												
Up to £199 per week / Up to £10,399 per year	% within column	3%	5%	5%	5%	7%	3%	6%	4%	5%	5%	4%	6%
	N Count	5	20	8	15	8	7	20	31	24	37	27	26
	Column Comparisons												
From £200 to £299 per week / From £10,400 to £15,599 per year	% within column	6%	6%	9%	8%	7%	8%	7%	8%	8%	7%	7%	9%
	N Count	10	26	13	23	8	17	25	58	35	48	49	41
	Column Comparisons												
From £300 to £499 per week / From £15,600 to £25,999 per year	% within column	18%	18%	17%	16%	14%	15%	17%	16%	19%	15%	17%	16%
	N Count	26	82	25	48	18	31	60	126	85	108	119	71
	Column Comparisons										d		
From £500 to £699 per week / From £26,000 to £36,399 per year	% within column	18%	23%	15%	15%	11%	20%	16%	20%	19%	20%	21%↑	19%
	N Count	27	102	22	46	13	42	57	154	84	144	153↑	83
	Column Comparisons												
From £700 to £999 per week / From £36,400 to £51,999 per year	% within column	12%	16%	9%	15%	15%	17%	19%	15%↓	15%	16%	17%	16%
	N Count	19	72	13	46	18	34	65	113↓	67	116	118	70
	Column Comparisons												

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 anyone else in your household receives, including housing benefit, as well as any income fr

		Total	Gender of child respondent		Age of child respondent						Age and gender of child respondent				
			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
From £1,000 to £1,499 per week / From £52,000 to £77,999 per year	% within column	17%	17%	16%	17%	17%	17%	16%	17%	17%	18%	15%	15%	18%	18%
	N Count	373	198	176	75	115	119	64	190	183	41	34	56	60	62
	Column Comparisons	-							-	-					
£1,500 and above per week / £78,000 and above per year	% within column	14%	15%	13%	14%	15%	13%	12%	15%	13%	14%	14%	16%	13%	15%
	N Count	306	169	137	65	102	90	50	167	140	33	32	57	45	50
	Column Comparisons	-							-	-					
Don't know	% within column	2%	2%	1%	1%	2%	2%	1%	2%	2%	1%	1%	2%	2%	2%
	N Count	34	18	16	5	12	13	4	17	17	2	3	7	5	7
	Column Comparisons	-							-	-					
Prefer not to say	% within column	3%	2%	3%	2%	2%	3%	4%	2%	3%	1%	3%	2%	1%	3%
	N Count	56	28	28	9	12	20	15	21	35	3	6	8	4	10
	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 = 1973 (89%)

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

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 anyone else in your household receives, including housing benefit, as well as any income fr

		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
From £1,000 to £1,499 per week / From £52,000 to £77,999 per year	% within column	17%	18%	14%	17%	17%	18%	16%	17%	15%	22%↑	11%↓	17%	4%↓	24%↑
	N Count	58	39	28	97	93	101	85	336	38	294↑	45↓	19	13↓	149↑
	Column Comparisons				-	-	-	-			b d	d	d		c d
£1,500 and above per week / £78,000 and above per year	% within column	12%	13%	11%	15%	14%	14%	11%	14%	13%	20%↑	6%↓	9%	4%↓	40%↑
	N Count	40	30	22	90	77	80	61	274	33	260↑	25↓	10	11↓	247↑
	Column Comparisons				-	-	-	-			b c d		d		b c d
Don't know	% within column	2%	1%	2%	2%	1%	2%	2%	2%	2%	1%↓	1%	9%↑	3%	1%↓
	N Count	6	1	3	9	8	9	9	30	4	8↓	4	10↑	9	3↓
	Column Comparisons				-	-	-	-					a b d	a	
Prefer not to say	% within column	3%	3%	4%	2%	2%	3%	3%	2%	3%	1%↓	2%	3%	7%↑	2%
	N Count	11	8	7	11	10	18	18	48	8	14↓	9	3	22↑	14
	Column Comparisons				-	-	-	-						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; effective sample size = 1973 (89%)

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

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 anyone else in your household receives, including housing benefit, as well as any income fr

		D3 - Social grade					Financial wellbeing			Ethnicity		Child identified need/ impacting condition			
		C1	C2	DE	NET: ABC1	NET: C2DE	Doing well	Getting by	Strugg-ling	White B-ritish	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 £52,000 to £77,999 per year	% within column	23%↑	15%	4%↓	23%↑	9%↓	24%↑	19%↑	9%↓	17%	14%	16%	11%	15%	17%
	N Count	131↑	72	21↓	280↑	93↓	94↑	218↑	60↓	304	65	31	12	69	300
	Column Comparisons	c d	d		-	-	b c	c							-
£1,500 and above per week / £78,000 and above per year	% within column	5%↓	4%↓	2%↓	23%↑	3%↓	42%↑	11%↓	3%↓	14%	14%	7%↓	6%	11%	15%↑
	N Count	30↓	20↓	9↓	277↑	29↓	167↑	123↓	17↓	239	65	14↓	7	50	254↑
	Column Comparisons	d	d		-	-	b c	c						-	a b
Don't know	% within column	1%	2%	3%	1%↓	2%↑	1%	1%	2%	1%	2%	0%	4%	1%	2%
	N Count	6	11	13	9↓	25↑	4	13	15	23	11	0	4	7	27
	Column Comparisons		a	a	-	-							a	-	a
Prefer not to say	% within column	1%	3%	4%	2%	3%	1%	2%	3%	2%	2%	4%	4%	2%	2%
	N Count	7	13	22	21	35	3	27	19	42	9	8	4	12	41
	Column Comparisons			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 = 1973 (89%)

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

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 anyone else in your household receives, including housing benefit, as well as any income fr

		Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits		Parental Controls		Parental Concern			Time Spent Online (Weekday)		
		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	0 - 2hrs	3 - 4hrs	5 - 6hrs
From £1,000 to £1,499 per week / From £52,000 to £77,999 per year	% within column	16%	18%	13%	17%	9%↓	24%↑	17%	16%	18%	19%	13%↓	19%	16%	15%
	N Count	37	140	21	352	82↓	282↑	318	55	189	107	78↓	166	148	40
	Column Comparisons						a			c	c				
£1,500 and above per week / £78,000 and above per year	% within column	13%	13%	16%	14%	9%↓	17%↑	15%↑	9%↓	11%↓	12%	21%↑	14%	13%	13%
	N Count	31	104	26	280	87↓	210↑	273↑	32↓	114↓	65	127↑	125	123	37
	Column Comparisons						a	b				a b			
Don't know	% within column	2%	1%	2%	1%	2%	1%	1%↓	2%	2%	1%	1%	1%	2%	1%
	N Count	4	12	3	31	15	13	20↓	8	17	6	6	10	15	4
	Column Comparisons														
Prefer not to say	% within column	2%	3%	3%	3%	2%	2%	2%	2%	3%	2%	1%	3%	2%	1%
	N Count	6	24	4	52	17	26	42	7	36	10	8	27	19	3
	Column Comparisons									c					

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 = 1973 (89%)

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

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 anyone else in your household receives, including housing benefit, as well as any income fr

		Time Spent Online (Weekday)		Time Spent Online (Weekend)					Spent Money					SM purchase category	
		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	Bought something from both	Not bought from either	Product	Activity
From £1,000 to £1,499 per week / From £52,000 to £77,999 per year	% within column	18%	15%	17%	17%	17%	16%	16%	16%	16%	16%	16%	18%	16%	20%
	N Count	18	58	50	135	105	78	183	203	124	175	96	170	70	31
	Column Comparisons		-						-						
£1,500 and above per week / £78,000 and above per year	% within column	16%	14%	13%	13%	15%	13%	14%	16%↑	19%↑	17%↑	21%↑	10%↓	21%	24%
	N Count	16	53	39	104	95	64	159	210↑	149↑	189↑	128↑	96↓	91	36
	Column Comparisons		-					-	e	e	e	e			
Don't know	% within column	2%	2%	2%	1%	1%	2%	1%	1%	1%	1%	0%↓	2%	0%	1%
	N Count	2	6	7	6	6	10	16	17	4	13	1↓	17	2	1
	Column Comparisons		-					-					d		
Prefer not to say	% within column	1%	1%	4%	2%	3%	1%	2%	1%↓	1%↓	1%↓	0%↓	4%↑	1%	0%
	N Count	1	4	13	13	21	5	26	15↓	7↓	11↓	2↓	41↑	4	0
	Column Comparisons		-	b d		d		-					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 = 1973 (89%)

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

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 anyone else in your household receives, including housing benefit, as well as any income fr		SM purchase category		Feelings about SM purchase				Gaming Method					Gaming Type		
		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	NET: Any Gaming	Puzzles or quizzes	Action/ adventure	Shooters
From £1,000 to £1,499 per week / From £52,000 to £77,999 per year	% within column	15%	14%	18%	16%	15%	16%	18%	17%	16%	16%	17%	16%	16%	18%
	N Count	32	23	56	90	58	91	236	95	209	122	358	106	118	99
	Column Comparisons											-			
£1,500 and above per week / £78,000 and above per year	% within column	27%↑	29%↑	17%	22%↑	22%↑	21%↑	15%	20%↑	15%	17%↑	14%	16%	19%↑	20%↑
	N Count	58↑	46↑	53	120↑	82↑	121↑	201	112↑	197	129↑	297	103	142↑	112↑
	Column Comparisons				a	a						-		a e f i l	a e f i l
Don't know	% within column	1%	0%	1%	1%	1%	1%	2%	1%	2%	2%	1%	1%	2%	1%
	N Count	1	0	2	4	2	4	20	6	20	13	30	9	11	6
	Column Comparisons											-			
Prefer not to say	% within column	0%	0%	0%↓	1%↓	1%	1%↓	2%	2%	2%	2%	2%↓	2%	2%	2%
	N Count	1	0	0↓	3↓	2	4↓	28	13	31	15	50↓	13	12	9
	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 = 1973 (89%)

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

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 anyone else in your household receives, including housing benefit, as well as any income fr		Gaming Type										Gaming Frequency		Gaming Purchase Type	
		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	NET: Charac-ter, skin-s, weap-ons, armour, tools	NET: Game expan-sion
From £1,000 to £1,499 per week / From £52,000 to £77,999 per year	% within column	13%	17%	16%	17%	16%	19%	18%	15%	18%	16%	16%	19%	15%	16%
	N Count	50	140	180	95	41	53	129	31	46	165	259	85	81	38
	Column Comparisons										-				
£1,500 and above per week / £78,000 and above per year	% within column	23%↑	14%	13%	18%↑	23%↑	17%	19%↑	20%↑	15%	16%	15%	12%	20%↑	26%↑
	N Count	90↑	117	152	102↑	57↑	48	139↑	42↑	38	160	236	55	109↑	62↑
	Column Comparisons	a e f i l			f	f l			e f l			-			d	d
Don't know	% within column	1%	1%	1%	2%	2%	1%	1%	1%	2%	1%	1%	2%	1%	1%
	N Count	5	8	15	14	5	4	7	3	5	10	20	8	3	3
	Column Comparisons										-				
Prefer not to say	% within column	1%	3%	2%	2%	1%	1%	1%	2%	1%	2%	2%	2%	1%	0%
	N Count	4	22	28	10	3	3	10	3	3	22	37	9	4	0
	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 = 1973 (89%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, 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

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 anyone else in your household receives, including housing benefit, as well as any income fr		Gaming Purchase Type						Feelings about Gaming Purchase					
		Loot boxes/ packs/ chests/ bundles	In-game money	A stand-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	It's unf-air that people who sp-end mo-re, get further in gam-es	It's not always clear what I'm going to get for my mo-ney in games
From £1,000 to £1,499 per week / From £52,000 to £77,999 per year	% within column	16%	16%	16%	14%	19%	12%	16%	16%	16%	16%	16%	17%
	N Count	24	72	23	43	23	25	55	123	70	113	115	74
	Column Comparisons												
£1,500 and above per week / £78,000 and above per year	% within column	24%↑	15%	27%↑	25%↑	27%↑	23%↑	17%	20%↑	17%	19%↑	16%	18%↑
	N Count	37↑	66	39↑	77↑	33↑	47↑	59	151↑	76	140↑	117	80↑
	Column Comparisons			d	d	d	d		c e		c e		
Don't know	% within column	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
	N Count	2	3	2	2	1	2	4	9	3	10	11	3
	Column Comparisons												
Prefer not to say	% within column	1%	1%	1%	1%	0%	1%	0%↓	1%↓	0%↓	1%↓	1%↓	0%↓
	N Count	2	4	1	2	0	1	1↓	7↓	1↓	5↓	6↓	1↓
	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 = 1973 (89%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, 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

D5 - What is your working status?

		Gender of child respondent		Age of child respondent						Age and gender of child respondent	
		Total	Male	Female	8-9	10-12	13-15	16-17	NET: 8-12	NET: 13-17	Male 8-9	Female 8-9
Weighted Base	% within column	2232	1153	1079	449	698	684	401	1147	1085	226	224
	N Count											
	Column Comparisons											
Unweighted Base	% within column	2205	1100	1105	439	662	659	445	1101	1104	220	219
	N Count											
	Column Comparisons											
Column Names	% within column	a	a	b	a	b	c	d	e	f	a	b
	N Count											
	Column Comparisons											
In full time employment	% within column	60%	62%	58%	59%	58%	63%	58%	58%	61%	61%	56%
	N Count	1,332	711	621	263	404	430	234	668	664	138	125
	Column Comparisons	-							-	-		
In part time employment	% within column	19%	19%	20%	23%	20%	17%	17%	21%	17%	23%	24%
	N Count	430	219	211	104	140	118	68	244	186	51	53
	Column Comparisons	-							-	-		
Unemployed	% within column	4%	3%	4%	3%	5%	4%	3%	4%	4%	2%	4%
	N Count	86	40	46	13	34	26	12	48	38	5	9
	Column Comparisons	-							-	-		
A student	% within column	5%	5%	5%	2%↓	2%↓	7%	10%↑	2%↓	8%↑	2%	2%
	N Count	112	53	59	9↓	14↓	47	42↑	23↓	89↑	5	4
	Column Comparisons	-					a b	a b	-	-		
Full-time responsibility for home/ family	% within column	10%	9%	10%	12%	11%	7%↓	9%	11%↑	7%↓	10%	14%
	N Count	213	100	113	53	79	45↓	36	132↑	81↓	22	31
	Column Comparisons	-			c	c			-	-		e g
Retired	% within column	1%	1%	0%	0%	1%	1%	1%	0%	1%	0%	0%
	N Count	12	8	4	0	4	4	4	4	8	0	0
	Column Comparisons	-							-	-		
Other	% within column	1%	1%	1%	1%	2%	1%	1%	2%	1%	2%	1%
	N Count	31	17	14	6	14	8	3	20	11	4	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 = 2001 (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)

D5 - What is your working status?

		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	NET: Female 13-17	NET: Urban
												Age and gender of child respondent → Urban/ Rural
Weighted Base	% within column	361	337	342	341	224	201	587	561	567	536	1986
	N Count											
	Column Comparisons											
Unweighted Base	% within column	333	329	324	335	223	253	553	548	547	580	1949
	N Count											
	Column Comparisons											
Column Names	% within column	c	d	e	f	g	h	i	j	k	l	a
	N Count											
	Column Comparisons											
In full time employment	% within column	60%	56%	63%	63%	63%	50%↓	60%	56%	63%	59%	61%↑
	N Count	216	188	214	216	142	101↓	354	313	357	314	1,210↑
	Column Comparisons							-	-	-	-	b
In part time employment	% within column	20%	20%	16%	19%	18%	16%	21%	22%	17%	18%	19%
	N Count	72	68	54	64	41	32	123	121	95	94	382
	Column Comparisons							-	-	-	-	
Unemployed	% within column	4%	6%	5%	3%	3%	4%	3%	5%	4%	3%	4%
	N Count	13	21	16	10	6	8	18	30	22	18	76
	Column Comparisons							-	-	-	-	
A student	% within column	1%↓	3%	8%	6%	8%	13%↑	1%↓	3%↓	8%↑	8%↑	5%
	N Count	4↓	11	27	20	18	25↑	8↓	15↓	45↑	45↑	101
	Column Comparisons			a b c d	c	a b c d	a b c d f	-	-	-	-	
Full-time responsibility for home/ family	% within column	12%	10%	6%	7%	6%	14%	11%	12%	6%↓	10%	9%↓
	N Count	44	35	21	24	13	28	66	66	33↓	51	169↓
	Column Comparisons	e					e f g	-	-	-	-	
Retired	% within column	1%	1%	1%	0%	1%	1%	0%	0%	1%	0%	0%↓
	N Count	2	2	4	0	2	2	2	2	6	2	7↓
	Column Comparisons							-	-	-	-	
Other	% within column	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%
	N Count	9	5	4	4	1	3	12	8	5	7	26
	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 = 2001 (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)

D5 - What is your working status?		Urban/ Rural	Working status				D3 - Social grade					
		Rural	Full time	Part time	Student	NET: Not working/ retired	AB	C1	C2	DE	NET: ABC1	NET: C2DE
Weighted Base	% within column	246	1332	430	112	310	625	580	491	536	1205	1027
	N Count											
	Column Comparisons											
Unweighted Base	% within column	256	1376	388	113	286	885	483	357	480	1368	837
	N Count											
	Column Comparisons											
Column Names	% within column	b	a	b	c	d	a	b	c	d	e	f
	N Count											
	Column Comparisons											
In full time employment	% within column	50%↓	100%↑	0%↓	0%↓	0%↓	80%↑	66%↑	58%	31%↓	73%↑	44%↓
	N Count	122↓	1,332↑	0↓	0↓	0↓	497↑	382↑	285	167↓	880↑	452↓
	Column Comparisons		b c d				b c d	c d	d		-	-
In part time employment	% within column	20%	0%↓	100%↑	0%↓	0%↓	11%↓	23%	23%	21%	17%↓	22%↑
	N Count	48	0↓	430↑	0↓	0↓	70↓	131	115	114	201↓	229↑
	Column Comparisons		a c d				a	a	a		-	-
Unemployed	% within column	4%	0%↓	0%↓	0%	28%↑	1%↓	0%↓	1%↓	14%↑	1%↓	8%↑
	N Count	10	0↓	0↓	0	86↑	5↓	1↓	5↓	74↑	7↓	79↑
	Column Comparisons					a b c				a b c	-	-
A student	% within column	4%	0%↓	0%↓	100%↑	0%↓	4%	5%	5%	5%	5%	5%
	N Count	11	0↓	0↓	112↑	0↓	27	31	26	28	58	54
	Column Comparisons				a b d						-	-
Full-time responsibility for home/ family	% within column	18%↑	0%↓	0%↓	0%↓	68%↑	3%↓	5%↓	10%	21%↑	4%↓	16%↑
	N Count	44↑	0↓	0↓	0↓	213↑	20↓	27↓	51	115↑	47↓	166↑
	Column Comparisons	a				a b c			a b	a b c	-	-
Retired	% within column	2%↑	0%↓	0%	0%	4%↑	0%	0%	0%	1%	0%	1%
	N Count	4↑	0↓	0	0	12↑	2	2	2	5	4	8
	Column Comparisons	a				a b c					-	-
Other	% within column	2%	0%↓	0%	0%	0%	0%↓	1%	1%	4%↑	0%↓	3%↑
	N Count	5	0↓	0	0	0	2↓	3	6	20↑	5↓	26↑
	Column Comparisons	-	-	-	-					a b c	-	-

Part 3 of 20

D5 - What is your working status?		Financial wellbeing			Ethnicity		Child identified need/ impacting condition				Disability/ Condition in HH	
		Doing well	Getting by	Struggling	White British	NET: All other Ethnicities	Neurodiversity	Mental Health	NET: Identified need/ condition	NET: No identified need/ condition	NET: Yes	No
Weighted Base	% within column N Count Column Comparisons	401	1152	655	1742	453	194	109	474	1726	234	792
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	a	b	c	a	b	a	b	c	d	a	b
In full time employment	% within column	78%↑	62%	45%↓	58%	64%	45%↓	38%↓	52%↓	62%↑	55%	64%↑
	N Count	313↑	719	296↓	1,016	289	87↓	42↓	246↓	1,062↑	128	508↑
	Column Comparisons	b c	c			a			-	a b		a
In part time employment	% within column	9%↓	20%	24%↑	19%	20%	21%	18%	19%	20%	20%	16%
	N Count	37↓	228	159↑	335	91	40	20	91	337	47	128
	Column Comparisons		a	a b					-			
Unemployed	% within column	2%	3%↓	7%↑	4%	4%	6%	11%↑	5%	4%	5%	3%
	N Count	8	31↓	46↑	68	17	11	12↑	24	61	11	23
	Column Comparisons			a b				d	-			
A student	% within column	6%	4%	4%	5%	4%	5%	11%↑	5%	5%	7%	8%
	N Count	25	50	29	94	18	9	12↑	23	88	16	66
	Column Comparisons							a d	-			
Full-time responsibility for home/ family	% within column	3%↓	9%	15%↑	10%	7%	20%↑	18%↑	15%↑	8%↓	10%	7%
	N Count	12↓	99	99↑	180	30	40↑	20↑	72↑	138↓	23	53
	Column Comparisons		a	a b	b		d	d	-			
Retired	% within column	0%	1%	1%	1%	0%	1%	0%	1%	0%	1%	1%
	N Count	1	7	4	10	2	2	0	4	8	2	6
	Column Comparisons								-			
Other	% within column	0%	1%	2%	2%	1%	2%	3%	2%	1%	2%	1%
	N Count	2	13	16	26	5	4	4	12	20	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; Weight: Based on Nat Rep Sample; effective sample size = 2001 (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)

D5 - What is your working status?		Educational Health Care Plan (EHCP)		Benefits		Parental Controls		Parental Concern			Time Spent Online (Weekday)	
		Has an EHCP	Don't have an EHCP	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
Weighted Base	% within column	161	2071	925	1200	1865	339	1053	550	605	873	938
	N Count											
	Column Comparisons											
Unweighted Base	% within column	157	2048	883	1222	1839	342	1016	555	614	855	924
	N Count											
	Column Comparisons											
Column Names	% within column	a	b	a	b	a	b	a	b	c	a	b
	N Count											
	Column Comparisons											
In full time employment	% within column	53%	60%	46%↓	72%↑	62%↑	50%↓	52%↓	63%	71%↑	60%	61%
	N Count	86	1,246	426↓	861↑	1,156↑	171↓	547↓	349	430↑	524	569
	Column Comparisons				a	b			a	a b		
In part time employment	% within column	11%	20%	20%	18%	19%	19%	24%↑	17%	14%↓	19%	20%
	N Count	17	413	187	215	361	65	249↑	94	84↓	169	184
	Column Comparisons		a					b c				
Unemployed	% within column	5%	4%	8%↑	1%↓	4%	4%	4%	3%	3%	3%	4%
	N Count	8	78	71↑	9↓	65	14	46	16	18	28	34
	Column Comparisons			b								
A student	% within column	4%	5%	6%	4%↓	4%↓	10%↑	6%	5%	4%	5%	5%
	N Count	7	105	52	45↓	76↓	35↑	60	28	23	40	44
	Column Comparisons			b			a					
Full-time responsibility for home/ family	% within column	23%↑	8%↓	16%↑	5%↓	8%↓	13%	11%↑	9%	6%↓	10%	9%
	N Count	37↑	176↓	148↑	54↓	156↓	45	120↑	50	37↓	85	87
	Column Comparisons	b		b			a	c				
Retired	% within column	0%	1%	1%	0%	0%	1%	1%	0%	1%	1%	0%
	N Count	0	12	6	5	8	4	7	2	3	8	2
	Column Comparisons											
Other	% within column	3%	1%	3%↑	1%↓	1%	1%	2%	1%	1%	2%	1%
	N Count	4	27	24↑	7↓	27	4	16	8	7	13	13
	Column Comparisons			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 = 2001 (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)

D5 - What is your working status?		Time Spent Online (Weekday)			Time Spent Online (Weekend)					Spent Money		
		5 - 6hrs	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
Weighted Base	% within column	278	102	380	291	785	622	492	1114	1289	768	1125
	N Count											
	Column Comparisons											
Unweighted Base	% within column	282	106	388	281	777	619	489	1108	1296	800	1128
	N Count											
	Column Comparisons											
Column Names	% within column	c	d	e	a	b	c	d	e	a	b	c
	N Count											
	Column Comparisons											
In full time employment	% within column	62%	58%	61%	60%	62%	60%	58%	59%	66%↑	72%↑	67%↑
	N Count	171	59	230	176	486	373	284	657	849↑	554↑	757↑
	Column Comparisons			-					-	e	e	e
In part time employment	% within column	18%	14%	17%	17%	20%	20%	18%	19%	17%↓	15%↓	16%↓
	N Count	49	14	63	51	159	122	90	211	213↓	113↓	180↓
	Column Comparisons			-					-			
Unemployed	% within column	4%	7%	5%	5%	3%	3%	5%	4%	4%	3%	4%
	N Count	11	7	19	14	23	19	24	43	48	20	41
	Column Comparisons			-					-			
A student	% within column	7%	8%	7%	5%	4%	5%	6%	6%	5%	5%	4%
	N Count	18	8	27	15	31	32	31	63	61	35	47
	Column Comparisons			-					-			
Full-time responsibility for home/ family	% within column	8%	11%	9%	8%	9%	10%	10%	10%	7%↓	5%↓	6%↓
	N Count	21	12	33	24	69	62	50	111	91↓	40↓	73↓
	Column Comparisons			-					-			
Retired	% within column	1%	0%	1%	1%	0%	0%	1%	0%	0%	0%	0%
	N Count	2	0	2	4	3	2	3	5	3	1	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 = 2001 (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 6 of 20

D5 - What is your working status?		Spent Money		SM purchase category				Feelings about SM purchase				Gaming Method
		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
Weighted Base	% within column	604	943	429	153	216	158	314	556	378	565	1330
	N Count											
	Column Comparisons											
Unweighted Base	% within column	632	909	450	165	226	171	329	585	402	596	1316
	N Count											
	Column Comparisons											
Column Names	% within column	d	e	a	b	c	d	a	b	c	d	a
	N Count											
	Column Comparisons											
In full time employment	% within column	76%↑	51%↓	73%	80%	77%	83%↑	78%↑	75%↑	80%↑	74%↑	61%
	N Count	461↑	483↓	312	122	167	131↑	245↑	416↑	301↑	421↑	812
	Column Comparisons	e										
In part time employment	% within column	13%↓	23%↑	14%	12%	13%	9%	10%↓	12%↓	10%↓	13%↓	19%
	N Count	80↓	217↑	58	18	28	14	33↓	68↓	38↓	76↓	251
	Column Comparisons		a b c d									
Unemployed	% within column	2%	4%	2%	1%	1%	3%	3%	2%↓	2%	3%	3%
	N Count	14	38	7	1	2	4	9	10↓	8	15	45
	Column Comparisons											
A student	% within column	4%	5%	6%	4%	4%	4%	5%	6%	4%	4%	5%
	N Count	21	50	25	6	9	6	14	31	16	25	64
	Column Comparisons											
Full-time responsibility for home/ family	% within column	4%↓	13%↑	6%	4%	5%	2%	4%↓	5%↓	3%↓	4%↓	9%
	N Count	22↓	122↑	24	6	10	3	13↓	30↓	12↓	25↓	123
	Column Comparisons		a b c d									
Retired	% within column	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	1%
	N Count	1	9	0	0	0	0	0	0	0	0	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; Weight: Based on Nat Rep Sample; effective sample size = 2001 (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)

D5 - What is your working status?		Gaming Method				Gaming Type						
		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
Weighted Base	% within column	572	1316	782	2140	650	731	547	387	822	1151	557
	N Count											
	Column Comparisons											
Unweighted Base	% within column	582	1317	774	2117	662	740	564	395	802	1111	570
	N Count											
	Column Comparisons											
Column Names	% within column	b	c	d	e	a	b	c	d	e	f	g
	N Count											
	Column Comparisons											
In full time employment	% within column	62%	61%	60%	60%	62%	67%↑	69%↑	70%↑	59%	55%↓	62%
	N Count	357	796	466	1,280	402	491↑	378↑	271↑	483	629↓	343
	Column Comparisons				-	f	a e f g l	a e f g l	e f g l	f		f
In part time employment	% within column	15%	18%	19%	19%	17%	15%↓	14%↓	14%↓	20%	22%↑	19%
	N Count	87	238	151	411	110	108↓	75↓	53↓	165	257↑	105
	Column Comparisons				-					b c	a b c d g	
Unemployed	% within column	3%	4%	4%	4%	3%	3%	4%	3%	4%	4%	3%
	N Count	18	50	33	80	18	19	20	11	31	44	16
	Column Comparisons				-							
A student	% within column	7%	5%	4%	5%	6%	5%	5%	5%	6%	4%	6%
	N Count	40	71	28	110	36	34	30	19	47	49	32
	Column Comparisons	a d			-							
Full-time responsibility for home/ family	% within column	9%	10%	11%	9%	10%	9%	7%	7%	9%	12%↑	9%
	N Count	49	125	88	203	67	64	36	28	72	133↑	51
	Column Comparisons				-	j					c d e j	
Retired	% within column	1%	1%	0%	1%	1%	0%	0%	0%	1%	1%	1%
	N Count	4	8	1	12	3	3	2	1	4	7	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 = 2001 (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)

D5 - What is your working status?		Gaming Type						Gaming Frequency		Gaming Purchase Type		
		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
Weighted Base	% within column	248	278	728	207	249	1027	1602	460	535	237	151
	N Count											
	Column Comparisons											
Unweighted Base	% within column	266	283	736	218	257	1009	1567	480	549	250	158
	N Count											
	Column Comparisons											
Column Names	% within column	h	i	j	k	l	m	a	b	a	b	c
	N Count											
	Column Comparisons											
In full time employment	% within column	69%↑	66%	67%↑	69%↑	60%	61%	60%	62%	68%	77%↑	70%
	N Count	171↑	184	490↑	142↑	150	627	958	286	365	182↑	106
	Column Comparisons	f	f	a e f g			-				d	
In part time employment	% within column	14%	17%	17%	17%	22%	19%	19%	20%	15%	10%	12%
	N Count	36	47	127	34	55	198	304	91	81	24	18
	Column Comparisons					b c d	-					
Unemployed	% within column	2%	1%	3%	1%	2%	4%	4%	3%	3%	2%	4%
	N Count	6	3	19	2	6	38	60	12	19	4	6
	Column Comparisons						-					
A student	% within column	6%	6%	5%	4%	6%	5%	5%	6%	4%	4%	4%
	N Count	15	16	37	8	15	52	76	27	22	11	6
	Column Comparisons						-					
Full-time responsibility for home/ family	% within column	8%	7%	6%↓	7%	8%	8%	10%	8%	6%	5%	8%
	N Count	19	20	44↓	14	21	84	159	35	33	13	12
	Column Comparisons						-					
Retired	% within column	0%	0%	0%	0%	0%	1%	1%	1%	1%	0%	0%
	N Count	0	1	3	0	0	6	9	3	3	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 = 2001 (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 9 of 20

D5 - What is your working status?		Gaming Purchase Type					Feelings about Gaming Purchase					
		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 money in games
Weighted Base	% within column	447	147	302	122	205	346	772	445	720	715	449
	N Count											
	Column Comparisons											
Unweighted Base	% within column	428	154	320	133	211	356	777	454	734	710	459
	N Count											
	Column Comparisons											
Column Names	% within column	d	e	f	g	h	a	b	c	d	e	f
	N Count											
	Column Comparisons											
In full time employment	% within column	62%↓	76%	72%	86%↑	73%	78%↑	69%↑	75%↑	72%↑	68%↑	71%↑
	N Count	278↓	112	218	105↑	149	271↑	531↑	334↑	516↑	483↑	321↑
	Column Comparisons		d	d	a c d f h				e	e		
In part time employment	% within column	19%	16%	12%	5%↓	11%	14%	15%↓	13%↓	15%↓	16%	14%↓
	N Count	86	23	35	6↓	22	49	113↓	60↓	105↓	114	65↓
	Column Comparisons											
Unemployed	% within column	4%	0%	3%	1%	3%	2%	4%	3%	3%	4%	3%
	N Count	17	0	8	1	7	7	31	15	23	29	13
	Column Comparisons											
A student	% within column	4%	1%	5%	4%	3%	2%↓	4%	3%	4%	4%	4%
	N Count	16	2	16	5	6	6↓	34	11	26	28	18
	Column Comparisons											
Full-time responsibility for home/ family	% within column	8%	2%	6%	3%	7%	3%↓	6%↓	5%↓	5%↓	6%↓	6%↓
	N Count	38	3	18	4	14	10↓	48↓	21↓	37↓	42↓	27↓
	Column Comparisons											
Retired	% within column	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
	N Count	1	0	0	0	1	1	1	0	1	2	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 = 2001 (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)

D5 - What is your working status?

			Gender of child respondent		Age of child respondent						Age and gender of child respondent	
		Total	Male	Female	8-9	10-12	13-15	16-17	NET: 8-12	NET: 13-17	Male 8-9	Female 8-9
Other	% within column	1%	1%	1%	1%	2%	1%	1%	2%	1%	2%	1%
	N Count	31	17	14	6	14	8	3	20	11	4	3
	Column Comparisons	-							-	-		
Don't know	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	N Count	2	0	2	0	0	2	0	0	2	0	0
	Column Comparisons	-							-	-		
Prefer not to say	% within column	1%	0%	1%	0%	1%	0%	1%	1%	0%	0%	0%
	N Count	14	6	9	1	8	3	2	9	5	1	0
	Column Comparisons	-							-	-		
NET: Not working/ retired	% within column	14%	13%	15%	15%	17%	11%	13%	16%↑	12%↓	12%	17%
	N Count	310	147	163	66	118	75	52	184↑	127↓	27	39
	Column Comparisons	-				c			-	-		

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 = 2001 (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)

D5 - What is your working status?

		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	NET: Female 13-17	NET: Urban
												Urban/ Rural
							Age and gender of child respondent					
Other	% within column	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%
	N Count	9	5	4	4	1	3	12	8	5	7	26
	Column Comparisons							-	-	-	-	
Don't know	% within column	0%	0%	0%	1%↑	0%	0%	0%	0%	0%	0%	0%
	N Count	0	0	0	2↑	0	0	0	0	0	2	2
	Column Comparisons							-	-	-	-	
Prefer not to say	% within column	0%	2%↑	1%	0%	1%	0%	0%	1%	1%	0%	1%
	N Count	1	7↑	2	1	1	1	2	7	4	2	13
	Column Comparisons							-	-	-	-	
NET: Not working/ retired	% within column	16%	17%	12%	10%	9%	19%	15%	17%	11%	13%	13%↓
	N Count	59	58	40	34	21	38	86	98	61	72	252↓
	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 = 2001 (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)

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

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 = 2001 (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)

D5 - What is your working status?		Financial wellbeing			Ethnicity		Child identified need/ impacting condition				Disability/ Condition in HH	
		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
Other	% within column	0%	1%	2%	2%	1%	2%	3%	2%	1%	2%	1%
	N Count	2	13	16	26	5	4	4	12	20	5	6
	Column Comparisons								-			
Don't know	% within column	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%
	N Count	0	2	0	2	0	1	0	1	1	1	1
	Column Comparisons								-			
Prefer not to say	% within column	1%	0%	1%	1%	0%	0%	0%	0%	1%	1%	0%
	N Count	3	3	6	10	2	0	0	2	11	1	1
	Column Comparisons								-			
NET: Not working/ retired	% within column	5%↓	12%↓	23%↑	15%	11%	27%↑	29%↑	21%↑	12%↓	15%	10%
	N Count	21↓	137↓	149↑	258	49	52↑	32↑	99↑	208↓	36	83
	Column Comparisons		a	a b	b		d	d	-		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 = 2001 (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 20

D5 - What is your working status?		Educational Health Care Plan (EHCP)		Benefits		Parental Controls		Parental Concern			Time Spent Online (Weekday)	
		Has an EHCP	Don't have an EHCP	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
Other	% within column	3%	1%	3%↑	1%↓	1%	1%	2%	1%	1%	2%	1%
	N Count	4	27	24↑	7↓	27	4	16	8	7	13	13
	Column Comparisons			b								
Don't know	% within column	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	N Count	1	1	1	1	2	0	1	1	0	0	2
	Column Comparisons	b										
Prefer not to say	% within column	1%	1%	1%	0%↓	1%	0%	1%	1%	0%	1%	0%
	N Count	1	13	9	2↓	12	1	8	3	2	6	4
	Column Comparisons			b								
NET: Not working/ retired	% within column	28%↑	13%↓	24%↑	6%↓	12%↓	18%	16%↑	12%	10%↓	14%	13%
	N Count	45↑	266↓	226↑	69↓	230↓	63	173↑	67	59↓	120	122
	Column Comparisons	b		b			a	c				

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 = 2001 (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)

D5 - What is your working status?		Time Spent Online (Weekday)			Time Spent Online (Weekend)					Spent Money		
		5 - 6hrs	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
Other	% within column	1%	1%	1%	1%	1%	1%	2%	2%	1%	0%↓	1%
	N Count	4	1	5	4	10	9	8	17	15	2↓	15
	Column Comparisons			-					-			
Don't know	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	N Count	0	0	0	0	0	2	0	2	1	0	1
	Column Comparisons			-					-			
Prefer not to say	% within column	0%	0%	0%	1%	1%	0%	0%	0%	1%	0%	1%
	N Count	1	0	1	4	5	1	2	4	8	2	8
	Column Comparisons			-					-			
NET: Not working/ retired	% within column	12%	19%	14%	14%	12%	13%	16%	14%	11%↓	8%↓	10%↓
	N Count	35	19	54	41	95	83	77	160	141↓	62↓	116↓
	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 = 2001 (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

D5 - What is your working status?		Spent Money		SM purchase category				Feelings about SM purchase				Gaming Method
		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
Other	% within column	0%	2%	0%	0%	0%	0%	0%	0%↓	0%↓	0%↓	2%
	N Count	2	16	1	0	0	0	0	1↓	1↓	1↓	21
	Column Comparisons		b d									
Don't know	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	N Count	0	1	0	0	0	0	0	0	0	0	1
	Column Comparisons			-	-	-	-	-	-	-	-	
Prefer not to say	% within column	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%
	N Count	2	6	2	0	0	0	0	0	2	2	5
	Column Comparisons											
NET: Not working/ retired	% within column	6%↓	18%↑	7%	5%	6%	5%	7%↓	7%↓	5%↓	7%↓	13%
	N Count	37↓	169↑	31	7	12	7	22↓	40↓	20↓	40↓	176
	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 = 2001 (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)

D5 - What is your working status?		Gaming Method				Gaming Type						
		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
Other	% within column	2%	2%	1%	1%	2%	1%	1%	1%	2%	2%	1%
	N Count	12	20	6	29	10	10	5	3	16	22	7
	Column Comparisons				-							
Don't know	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	N Count	1	2	2	2	1	0	0	0	1	1	0
	Column Comparisons				-							
Prefer not to say	% within column	1%	0%	1%	1%	0%	0%	0%	0%	0%	1%	0%
	N Count	3	4	7	13	3	2	2	1	3	8	1
	Column Comparisons				-							
NET: Not working/ retired	% within column	12%	14%	16%	14%	14%	12%	11%	10%	13%	16%↑	12%
	N Count	71	183	122	295	88	86	58	40	108	184↑	69
	Column Comparisons				-		j				j	b c d e h i j

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 = 2001 (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)

D5 - What is your working status?		Gaming Type						Gaming Frequency		Gaming Purchase Type		
		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
Other	% within column	0%	1%	1%	1%	0%	2%	2%	1%	2%	1%	1%
	N Count	1	3	8	2	1	17	25	4	9	3	1
	Column Comparisons						-					
Don't know	% within column	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%
	N Count	0	1	0	1	0	1	1	0	0	0	0
	Column Comparisons						-			-	-	-
Prefer not to say	% within column	0%	1%	0%	1%	1%	0%	1%	1%	1%	0%	1%
	N Count	1	2	1	2	2	4	11	3	3	0	1
	Column Comparisons						-					
NET: Not working/ retired	% within column	10%	9%	9%↓	8%	11%	12%	14%	11%	10%	7%	12%
	N Count	25	24	65↓	16	27	127	228	50	54	17	18
	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 = 2001 (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)

D5 - What is your working 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 money in games
							Gaming Purchase Type →			Feelings about Gaming Purchase →		
Other	% within column	1%	2%	2%	0%	1%	0%↓	1%	0%	1%	2%	1%
	N Count	5	2	5	0	3	1↓	7	1	7	12	4
	Column Comparisons											
Don't know	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	N Count	0	0	0	0	0	0	0	0	0	0	0
	Column Comparisons	-	-	-	-	-	-	-	-	-	-	-
Prefer not to say	% within column	1%	3%↑	1%	1%	1%	0%	1%	1%	1%	1%	1%
	N Count	5	5↑	2	1	2	1	6	2	4	6	2
	Column Comparisons		a									
NET: Not working/ retired	% within column	13%	2%↓	9%	4%	11%	5%↓	10%↓	8%↓	9%↓	10%↓	9%↓
	N Count	57	3↓	26	5	23	19↓	81↓	36↓	62↓	73↓	40↓
	Column Comparisons	e		e		e		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 = 2001 (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)

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

		Total	Gender of child respondent		Age of child respondent				
			Male	Female	8-9	10-12	13-15	16-17	NET: 8-12
Weighted Base	% within column	2232	1153	1079	449	698	684	401	1147
	N Count								
	Column Comparisons								
Unweighted Base	% within column	2205	1100	1105	439	662	659	445	1101
	N Count								
	Column Comparisons								
Column Names	% within column	a	a	b	a	b	c	d	e
	N Count								
	Column Comparisons								
Income Support	% within column	4%	4%	3%	5%	4%	3%	4%	4%
	N Count	83	49	33	21	25	20	16	46
	Column Comparisons	-							-
Income-based Jobseeker's Allowance	% within column	2%	2%	2%	2%	2%	2%	1%	2%
	N Count	39	18	22	10	14	11	4	24
	Column Comparisons	-							-
Pensions Credit (Guaranteed Credit)	% within column	3%	3%	2%	4%↑	2%	2%	2%	3%
	N Count	58	38	20	19↑	16	15	8	35
	Column Comparisons	-	b						-
Pensions Credit (no Guaranteed Credit)	% within column	1%	1%	1%	1%	1%	2%	1%	1%
	N Count	23	16	7	5	5	11	2	10
	Column Comparisons	-							-
Employment and Support Allowance (ESA)	% within column	5%	6%	4%	4%	6%	5%	4%	5%
	N Count	106	66	40	19	39	31	16	59
	Column Comparisons	-	b						-
Universal Credit (and household has other earnings).	% within column	20%	18%	22%	17%	21%	20%	21%	20%
	N Count	449	212	237	77	150	140	83	227
	Column Comparisons	-							-
Universal Credit (and household has no other earnings).	% within column	9%	8%	9%	10%	9%	7%	9%	10%
	N Count	190	93	96	47	62	46	35	109
	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 = 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)

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

		Age of child respondent	Age and gender of child respondent						
		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	1085	226	224	361	337	342	341	224
	N Count								
	Column Comparisons								
Unweighted Base	% within column	1104	220	219	333	329	324	335	223
	N Count								
	Column Comparisons								
Column Names	% within column	f	a	b	c	d	e	f	g
	N Count								
	Column Comparisons								
Income Support	% within column	3%	5%	5%	4%	3%	4%	2%	5%
	N Count	36	10	11	13	11	14	6	11
	Column Comparisons	-							
Income-based Jobseeker's Allowance	% within column	1%	2%	2%	1%	3%	2%	2%	1%
	N Count	15	5	5	5	9	5	6	2
	Column Comparisons	-							
Pensions Credit (Guaranteed Credit)	% within column	2%	4%	4%	3%	2%	3%	1%	3%
	N Count	23	9	10	11	5	11	4	7
	Column Comparisons	-	h	h					
Pensions Credit (no Guaranteed Credit)	% within column	1%	1%	1%	1%	1%	2%↑	1%	1%
	N Count	13	2	2	3	2	8↑	3	2
	Column Comparisons	-							
Employment and Support Allowance (ESA)	% within column	4%	6%	3%	7%	4%	5%	4%	5%
	N Count	47	13	6	24	15	18	13	10
	Column Comparisons	-							
Universal Credit (and household has other earnings).	% within column	21%	17%	18%	18%	25%	19%	21%	19%
	N Count	223	38	39	67	83	67	73	42
	Column Comparisons	-							
Universal Credit (and household has no other earnings).	% within column	7%	11%	10%	7%	11%	8%	6%	8%
	N Count	81	24	23	24	38	27	19	19
	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 = 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)

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

		Female 16-17	NET: Male 8-12	NET: Female 8-12	NET: Male 13-17	NET: Female 13-17	NET: Urban	Rural	Full time
		Age and gender of child respondent					**Urban/ Rural**		**Working status**
Weighted Base	% within column	201	587	561	567	536	1986	246	1332
	N Count								
	Column Comparisons								
Unweighted Base	% within column	253	553	548	547	580	1949	256	1376
	N Count								
	Column Comparisons								
Column Names	% within column	h	i	j	k	l	a	b	a
	N Count								
	Column Comparisons								
Income Support	% within column	3%	4%	4%	4%	2%	4%↑	0%↓	5%↑
	N Count	5	24	22	25	11	82↑	1↓	67↑
	Column Comparisons		-	-	-	-	b		b d
Income-based Jobseeker's Allowance	% within column	1%	2%	2%	1%	1%	2%	1%	2%
	N Count	2	10	14	8	8	38	1	25
	Column Comparisons		-	-	-	-			
Pensions Credit (Guaranteed Credit)	% within column	1%↓	3%	3%	3%	1%↓	3%↑	1%↓	4%↑
	N Count	1↓	20	15	18	5↓	57↑	1↓	51↑
	Column Comparisons		-	-	-	-	b		b d
Pensions Credit (no Guaranteed Credit)	% within column	0%	1%	1%	2%	1%	1%	0%	2%↑
	N Count	0	5	4	11	3	23	0	22↑
	Column Comparisons		-	-	-	-			b d
Employment and Support Allowance (ESA)	% within column	3%	6%	4%	5%	4%	5%	3%	5%
	N Count	7	37	21	28	20	98	8	71
	Column Comparisons		-	-	-	-			
Universal Credit (and household has other earnings).	% within column	25%	18%	22%	19%	23%	20%	21%	14%↓
	N Count	49	104	123	108	121	398	51	190↓
	Column Comparisons		-	-	-	-			
Universal Credit (and household has no other earnings).	% within column	9%	8%	11%	8%	7%	8%	10%	3%↓
	N Count	18	48	62	46	37	166	24	44↓
	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 = 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 3 of 28

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		Working status			D3 - Social grade				
		Part time	Student	NET: Not working/ retired	AB	C1	C2	DE	NET: ABC1
Weighted Base	% within column	430	112	310	625	580	491	536	1205
	N Count								
	Column Comparisons								
Unweighted Base	% within column	388	113	286	885	483	357	480	1368
	N Count								
	Column Comparisons								
Column Names	% within column	b	c	d	a	b	c	d	e
	N Count								
	Column Comparisons								
Income Support	% within column	1%↓	4%	1%↓	7%↑	1%↓	2%	3%	4%
	N Count	4↓	5	3↓	44↑	8↓	12	18	53
	Column Comparisons		b		b c d				-
Income-based Jobseeker's Allowance	% within column	2%	3%	1%	3%↑	1%	1%	2%	2%
	N Count	7	3	4	19↑	6	4	11	24
	Column Comparisons								-
Pensions Credit (Guaranteed Credit)	% within column	0%↓	3%	0%↓	6%↑	1%	2%	1%	4%↑
	N Count	2↓	4	0↓	36↑	7	9	7	43↑
	Column Comparisons		b d		b c d				-
Pensions Credit (no Guaranteed Credit)	% within column	0%	0%	0%	3%↑	0%	1%	0%	1%
	N Count	1	0	0	16↑	1	4	2	17
	Column Comparisons				b d				-
Employment and Support Allowance (ESA)	% within column	2%↓	6%	4%	8%↑	3%	3%	4%	6%
	N Count	10↓	7	11	52↑	18	16	20	70
	Column Comparisons				b c d				-
Universal Credit (and household has other earnings).	% within column	29%↑	20%	32%↑	9%↓	18%	21%	35%↑	13%↓
	N Count	124↑	22	99↑	56↓	107	102	185↑	162↓
	Column Comparisons	a		a c		a	a	a b c	-
Universal Credit (and household has no other earnings).	% within column	5%↓	10%	32%↑	4%↓	3%↓	3%↓	25%↑	4%↓
	N Count	19↓	12	100↑	23↓	20↓	13↓	134↑	43↓
	Column Comparisons		a b	a b c				a b c	-

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 4 of 28

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

		D3 - Social grade	Financial wellbeing			Ethnicity		Child identified need/ impacting condition	
		NET: C2DE	Doing well	Getting by	Struggling	White British	NET: All other Ethnicities	Neurodiversity	Mental Health
Weighted Base	% within column	1027	401	1152	655	1742	453	194	109
	N Count								
	Column Comparisons								
Unweighted Base	% within column	837	452	1121	611	1713	452	182	110
	N Count								
	Column Comparisons								
Column Names	% within column	f	a	b	c	a	b	a	b
	N Count								
	Column Comparisons								
Income Support	% within column	3%	12%↑	2%↓	2%↓	3%	6%↑	2%	6%
	N Count	30	48↑	25↓	10↓	57	26↑	4	7
	Column Comparisons	-	b c				a		
Income-based Jobseeker's Allowance	% within column	1%	4%↑	1%	2%	2%	2%	2%	4%
	N Count	15	16↑	14	10	28	11	4	5
	Column Comparisons	-	b c						d
Pensions Credit (Guaranteed Credit)	% within column	1%↓	9%↑	2%↓	1%↓	3%	3%	1%	3%
	N Count	15↓	35↑	18↓	5↓	44	14	3	3
	Column Comparisons	-	b c						
Pensions Credit (no Guaranteed Credit)	% within column	1%	3%↑	1%	0%↓	1%	1%	1%	3%
	N Count	6	13↑	9	1↓	18	5	2	3
	Column Comparisons	-	b c	c					d
Employment and Support Allowance (ESA)	% within column	3%	12%↑	3%↓	4%	5%	4%	3%	7%
	N Count	36	49↑	31↓	25	85	20	6	7
	Column Comparisons	-	b c						
Universal Credit (and household has other earnings).	% within column	28%↑	10%↓	18%↓	31%↑	22%↑	15%↓	33%↑	30%
	N Count	287↑	41↓	204↓	203↑	375↑	69↓	63↑	32
	Column Comparisons	-		a	a b	b		d	d
Universal Credit (and household has no other earnings).	% within column	14%↑	6%	6%↓	15%↑	9%↑	5%↓	15%↑	28%↑
	N Count	147↑	23	65↓	101↑	164↑	24↓	29↑	31↑
	Column Comparisons	-			a b	b		d	a 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 = 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)

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		Child identified need/ impacting condition		Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits	
		NET: Identi-fied need/ condition	NET: No identified ne-ed/ condition	NET: Yes	No	Has an EHCP	Don't have an EHCP	NET: House-hold receives Benefits	No Benefits
Weighted Base	% within column	474	1726	234	792	161	2071	925	1200
	N Count								
	Column Comparisons								
Unweighted Base	% within column	458	1713	238	806	157	2048	883	1222
	N Count								
	Column Comparisons								
Column Names	% within column	c	d	a	b	a	b	a	b
	N Count								
	Column Comparisons								
Income Support	% within column	5%	3%	5%	3%↓	10%↑	3%↓	9%↑	0%↓
	N Count	25	58	13	20↓	17↑	66↓	83↑	0↓
	Column Comparisons	-		b		b		b	
Income-based Jobseeker's Allowance	% within column	4%↑	1%↓	4%↑	1%↓	7%↑	1%↓	4%↑	0%↓
	N Count	18↑	21↓	9↑	6↓	10↑	29↓	39↑	0↓
	Column Comparisons	-		b		b		b	
Pensions Credit (Guaranteed Credit)	% within column	4%	2%	2%	2%	5%	2%	6%↑	0%↓
	N Count	17	41	5	17	8	50	58↑	0↓
	Column Comparisons	-						b	
Pensions Credit (no Guaranteed Credit)	% within column	3%↑	1%↓	4%↑	0%↓	6%↑	1%↓	3%↑	0%↓
	N Count	14↑	10↓	10↑	4↓	10↑	14↓	23↑	0↓
	Column Comparisons	-		b		b		b	
Employment and Support Allowance (ESA)	% within column	6%	5%	7%	4%	12%↑	4%↓	11%↑	0%↓
	N Count	27	78	15	28	20↑	86↓	106↑	0↓
	Column Comparisons	-				b		b	
Universal Credit (and household has other earnings).	% within column	29%↑	18%↓	26%	19%	25%	20%	49%↑	0%↓
	N Count	135↑	309↓	62	149	40	409	449↑	0↓
	Column Comparisons	-		b				b	
Universal Credit (and household has no other earnings).	% within column	17%↑	6%↓	17%↑	5%↓	20%↑	8%↓	21%↑	0%↓
	N Count	80↑	109↓	39↑	36↓	32↑	158↓	190↑	0↓
	Column Comparisons	-		b		b		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 = 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)

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		Parental Controls		Parental Concern			Time Spent Online (Weekday)		
		NET: Has Parental Controls	No Controls	Not Concerned	A little Concerned	NET: Moderately/ Very Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs
Weighted Base	% within column	1865	339	1053	550	605	873	938	278
	N Count								
	Column Comparisons								
Unweighted Base	% within column	1839	342	1016	555	614	855	924	282
	N Count								
	Column Comparisons								
Column Names	% within column	a	b	a	b	c	a	b	c
	N Count								
	Column Comparisons								
Income Support	% within column	4%↑	1%↓	1%↓	4%	8%↑	2%↓	4%	6%
	N Count	78↑	4↓	12↓	24	46↑	20↓	39	17
	Column Comparisons	b			a	a b			a
Income-based Jobseeker's Allowance	% within column	2%	1%	1%↓	2%	3%↑	1%↓	2%	5%↑
	N Count	37	3	8↓	9	21↑	6↓	15	15↑
	Column Comparisons					a			a b
Pensions Credit (Guaranteed Credit)	% within column	3%↑	0%↓	1%↓	3%	6%↑	2%	2%	6%↑
	N Count	57↑	1↓	6↓	14	36↑	15	21	15↑
	Column Comparisons	b			a	a b			a b
Pensions Credit (no Guaranteed Credit)	% within column	1%	0%	0%↓	2%	2%↑	0%	1%	4%↑
	N Count	22	1	1↓	10	12↑	4	6	12↑
	Column Comparisons				a	a			a b
Employment and Support Allowance (ESA)	% within column	5%	3%	2%↓	5%	8%↑	3%↓	6%	8%↑
	N Count	94	11	26↓	28	50↑	26↓	52	21↑
	Column Comparisons				a	a b		a	a
Universal Credit (and household has other earnings).	% within column	20%	22%	22%	20%	17%	14%↓	22%	30%↑
	N Count	369	73	230	110	105	125↓	211	85↑
	Column Comparisons							a	a b
Universal Credit (and household has no other earnings).	% within column	8%	10%	10%	7%	8%	6%↓	8%	13%↑
	N Count	149	34	103	36	46	56↓	73	37↑
	Column Comparisons								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; 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)

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

		Time Spent Online (Weekday)		Time Spent Online (Weekend)					Spent Money
		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
Weighted Base	% within column	102	380	291	785	622	492	1114	1289
	N Count								
	Column Comparisons								
Unweighted Base	% within column	106	388	281	777	619	489	1108	1296
	N Count								
	Column Comparisons								
Column Names	% within column	d	e	a	b	c	d	e	a
	N Count								
	Column Comparisons								
Income Support	% within column	6%	6%↑	4%	3%	5%	3%	4%	6%↑
	N Count	6	23↑	11	27	30	14	43	74↑
	Column Comparisons	a	-					-	e
Income-based Jobseeker's Allowance	% within column	3%	5%↑	2%	1%	3%	2%	2%	2%
	N Count	3	17↑	5	9	16	9	26	28
	Column Comparisons		-					-	
Pensions Credit (Guaranteed Credit)	% within column	4%	5%↑	2%	3%	3%	2%	3%	4%↑
	N Count	4	19↑	6	22	19	9	28	49↑
	Column Comparisons		-					-	e
Pensions Credit (no Guaranteed Credit)	% within column	2%	4%↑	0%	1%	2%↑	0%	1%	2%↑
	N Count	2	14↑	1	7	13↑	2	15	22↑
	Column Comparisons	a	-			a d		-	e
Employment and Support Allowance (ESA)	% within column	7%	8%↑	2%	5%	6%	5%	6%	7%↑
	N Count	7	29↑	7	36	40	24	63	90↑
	Column Comparisons	a	-			a		-	e
Universal Credit (and household has other earnings).	% within column	23%	29%↑	11%↓	19%	20%	28%↑	24%↑	22%
	N Count	24	109↑	31↓	148	127	138↑	265↑	282
	Column Comparisons	a	-		a	a	a b c	-	

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)

BANNER

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

		Spent Money				SM purchase category			
		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	768	1125	604	943	429	153	216	158
	N Count								
	Column Comparisons								
Unweighted Base	% within column	800	1128	632	909	450	165	226	171
	N Count								
	Column Comparisons								
Column Names	% within column	b	c	d	e	a	b	c	d
	N Count								
	Column Comparisons								
Income Support	% within column	9%↑	6%↑	11%↑	1%↓	8%	16%↑	14%↑	19%↑
	N Count	67↑	72↑	64↑	8↓	34	25↑	30↑	30↑
	Column Comparisons	e	e	e			a		a
Income-based Jobseeker's Allowance	% within column	4%↑	2%	4%↑	1%	3%	7%↑	7%↑	10%↑
	N Count	27↑	26	24↑	11	13	11↑	15↑	16↑
	Column Comparisons	e		e				a	a
Pensions Credit (Guaranteed Credit)	% within column	6%↑	4%↑	7%↑	1%↓	5%	12%↑	11%↑	11%↑
	N Count	44↑	46↑	41↑	9↓	22	19↑	24↑	18↑
	Column Comparisons	e	e	e			a	a	a
Pensions Credit (no Guaranteed Credit)	% within column	3%↑	2%↑	4%↑	0%↓	2%	7%↑	5%	9%↑
	N Count	22↑	22↑	22↑	1↓	8	11↑	10	15↑
	Column Comparisons	e	e	e			a	a	a c
Employment and Support Allowance (ESA)	% within column	9%↑	7%↑	11%↑	2%↓	9%	15%↑	16%↑	17%↑
	N Count	72↑	84↑	66↑	16↓	37	23↑	34↑	27↑
	Column Comparisons	e	e	e			a	a	a
Universal Credit (and household has other earnings).	% within column	22%	21%	21%	18%	22%	16%	21%	22%
	N Count	171	238	127	167	94	25	46	34
	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 = 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 9 of 28

Page 158

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		Feelings about SM purchase				Gaming Method			
		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	314	556	378	565	1330	572	1316	782
	N Count								
	Column Comparisons								
Unweighted Base	% within column	329	585	402	596	1316	582	1317	774
	N Count								
	Column Comparisons								
Column Names	% within column	a	b	c	d	a	b	c	d
	N Count								
	Column Comparisons								
Income Support	% within column	14%↑	10%↑	13%↑	10%↑	3%	6%↑	3%	4%
	N Count	45↑	58↑	50↑	58↑	39	36↑	40	34
	Column Comparisons						a c		a c
Income-based Jobseeker's Allowance	% within column	5%↑	4%↑	6%↑	4%↑	2%	2%	1%	2%
	N Count	17↑	23↑	21↑	24↑	24	14	19	14
	Column Comparisons								
Pensions Credit (Guaranteed Credit)	% within column	8%↑	6%↑	8%↑	7%↑	2%	4%↑	2%	3%
	N Count	26↑	34↑	31↑	37↑	33	25↑	28	24
	Column Comparisons						c		
Pensions Credit (no Guaranteed Credit)	% within column	5%↑	4%↑	5%↑	3%↑	1%	2%↑	1%	1%
	N Count	17↑	20↑	18↑	16↑	14	12↑	11	9
	Column Comparisons	d		d			c		
Employment and Support Allowance (ESA)	% within column	11%↑	11%↑	12%↑	10%↑	5%	7%↑	5%	6%
	N Count	34↑	63↑	46↑	56↑	65	39↑	64	45
	Column Comparisons								
Universal Credit (and household has other earnings).	% within column	19%	21%	19%	22%	21%	18%	22%↑	22%
	N Count	59	118	72	126	279	102	293↑	173
	Column Comparisons							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; 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)

		Gaming Method	Gaming 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		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
Weighted Base	% within column	2140	650	731	547	387	822	1151	557
	N Count								
	Column Comparisons								
Unweighted Base	% within column	2117	662	740	564	395	802	1111	570
	N Count								
	Column Comparisons								
Column Names	% within column	e	a	b	c	d	e	f	g
	N Count								
	Column Comparisons								
Income Support	% within column	4%	5%	5%	5%	6%↑	3%	3%	5%
	N Count	82	34	37	25	25↑	23	35	27
	Column Comparisons	-	e f	e f	e	e			e f
Income-based Jobseeker's Allowance	% within column	2%	2%	2%	2%	3%	2%	1%	3%
	N Count	37	12	14	13	11	13	13	16
	Column Comparisons	-							f
Pensions Credit (Guaranteed Credit)	% within column	3%	4%	4%↑	4%↑	5%↑	2%	2%↓	4%↑
	N Count	54	23	30↑	21↑	18↑	16	20↓	25↑
	Column Comparisons	-	f	e f	e f	e f			e f
Pensions Credit (no Guaranteed Credit)	% within column	1%	1%	2%	1%	2%↑	1%	0%↓	1%
	N Count	23	8	12	8	10↑	6	5↓	6
	Column Comparisons	-	f	e f	f	e f			f
Employment and Support Allowance (ESA)	% within column	5%	6%	7%↑	8%↑	10%↑	4%	4%	7%↑
	N Count	105	38	49↑	45↑	39↑	35	45	40↑
	Column Comparisons	-		e f	e f	a e f			e f
Universal Credit (and household has other earnings).	% within column	20%	21%	18%	19%	22%	21%	21%	21%
	N Count	438	136	129	103	85	177	238	116
	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 = 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)

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

		Gaming Type						Gaming Frequency	
		Simulation experience	Fitness and dance	Sports	Interactive stories	Makeovers	NET: Playing against other people	NET: Daily	Weekly
Weighted Base	% within column	248	278	728	207	249	1027	1602	460
	N Count								
	Column Comparisons								
Unweighted Base	% within column	266	283	736	218	257	1009	1567	480
	N Count								
	Column Comparisons								
Column Names	% within column	h	i	j	k	l	m	a	b
	N Count								
	Column Comparisons								
Income Support	% within column	8%↑	8%↑	4%	9%↑	4%	4%	4%	3%
	N Count	20↑	22↑	27	19↑	10	37	66	14
	Column Comparisons	e f j	e f j l		e f j l		-		
Income-based Jobseeker's Allowance	% within column	3%	3%↑	1%	4%↑	3%	2%	2%	2%
	N Count	7	10↑	10	9↑	8	17	26	9
	Column Comparisons		f		e f	f	-		
Pensions Credit (Guaranteed Credit)	% within column	7%↑	5%↑	3%	10%↑	4%	2%	3%	2%
	N Count	17↑	15↑	23	20↑	10	26	44	8
	Column Comparisons	e f j	e f	f	a b c d e f j l		-		
Pensions Credit (no Guaranteed Credit)	% within column	2%	3%↑	1%	3%↑	3%↑	1%	1%	1%
	N Count	6	7↑	8	7↑	7↑	10	17	7
	Column Comparisons	f	e f		e f g	e f g	-		
Employment and Support Allowance (ESA)	% within column	7%	8%↑	6%	11%↑	6%	6%	6%↑	2%↓
	N Count	19	23↑	44	24↑	14	58	89↑	11↓
	Column Comparisons	f	f		a e f l		-	b	
Universal Credit (and household has other earnings).	% within column	20%	21%	19%	18%	26%	22%	23%↑	14%↓
	N Count	50	58	138	38	65	225	361↑	62↓
	Column Comparisons						-	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 = 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 12 of 28

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

		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
Weighted Base	% within column	535	237	151	447	147	302	122	205
	N Count								
	Column Comparisons								
Unweighted Base	% within column	549	250	158	428	154	320	133	211
	N Count								
	Column Comparisons								
Column Names	% within column	a	b	c	d	e	f	g	h
	N Count								
	Column Comparisons								
Income Support	% within column	7%	13%↑	9%	4%↓	12%↑	9%	18%↑	9%
	N Count	37	31↑	14	17↓	18↑	28	23↑	19
	Column Comparisons	d	d	d		d	d	a c d h	d
Income-based Jobseeker's Allowance	% within column	3%	6%↑	4%	1%	3%	2%	8%↑	5%↑
	N Count	18	14↑	6	6	5	6	9↑	10↑
	Column Comparisons		d f					d f	d
Pensions Credit (Guaranteed Credit)	% within column	5%	10%↑	7%	2%	10%↑	6%	10%↑	9%↑
	N Count	27	23↑	10	11	14↑	17	13↑	18↑
	Column Comparisons		d	d		d	d	d	d
Pensions Credit (no Guaranteed Credit)	% within column	3%	5%↑	2%	2%	3%	2%	7%↑	3%
	N Count	15	13↑	4	7	4	6	9↑	6
	Column Comparisons		d f					d f	
Employment and Support Allowance (ESA)	% within column	8%	14%↑	12%	6%	14%↑	10%	16%↑	11%
	N Count	45	33↑	18	26	21↑	30	19↑	22
	Column Comparisons		d	d		d	d	a d	d
Universal Credit (and household has other earnings).	% within column	20%	25%	19%	24%	19%	22%	17%	17%
	N Count	107	60	29	105	28	67	20	34
	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 = 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

Feelings about Gaming Purchase

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	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	346	772	445	720	715	449
	N Count						
	Column Comparisons						
Unweighted Base	% within column	356	777	454	734	710	459
	N Count						
	Column Comparisons						
Column Names	% within column	a	b	c	d	e	f
	N Count						
	Column Comparisons						
Income Support	% within column	11%↑	8%↑	11%↑	7%↑	7%↑	10%↑
	N Count	38↑	58↑	51↑	52↑	51↑	46↑
	Column Comparisons			d e			
Income-based Jobseeker's Allowance	% within column	4%↑	2%	4%↑	3%↑	3%	4%↑
	N Count	15↑	19	20↑	20↑	19	19↑
	Column Comparisons						
Pensions Credit (Guaranteed Credit)	% within column	6%↑	5%↑	6%↑	4%↑	4%↑	6%↑
	N Count	22↑	37↑	29↑	32↑	30↑	28↑
	Column Comparisons						
Pensions Credit (no Guaranteed Credit)	% within column	5%↑	2%↑	4%↑	2%↑	3%↑	4%↑
	N Count	16↑	17↑	19↑	15↑	22↑	18↑
	Column Comparisons	d		b d		b d	d
Employment and Support Allowance (ESA)	% within column	10%↑	9%↑	11%↑	8%↑	7%↑	8%↑
	N Count	36↑	73↑	49↑	60↑	52↑	36↑
	Column Comparisons		d e f	e f			
Universal Credit (and household has other earnings).	% within column	19%	21%	21%	20%	21%	21%
	N Count	65	164	94	144	149	93
	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 = 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)

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

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

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

		Age of child respondent	Age and gender of child respondent						
		NET: 13-17	Male 8-9	Female 8-9	Male 10-12	Female 10-12	Male 13-15	Female 13-15	Male 16-17
Universal Credit (and household has no other earnings).	% within column	7%	11%	10%	7%	11%	8%	6%	8%
	N Count	81	24	23	24	38	27	19	19
	Column Comparisons	-							
Personal Independence Payment (PIP)	% within column	10%	10%	11%	10%	10%	8%	11%	10%
	N Count	109	22	26	35	35	28	38	23
	Column Comparisons	-							
Carer's allowance	% within column	6%	7%	8%	6%	8%	7%	7%	5%
	N Count	70	15	18	22	29	25	22	10
	Column Comparisons	-							
Disability Living Allowance (DLA)	% within column	5%	5%	8%	5%	9%↑	7%	7%	2%
	N Count	59	12	17	17	31↑	23	25	5
	Column Comparisons	-							
Other	% within column	1%	1%	2%	1%	2%	1%	1%	1%
	N Count	9	3	3	5	5	2	2	2
	Column Comparisons	-							
None of these - Do not receive any of these benefits	% within column	55%	58%	55%	55%	47%↓	54%	56%	55%
	N Count	592	130	122	198	158↓	183	191	123
	Column Comparisons	-							
Don't know	% within column	3%↑	1%	1%	1%	1%	4%↑	3%	3%
	N Count	36↑	2	3	4	4	14↑	10	7
	Column Comparisons	-							
Prefer not to say	% within column	2%	3%	3%	4%	2%	3%	2%	2%
	N Count	23	6	6	15	8	9	6	5
	Column Comparisons	-							
NET: Household receives Benefits	% within column	40%	39%	41%	40%	50%↑	40%	40%	40%
	N Count	434	87	92	144	168↑	136	135	89
	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 = 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)

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

		Age and gender of child respondent					Urban/ Rural		Working status
		Female 16-17	NET: Male 8-12	NET: Female 8-12	NET: Male 13-17	NET: Female 13-17	NET: Urban	Rural	Full time
Universal Credit (and household has no other earnings).	% within column	9%	8%	11%	8%	7%	8%	10%	3%↓
	N Count	18	48	62	46	37	166	24	44↓
	Column Comparisons		-	-	-	-			
Personal Independence Payment (PIP)	% within column	13%	10%	11%	9%	12%	10%	14%	7%↓
	N Count	25	57	60	51	62	192	34	87↓
	Column Comparisons		-	-	-	-			
Carer's allowance	% within column	8%	6%	8%	6%	7%	6%↓	12%↑	4%↓
	N Count	15	37	46	35	38	125↓	29↑	59↓
	Column Comparisons		-	-	-	-		a	
Disability Living Allowance (DLA)	% within column	4%	5%	9%↑	5%	6%	5%↓	12%↑	4%↓
	N Count	7	29	49↑	28	32	108↓	29↑	55↓
	Column Comparisons		-	-	-	-		a	
Other	% within column	1%	1%	2%	1%	1%	1%	2%	1%
	N Count	3	8	9	5	5	20	6	13
	Column Comparisons		-	-	-	-			
None of these - Do not receive any of these benefits	% within column	51%	56%	50%	54%	54%	54%	55%	65%↑
	N Count	103	328	280	307	290	1,066	134	861↑
	Column Comparisons		-	-	-	-			b c d
Don't know	% within column	3%	1%	1%	4%↑	3%	2%	2%	2%
	N Count	6	7	6	21↑	16	45	4	23
	Column Comparisons		-	-	-	-			
Prefer not to say	% within column	2%	3%	3%	2%	2%	3%↑	0%↓	2%↓
	N Count	5	20	14	14	10	57↑	1↓	22↓
	Column Comparisons		-	-	-	-		b	
NET: Household receives Benefits	% within column	43%	39%	46%↑	40%	41%	41%	43%	32%↓
	N Count	87	231	260↑	225	220	819	106	426↓
	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 = 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)

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

		Working status			D3 - Social grade				
		Part time	Student	NET: Not working/ retired	AB	C1	C2	DE	NET: ABC1
Universal Credit (and household has no other earnings).	% within column	5%↓	10%	32%↑	4%↓	3%↓	3%↓	25%↑	4%↓
	N Count	19↓	12	100↑	23↓	20↓	13↓	134↑	43↓
	Column Comparisons		a b	a b c				a b c	-
Personal Independence Payment (PIP)	% within column	6%↓	12%	25%↑	7%↓	7%↓	9%	19%↑	7%↓
	N Count	25↓	14	77↑	43↓	40↓	42	101↑	83↓
	Column Comparisons		a b	a b c				a b c	-
Carer's allowance	% within column	2%↓	6%	22%↑	5%↓	4%↓	6%	14%↑	4%↓
	N Count	9↓	6	68↑	29↓	21↓	29	75↑	50↓
	Column Comparisons			a b c				a b c	-
Disability Living Allowance (DLA)	% within column	5%	8%	16%↑	4%↓	4%↓	7%	11%↑	4%↓
	N Count	23	9	50↑	27↓	21↓	32	57↑	48↓
	Column Comparisons			a b				a b	-
Other	% within column	3%↑	0%	0%	1%	1%	1%	2%	1%
	N Count	11↑	0	1	5	4	7	9	9
	Column Comparisons	d							-
None of these - Do not receive any of these benefits	% within column	50%	40%↓	22%↓	67%↑	63%↑	56%	26%↓	65%↑
	N Count	215	45↓	69↓	421↑	365↑	275	139↓	786↑
	Column Comparisons	d	d		c d	d	d		-
Don't know	% within column	2%	13%↑	1%	2%	2%	3%	2%	2%
	N Count	8	14↑	2	13	13	14	9	26
	Column Comparisons		a b d						-
Prefer not to say	% within column	4%	1%	4%	1%↓	3%	3%	4%↑	2%↓
	N Count	19	1	13	5↓	16	14	23↑	21↓
	Column Comparisons	a c		a		a	a	a	-
NET: Household receives Benefits	% within column	44%	47%	73%↑	30%↓	32%↓	38%	68%↑	31%↓
	N Count	187	52	226↑	186↓	187↓	188	365↑	372↓
	Column Comparisons	a	a	a b c				a	a b c	-

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)

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		D3 - Social grade	Financial wellbeing			Ethnicity		Child identified need/ impacting condition	
		NET: C2DE	Doing well	Getting by	Struggling	White British	NET: All other Ethnicities	Neurodiv-ersity	Mental Health
Universal Credit (and household has no other earnings).	% within column	14%↑	6%	6%↓	15%↑	9%↑	5%↓	15%↑	28%↑
	N Count	147↑	23	65↓	101↑	164↑	24↓	29↑	31↑
	Column Comparisons	-			a b	b		d	a d
Personal Independence Payment (PIP)	% within column	14%↑	9%	7%↓	16%↑	12%↑	4%↓	21%↑	26%↑
	N Count	143↑	37	86↓	103↑	205↑	19↓	40↑	29↑
	Column Comparisons	-			a b	b		d	d
Carer's allowance	% within column	10%↑	8%	6%	8%	7%	5%	22%↑	18%↑
	N Count	103↑	31	68	53	130	23	42↑	20↑
	Column Comparisons	-						d	d
Disability Living Allowance (DLA)	% within column	9%↑	4%	6%	8%	7%↑	2%↓	31%↑	24%↑
	N Count	89↑	16	67	50	127↑	9↓	60↑	26↑
	Column Comparisons	-				b		b d	d
Other	% within column	2%	0%	1%	2%	1%	1%	2%	1%
	N Count	17	1	13	11	22	3	3	1
	Column Comparisons	-							
None of these - Do not receive any of these benefits	% within column	40%↓	60%↑	61%↑	37%↓	52%↓	60%↑	28%↓	22%↓
	N Count	414↓	239↑	707↑	245↓	904↓	273↑	54↓	24↓
	Column Comparisons	-	c	c			a		
Don't know	% within column	2%	3%	2%	3%	2%	3%	0%	2%
	N Count	23	11	18	18	32	16	0	2
	Column Comparisons	-					a		
Prefer not to say	% within column	4%↑	2%	2%	3%	2%	4%	1%	3%
	N Count	37↑	6	24	19	37	16	2	3
	Column Comparisons	-							
NET: Household receives Benefits	% within column	54%↑	36%	35%↓	57%↑	44%↑	33%↓	71%↑	73%↑
	N Count	553↑	145	403↓	373↑	769↑	147↓	138↑	80↑
	Column Comparisons	-			a b	b		d	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 = 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 19 of 28

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

		Child identified need/ impacting condition		Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits	
		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
Universal Credit (and household has no other earnings).	% within column	17%↑	6%↓	17%↑	5%↓	20%↑	8%↓	21%↑	0%↓
	N Count	80↑	109↓	39↑	36↓	32↑	158↓	190↑	0↓
	Column Comparisons	-		b		b		b	
Personal Independence Payment (PIP)	% within column	18%↑	8%↓	19%↑	7%↓	22%↑	9%↓	24%↑	0%↓
	N Count	87↑	137↓	44↑	59↓	36↑	190↓	226↑	0↓
	Column Comparisons	-		b		b		b	
Carer's allowance	% within column	15%↑	5%↓	12%↑	5%↓	25%↑	5%↓	17%↑	0%↓
	N Count	69↑	83↓	29↑	37↓	41↑	112↓	153↑	0↓
	Column Comparisons	-		b		b		b	
Disability Living Allowance (DLA)	% within column	19%↑	3%↓	15%↑	3%↓	28%↑	4%↓	15%↑	0%↓
	N Count	90↑	45↓	35↑	22↓	45↑	92↓	137↑	0↓
	Column Comparisons	-		b		b		b	
Other	% within column	1%	1%	1%	1%	0%	1%	3%↑	0%↓
	N Count	4	21	1	7	0	26	26↑	0↓
	Column Comparisons	-						b	
None of these - Do not receive any of these benefits	% within column	28%↓	61%↑	30%↓	64%↑	20%↓	56%↑	0%↓	100%↑
	N Count	135↓	1,046↑	70↓	504↑	33↓	1,167↑	0↓	1,200↑
	Column Comparisons	-	a b		a		a		a
Don't know	% within column	2%	2%	3%	3%	2%	2%	0%↓	0%↓
	N Count	9	38	6	20	2	46	0↓	0↓
	Column Comparisons	-						-	-
Prefer not to say	% within column	2%	3%	2%	1%↓	3%	3%	0%↓	0%↓
	N Count	10	46	4	11↓	4	53	0↓	0↓
	Column Comparisons	-						-	-
NET: Household receives Benefits	% within column	68%↑	35%↓	65%↑	33%↓	75%↑	39%↓	100%↑	0%↓
	N Count	321↑	596↓	153↑	258↓	122↑	804↓	925↑	0↓
	Column Comparisons	-		b		b		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 = 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)

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		Parental Controls		Parental Concern			Time Spent Online (Weekday)		
		NET: Has Parental Controls	No Controls	Not Concerned	A little Concerned	NET: Moderately/ Very Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs
Universal Credit (and household has no other earnings).	% within column	8%	10%	10%	7%	8%	6%↓	8%	13%↑
	N Count	149	34	103	36	46	56↓	73	37↑
	Column Comparisons								a b
Personal Independence Payment (PIP)	% within column	10%	10%	11%	12%	8%	7%↓	11%	14%
	N Count	189	34	113	63	48	59↓	108	40
	Column Comparisons							a	a
Carer's allowance	% within column	6%	8%	7%	7%	6%	6%	6%	11%↑
	N Count	120	28	76	38	39	48	60	31↑
	Column Comparisons								a b
Disability Living Allowance (DLA)	% within column	6%	5%	7%	7%	3%↓	4%↓	6%	10%↑
	N Count	115	18	76	39	20↓	38↓	58	28↑
	Column Comparisons			c	c				a
Other	% within column	1%	2%	1%	1%	1%	1%	2%	1%
	N Count	20	5	12	8	4	7	15	2
	Column Comparisons								
None of these - Do not receive any of these benefits	% within column	54%	55%	56%	53%	52%	64%↑	51%	39%↓
	N Count	1,007	186	586	292	315	557↑	479	110↓
	Column Comparisons						b c d	c	
Don't know	% within column	2%	3%	1%	2%	3%	2%	3%	2%
	N Count	37	11	15	13	20	14	25	6
	Column Comparisons					a			
Prefer not to say	% within column	3%	1%	2%	2%	3%	3%	2%	3%
	N Count	49	4	25	13	16	26	20	7
	Column Comparisons								
NET: Household receives Benefits	% within column	41%	41%	41%	42%	42%	32%↓	44%	56%↑
	N Count	773	138	427	232	254	276↓	415	156↑
	Column Comparisons							a	a b

		Time Spent Online (Weekday)		Time Spent Online (Weekend)					Spent Money
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		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
Universal Credit (and household has no other earnings).	% within column	12%	13%↑	7%	7%	9%	10%	9%	8%
	N Count	12	49↑	19	55	57	47	104	102
	Column Comparisons		-					-	
Personal Independence Payment (PIP)	% within column	16%	15%↑	5%↓	9%	10%	16%↑	13%↑	11%
	N Count	17	56↑	13↓	68	64	77↑	141↑	140
	Column Comparisons	a	-		a	a	a b c	-	
Carer's allowance	% within column	11%	11%↑	3%↓	6%	7%	10%↑	9%↑	8%↑
	N Count	12	42↑	9↓	45	46	50↑	96↑	105↑
	Column Comparisons	a	-			a	a b	-	e
Disability Living Allowance (DLA)	% within column	7%	9%↑	2%↓	5%	7%	10%↑	8%↑	7%
	N Count	7	35↑	6↓	35	42	48↑	90↑	87
	Column Comparisons		-			a	a b	-	
Other	% within column	1%	1%	1%	1%	1%	1%	1%	1%
	N Count	1	3	3	8	7	7	15	15
	Column Comparisons		-					-	
None of these - Do not receive any of these benefits	% within column	43%	40%↓	67%↑	57%	50%	47%↓	49%↓	50%↓
	N Count	44	153↓	196↑	448	311	231↓	542↓	641↓
	Column Comparisons		-	b c d	c d			-	
Don't know	% within column	3%	2%	2%	2%	2%	2%	2%	3%
	N Count	3	9	7	19	12	10	21	32
	Column Comparisons		-					-	
Prefer not to say	% within column	0%	2%	4%	2%	3%	1%	2%	2%
	N Count	0	7	12	17	20	5	26	28
	Column Comparisons		-	d		d		-	
NET: Household receives Benefits	% within column	54%↑	55%↑	26%↓	38%	45%	50%↑	47%↑	46%↑
	N Count	55↑	211↑	77↓	301	279	246↑	525↑	588↑
	Column Comparisons	a	-		a	a b	a b	-	e

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 22 of 28

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

		Spent Money				SM purchase category			
		Bought something on social media	Bought something while Gaming	Bought something from both	Not bought from either	Product	Activity	Subscription/ Upgrade	NET: Gift
Universal Credit (and household has no other earnings).	% within column	7%	8%	8%	9%	7%	9%	9%	9%
	N Count	55	92	45	88	32	13	19	14
	Column Comparisons								
Personal Independence Payment (PIP)	% within column	10%	11%	11%	9%	11%	14%	11%	11%
	N Count	77	126	64	86	46	21	24	17
	Column Comparisons								
Carer's allowance	% within column	8%	8%	8%	5%↓	9%	12%	11%	9%
	N Count	63	91	50	48↓	38	18	23	14
	Column Comparisons	e	e	e					
Disability Living Allowance (DLA)	% within column	6%	6%	6%	5%	7%	5%	7%	6%
	N Count	50	73	36	50	31	7	15	10
	Column Comparisons								
Other	% within column	1%	1%	1%	1%	1%	0%	0%	0%
	N Count	9	12	6	10	5	1	0	1
	Column Comparisons								
None of these - Do not receive any of these benefits	% within column	47%↓	50%↓	46%↓	59%↑	48%	39%	43%	39%
	N Count	358↓	562↓	279↓	560↑	208	60	94	62
	Column Comparisons				a b c d				
Don't know	% within column	3%	2%	2%	2%	2%	3%	3%	3%
	N Count	21	25	14	17	11	4	6	4
	Column Comparisons								
Prefer not to say	% within column	2%	2%	2%	3%	1%	2%	1%	1%
	N Count	13	24	9	30	6	3	3	2
	Column Comparisons								
NET: Household receives Benefits	% within column	49%↑	46%↑	50%↑	36%↓	48%	56%	52%	57%
	N Count	376↑	513↑	301↑	337↓	205	85	113	90
	Column Comparisons	e	e	e					

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)

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		Feelings about SM purchase				Gaming Method			
		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
Universal Credit (and household has no other earnings).	% within column	10%	7%	9%	8%	8%	7%	8%	8%
	N Count	32	40	33	44	107	42	105	63
	Column Comparisons								
Personal Independence Payment (PIP)	% within column	9%	10%	10%	10%	11%	12%	11%	9%
	N Count	29	57	39	59	149	67	149	74
	Column Comparisons								
Carer's allowance	% within column	8%	8%	9%	9%	8%↑	9%	8%	7%
	N Count	24	46	34	49	112↑	51	99	58
	Column Comparisons								
Disability Living Allowance (DLA)	% within column	7%	6%	7%	7%	7%	6%	6%	8%
	N Count	21	36	26	38	93	37	85	62
	Column Comparisons								
Other	% within column	1%	1%	2%	1%	1%	1%	1%	2%
	N Count	3	3	6	7	18	5	19	14
	Column Comparisons								
None of these - Do not receive any of these benefits	% within column	42%↓	47%↓	45%↓	47%↓	54%	53%	53%	52%
	N Count	133↓	260↓	170↓	263↓	719	305	695	406
	Column Comparisons								
Don't know	% within column	4%↑	3%	3%	3%	2%	2%	2%	2%
	N Count	13↑	14	12	15	26	14	32	13
	Column Comparisons								
Prefer not to say	% within column	1%	1%	1%	2%	2%	3%	2%	2%
	N Count	4	7	4	9	30	15	30	19
	Column Comparisons								
NET: Household receives Benefits	% within column	52%↑	49%↑	51%↑	49%↑	42%	42%	43%	44%
	N Count	163↑	274↑	192↑	278↑	555	238	560	345
	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 = 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)

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		Gaming Method	Gaming Type						
		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
Universal Credit (and household has no other earnings).	% within column	8%	6%	7%	10%	8%	8%	9%	10%
	N Count	179	41	53	55	30	67	100	55
	Column Comparisons	-			j				
Personal Independence Payment (PIP)	% within column	10%	13%	12%	11%	11%	12%	12%	12%
	N Count	220	83	88	61	43	95	135	69
	Column Comparisons	-	j	j				j	
Carer's allowance	% within column	7%	8%	9%↑	8%	10%↑	8%	8%	9%
	N Count	148	51	67↑	46	40↑	68	93	48
	Column Comparisons	-							
Disability Living Allowance (DLA)	% within column	6%	7%	6%	6%	6%	7%	8%↑	10%↑
	N Count	134	45	41	31	23	60	92↑	54↑
	Column Comparisons	-	j				j	b j	b c j
Other	% within column	1%	1%	2%	1%	1%	1%	1%	1%
	N Count	25	8	12	6	5	10	17	7
	Column Comparisons	-							
None of these - Do not receive any of these benefits	% within column	53%↓	53%	56%	52%	50%	53%	53%	53%
	N Count	1,143↓	345	406	284	193	433	612	298
	Column Comparisons	-							
Don't know	% within column	2%	3%	2%	3%	3%	2%	2%	1%↓
	N Count	49	17	17	14	11	19	20	4↓
	Column Comparisons	-							
Prefer not to say	% within column	3%	2%	3%	3%	2%	3%	3%	1%
	N Count	55	16	20	14	7	21	31	6
	Column Comparisons	-							
NET: Household receives Benefits	% within column	42%	42%	39%	43%	45%	43%	42%	45%
	N Count	894	272	288	236	176	350	488	249
	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 = 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)

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

		Gaming Type						Gaming Frequency	
		Simulation experience	Fitness and dance	Sports	Interactive stories	Makeovers	NET: Playing against other people	NET: Daily	Weekly
Universal Credit (and household has no other earnings).	% within column	7%	8%	6%↓	10%	9%	8%	9%↑	5%↓
	N Count	18	23	43↓	20	22	84	149↑	23↓
	Column Comparisons						-	b	
Personal Independence Payment (PIP)	% within column	8%	14%	8%	11%	12%	11%	11%	8%
	N Count	19	40	59	24	30	117	181	36
	Column Comparisons		j				-	b	
Carer's allowance	% within column	10%	6%	6%	8%	7%	8%	8%↑	4%↓
	N Count	25	18	45	17	16	81	126↑	20↓
	Column Comparisons						-	b	
Disability Living Allowance (DLA)	% within column	6%	6%	4%↓	8%	7%	6%	7%↑	3%↓
	N Count	14	17	28↓	16	18	64	117↑	13↓
	Column Comparisons				j		-	b	
Other	% within column	1%	1%	1%	2%	0%	1%	1%	1%
	N Count	1	3	11	4	1	14	17	7
	Column Comparisons						-		
None of these - Do not receive any of these benefits	% within column	51%	53%	57%	48%	46%	52%	51%↓	62%↑
	N Count	128	146	416	100	115	532	818↓	287↑
	Column Comparisons						-		a
Don't know	% within column	2%	3%	2%	2%	2%	2%	2%	3%
	N Count	6	8	16	5	6	24	31	13
	Column Comparisons						-		
Prefer not to say	% within column	2%	4%	3%	1%	1%	2%	2%	3%
	N Count	4	11	20	3	3	24	38	13
	Column Comparisons						-		
NET: Household receives Benefits	% within column	45%	41%	38%↓	48%	50%↑	44%	45%↑	32%↓
	N Count	111	113	276↓	100	125↑	448	716↑	147↓
	Column Comparisons						-	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 = 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 26 of 28

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		NET: Charac-ter, 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
Universal Credit (and household has no other earnings).	% within column	9%	9%	9%	8%	10%	9%	9%	10%
	N Count	47	22	14	37	15	26	11	20
	Column Comparisons								
Personal Independence Payment (PIP)	% within column	13%	17%↑	12%	11%	11%	13%	16%	13%
	N Count	69	39↑	19	49	16	40	19	27
	Column Comparisons								
Carer's allowance	% within column	10%↑	11%	10%	10%	9%	10%	12%	10%
	N Count	55↑	27	15	43	14	30	15	21
	Column Comparisons								
Disability Living Allowance (DLA)	% within column	8%	6%	7%	10%↑	4%	8%	4%	8%
	N Count	41	15	10	45↑	6	25	5	17
	Column Comparisons								
Other	% within column	1%	0%	2%	1%	0%	0%	1%	1%
	N Count	4	0	2	3	1	1	2	2
	Column Comparisons								
None of these - Do not receive any of these benefits	% within column	51%	45%	45%	51%	45%	44%	43%	51%
	N Count	272	107	68	229	66	134	52	105
	Column Comparisons								
Don't know	% within column	2%	3%	3%	1%	1%	3%	2%	1%
	N Count	10	6	4	6	2	8	2	3
	Column Comparisons								
Prefer not to say	% within column	2%	0%	1%	2%	4%	3%	1%	1%
	N Count	11	0	2	9	5	10	2	3
	Column Comparisons								
NET: Household receives Benefits	% within column	45%	52%	51%	45%	50%	50%	54%	46%
	N Count	242	124	78	202	73	150	66	95
	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 = 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

Feelings about Gaming Purchase

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	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
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						
Personal Independence Payment (PIP)	% within column	11%	12%	11%	11%	13%↑	12%
	N Count	37	90	48	78	92↑	55
	Column Comparisons						
Carer's allowance	% within column	8%	8%	10%↑	9%	7%	8%
	N Count	28	63	44↑	64	52	37
	Column Comparisons						
Disability Living Allowance (DLA)	% within column	5%	6%	8%	7%	7%	6%
	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						
Don't know	% within column	2%	2%	3%	2%	3%	2%
	N Count	8	16	12	18	18	11
	Column Comparisons						
Prefer not to say	% within column	2%	2%	3%	2%	2%	3%
	N Count	9	17	12	14	14	14
	Column Comparisons						
NET: Household receives Benefits	% within column	47%	47%↑	51%↑	44%	47%↑	49%↑
	N Count	163	360↑	229↑	319	333↑	219↑
	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 = 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 28 of 28

D7 - How well would you say your household is managing financially at the moment? Would you say you are....

			Gender of child respondent		Age of child respondent						Age and gender of child respondent								
		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	Female 13-15	Male 16-17	Female 16-17	NET: Male 8-12
Weighted Base	% within column	2232	1153	1079	449	698	684	401	1147	1085	226	224	361	337	342	341	224	201	587
	N Count																		
	Column Comparisons																		
Unweighted Base	% within column	2205	1100	1105	439	662	659	445	1101	1104	220	219	333	329	324	335	223	253	553
	N Count																		
	Column Comparisons																		
Column Names	% within column	a	a	b	a	b	c	d	e	f	a	b	c	d	e	f	g	h	i
	N Count																		
	Column Comparisons																		
Doing well	% within column	18%	18%	17%	22%	20%	17%	13%↓	20%↑	15%↓	18%	25%↑	19%	20%	19%	14%	16%	9%↓	19%
	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				-
Getting by	% within column	52%	51%	52%	52%	50%	52%	51%	51%	52%	60%	45%	49%	52%	49%	56%	48%	55%	53%
	N Count	1,152	589	563	236	352	359	205	588	564	135	101	178	174	167	192	108	111	313
	Column Comparisons	-							-	-									-
Struggling	% within column	29%	29%	29%	25%	29%	30%	34%	27%	31%	21%↓	29%	30%	28%	31%	28%	34%	34%	27%
	N Count	655	340	315	113	202	203	138	314	341	48↓	65	109	93	107	96	76	69	157
	Column Comparisons	-						a	-	-									-
Don't know	% within column	1%	1%	0%	0%	0%	1%	1%	0%	1%	0%	0%	0%	0%	1%	1%	1%	1%	0%
	N Count	12	7	5	0	2	6	4	2	10	0	0	2	0	3	4	3	1	2
	Column Comparisons	-							-	-									-
Prefer not to say	% within column	1%	0%	1%	1%	1%	0%	0%	1%	0%	1%	1%	1%	1%	0%	0%	0%	1%	1%
	N Count	13	5	8	4	5	2	2	8	4	1	3	2	2	1	1	1	1	3
	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 = 1999 (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)

D7 - How well would you say your household is managing financially at the moment? Would you say you are….

		Age and gender of child respondent			Urban/ Rural		Working status				D3 - Social grade						Financial wellbeing		
		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	NET: C2DE	Doing well	Getting by	Strugg-ling
Weighted Base	% within column	561	567	536	1986	246	1332	430	112	310	625	580	491	536	1205	1027	401	1152	655
	N Count																		
	Column Comparisons																		
Unweighted Base	% within column	548	547	580	1949	256	1376	388	113	286	885	483	357	480	1368	837	452	1121	611
	N Count																		
	Column Comparisons																		
Column Names	% within column	j	k	l	a	b	a	b	c	d	a	b	c	d	e	f	a	b	c
	N Count																		
	Column Comparisons																		
Doing well	% within column	22%↑	18%	12%↓	19%	13%	24%↑	9%↓	22%	7%↓	36%↑	12%↓	13%↓	7%↓	25%↑	10%↓	100%↑	0%↓	0%↓
	N Count	123↑	102	65↓	370	31	313↑	37↓	25	21↓	227↑	69↓	66↓	38↓	296↑	104↓	401↑	0↓	0↓
	Column Comparisons	-	-	-	b		b d		b d		b c d	d	d		-	-	b c		
Getting by	% within column	49%	49%	56%	52%	51%	54%	53%	45%	44%↓	46%↓	60%↑	58%↑	44%↓	53%	50%	0%↓	100%↑	0%↓
	N Count	275	275	299	1,027	125	719	228	50	137↓	290↓	346↑	282↑	234↓	636	516	0↓	1,152↑	0↓
	Column Comparisons	-	-	-			d				a d	a d		-	-		a c		
Struggling	% within column	28%	32%	31%	29%	36%	22%↓	37%↑	26%	48%↑	17%↓	27%	28%	48%↑	22%↓	38%↑	0%↓	0%↓	100%↑
	N Count	157	183	164	567	88	296↓	159↑	29	149↑	104↓	157	138	255↑	262↓	394↑	0↓	0↓	655↑
	Column Comparisons	-	-	-	a		a c		a b c		a	a	a b c	-	-		a b		
Don't know	% within column	0%	1%	1%	1%	0%	0%	0%	7%↑	0%	0%	1%	1%	1%	0%	1%	0%	0%↓	0%
	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						-	-	-	-	-
Prefer not to say	% within column	1%	0%	0%	1%	0%	0%↓	1%	0%	1%	1%	1%	0%	1%	1%	1%	0%	0%↓	0%
	N Count	5	2	3	12	1	1↓	4	1	3	3	4	1	4	7	5	0	0↓	0
	Column Comparisons	-	-	-			a		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; effective sample size = 1999 (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

D7 - How well would you say your household is managing financially at the moment? Would you say you are….

		Ethnicity		Child identified need/ impacting condition				Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits		Parental Controls		Parental Concern			Time Spent Online (Weekday)
		White - British	NET: All other Ethnicities	Neur...	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	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	1742	453	194	109	474	1726	234	792	161	2071	925	1200	1865	339	1053	550	605	873
Unweighted Base	% within column / N Count / Column Comparisons	1713	452	182	110	458	1713	238	806	157	2048	883	1222	1839	342	1016	555	614	855
Column Names	% within column / N Count / Column Comparisons	a	b	a	b	c	d	a	b	a	b	a	b	a	b	a	b	c	a
Doing well	% within column	16%↓	24%↑	9%↓	9%↓	14%	19%	11%	17%	20%	18%	16%	20%↑	19%↑	12%↓	14%↓	18%	25%↑	18%
	N Count	287↓	109↑	17↓	10↓	68	329	27	131	32	368	145	239↑	358↑	40↓	147↓	97	151↑	161
	Column Comparisons		a			-	a b						a	b			a	a b	
Getting by	% within column	52%	51%	46%	45%	48%	53%	50%	54%	53%	51%	44%↓	59%↑	51%	53%	54%	57%↑	44%↓	54%
	N Count	907	229	89	50	229	908	117	426	86	1,066	403↓	707↑	959	180	568	315↑	264↓	473
	Column Comparisons					-							a				c	c	
Struggling	% within column	30%	25%	45%↑	45%↑	37%↑	27%↓	38%	29%↓	26%	30%	40%↑	20%↓	28%	35%	31%	24%↓	31%	26%↓
	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			a	b		b	
Don't know	% within column	1%	0%	1%	1%	1%	0%	1%	0%	1%	0%	0%	0%	0%	1%	1%	0%	0%	1%
	N Count	12	0	1	1	4	8	3	4	1	10	3	5	9	2	8	1	1	7
	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 = 1999 (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 3 of 14

Page 180

D7 - How well would you say your household is managing financially at the moment? Would you say you are….

		Time Spent Online (Weekday)				Time Spent Online (Weekend)					Spent Money					SM purchase category			
		3 - 4hrs	5 - 6hrs	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	Bought something from both	Not bought from either	Product	Activity	Subscription/ Upgrade	NET: Gift
Weighted Base	% within column	938	278	102	380	291	785	622	492	1114	1289	768	1125	604	943	429	153	216	158
	N Count																		
	Column Comparisons																		
Unweighted Base	% within column	924	282	106	388	281	777	619	489	1108	1296	800	1128	632	909	450	165	226	171
	N Count																		
	Column Comparisons																		
Column Names	% within column	b	c	d	e	a	b	c	d	e	a	b	c	d	e	a	b	c	d
	N Count																		
	Column Comparisons																		
Doing well	% within column	17%	19%	19%	19%	17%	21%↑	17%	15%	16%	21%↑	27%↑	22%↑	29%↑	13%↓	27%	42%↑	36%↑	38%↑
	N Count	161	53	20	73	50	163↑	105	75	180	277↑	209↑	245↑	178↑	124↓	116	65↑	78↑	60↑
	Column Comparisons				-					-	e	e	e	e		a			
Getting by	% within column	51%	48%	52%	49%	54%	50%	53%	50%	52%	50%	46%↓	50%	45%↓	54%	46%	38%	38%↓	46%
	N Count	477	133	53	186	156	395	332	247	579	640	353↓	558	272↓	513	196	59	82↓	73
	Column Comparisons				-					-				b d					
Struggling	% within column	31%	33%	27%	31%	27%	28%	29%	34%	31%	28%	26%	28%	25%↓	31%	27%	19%	26%	15%↓
	N Count	295	91	27	118	78	219	180	167	347	366	201	316	151↓	289	116	30	56	24↓
	Column Comparisons				-					-						d		d	
Don't know	% within column	0%	0%	1%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%
	N Count	2	1	1	3	3	4	3	2	5	5	3	4	1	7	1	0	0	1
	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 = 1999 (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 4 of 14

D7 - How well would you say your household is managing financially at the moment? Would you say you are….		Feelings about SM purchase				Gaming Method					Gaming Type								
		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	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
Weighted Base	% within column N Count	314	556	378	565	1330	572	1316	782	2140	650	731	547	387	822	1151	557	248	278
	Column Comparisons																		
Unweighted Base	% within column N Count	329	585	402	596	1316	582	1317	774	2117	662	740	564	395	802	1111	570	266	283
	Column Comparisons																		
Column Names	% within column N Count	a	b	c	d	a	b	c	d	e	a	b	c	d	e	f	g	h	i
	Column Comparisons																		
Doing well	% within column	33%↑	32%↑	34%↑	31%↑	17%	23%↑	17%	20%	18%	21%	22%↑	22%↑	28%↑	17%	15%↓	19%	24%↑	27%↑
	N Count	103↑	178↑	128↑	174↑	223	131↑	226	155	383	135	159↑	121↑	108↑	141	175↓	108	60↑	75↑
	Column Comparisons						a c		a c	-		f	e f	e f	e f g l			f	f	e f
Getting by	% within column	45%	44%↓	43%↓	44%↓	53%	51%	53%	52%	52%	51%	54%	49%	46%	52%	53%	53%	53%	46%
	N Count	142	244↓	162↓	250↓	706	291	701	403	1,108	331	395	270	178	430	604	295	132	128
	Column Comparisons									-									
Struggling	% within column	21%↓	24%↓	23%↓	25%↓	29%	26%	29%	28%	29%	28%	24%↓	28%	26%	30%	32%	27%	23%	26%
	N Count	66↓	132↓	86↓	139↓	392	148	377	219	628	180	176↓	152	101	246	365	151	56	73
	Column Comparisons									-						b			
Don't know	% within column	1%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	1%	0%	0%	0%↓	0%	0%	0%
	N Count	3	3	1	3	6	0	8	3	12	2	1	4	0	4	1↓	2	0	1
	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 = 1999 (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 5 of 14

D7 - How well would you say your household is managing financially at the moment? Would you say you are….		Gaming Type				Gaming Frequency		Gaming Purchase Type									Feelings about Gaming Purchase			
		Sports	Intera-ctive stories	Makeo-vers	NET: Playing against other people	NET: Daily	Weekly	NET: Charac-ter, ski-ns, weapo-ns, armour, tools	NET: Game expan-sion	Loot boxes/ packs/ chests/ bundles	In-game money	A stan-dard 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
Weighted Base	% within column	728	207	249	1027	1602	460	535	237	151	447	147	302	122	205	346	772	445	720
	N Count																		
	Column Comparisons																		
Unweighted Base	% within column	736	218	257	1009	1567	480	549	250	158	428	154	320	133	211	356	777	454	734
	N Count																		
	Column Comparisons																		
Column Names	% within column	j	k	l	m	a	b	a	b	c	d	e	f	g	h	a	b	c	d
	N Count																		
	Column Comparisons																		
Doing well	% within column	22%↑	25%↑	21%	19%	19%	17%	24%	31%↑	26%	18%	32%↑	29%↑	39%↑	27%	29%↑	25%↑	27%↑	25%↑
	N Count	160↑	52↑	51	196	297	80	131	74↑	39	81	47↑	89↑	48↑	55	99↑	195↑	120↑	179↑
	Column Comparisons	e f	f		-			d	d			d	d	c d	d		e	e	e
Getting by	% within column	51%	44%	51%	51%	51%	55%	49%	46%	49%	53%	49%	42%↓	41%	49%	47%	48%	46%	49%
	N Count	371	92	127	519	820	252	261	110	74	238	72	126↓	51	100	164	373	205	355
	Column Comparisons				-								f						
Struggling	% within column	26%	31%	28%	30%	29%	27%	26%	23%	25%	29%	18%↓	29%	20%	24%	23%	26%	26%	25%↓
	N Count	192	64	69	306	471	126	140	54	38	128	27↓	87	24	50	81	201	117	183↓
	Column Comparisons				-														
Don't know	% within column	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	1%	0%
	N Count	4	0	1	4	8	1	2	0	0	0	1	0	0	0	2	2	2	2
	Column Comparisons				-														

BANNER

D7 - How well would you say your household is managing financially at the moment? Would you say you are….		Feelings about Gaming Purchase	
		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	715	449
	N Count		
	Column Comparisons		
Unweighted Base	% within column	710	459
	N Count		
	Column Comparisons		
Column Names	% within column	e	f
	N Count		
	Column Comparisons		
Doing well	% within column	21%	25%↑
	N Count	148	113↑
	Column Comparisons		e
Getting by	% within column	49%	48%
	N Count	351	214
	Column Comparisons		
Struggling	% within column	30%	27%
	N Count	214	121
	Column Comparisons	b d	
Don't know	% within column	0%	0%
	N Count	2	1
	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 = 1999 (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)

D7 - How well would you say your household is managing financially at the moment? Would you say you are….		Gender of child respondent		Age of child respondent						Age and gender of child respondent								
		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	Female 13-15	Male 16-17	Female 16-17	NET: Male 8-12
	% 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	-							-	-									-

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 = 1999 (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 8 of 14

D7 - How well would you say your household is managing financially at the moment? Would you say you are….		Age and gender of child respondent			Urban/ Rural		Working status				D3 - Social grade						Financial wellbeing		
		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	NET: C2DE	Doing well	Getting by	Strugg-ling
Prefer not to say	% within column	1%	0%	0%	1%	0%	0%↓	1%	0%	1%	1%	1%	0%	1%	1%	1%	0%	0%↓	0%
	N Count	5	2	3	12	1	1↓	4	1	3	3	4	1	4	7	5	0	0↓	0
	Column Comparisons	-	-	-			a		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; effective sample size = 1999 (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

D7 - How well would you say your household is managing financially at the moment? Would you say you are….		Ethnicity		Child identified need/ impacting condition				Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits		Parental Controls		Parental Concern			Time Spent Online (Week-day)
		White - British	NET: All other Ethnic-ities	Neur...	Mental Health	NET: Identi-fied ne-ed/ condi-tion	NET: No identi-fied ne-ed/ condi-tion	NET: Yes	No	Has an EHCP	Don't have an EHCP	NET: House-hold recei-ves Benef-its	No Benef-its	NET: Has Paren-tal Contr-ols	No Contr-ols	Not Conce-rned	A little Conce-rned	NET: Moder-ately/ Very Conce-rned	0 - 2hrs
Prefer not to say	% within column	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	1%	0%	1%	1%	0%	1%
	N Count	5	1	0	0	0	10	0	2	0	13	1	4	10	0	6	4	0	6
	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 = 1999 (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)

D7 - How well would you say your household is managing financially at the moment? Would you say you are….		Time Spent Online (Weekday)				Time Spent Online (Weekend)					Spent Money					SM purchase category			
		3 - 4hrs	5 - 6hrs	6+ hrs	NET: 5+ Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6 hrs	NET: 5+ Hours	Bought something on either Social Media, or whi-le gami-ng	Bought somet-hing on social media	Bought somet-hing while Gaming	Bought somet-hing from both	Not bought from either	Product	Activity	Subscri-ption/ Upgr-ade	NET: Gift
Prefer not to say	% within column	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%↓	0%	0%	0%	1%↑	0%	0%	0%	0%
	N Count	4	0	0	0	4	5	3	0	3	1↓	1	1	1	11↑	0	0	0	0
	Column Comparisons				-					-					a b c	-	-	-	-

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 = 1999 (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)

D7 - How well would you say your household is managing financially at the moment? Would you say you are….		Feelings about SM purchase				Gaming Method					Gaming Type								
		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	Desk-top compu-ter, lap-top or netb-ook	Mobile phone or smartp-hone	Tablet	NET: Any Gaming	Puzzles or quizzes	Action/ adven-ture	Shoot-ers	Playing against one other person	Playing against multi-ple people/ teams	Creat-ive and building games	Playing in a virtual worlds	Simula-tion experi-ence	Fitness and dance
Prefer not to say	% within column	0%	0%	0%	0%	0%↓	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%
	N Count	0	0	0	0	2↓	2	4	2	10	1	0	0	0	2	6	0	0	0
	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 = 1999 (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

D7 - How well would you say your household is managing financially at the moment? Would you say you are….		Gaming Type				Gaming Frequency		Gaming Purchase Type									Feelings about Gaming Purchase			
		Sports	Intera-ctive stories	Makeo-vers	NET: Playing against other people	NET: Daily	Weekly	NET: Charac-ter, ski-ns, weapo-ns, armour, tools	NET: Game expan-sion	Loot boxes/ packs/ chests/ bundles	In-game money	A stan-dard 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
Prefer not to say	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	N Count	0	0	0	2	6	2	1	0	0	0	0	0	0	0	0	0	0	0
	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 = 1999 (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

		Feelings about Gaming Purchase	
		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
D7 - How well would you say your household is managing financially at the moment? Would you say you are….	% within column	0%	0%
Prefer not to say	N Count	0	0
	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 = 1999 (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)

D8 - What is the highest level of education you have completed?

			Gender of child respondent		Age of child respondent						Age and gender of child respondent	
		Total	Male	Female	8-9	10-12	13-15	16-17	NET: 8-12	NET: 13-17	Male 8-9	Female 8-9
Weighted Base	% within column	2232	1153	1079	449	698	684	401	1147	1085	226	224
	N Count											
	Column Comparisons											
Unweighted Base	% within column	2205	1100	1105	439	662	659	445	1101	1104	220	219
	N Count											
	Column Comparisons											
Column Names	% within column	a	a	b	a	b	c	d	e	f	a	b
	N Count											
	Column Comparisons											
Primary School	% within column	3%	3%	3%	4%	4%	3%	1%	4%	2%	3%	4%
	N Count	66	30	36	16	26	19	5	42	24	7	9
	Column Comparisons	-							-	-		
Secondary School	% within column	26%	25%	26%	13%↓	20%↓	33%↑	38%↑	17%↓	35%↑	13%↓	13%↓
	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-levels, BTEC, T-level, or equivalent)	% within column	29%	29%	29%	29%	31%	27%	30%	30%	28%	26%	31%
	N Count	649	333	316	129	216	184	120	346	304	59	70
	Column Comparisons	-							-	-		
Undergraduate Degree	% within column	23%	23%	22%	27%	24%	20%	19%	25%↑	20%↓	29%	25%
	N Count	505	268	237	121	170	137	76	292↑	213↓	65	56
	Column Comparisons	-			c d				-	-		
Post-graduate degree	% within column	17%	17%	16%	26%↑	17%	14%	10%↓	21%↑	13%↓	27%↑	25%↑
	N Count	373	197	176	117↑	118	97	40↓	235↑	137↓	61↑	56↑
	Column Comparisons	-			b c d	d	d		-	-	c d e f g h	d e f g h
Doctorate	% within column	2%	2%	2%	1%	3%	2%	1%	2%	2%	1%	1%
	N Count	46	26	20	4	19	17	5	24	22	3	2
	Column Comparisons	-							-	-		
Prefer not to say	% within column	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%
	N Count	18	8	10	4	8	4	2	12	6	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 = 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 1 of 20

D8 - What is the highest level of education you have completed?

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

D8 - What is the highest level of education you have completed?

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

D8 - What is the highest level of education you have completed?

		Financial wellbeing			Ethnicity		Child identified need/ impacting condition				Disability/ Condition in HH	
		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
Weighted Base	% within column	401	1152	655	1742	453	194	109	474	1726	234	792
	N Count											
	Column Comparisons											
Unweighted Base	% within column	452	1121	611	1713	452	182	110	458	1713	238	806
	N Count											
	Column Comparisons											
Column Names	% within column	a	b	c	a	b	a	b	c	d	a	b
	N Count											
	Column Comparisons											
Primary School	% within column	5%↑	2%↓	3%	3%	3%	2%	8%↑	5%↑	2%	5%↑	1%↓
	N Count	20↑	23↓	19	52	13	4	8↑	23↑	43	11↑	12↓
	Column Comparisons	b						a d	-		b	
Secondary School	% within column	17%↓	25%	33%↑	29%↑	12%↓	28%	34%	29%	25%	33%	35%
	N Count	69↓	286	214↑	513↑	52↓	55	37	137	429	77	274
	Column Comparisons		a	a b	b				-			
Higher or further education (A-levels, BTEC, T-level, or equivalent)	% within column	15%↓	31%	34%↑	32%↑	18%↓	41%↑	37%	34%↑	28%↓	32%	27%
	N Count	62↓	361	222↑	559↑	80↓	80↑	41	162↑	478↓	75	215
	Column Comparisons		a	a	b		d		-			
Undergraduate Degree	% within column	22%	26%↑	18%↓	20%↓	31%↑	15%↓	11%↓	16%↓	24%↑	15%	22%↑
	N Count	89	297↑	118↓	356↓	142↑	29↓	12↓	77↓	422↑	36	172↑
	Column Comparisons		c			a			-	a b		a
Post-graduate degree	% within column	34%↑	14%↓	11%↓	13%↓	33%↑	12%	8%↓	14%	17%	13%	13%
	N Count	136↑	164↓	71↓	221↓	147↑	24	9↓	67	301	30	101
	Column Comparisons	b c	c			a			-	b		
Doctorate	% within column	6%↑	1%	1%	2%	3%	1%	1%	1%	2%	1%	2%
	N Count	23↑	16	7	32	14	3	1	6	40	3	17
	Column Comparisons	b c							-			

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)

D8 - What is the highest level of education you have completed?		Educational Health Care Plan (EHCP)		Benefits		Parental Controls		Parental Concern			Time Spent Online (Weekday)	
		Has an EHCP	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	3 - 4hrs
Weighted Base	% within column	161	2071	925	1200	1865	339	1053	550	605	873	938
	N Count											
	Column Comparisons											
Unweighted Base	% within column	157	2048	883	1222	1839	342	1016	555	614	855	924
	N Count											
	Column Comparisons											
Column Names	% within column	a	b	a	b	a	b	a	b	c	a	b
	N Count											
	Column Comparisons											
Primary School	% within column	6%	3%	5%↑	1%↓	3%	2%	3%	3%	3%	2%	3%
	N Count	9	57	42↑	14↓	56	7	29	16	18	21	29
	Column Comparisons			b								
Secondary School	% within column	30%	26%	33%↑	20%↓	23%↓	39%↑	28%↑	27%	19%↓	19%↓	28%
	N Count	48	528	304↑	241↓	432↓	131↑	299↑	150	117↓	169↓	262
	Column Comparisons			b			a	c	c			a
Higher or further education (A-levels, BTEC, T-level, or equivalent)	% within column	26%	29%	30%	28%	29%	28%	34%↑	29%	21%↓	30%	30%
	N Count	41	608	280	335	546	94	360↑	158	126↓	262	280
	Column Comparisons							b c	c			
Undergraduate Degree	% within column	14%↓	23%↑	16%↓	29%↑	23%	20%	22%	23%	24%	28%↑	20%
	N Count	23↓	482↑	146↓	347↑	435	68	230	126	148	241↑	191
	Column Comparisons		a		a						b c d	
Post-graduate degree	% within column	21%	16%	14%↓	19%↑	18%↑	11%↓	11%↓	16%	27%↑	18%	16%
	N Count	34	339	129↓	231↑	336↑	36↓	119↓	87	165↑	156	152
	Column Comparisons				a	b			a	a b		
Doctorate	% within column	3%	2%	2%	2%	2%	0%	1%↓	2%	4%↑	2%	2%
	N Count	5	41	14	27	44	1	9↓	11	25↑	19	17
	Column Comparisons						b		a	a b		

BANNER

D8 - What is the highest level of education you have completed?		Time Spent Online (Weekday)			Time Spent Online (Weekend)					Spent Money		
		5 - 6hrs	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
Weighted Base	% within column	278	102	380	291	785	622	492	1114	1289	768	1125
	N Count											
	Column Comparisons											
Unweighted Base	% within column	282	106	388	281	777	619	489	1108	1296	800	1128
	N Count											
	Column Comparisons											
Column Names	% within column	c	d	e	a	b	c	d	e	a	b	c
	N Count											
	Column Comparisons											
Primary School	% within column	3%	4%	4%	2%	3%	3%	2%	3%	3%	4%	3%
	N Count	10	4	14	7	23	19	12	31	43	30	35
	Column Comparisons			-					-			
Secondary School	% within column	34%↑	34%	34%↑	21%	22%↓	26%	34%↑	29%↑	25%	22%↓	24%
	N Count	94↑	34	128↑	60	170↓	164	165↑	329↑	319	168↓	270
	Column Comparisons	a	a	-				a b c	-			
Higher or further education (A-levels, BTEC, T-level, or equivalent)	% within column	23%	30%	25%	27%	30%	28%	31%	30%	28%	25%↓	28%
	N Count	65	31	96	78	235	176	153	329	357	194↓	312
	Column Comparisons			-					-			
Undergraduate Degree	% within column	20%	16%	19%	24%	24%	24%	19%	22%	22%	23%	23%
	N Count	55	16	71	70	188	147	94	242	287	176	255
	Column Comparisons			-					-			
Post-graduate degree	% within column	17%	14%	16%	20%	19%	17%	11%↓	14%↓	19%↑	22%↑	19%↑
	N Count	47	14	61	59	149	105	56↓	161↓	239↑	172↑	211↑
	Column Comparisons			-	d	d	d		-	e	e	e
Doctorate	% within column	2%	3%	2%	4%↑	2%	2%	2%	2%	3%	3%↑	3%↑
	N Count	6	3	9	12↑	13	9	9	19	33	26↑	32↑
	Column Comparisons			-	b c				-	e	e	e

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)

D8 - What is the highest level of education you have completed?		Spent Money		SM purchase category				Feelings about SM purchase				Gaming Method
		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
Weighted Base	% within column	604	943	429	153	216	158	314	556	378	565	1330
	N Count											
	Column Comparisons											
Unweighted Base	% within column	632	909	450	165	226	171	329	585	402	596	1316
	N Count											
	Column Comparisons											
Column Names	% within column	d	e	a	b	c	d	a	b	c	d	a
	N Count											
	Column Comparisons											
Primary School	% within column	4%	2%	3%	2%	5%	8%↑	5%	4%	5%	4%	2%↓
	N Count	22	23	14	3	10	13↑	16	22	18	21	26↓
	Column Comparisons						a b					
Secondary School	% within column	20%↓	27%	21%	20%	19%	17%	22%	22%↓	21%	23%	28%↑
	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-levels, BTEC, T-level, or equivalent)	% within column	25%↓	31%	26%	17%	22%	14%↓	22%↓	23%↓	20%↓	23%↓	30%
	N Count	148↓	292	112	26	48	22↓	69↓	130↓	77↓	132↓	404
	Column Comparisons		b d	d								
Undergraduate Degree	% within column	24%	23%	25%	22%	23%	23%	21%	23%	22%	22%	22%
	N Count	145	218	109	34	50	37	67	126	84	125	294
	Column Comparisons											
Post-graduate degree	% within column	24%↑	14%↓	22%	31%↑	27%	33%↑	26%↑	25%↑	27%↑	25%↑	15%
	N Count	143↑	133↓	93	48↑	58	52↑	83↑	138↑	103↑	139↑	205
	Column Comparisons	e			a		a					
Doctorate	% within column	4%↑	1%	2%	6%	4%	4%	3%	4%↑	4%↑	3%	2%
	N Count	25↑	13	11	9	9	6	11	21↑	14↑	18	25
	Column Comparisons	e			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; 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)

D8 - What is the highest level of education you have completed?		Gaming Method				Gaming Type						
		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
Weighted Base	% within column	572	1316	782	2140	650	731	547	387	822	1151	557
	N Count											
	Column Comparisons											
Unweighted Base	% within column	582	1317	774	2117	662	740	564	395	802	1111	570
	N Count											
	Column Comparisons											
Column Names	% within column	b	c	d	e	a	b	c	d	e	f	g
	N Count											
	Column Comparisons											
Primary School	% within column	3%	3%	3%	3%	3%	3%	4%	2%	2%	2%	3%
	N Count	17	38	23	63	22	23	19	8	20	28	17
	Column Comparisons				-							
Secondary School	% within column	21%↓	25%	20%↓	26%	22%↓	20%↓	23%	20%↓	28%	26%	22%
	N Count	121↓	330	154↓	554	143↓	147↓	128	77↓	234	301	122
	Column Comparisons		d		-				a b g k l	b		
Higher or further education (A-levels, BTEC, T-level, or equivalent)	% within column	25%↓	30%	30%	29%	26%	27%	27%	27%	32%	30%	30%
	N Count	141↓	399	235	624	172	201	146	105	264	347	165
	Column Comparisons		b		-							
Undergraduate Degree	% within column	26%	22%	23%	22%	24%	24%	22%	24%	22%	23%	23%
	N Count	146	292	183	477	158	178	122	92	179	263	127
	Column Comparisons				-							
Post-graduate degree	% within column	22%↑	17%	21%↑	17%	21%↑	22%↑	20%↑	25%↑	13%↓	16%	19%
	N Count	124↑	220	164↑	363	134↑	160↑	112↑	96↑	109↓	185	108
	Column Comparisons	a c		a c	-	e f	e f	e	e f			e
Doctorate	% within column	3%	2%	2%	2%	3%	3%	3%	2%	2%	2%	2%
	N Count	18	26	16	44	18	18	17	8	13	18	13
	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)

D8 - What is the highest level of education you have completed?

		Gaming Type						Gaming Frequency		Gaming Purchase Type		
		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
Weighted Base	% within column	248	278	728	207	249	1027	1602	460	535	237	151
	N Count											
	Column Comparisons											
Unweighted Base	% within column	266	283	736	218	257	1009	1567	480	549	250	158
	N Count											
	Column Comparisons											
Column Names	% within column	h	i	j	k	l	m	a	b	a	b	c
	N Count											
	Column Comparisons											
Primary School	% within column	4%	2%	3%	4%	5%	2%	3%	2%	3%	4%	4%
	N Count	9	7	20	8	12	21	51	11	14	9	6
	Column Comparisons						-					
Secondary School	% within column	18%↓	24%	24%	17%↓	19%↓	27%	26%	25%	24%	17%↓	20%
	N Count	44↓	68	177	34↓	46↓	277	411	115	129	41↓	30
	Column Comparisons						-					
Higher or further education (A-levels, BTEC, T-level, or equivalent)	% within column	26%	24%	28%	22%	28%	31%	30%	25%	27%	21%	25%
	N Count	65	66	201	45	71	313	486	115	142	51	38
	Column Comparisons						-	b				
Undergraduate Degree	% within column	23%	21%	23%	25%	21%	22%	21%	27%	22%	22%	23%
	N Count	56	59	170	53	51	225	343	122	115	53	35
	Column Comparisons						-		a			
Post-graduate degree	% within column	27%↑	25%↑	19%	28%↑	26%↑	17%	17%	18%	21%	30%↑	25%
	N Count	67↑	70↑	140	58↑	65↑	170	267	84	110	71↑	37
	Column Comparisons	e f	e f	e	e f	e f g	-			d	d	d
Doctorate	% within column	3%	2%	2%	3%	1%	2%	2%	2%	3%	5%	3%
	N Count	9	7	17	7	3	16	32	11	18	12	4
	Column Comparisons						-			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 = 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)

D8 - What is the highest level of education you have completed?		Gaming Purchase Type					Feelings about Gaming Purchase					
		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 money in games
Weighted Base	% within column	447	147	302	122	205	346	772	445	720	715	449
	N Count											
	Column Comparisons											
Unweighted Base	% within column	428	154	320	133	211	356	777	454	734	710	459
	N Count											
	Column Comparisons											
Column Names	% within column	d	e	f	g	h	a	b	c	d	e	f
	N Count											
	Column Comparisons											
Primary School	% within column	4%	2%	4%	3%	4%	4%	3%	3%	3%	4%	3%
	N Count	16	2	11	4	8	12	27	15	19	27	12
	Column Comparisons											
Secondary School	% within column	25%	21%	25%	20%	23%	23%	24%	21%	24%	24%	23%
	N Count	113	30	76	24	47	79	188	94	171	169	102
	Column Comparisons											
Higher or further education (A-levels, BTEC, T-level, or equivalent)	% within column	32%	18%↓	24%	21%	26%	23%	26%	23%↓	26%	29%	27%
	N Count	142	26↓	73	26	53	81	202	104↓	185	205	121
	Column Comparisons											
Undergraduate Degree	% within column	22%	27%	21%	20%	17%	23%	21%	24%	23%	22%	21%
	N Count	99	40	63	24	35	81	164	106	169	158	96
	Column Comparisons											
Post-graduate degree	% within column	15%↓	27%↑	22%	31%↑	24%	24%↑	21%↑	25%↑	21%↑	18%	22%↑
	N Count	66↓	39↑	66	38↑	50	85↑	160↑	110↑	148↑	132	99↑
	Column Comparisons		d	d	d	d			e			
Doctorate	% within column	2%	6%	3%	3%	4%	2%	3%↑	2%	3%↑	3%	4%↑
	N Count	7	8	10	4	7	8	26↑	10	22↑	20	16↑
	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)

D8 - What is the highest level of education you have completed?		Total	Gender of child respondent		Age of child respondent						Age and gender of child respondent	
			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	-							-	-		

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)

D8 - What is the highest level of education you have completed?		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	NET: Female 13-17	NET: Urban
					Age and gender of child respondent							Urban/ Rural
	% 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)

BANNER

D8 - What is the highest level of education you have completed?		Urban/ Rural	Working status				D3 - Social grade					
		Rural	Full time	Part time	Student	NET: Not working/ 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					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; 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)

BANNER

D8 - What is the highest level of education you have completed?		Financial wellbeing			Ethnicity		Child identified need/ impacting condition				Disability/ Condition in HH	
		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
Prefer not to say	% within column	1%	0%	1%	1%	1%	0%	2%	1%	1%	1%	0%
	N Count	3	5	6	10	4	0	2	3	13	2	3
	Column Comparisons								-			

D8 - What is the highest level of education you have completed?		Educational Health Care Plan (EHCP)		Benefits		Parental Controls		Parental Concern			Time Spent Online (Weekday)	
		Has an EHCP	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	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											

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)

D8 - What is the highest level of education you have completed?		Time Spent Online (Weekday)			Time Spent Online (Weekend)					Spent Money		
		5 - 6hrs	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
	% within column	1%	0%	1%	1%	1%	0%	1%	0%	1%	0%	1%
Prefer not to say	N Count	2	0	2	4	6	1	3	4	10	2	10
	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)

BANNER

D8 - What is the highest level of education you have completed?		Spent Money		SM purchase category				Feelings about SM purchase				Gaming Method
		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
	% within column	0%	1%	1%	1%	1%	0%	0%	0%	0%	0%	0%
Prefer not to say	N Count	2	8	2	1	1	0	0	0	1	1	5
	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)

BANNER

D8 - What is the highest level of education you have completed?		Gaming Method				Gaming Type							
		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				-							

D8 - What is the highest level of education you have completed?		Gaming Type						Gaming Frequency		Gaming Purchase Type		
		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	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						-					

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)

D8 - What is the highest level of education you have completed?		Gaming Purchase Type					Feelings about Gaming Purchase					
		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	It's not always clear what I'm going to get for my money in games
Prefer not to say	% within column	1%	1%	1%	2%	2%	0%	1%	1%	1%	1%	1%
	N Count	3	1	4	2	5	1	6	4	6	4	4
	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)

Child has identified need/ impacting condition

			Gender of child respondent		Age of child respondent				
		Total	Male	Female	8-9	10-12	13-15	16-17	NET: 8-12
Weighted Base	% within column	2232	1153	1079	449	698	684	401	1147
	N Count								
	Column Comparisons								
Unweighted Base	% within column	2205	1100	1105	439	662	659	445	1101
	N Count								
	Column Comparisons								
Column Names	% within column	a	a	b	a	b	c	d	e
	N Count								
	Column Comparisons								
Hearing: They use aids/ adaptations to be able to hear	% within column	2%	2%	2%	2%	2%	2%	1%	2%
	N Count	40	24	16	7	15	15	3	22
	Column Comparisons	-							-
Eyesight: I have issues with my eyesight (other than needing glasses)	% within column	4%	4%	4%	2%	5%	4%	4%	4%
	N Count	86	43	44	11	33	27	15	44
	Column Comparisons	-							-
Mobility: I use a wheelchair, mobility scooter or other equipment to be able to get about	% within column	2%	2%	2%	2%	3%	2%	1%	3%
	N Count	48	25	22	10	20	13	4	31
	Column Comparisons	-							-
Dexterity: I regularly need help, or use something to help me, for tasks using my hands.	% within column	2%	2%	2%	2%	2%	1%	2%	2%
	N Count	44	23	21	8	16	10	10	24
	Column Comparisons	-							-
Breathing: I sometimes have issues with breathing or have chest pains	% within column	2%	2%	1%	1%	2%	1%	2%	2%
	N Count	37	21	16	5	15	10	7	20
	Column Comparisons	-							-
Learning difficulties: I regularly receive extra help from an adult in school because I have difficulty learning, understanding, or remembering things.	% within column	4%	4%	4%	4%	5%	4%	1%↓	5%
	N Count	87	47	40	18	37	27	6↓	54
	Column Comparisons	-			d	d	d		-
Speech: I use picture cards, my hands, or computers to help me talk	% within column	1%	1%	1%	1%	1%	0%	0%	1%
	N Count	20	12	8	5	10	3	1	16
	Column Comparisons	-							-
Difficulty with words or numbers: I have or may have dyslexia/ dyscalculia	% within column	3%	3%	3%	2%	3%	4%	3%	2%
	N Count	64	29	35	7	21	25	12	28
	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)

BANNER

Child has identified need/ impacting condition

		Age of child respondent	Age and gender of child respondent						
		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	1085	226	224	361	337	342	341	224
	N Count								
	Column Comparisons								
Unweighted Base	% within column	1104	220	219	333	329	324	335	223
	N Count								
	Column Comparisons								
Column Names	% within column	f	a	b	c	d	e	f	g
	N Count								
	Column Comparisons								
Hearing: They use aids/ adaptations to be able to hear	% within column	2%	2%	1%	2%	2%	3%	1%	1%
	N Count	18	4	3	8	8	11	4	2
	Column Comparisons	-							
Eyesight: I have issues with my eyesight (other than needing glasses)	% within column	4%	3%	1%	3%	6%↑	5%	3%	3%
	N Count	42	8	3	11	22↑	17	11	7
	Column Comparisons	-							
Mobility: I use a wheelchair, mobility scooter or other equipment to be able to get about	% within column	2%	1%	3%	4%	2%	2%	2%	1%
	N Count	17	3	7	13	8	7	7	3
	Column Comparisons	-							
Dexterity: I regularly need help, or use something to help me, for tasks using my hands.	% within column	2%	2%	1%	2%	3%	2%	1%	3%
	N Count	20	5	3	5	11	6	4	7
	Column Comparisons	-							
Breathing: I sometimes have issues with breathing or have chest pains	% within column	2%	1%	1%	2%	2%	2%	1%	2%
	N Count	17	2	3	8	7	7	2	4
	Column Comparisons	-							
Learning difficulties: I regularly receive extra help from an adult in school because I have difficulty learning, understanding, or remembering things.	% within column	3%	4%	4%	5%	6%	5%	3%	2%
	N Count	32	9	9	18	19	16	10	4
	Column Comparisons	-							
Speech: I use picture cards, my hands, or computers to help me talk	% within column	0%	2%	0%	1%	2%	1%	0%	1%
	N Count	5	4	1	5	6	2	1	1
	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)

Child has identified need/ impacting condition		Age and gender of child respondent					Urban/ Rural		Working status
		Female 16-17	NET: Male 8-12	NET: Female 8-12	NET: Male 13-17	NET: Female 13-17	NET: Urban	Rural	Full time
Weighted Base	% within column	201	587	561	567	536	1986	246	1332
	N Count								
	Column Comparisons								
Unweighted Base	% within column	253	553	548	547	580	1949	256	1376
	N Count								
	Column Comparisons								
Column Names	% within column	h	i	j	k	l	a	b	a
	N Count								
	Column Comparisons								
Hearing: They use aids/ adaptations to be able to hear	% within column	1%	2%	2%	2%	1%	2%	0%	2%
	N Count	2	11	11	12	5	40	0	24
	Column Comparisons		-	-	-	-	b		
Eyesight: I have issues with my eyesight (other than needing glasses)	% within column	4%	3%	4%	4%	4%	4%	3%	4%
	N Count	9	19	25	24	19	79	7	51
	Column Comparisons		-	-	-	-			
Mobility: I use a wheelchair, mobility scooter or other equipment to be able to get about	% within column	1%	3%	3%	2%	1%	2%	1%	2%
	N Count	1	16	15	10	8	44	4	31
	Column Comparisons		-	-	-	-			
Dexterity: I regularly need help, or use something to help me, for tasks using my hands.	% within column	2%	2%	2%	2%	1%	2%	1%	2%
	N Count	3	11	14	12	7	43	1	25
	Column Comparisons		-	-	-	-			
Breathing: I sometimes have issues with breathing or have chest pains	% within column	2%	2%	2%	2%	1%	2%	0%	2%
	N Count	3	10	10	11	6	37	0	22
	Column Comparisons		-	-	-	-	b		
Learning difficulties: I regularly receive extra help from an adult in school because I have difficulty learning, understanding, or remembering things.	% within column	1%	5%	5%	3%	2%	4%	6%	3%↓
	N Count	3	27	28	20	13	71	15	35↓
	Column Comparisons		-	-	-	-			
Speech: I use picture cards, my hands, or computers to help me talk	% within column	0%	2%	1%	1%	0%	1%	1%	1%
	N Count	0	9	7	4	1	19	1	13
	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 3 of 42

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

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

Child has identified need/ impacting condition		Child identified need/ impacting condition		Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits	
		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
Weighted Base	% within column	474	1726	234	792	161	2071	925	1200
	N Count								
	Column Comparisons								
Unweighted Base	% within column	458	1713	238	806	157	2048	883	1222
	N Count								
	Column Comparisons								
Column Names	% within column	c	d	a	b	a	b	a	b
	N Count								
	Column Comparisons								
Hearing: They use aids/ adaptations to be able to hear	% within column	8%↑	0%↓	8%↑	0%↓	12%↑	1%↓	4%↑	0%↓
	N Count	40↑	0↓	18↑	0↓	19↑	21↓	34↑	6↓
	Column Comparisons	-		b		b		b	
Eyesight: I have issues with my eyesight (other than needing glasses)	% within column	18%↑	0%↓	18%↑	0%↓	10%↑	3%↓	6%↑	2%↓
	N Count	86↑	0↓	42↑	0↓	17↑	69↓	57↑	25↓
	Column Comparisons	-		b		b		b	
Mobility: I use a wheelchair, mobility scooter or other equipment to be able to get about	% within column	10%↑	0%↓	7%↑	0%↓	11%↑	1%↓	4%↑	1%↓
	N Count	48↑	0↓	16↑	0↓	17↑	31↓	36↑	9↓
	Column Comparisons	-		b		b		b	
Dexterity: I regularly need help, or use something to help me, for tasks using my hands.	% within column	9%↑	0%↓	8%↑	0%↓	9%↑	1%↓	4%↑	0%↓
	N Count	44↑	0↓	20↑	0↓	15↑	29↓	40↑	4↓
	Column Comparisons	-		b		b		b	
Breathing: I sometimes have issues with breathing or have chest pains	% within column	8%↑	0%↓	7%↑	0%↓	6%↑	1%↓	3%↑	1%↓
	N Count	37↑	0↓	17↑	0↓	10↑	27↓	27↑	9↓
	Column Comparisons	-		b		b		b	
Learning difficulties: I regularly receive extra help from an adult in school because I have difficulty learning, understanding, or remembering things.	% within column	18%↑	0%↓	14%↑	0%↓	28%↑	2%↓	7%↑	1%↓
	N Count	87↑	0↓	32↑	0↓	45↑	41↓	67↑	16↓
	Column Comparisons	-		b		b		b	
Speech: I use picture cards, my hands, or computers to help me talk	% within column	4%↑	0%↓	2%↑	0%↓	9%↑	0%↓	2%↑	0%↓
	N Count	20↑	0↓	5↑	0↓	14↑	6↓	14↑	4↓
	Column Comparisons	-		b		b		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 = 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)

BANNER

Child has identified need/ impacting condition		Parental Controls		Parental Concern			Time Spent Online (Weekday)		
		NET: Has Parental Controls	No Controls	Not Concerned	A little Concerned	NET: Moder- ately/ Very Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs
Weighted Base	% within column	1865	339	1053	550	605	873	938	278
	N Count								
	Column Comparisons								
Unweighted Base	% within column	1839	342	1016	555	614	855	924	282
	N Count								
	Column Comparisons								
Column Names	% within column	a	b	a	b	c	a	b	c
	N Count								
	Column Comparisons								
Hearing: They use aids/ adaptations to be able to hear	% within column	2%	0%	1%	2%	3%	1%↓	2%	4%↑
	N Count	38	1	13	11	16	7↓	17	11↑
	Column Comparisons								a
Eyesight: I have issues with my eyesight (other than needing glasses)	% within column	4%	3%	3%	4%	5%	3%	4%	6%
	N Count	77	9	30	24	31	25	37	16
	Column Comparisons								
Mobility: I use a wheelchair, mobility scooter or other equipment to be able to get about	% within column	3%↑	0%↓	1%↓	2%	5%↑	1%	2%	5%↑
	N Count	48↑	0↓	8↓	10	29↑	11	20	13↑
	Column Comparisons	b			a	a b			a
Dexterity: I regularly need help, or use something to help me, for tasks using my hands.	% within column	2%↑	0%↓	1%↓	3%	3%	1%↓	3%	3%
	N Count	44↑	0↓	9↓	17	18	5↓	25	9
	Column Comparisons	b			a	a		a	a
Breathing: I sometimes have issues with breathing or have chest pains	% within column	2%	1%	1%	1%	3%↑	1%	2%	4%↑
	N Count	35	2	15	4	18↑	7	15	11↑
	Column Comparisons					b			a b
Learning difficulties: I regularly receive extra help from an adult in school because I have difficulty learning, understanding, or remembering things.	% within column	4%	1%↓	4%	4%	4%	3%	4%	6%
	N Count	79	5↓	42	20	23	27	35	16
	Column Comparisons	b							
Speech: I use picture cards, my hands, or computers to help me talk	% within column	1%	0%	1%	1%	2%	1%	1%	2%
	N Count	19	1	7	4	10	6	6	5
	Column Comparisons								

Child has identified need/ impacting condition		Time Spent Online (Weekday)		Time Spent Online (Weekend)					Spent Money
		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
Weighted Base	% within column	102	380	291	785	622	492	1114	1289
	N Count								
	Column Comparisons								
Unweighted Base	% within column	106	388	281	777	619	489	1108	1296
	N Count								
	Column Comparisons								
Column Names	% within column	d	e	a	b	c	d	e	a
	N Count								
	Column Comparisons								
Hearing: They use aids/ adaptations to be able to hear	% within column	4%	4%↑	3%	2%	3%	1%	2%	3%↑
	N Count	4	16↑	8	12	17	3	20	35↑
	Column Comparisons	a	-	d		d		-	e
Eyesight: I have issues with my eyesight (other than needing glasses)	% within column	7%	6%	3%	3%	5%	4%	5%	5%↑
	N Count	7	23	10	24	34	18	51	65↑
	Column Comparisons		-					-	e
Mobility: I use a wheelchair, mobility scooter or other equipment to be able to get about	% within column	4%	4%↑	1%	3%	3%	1%	2%	3%↑
	N Count	4	17↑	4	22	16	5	21	43↑
	Column Comparisons		-					-	e
Dexterity: I regularly need help, or use something to help me, for tasks using my hands.	% within column	4%	3%	1%	1%	4%↑	1%	3%	3%↑
	N Count	4	13	2	11	24↑	6	30	39↑
	Column Comparisons	a	-			a b d		-	e
Breathing: I sometimes have issues with breathing or have chest pains	% within column	4%	4%↑	1%	2%	2%	2%	2%	3%↑
	N Count	4	15↑	2	12	13	9	22	32↑
	Column Comparisons	a	-					-	e
Learning difficulties: I regularly receive extra help from an adult in school because I have difficulty learning, understanding, or remembering things.	% within column	6%	6%	3%	2%↓	5%	5%	5%↑	4%
	N Count	6	22	8	17↓	31	26	57↑	56
	Column Comparisons		-			b	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 = 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)

Child has identified need/ impacting condition		Spent Money				SM purchase category			
		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	768	1125	604	943	429	153	216	158
	N Count								
	Column Comparisons								
Unweighted Base	% within column	800	1128	632	909	450	165	226	171
	N Count								
	Column Comparisons								
Column Names	% within column	b	c	d	e	a	b	c	d
	N Count								
	Column Comparisons								
Hearing: They use aids/ adaptations to be able to hear	% within column	4%↑	3%↑	4%↑	1%↓	2%	6%	5%	10%↑
	N Count	29↑	32↑	26↑	5↓	11	9	10	16↑
	Column Comparisons	e	e	e					a c
Eyesight: I have issues with my eyesight (other than needing glasses)	% within column	7%↑	5%↑	8%↑	2%↓	5%↓	12%↑	7%	13%↑
	N Count	53↑	57↑	46↑	21↓	20↓	18↑	14	20↑
	Column Comparisons	e	e	e			a		a c
Mobility: I use a wheelchair, mobility scooter or other equipment to be able to get about	% within column	4%↑	4%↑	5%↑	0%↓	3%	10%↑	7%	10%↑
	N Count	33↑	42↑	32↑	4↓	14	15↑	15	16↑
	Column Comparisons	e	e	e			a	a	a
Dexterity: I regularly need help, or use something to help me, for tasks using my hands.	% within column	4%↑	3%↑	4%↑	1%↓	4%	7%	4%	10%↑
	N Count	29↑	35↑	25↑	5↓	17	11	9	17↑
	Column Comparisons	e	e	e					a c
Breathing: I sometimes have issues with breathing or have chest pains	% within column	3%↑	3%↑	4%↑	1%↓	4%	6%↑	4%	5%
	N Count	24↑	30↑	22↑	5↓	15	10↑	8	8
	Column Comparisons	e	e	e					
Learning difficulties: I regularly receive extra help from an adult in school because I have difficulty learning, understanding, or remembering things.	% within column	4%	5%	4%	3%	3%	5%	4%	3%
	N Count	27	52	23	30	11	8	8	5
	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)

Child has identified need/ impacting condition		Feelings about SM purchase				Gaming Method			
		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	314	556	378	565	1330	572	1316	782
	N Count								
	Column Comparisons								
Unweighted Base	% within column	329	585	402	596	1316	582	1317	774
	N Count								
	Column Comparisons								
Column Names	% within column	a	b	c	d	a	b	c	d
	N Count								
	Column Comparisons								
Hearing: They use aids/ adaptations to be able to hear	% within column	7%↑	4%↑	6%↑	4%↑	2%	3%	2%	2%
	N Count	21↑	24↑	22↑	20↑	22	15	22	13
	Column Comparisons	d		d					
Eyesight: I have issues with my eyesight (other than needing glasses)	% within column	11%↑	6%↑	10%↑	7%↑	4%	5%	4%	4%
	N Count	34↑	36↑	36↑	40↑	50	28	55	34
	Column Comparisons	b		b					
Mobility: I use a wheelchair, mobility scooter or other equipment to be able to get about	% within column	8%↑	5%↑	6%↑	5%↑	2%	3%	2%	2%
	N Count	24↑	28↑	23↑	27↑	24	15	24	19
	Column Comparisons								
Dexterity: I regularly need help, or use something to help me, for tasks using my hands.	% within column	6%↑	4%↑	6%↑	3%↑	2%	3%	1%↓	2%
	N Count	17↑	21↑	21↑	19↑	24	19	15↓	16
	Column Comparisons	d		d			c		
Breathing: I sometimes have issues with breathing or have chest pains	% within column	5%↑	3%↑	4%↑	3%↑	2%	2%	2%	2%
	N Count	15↑	18↑	14↑	17↑	24	11	22	14
	Column Comparisons								
Learning difficulties: I regularly receive extra help from an adult in school because I have difficulty learning, understanding, or remembering things.	% within column	4%	3%	3%	3%	4%	4%	4%	5%
	N Count	12	17	13	19	56	20	50	40
	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)

Child has identified need/ impacting condition		Gaming Method	Gaming Type							
		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
Weighted Base	% within column	2140	650	731	547	387	822	1151	557
	N Count								
	Column Comparisons								
Unweighted Base	% within column	2117	662	740	564	395	802	1111	570
	N Count								
	Column Comparisons								
Column Names	% within column	e	a	b	c	d	e	f	g
	N Count								
	Column Comparisons								
Hearing: They use aids/ adaptations to be able to hear	% within column	2%	2%	2%	2%	3%	2%	1%↓	3%
	N Count	40	14	14	9	10	15	14↓	16
	Column Comparisons	-							f
Eyesight: I have issues with my eyesight (other than needing glasses)	% within column	4%	3%	3%	3%	5%	4%	4%	5%
	N Count	86	20	23	18	19	34	41	26
	Column Comparisons	-							
Mobility: I use a wheelchair, mobility scooter or other equipment to be able to get about	% within column	2%	2%	2%	3%	3%	2%	2%	3%
	N Count	48	13	16	14	10	17	19	16
	Column Comparisons	-							
Dexterity: I regularly need help, or use something to help me, for tasks using my hands.	% within column	2%	2%	2%	2%	3%	2%	2%	3%
	N Count	44	10	11	9	11	13	23	16
	Column Comparisons	-							
Breathing: I sometimes have issues with breathing or have chest pains	% within column	2%	2%	2%	3%	3%	2%	2%	3%↑
	N Count	37	13	11	14	11	20	19	19↑
	Column Comparisons	-							
Learning difficulties: I regularly receive extra help from an adult in school because I have difficulty learning, understanding, or remembering things.	% within column	4%	4%	5%	3%	4%	5%	4%	4%
	N Count	85	23	34	18	17	37	51	25
	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)

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

Gaming Purchase Type

Child has identified need/ impacting condition		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
Weighted Base	% within column	535	237	151	447	147	302	122	205
	N Count								
	Column Comparisons								
Unweighted Base	% within column	549	250	158	428	154	320	133	211
	N Count								
	Column Comparisons								
Column Names	% within column	a	b	c	d	e	f	g	h
	N Count								
	Column Comparisons								
Hearing: They use aids/ adaptations to be able to hear	% within column	4%	6%↑	4%	3%	5%	3%	5%	6%↑
	N Count	22	15↑	6	12	7	10	7	12↑
	Column Comparisons								
Eyesight: I have issues with my eyesight (other than needing glasses)	% within column	6%	9%↑	5%	4%	6%	5%	5%	4%
	N Count	32	22↑	7	20	9	16	6	9
	Column Comparisons								
Mobility: I use a wheelchair, mobility scooter or other equipment to be able to get about	% within column	5%	10%↑	7%↑	3%	3%	3%	4%	5%
	N Count	27	23↑	11↑	12	5	11	5	10
	Column Comparisons	d	d e f	d					
Dexterity: I regularly need help, or use something to help me, for tasks using my hands.	% within column	4%	6%	6%	3%	3%	3%	4%	5%
	N Count	20	13	8	14	5	9	5	9
	Column Comparisons								
Breathing: I sometimes have issues with breathing or have chest pains	% within column	4%↑	6%↑	4%	2%	3%	2%	2%	2%
	N Count	22↑	14↑	6	11	4	7	2	5
	Column Comparisons								
Learning difficulties: I regularly receive extra help from an adult in school because I have difficulty learning, understanding, or remembering things.	% within column	6%	5%	3%	5%	4%	6%	2%	8%
	N Count	33	11	5	21	6	19	3	16
	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)

Feelings about Gaming Purchase

Child has identified need/ impacting condition		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	346	772	445	720	715	449
	N Count						
	Column Comparisons						
Unweighted Base	% within column	356	777	454	734	710	459
	N Count						
	Column Comparisons						
Column Names	% within column	a	b	c	d	e	f
	N Count						
	Column Comparisons						
Hearing: They use aids/ adaptations to be able to hear	% within column	6%↑	3%↑	5%↑	3%↑	4%↑	5%↑
	N Count	22↑	23↑	24↑	22↑	28↑	24↑
	Column Comparisons	d		d			d
Eyesight: I have issues with my eyesight (other than needing glasses)	% within column	7%↑	5%↑	7%↑	5%	5%	7%↑
	N Count	26↑	42↑	32↑	33	36	32↑
	Column Comparisons	d		d			d
Mobility: I use a wheelchair, mobility scooter or other equipment to be able to get about	% within column	7%↑	4%↑	7%↑	4%↑	4%↑	6%↑
	N Count	25↑	30↑	29↑	26↑	30↑	28↑
	Column Comparisons	d		d			d
Dexterity: I regularly need help, or use something to help me, for tasks using my hands.	% within column	6%↑	3%↑	5%↑	3%	3%	5%↑
	N Count	20↑	25↑	22↑	20	21	22↑
	Column Comparisons	d e		d			e
Breathing: I sometimes have issues with breathing or have chest pains	% within column	5%↑	3%↑	4%↑	3%↑	3%↑	4%↑
	N Count	17↑	23↑	18↑	22↑	24↑	19↑
	Column Comparisons						
Learning difficulties: I regularly receive extra help from an adult in school because I have difficulty learning, understanding, or remembering things.	% within column	4%	5%	5%	4%	4%	5%
	N Count	14	36	22	32	31	24
	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)

Child has identified need/ impacting condition

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

Child has identified need/ impacting condition

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

Child has identified need/ impacting condition

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

Child has identified need/ impacting condition

		Working status			D3 - Social grade				
		Part time	Student	NET: Not working/ retired	AB	C1	C2	DE	NET: ABC1
Speech: I use picture cards, my hands, or computers to help me talk	% within column	0%	0%	1%	1%	0%	1%	1%	1%
	N Count	2	0	4	8	3	3	6	11
	Column Comparisons								-
Difficulty with words or numbers: I have or may have dyslexia/ dyscalculia	% within column	3%	3%	4%	2%	2%	3%	5%↑	2%↓
	N Count	14	4	12	11	13	15	25↑	24↓
	Column Comparisons							a	-
Neurodiversity: I am neurodiverse (Autistic/ADHD) and I have a diagnosis or am waiting for one	% within column	9%	8%	17%↑	6%↓	7%	10%	13%↑	6%↓
	N Count	40	9	52↑	36↓	42	48	68↑	78↓
	Column Comparisons			a b			a	a b	-
Mental Health: I have difficulties with my mental health which regularly impact my life, such as anxiety, depression, OCD, or something else	% within column	5%	11%↑	10%↑	4%	3%	5%	9%↑	3%↓
	N Count	20	12↑	32↑	22	18	22	46↑	41↓
	Column Comparisons		a b	a b				a b c	-
Another condition that impacts my daily activities	% within column	1%	4%	3%	2%	1%	2%	3%	1%
	N Count	5	4	8	11	6	7	13	17
	Column Comparisons								-
Prefer not to say	% within column	2%	3%	2%	2%	2%	2%	2%	2%
	N Count	10	3	5	11	10	10	12	21
	Column Comparisons								-
Don't know	% within column	2%	4%	3%	1%	2%	1%	3%	2%
	N Count	8	5	11	8	11	7	17	19
	Column Comparisons								-
Nothing – no condition that impact their daily activities	% within column	74%	72%	62%↓	78%↑	79%↑	73%	63%↓	78%↑
	N Count	318	80	193↓	486↑	458↑	360	335↓	945↑
	Column Comparisons	d			d	d	d		-
NET: Identified need/ condition	% within column	21%	21%	32%↑	17%↓	16%↓	23%	30%↑	17%↓
	N Count	91	23	99↑	107↓	95↓	111	161↑	202↓
	Column Comparisons			a b			a b	a b c	-
NET: No identified need/ condition	% within column	78%	79%	67%↓	81%↑	83%↑	77%	68%↓	82%↑
	N Count	337	88	208↓	506↑	479↑	377	364↓	985↑
	Column Comparisons	d			d	d	d		-

Child has identified need/ impacting condition		D3 - Social grade	Financial wellbeing			Ethnicity		Child identified need/ impacting condition	
							NET: All other	Neurodiv-	Mental
		NET: C2DE	Doing well	Getting by	Struggling	White British	Ethnicities	ersity	Health
Speech: I use picture cards, my hands, or computers to help me talk	% within column	1%	2%	1%	1%	1%	1%	3%↑	5%↑
	N Count	9	8	8	5	15	6	6↑	5↑
	Column Comparisons	-						d	d
Difficulty with words or numbers: I have or may have dyslexia/ dyscalculia	% within column	4%↑	2%	3%	3%	3%	1%	10%↑	11%↑
	N Count	40↑	7	37	17	59	5	20↑	12↑
	Column Comparisons	-				b		d	d
Neurodiversity: I am neurodiverse (Autistic/ADHD) and I have a diagnosis or am waiting for one	% within column	11%↑	4%↓	8%	13%↑	10%↑	4%↓	100%↑	39%↑
	N Count	116↑	17↓	89	86↑	175↑	18↓	194↑	43↑
	Column Comparisons	-		a	a b	b		b d	d
Mental Health: I have difficulties with my mental health which regularly impact my life, such as anxiety, depression, OCD, or something else	% within column	7%↑	2%↓	4%	7%↑	6%↑	2%↓	22%↑	100%↑
	N Count	69↑	10↓	50	49↑	101↑	9↓	43↑	109↑
	Column Comparisons	-			a b	b		d	a d
Another condition that impacts my daily activities	% within column	2%	2%	2%	2%	2%	2%	6%↑	8%↑
	N Count	21	8	20	10	31	7	11↑	9↑
	Column Comparisons	-						d	d
Prefer not to say	% within column	2%	1%	1%	2%	2%	2%	0%	0%
	N Count	22	6	16	16	29	10	0	0
	Column Comparisons	-							
Don't know	% within column	2%	2%	2%	2%	2%	2%	0%	0%
	N Count	24	9	18	14	32	11	0	0
	Column Comparisons	-							
Nothing – no condition that impact their daily activities	% within column	68%↓	78%	76%↑	67%↓	73%↓	82%↑	0%↓	0%↓
	N Count	695↓	314	874↑	440↓	1,267↓	371↑	0↓	0↓
	Column Comparisons	-	c	c			a		
NET: Identified need/ condition	% within column	27%↑	17%	20%	26%↑	24%↑	13%↓	100%↑	100%↑
	N Count	272↑	68	229	173↑	414↑	61↓	194↑	109↑
	Column Comparisons	-			a b	b		d	d
NET: No identified need/ condition	% within column	72%↓	82%	79%	72%↓	76%↓	87%↑	0%↓	0%↓
	N Count	741↓	329	908	471↓	1,328↓	392↑	0↓	0↓
	Column Comparisons	-	c	c			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; 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)

BANNER

Child has identified need/ impacting condition		Child identified need/ impacting condition		Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits	
		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
Speech: I use picture cards, my hands, or computers to help me talk	% within column	4%↑	0%↓	2%↑	0%↓	9%↑	0%↓	2%↑	0%↓
	N Count	20↑	0↓	5↑	0↓	14↑	6↓	14↑	4↓
	Column Comparisons	-		b		b		b	
Difficulty with words or numbers: I have or may have dyslexia/ dyscalculia	% within column	14%↑	0%↓	16%↑	0%↓	13%↑	2%↓	4%↑	2%↓
	N Count	64↑	0↓	36↑	0↓	21↑	43↓	37↑	21↓
	Column Comparisons	-		b		b		b	
Neurodiversity: I am neurodiverse (Autistic/ADHD) and I have a diagnosis or am waiting for one	% within column	41%↑	0%↓	39%↑	0%↓	45%↑	6%↓	15%↑	4%↓
	N Count	194↑	0↓	90↑	0↓	73↑	121↓	138↑	54↓
	Column Comparisons	-		b		b		b	
Mental Health: I have difficulties with my mental health which regularly impact my life, such as anxiety, depression, OCD, or something else	% within column	23%↑	0%↓	30%↑	0%↓	17%↑	4%↓	9%↑	2%↓
	N Count	109↑	0↓	69↑	0↓	28↑	82↓	80↑	24↓
	Column Comparisons	-		b		b		b	
Another condition that impacts my daily activities	% within column	8%↑	0%↓	10%↑	0%↓	10%↑	1%↓	3%↑	1%↓
	N Count	38↑	0↓	23↑	0↓	15↑	23↓	25↑	12↓
	Column Comparisons	-		b		b		b	
Prefer not to say	% within column	0%↓	3%↑	0%	0%↓	0%	2%	2%	1%↓
	N Count	0↓	43↑	0	0↓	0	43	19	9↓
	Column Comparisons	-		-	-			b	
Don't know	% within column	0%↓	2%↑	0%	0%↓	0%	2%	2%	1%↓
	N Count	0↓	43↑	0	0↓	0	43	22	11↓
	Column Comparisons	-		-	-			b	
Nothing – no condition that impact their daily activities	% within column	0%↓	95%↑	0%↓	100%↑	22%↓	78%↑	60%↓	85%↑
	N Count	0↓	1,640↑	0↓	792↑	35↓	1,605↑	555↓	1,025↑
	Column Comparisons	-	a b	a		a		a	
NET: Identified need/ condition	% within column	100%↑	0%↓	100%↑	0%↓	78%↑	17%↓	35%↑	11%↓
	N Count	474↑	0↓	234↑	0↓	126↑	348↓	321↑	135↓
	Column Comparisons	-		b		b		b	
NET: No identified need/ condition	% within column	0%↓	100%↑	0%↓	100%↑	22%↓	82%↑	64%↓	87%↑
	N Count	0↓	1,726↑	0↓	792↑	35↓	1,691↑	596↓	1,046↑
	Column Comparisons	-	a b	a		a		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; 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)

Child has identified need/ impacting condition		Parental Controls		Parental Concern			Time Spent Online (Weekday)		
		NET: Has Parental Controls	No Controls	Not Concerned	A little Concerned	NET: Moderately/ Very Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs
Speech: I use picture cards, my hands, or computers to help me talk	% within column	1%	0%	1%	1%	2%	1%	1%	2%
	N Count	19	1	7	4	10	6	6	5
	Column Comparisons								
Difficulty with words or numbers: I have or may have dyslexia/ dyscalculia	% within column	3%	2%	3%	3%	2%	2%	3%	3%
	N Count	56	8	34	15	15	17	30	10
	Column Comparisons								
Neurodiversity: I am neurodiverse (Autistic/ADHD) and I have a diagnosis or am waiting for one	% within column	9%	6%	11%↑	8%	6%↓	7%	8%	14%↑
	N Count	170	20	113↑	44	36↓	65	74	38↑
	Column Comparisons	b		c					a b
Mental Health: I have difficulties with my mental health which regularly impact my life, such as anxiety, depression, OCD, or something else	% within column	5%	7%	6%	5%	3%	2%↓	5%	10%↑
	N Count	86	24	62	28	19	22↓	46	27↑
	Column Comparisons			c				a	a b
Another condition that impacts my daily activities	% within column	2%	2%	2%	2%	1%	1%	2%	2%
	N Count	32	6	21	9	9	10	21	5
	Column Comparisons								
Prefer not to say	% within column	2%	2%	1%	2%	3%	1%	2%	2%
	N Count	31	7	13	11	17	11	19	6
	Column Comparisons								
Don't know	% within column	2%	1%	1%	1%	3%	2%	2%	1%
	N Count	36	4	13	8	17	17	18	3
	Column Comparisons								
Nothing – no condition that impact their daily activities	% within column	73%	80%↑	75%	72%	72%	80%↑	73%	63%↓
	N Count	1,354	273↑	794	397	436	700↑	681	175↓
	Column Comparisons		a				b c d	c d	
NET: Identified need/ condition	% within column	22%↑	16%↓	21%	22%	21%	16%↓	22%	31%↑
	N Count	416↑	53↓	223	121	127	137↓	208	87↑
	Column Comparisons	b						a	a b
NET: No identified need/ condition	% within column	76%↓	84%↑	78%	76%	78%	83%↑	77%	66%↓
	N Count	1,420↓	284↑	820	416	470	727↑	718	184↓
	Column Comparisons		a				b c d	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 = 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)

Child has identified need/ impacting condition		Time Spent Online (Weekday)		Time Spent Online (Weekend)					Spent Money
		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
Speech: I use picture cards, my hands, or computers to help me talk	% within column	2%	2%	1%	1%	1%	1%	1%	1%
	N Count	2	7	3	5	8	4	11	15
	Column Comparisons		-					-	
Difficulty with words or numbers: I have or may have dyslexia/ dyscalculia	% within column	7%	4%	2%	2%	4%	3%	4%	3%
	N Count	7	17	6	17	24	16	40	39
	Column Comparisons	a	-					-	
Neurodiversity: I am neurodiverse (Autistic/ADHD) and I have a diagnosis or am waiting for one	% within column	11%	13%↑	4%↓	7%	9%	13%↑	11%↑	9%
	N Count	11	49↑	12↓	54	59	65↑	124↑	111
	Column Comparisons		-			a	a b	-	
Mental Health: I have difficulties with my mental health which regularly impact my life, such as anxiety, depression, OCD, or something else	% within column	12%↑	10%↑	1%↓	3%	5%	9%↑	7%↑	6%
	N Count	12↑	39↑	4↓	27	31	44↑	75↑	76
	Column Comparisons	a b	-			a	a b c	-	
Another condition that impacts my daily activities	% within column	3%	2%	1%	2%	2%	1%	2%	2%
	N Count	3	8	2	14	15	6	21	24
	Column Comparisons		-					-	
Prefer not to say	% within column	4%	3%	2%	1%	2%	2%	2%	2%
	N Count	4	10	6	11	14	8	22	26
	Column Comparisons		-					-	
Don't know	% within column	1%	1%	2%	2%	2%	1%	2%	2%
	N Count	1	4	6	15	15	4	19	26
	Column Comparisons		-					-	
Nothing – no condition that impact their daily activities	% within column	57%↓	61%↓	82%↑	77%↑	70%	69%↓	69%↓	70%↓
	N Count	59↓	233↓	239↑	604↑	436	338↓	774↓	899↓
	Column Comparisons		-	c d	c d			-	
NET: Identified need/ condition	% within column	37%↑	33%↑	12%↓	19%	24%	27%↑	26%↑	25%↑
	N Count	37↑	124↑	36↓	145	152	134↑	286↑	317↑
	Column Comparisons	a b	-		a	a b	a b	-	e

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)

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

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)

Child has identified need/ impacting condition		Feelings about SM purchase				Gaming Method			
		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
Speech: I use picture cards, my hands, or computers to help me talk	% within column	3%↑	2%	2%	1%	1%	1%	1%	1%
	N Count	8↑	9	7	6	11	7	9	10
	Column Comparisons	d		d					
Difficulty with words or numbers: I have or may have dyslexia/ dyscalculia	% within column	3%	3%	2%	2%	3%	4%	3%	3%
	N Count	8	19	7	13	43	23	40	24
	Column Comparisons								
Neurodiversity: I am neurodiverse (Autistic/ADHD) and I have a diagnosis or am waiting for one	% within column	4%↓	7%	5%	7%	11%↑	9%	9%	11%
	N Count	13↓	38	20	38	145↑	51	115	85
	Column Comparisons					c			
Mental Health: I have difficulties with my mental health which regularly impact my life, such as anxiety, depression, OCD, or something else	% within column	5%	6%	5%	6%	6%	5%	6%↑	4%
	N Count	17	33	18	33	74	31	85↑	33
	Column Comparisons							d	
Another condition that impacts my daily activities	% within column	2%	2%	2%	2%	2%	3%	2%	2%
	N Count	5	10	8	12	26	14	30	17
	Column Comparisons								
Prefer not to say	% within column	2%	2%	2%	2%	1%↓	2%	2%	3%
	N Count	6	11	8	12	14↓	12	20	20
	Column Comparisons								a
Don't know	% within column	4%	2%	3%	2%	1%↓	2%	2%	2%
	N Count	12	12	10	11	14↓	10	22	17
	Column Comparisons	d							a
Nothing – no condition that impact their daily activities	% within column	61%↓	67%↓	64%↓	68%↓	75%	71%	74%	71%
	N Count	193↓	372↓	242↓	385↓	994	406	975	559
	Column Comparisons								
NET: Identified need/ condition	% within column	31%↑	28%↑	30%↑	26%↑	22%	24%	21%	23%
	N Count	97↑	154↑	111↑	150↑	298	135	283	178
	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)

BANNER

Child has identified need/ impacting condition		Gaming Method	Gaming Type						
		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
Speech: I use picture cards, my hands, or computers to help me talk	% within column	1%	1%	1%	1%	2%↑	1%	1%	1%
	N Count	19	6	10	7	9↑	6	7	4
	Column Comparisons	-							
Difficulty with words or numbers: I have or may have dyslexia/ dyscalculia	% within column	3%	3%	3%	4%	3%	4%	3%	3%
	N Count	64	18	25	22	11	34	38	17
	Column Comparisons	-							
Neurodiversity: I am neurodiverse (Autistic/ADHD) and I have a diagnosis or am waiting for one	% within column	9%	7%	9%	8%	6%	10%	12%↑	10%
	N Count	189	48	65	42	21	83	133↑	56
	Column Comparisons	-		d			j	a b c d e j	j
Mental Health: I have difficulties with my mental health which regularly impact my life, such as anxiety, depression, OCD, or something else	% within column	5%	6%	4%	5%	5%	6%	6%	8%↑
	N Count	106	39	30	29	20	49	68	45↑
	Column Comparisons	-							b j
Another condition that impacts my daily activities	% within column	2%	2%	2%	2%	2%	2%	2%	3%↑
	N Count	38	12	14	12	6	21	18	17↑
	Column Comparisons	-							
Prefer not to say	% within column	2%	2%	1%	1%	1%	1%	1%	1%↓
	N Count	38	13	8	7	4	11	13	3↓
	Column Comparisons	-							
Don't know	% within column	2%	2%	1%	1%	2%	1%	1%↓	2%
	N Count	39	11	8	5	9	8	12↓	10
	Column Comparisons	-							
Nothing – no condition that impact their daily activities	% within column	73%	77%	77%↑	75%	76%	73%	73%	71%
	N Count	1,569	499	562↑	409	295	596	837	395
	Column Comparisons	-	g i	g i k					
NET: Identified need/ condition	% within column	22%↑	19%	20%	22%	19%	24%	24%	26%↑
	N Count	467↑	122	148	123	73	199	271	145↑
	Column Comparisons	-			j		a b d j	a d j	a b d j

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)

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

Gaming Purchase Type

Child has identified need/ impacting condition		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
Speech: I use picture cards, my hands, or computers to help me talk	% within column	2%↑	4%↑	1%	1%	1%	1%	2%	4%↑
	N Count	12↑	9↑	2	5	1	3	3	9↑
	Column Comparisons		d f						d f
Difficulty with words or numbers: I have or may have dyslexia/ dyscalculia	% within column	4%	3%	2%	3%	1%	3%	2%	4%
	N Count	20	7	3	16	1	10	2	9
	Column Comparisons								
Neurodiversity: I am neurodiverse (Autistic/ADHD) and I have a diagnosis or am waiting for one	% within column	9%	6%	6%	13%↑	3%	10%	4%	12%
	N Count	50	15	10	58↑	5	29	5	24
	Column Comparisons				b e				e
Mental Health: I have difficulties with my mental health which regularly impact my life, such as anxiety, depression, OCD, or something else	% within column	6%	7%	5%	6%	5%	8%	3%	8%
	N Count	33	18	7	26	7	24	4	16
	Column Comparisons								
Another condition that impacts my daily activities	% within column	3%	3%	2%	2%	3%	2%	1%	3%
	N Count	13	7	4	8	4	6	1	7
	Column Comparisons								
Prefer not to say	% within column	2%	1%	2%	1%	4%	2%	1%	2%
	N Count	13	2	3	6	5	6	1	4
	Column Comparisons								
Don't know	% within column	1%	1%	1%	1%	2%	1%	1%	1%
	N Count	6	3	2	6	3	3	1	3
	Column Comparisons								
Nothing – no condition that impact their daily activities	% within column	68%	67%	72%	70%	73%	68%	75%	64%
	N Count	366	158	109	311	108	205	91	132
	Column Comparisons								
NET: Identified need/ condition	% within column	27%	29%	23%	26%	20%	27%	22%	31%
	N Count	143	69	35	117	30	82	27	63
	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)

Feelings about Gaming Purchase

Child has identified need/ impacting condition		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
Speech: I use picture cards, my hands, or computers to help me talk	% within column	2%	1%	2%↑	2%	1%	1%
	N Count	7	8	9↑	11	10	6
	Column Comparisons						
Difficulty with words or numbers: I have or may have dyslexia/ dyscalculia	% within column	3%	3%	3%	3%	4%	4%
	N Count	10	21	12	23	25	17
	Column Comparisons						
Neurodiversity: I am neurodiverse (Autistic/ADHD) and I have a diagnosis or am waiting for one	% within column	4%↓	8%	7%	8%	8%	8%
	N Count	13↓	63	33	61	61	37
	Column Comparisons						
Mental Health: I have difficulties with my mental health which regularly impact my life, such as anxiety, depression, OCD, or something else	% within column	4%	5%	6%	5%	5%	6%
	N Count	15	39	28	34	38	27
	Column Comparisons						
Another condition that impacts my daily activities	% within column	1%	2%	2%	2%	2%	2%
	N Count	5	13	9	13	17	8
	Column Comparisons						
Prefer not to say	% within column	3%	2%	3%	2%	3%	2%
	N Count	10	13	13	14	20	11
	Column Comparisons						
Don't know	% within column	2%	1%	2%	2%	1%	2%
	N Count	7	9	9	11	10	11
	Column Comparisons						
Nothing – no condition that impact their daily activities	% within column	67%↓	71%	63%↓	71%	69%↓	64%↓
	N Count	231↓	548	280↓	513	492↓	287↓
	Column Comparisons		c		c f		
NET: Identified need/ condition	% within column	26%	25%↑	30%↑	24%	25%↑	30%↑
	N Count	91	190↑	134↑	173	181↑	133↑
	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 28 of 42

BANNER

Child has identified need/ impacting condition			Gender of child respondent		Age of child respondent				
		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	-							-

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)

Child has identified need/ impacting condition		Age of child respondent	Age and gender of child respondent						
		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	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	-							

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)

		BANNER							
		Age and gender of child respondent					Urban/ Rural		Working status
Child has identified need/ impacting condition		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	77%	78%	77%	77%	78%	78%	73%	80%↑
NET: No identified need/ condition	N Count	155	460	430	433	417	1,545	180	1,062↑
	Column Comparisons	-	-	-	-	-			d

BANNER

Child has identified need/ impacting condition		Working status			D3 - Social grade				
		Part time	Student	NET: Not working/ 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		-

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)

BANNER

Child has identified need/ impacting condition		D3 - Social grade	Financial wellbeing			Ethnicity		Child identified need/ impacting condition	
		NET: C2DE	Doing well	Getting by	Struggling	White British	NET: All other Ethnicities	Neurodiv-ersity	Mental 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↑	0↓	0↓
	Column Comparisons	-	c	c			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; 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)

BANNER								
		Child identified need/ impacting condition		Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits	
Child has identified need/ impacting condition		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	0%↓	100%↑	0%↓	100%↑	22%↓	82%↑	64%↓	87%↑
NET: No identified need/ condition	N Count	0↓	1,726↑	0↓	792↑	35↓	1,691↑	596↓	1,046↑
	Column Comparisons	-	a b		a		a		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; 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)

		Parental Controls		Parental Concern			Time Spent Online (Weekday)		
		BANNER							
Child has identified need/ impacting condition		NET: Has Parental Controls	No Controls	Not Concerned	A little Concerned	NET: Moder-ately/ Very 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		a				b c d	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 = 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)

BANNER

Child has identified need/ impacting condition		Time Spent Online (Weekday)		Time Spent Online (Weekend)					Spent Money
		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	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			-	

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)

Child has identified need/ impacting condition		Spent Money				SM purchase category			
		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	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	

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)

BANNER

Child has identified need/ impacting condition		Feelings about SM purchase				Gaming Method			
		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	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								

BANNER

Child has identified need/ impacting condition		Gaming Method	Gaming Type						
		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	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	-	e f g h i k l	e f g i k l		f k l			

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)

BANNER

Child has identified need/ impacting condition		Gaming Type						Gaming Frequency	
		Simulation experience	Fitness and dance	Sports	Interactive stories	Makeovers	NET: Playing against other people	NET: Daily	Weekly
	% within column	75%	73%	83%↑	72%	72%	76%	77%	82%↑
NET: No identified need/ condition	N Count	187	203	603↑	149	179	785	1,226	376↑
	Column Comparisons			c e f g h i k l				-	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; 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)

Gaming Purchase Type

Child has identified need/ impacting condition		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	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								

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)

Feelings about Gaming Purchase

Child has identified need/ impacting condition		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	72%↓	74%↓	68%↓	75%	73%↓	69%↓
NET: No identified need/ condition	N Count	248↓	570↓	302↓	538	522↓	309↓
	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 = 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 42 of 42

K3b - Do any of the following apply to you/ your child? [MULTI]

			Gender of child respondent		Age of child respondent						Age and gender of child respondent				
		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
Weighted Base	% within column	2200	1137	1063	443	687	675	396	1130	1071	223	220	353	334	339
	N Count														
	Column Comparisons														
Unweighted Base	% within column	2171	1084	1087	432	651	650	438	1083	1088	217	215	325	326	321
	N Count														
	Column Comparisons														
Column Names	% within column	a	a	b	a	b	c	d	e	f	a	b	c	d	e
	N Count														
	Column Comparisons														
I have an EHCP (Education, Health and Care Plan) They have an EHCP (Education, Health and Care Plan)	% within column	7%	8%	6%	7%	9%	7%	4%↓	9%	6%	9%	5%	9%	9%	9%
	N Count	161	93	68	32	64	50	15↓	96	65	21	12	33	30	30
	Column Comparisons	-				d	d		-	-					
I live with a parent or sibling who has a disability or long-term health issue. This would include difficulties with mental health They live with a parent or sibl	% within column	12%	10%	13%	9%	11%	13%	13%	10%	13%	7%	11%	10%	12%	13%
	N Count	254	119	135	40	74	88	52	114	140	17	23	34	40	45
	Column Comparisons	-							-	-					
None of the above	% within column	28%	27%	29%	32%	30%	24%	26%	31%↑	25%↓	30%	35%	29%	30%	23%
	N Count	610	303	307	143	205	161	101	347↑	262↓	67	76	104	100	77
	Column Comparisons	-			c				-	-					
Prefer not to say	% within column	1%	1%	1%	2%	1%	1%	0%	1%	1%	3%	1%	0%	1%	1%
	N Count	23	14	9	9	5	7	2	14	9	6	3	2	4	5
	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 = 1959 (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)

Part 1 of 16

Page 254

K3b - Do any of the following apply to you/ your child? [MULTI]		Age and gender of child respondent							Urban/ Rural		Working status				D3 - Social grade
		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
Weighted Base	% within column	335	223	198	576	554	562	527	1956	244	1308	427	111	307	613
	N Count														
	Column Comparisons														
Unweighted Base	% within column	329	221	248	542	541	542	569	1916	255	1351	385	112	282	868
	N Count														
	Column Comparisons														
Column Names	% within column	f	g	h	i	j	k	l	a	b	a	b	c	d	a
	N Count														
	Column Comparisons														
I have an EHCP (Education, Health and Care Plan) They have an EHCP (Education, Health and Care Plan)	% within column	6%	4%	4%	9%	8%	7%	5%	7%	10%	7%	4%↓	6%	15%↑	8%
	N Count	21	10	7	54	42	39	27	137	24	86	17↓	7	45↑	46
	Column Comparisons				-	-	-	-						a b	
I live with a parent or sibling who has a disability or long-term health issue. This would include difficulties with mental health They live with a parent or sibl	% within column	13%	10%	17%	9%	11%	12%	14%	11%↓	17%↑	7%↓	9%	26%↑	23%↑	7%↓
	N Count	43	23	33	51	63	68	76	213↓	41↑	97↓	39	29↑	70↑	46↓
	Column Comparisons				-	-	-	-		a			a b	a b	
None of the above	% within column	25%	25%	26%	30%	32%	23%	25%	28%	27%	27%	36%↑	24%	22%	26%
	N Count	85	55	50	171	177	132	134	543	66	353	154↑	26	68	159
	Column Comparisons				-	-	-	-				a c d			
Prefer not to say	% within column	1%	0%	0%	1%	1%	1%	1%	1%	0%	1%	2%	0%	0%	0%
	N Count	2	1	1	8	6	6	3	23	0	11	7	0	1	2
	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 = 1959 (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)

K3b - Do any of the following apply to you/ your child? [MULTI]

		D3 - Social grade					Financial wellbeing			Ethnicity		Child identified need/ impacting condition			
		C1	C2	DE	NET: ABC1	NET: C2DE	Doing well	Getting by	Strugg-ling	White B-ritish	NET: All other Ethnic-ities	Neuro...	Mental Health	NET: Identi-fied ne-ed/ condi-tion	NET: No identi-fied ne-ed/ condi-tion
Weighted Base	% within column	574	489	525	1187	1013	397	1138	644	1742	453	194	109	474	1726
	N Count														
	Column Comparisons														
Unweighted Base	% within column	478	355	470	1346	825	448	1107	598	1713	452	182	110	458	1713
	N Count														
	Column Comparisons														
Column Names	% within column	b	c	d	e	f	a	b	c	a	b	a	b	c	d
	N Count														
	Column Comparisons														
I have an EHCP (Education, Health and Care Plan) They have an EHCP (Education, Health and Care Plan)	% within column	5%	6%	11%↑	6%	8%	8%	8%	6%	8%	6%	38%↑	25%↑	27%↑	2%↓
	N Count	29	30	56↑	76	86	32	86	42	135	26	73↑	28↑	126↑	35↓
	Column Comparisons			b	-	-						b d	d	-	
I live with a parent or sibling who has a disability or long-term health issue. This would include difficulties with mental health They live with a parent or sibl	% within column	9%	12%	19%↑	8%↓	16%↑	7%↓	9%↓	18%↑	13%↑	6%↓	32%↑	46%↑	29%↑	7%↓
	N Count	51	59	99↑	97↓	157↑	28↓	106↓	117↑	228↑	26↓	62↑	50↑	138↑	116↓
	Column Comparisons		a	a b c	-	-			a b	b		d	d	-	
None of the above	% within column	30%	30%	25%	28%	28%	24%	31%↑	24%	26%↓	33%↑	10%↓	5%↓	9%↓	33%↑
	N Count	171	149	131	330	280	97	352↑	156	457↓	151↑	19↓	5↓	44↓	565↑
	Column Comparisons				-	-		a c		a	b			-	a b
Prefer not to say	% within column	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
	N Count	9	6	7	10	13	4	8	8	13	6	1	2	3	20
	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 = 1959 (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)

K3b - Do any of the following apply to you/ your child? [MULTI]

		Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits		Parental Controls		Parental Concern			Time Spent Online (Weekday)		
		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	0 - 2hrs	3 - 4hrs	5 - 6hrs
Weighted Base	% within column	234	792	161	2039	916	1181	1836	337	1042	537	597	864	926	270
	N Count														
	Column Comparisons														
Unweighted Base	% within column	238	806	157	2014	873	1202	1808	340	1005	541	605	845	911	274
	N Count														
	Column Comparisons														
Column Names	% within column	a	b	a	b	a	b	a	b	a	b	c	a	b	c
	N Count														
	Column Comparisons														
I have an EHCP (Education, Health and Care Plan) They have an EHCP (Education, Health and Care Plan)	% within column	23%↑	1%↓	100%↑	0%↓	13%↑	3%↓	8%↑	3%↓	7%	7%	8%	5%↓	7%	10%
	N Count	54↑	11↓	161↑	0↓	122↑	33↓	149↑	10↓	71	39	48	46↓	66	26
	Column Comparisons	b		b		b		b							a
I live with a parent or sibling who has a disability or long-term health issue. This would include difficulties with mental health They live with a parent or sibl	% within column	31%↑	8%↓	21%↑	11%↓	24%↑	3%↓	11%	12%	13%	12%	9%	8%↓	12%	19%↑
	N Count	73↑	63↓	33↑	221↓	217↑	34↓	210	39	138	63	52	70↓	112	52↑
	Column Comparisons	b		b		b				c				a	a b
None of the above	% within column	8%↓	29%↑	0%↓	30%↑	23%↓	31%↑	26%↓	35%↑	28%	28%	26%	31%↑	25%	26%
	N Count	19↓	230↑	0↓	610↑	208↓	371↑	486↓	117↑	296	151	156	271↑	234	71
	Column Comparisons		a		a		a		a				b		

Part 4 of 16

K3b - Do any of the following apply to you/ your child? [MULTI]

		Time Spent Online (Weekday)		Time Spent Online (Weekend)					Spent Money					SM purchase category	
		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	Bought something from both	Not bought from either	Product	Activity
Weighted Base	% within column	101	371	286	775	617	483	1100	1268	756	1106	594	932	423	150
	N Count														
	Column Comparisons														
Unweighted Base	% within column	105	379	276	765	613	481	1094	1274	787	1109	622	897	444	162
	N Count														
	Column Comparisons														
Column Names	% within column	d	e	a	b	c	d	e	a	b	c	d	e	a	b
	N Count														
	Column Comparisons														
I have an EHCP (Education, Health and Care Plan) They have an EHCP (Education, Health and Care Plan)	% within column	18%↑	12%↑	5%	5%	8%	10%	9%↑	9%↑	9%	9%↑	10%	5%↓	10%	10%
	N Count	18↑	45↑	16	41	51	48	99↑	113↑	70	101↑	58	48↓	41	15
	Column Comparisons	a b c	-				b	-	e	e	e	e			
I live with a parent or sibling who has a disability or long-term health issue. This would include difficulties with mental health They live with a parent or sibl	% within column	15%	18%↑	8%	11%	11%	16%↑	13%	13%	12%	13%	12%	10%	10%	15%
	N Count	15	67↑	22	82	70	77↑	147	165	94	142	72	89	43	23
	Column Comparisons		-				a b	-							
None of the above	% within column	25%	26%	32%	32%↑	25%	22%↓	24%↓	25%↓	24%↓	26%	25%	32%↑	20%↓	25%
	N Count	25	96	93	249↑	152	106↓	259↓	314↓	180↓	284	151	296↑	84↓	38
	Column Comparisons		-	c d	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 = 1959 (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)

Part 5 of 16

K3b - Do any of the following apply to you/ your child? [MULTI]		SM purchase category		Feelings about SM purchase				Gaming Method					Gaming Type		
		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	NET: Any Gaming	Puzzles or quizzes	Action/ adventure	Shooters
Weighted Base	% within column	213	156	308	548	372	558	1320	562	1300	774	2113	645	725	543
	N Count														
	Column Comparisons														
Unweighted Base	% within column	222	168	322	577	395	588	1306	572	1300	765	2088	658	735	559
	N Count														
	Column Comparisons														
Column Names	% within column	c	d	a	b	c	d	a	b	c	d	e	a	b	c
	N Count														
	Column Comparisons														
I have an EHCP (Education, Health and Care Plan) They have an EHCP (Education, Health and Care Plan)	% within column	11%	16%↑	11%↑	11%↑	10%	10%↑	8%	8%	7%	9%	7%	7%	8%	9%
	N Count	23	24↑	35↑	58↑	38	56↑	103	45	93	69	157	45	61	47
	Column Comparisons										-				
I live with a parent or sibling who has a disability or long-term health issue. This would include difficulties with mental health They live with a parent or sibl	% within column	13%	20%↑	16%↑	13%	15%	12%	13%	14%	13%	11%	12%	14%	10%	11%
	N Count	27	32↑	50↑	71	57	69	166	78	169	89	246	87	75	62
	Column Comparisons		a								-				
None of the above	% within column	25%	25%	26%	22%↓	24%	23%↓	25%↓	24%	26%	29%	27%	26%	29%	20%↓
	N Count	53	40	79	123↓	88	126↓	327↓	132	336	226	576	165	212	109↓
	Column Comparisons								a	-				c	

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 = 1959 (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)

K3b - Do any of the following apply to you/ your child? [MULTI]		Gaming Type										Gaming Frequency		Gaming Purchase Type	
		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	NET: Charac-ter, skin-s, weap-ons, armour, tools	NET: Game expan-sion
Weighted Base	% within column	381	815	1134	553	242	275	721	205	243	1017	1581	456	527	233
	N Count														
	Column Comparisons														
Unweighted Base	% within column	389	795	1093	565	260	281	728	216	251	999	1545	475	542	245
	N Count														
	Column Comparisons														
Column Names	% within column	d	e	f	g	h	i	j	k	l	m	a	b	a	b
	N Count														
	Column Comparisons														
I have an EHCP (Education, Health and Care Plan) They have an EHCP (Education, Health and Care Plan)	% within column	9%	8%	9%	11%↑	11%	10%	6%	11%	10%	8%	9%↑	4%↓	12%↑	13%
	N Count	34	62	97	58↑	27	27	46	23	25	77	137↑	18↓	63↑	30
	Column Comparisons										-	b			
I live with a parent or sibling who has a disability or long-term health issue. This would include difficulties with mental health They live with a parent or sibl	% within column	13%	14%↑	13%	15%↑	8%	13%	11%	14%	13%	14%↑	13%↑	7%↓	13%	14%
	N Count	49	117↑	149	85↑	18	37	76	29	31	139↑	202↑	34↓	70	32
	Column Comparisons		b j		b							-	b		
None of the above	% within column	27%	25%	27%	29%	31%	27%	25%	30%	29%	26%	27%	31%	25%	21%
	N Count	104	202	308	158	74	74	183	61	71	264	421	140	132	48
	Column Comparisons	c		c	c	c e			c	c	-				

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 = 1959 (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)

K3b - Do any of the following apply to you/ your child? [MULTI]		Gaming Purchase Type						Feelings about Gaming Purchase					
		Loot boxes/ packs/ chests/ bundles	In-game money	A stand-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	It's unf-air that people who sp-end mo-re, get further in gam-es	It's not always clear what I'm going to get for my mo-ney in games
Weighted Base	% within column	149	440	146	295	120	201	339	760	436	711	704	442
	N Count												
	Column Comparisons												
Unweighted Base	% within column	156	422	153	312	130	207	348	765	445	724	698	450
	N Count												
	Column Comparisons												
Column Names	% within column	c	d	e	f	g	h	a	b	c	d	e	f
	N Count												
	Column Comparisons												
I have an EHCP (Education, Health and Care Plan) They have an EHCP (Education, Health and Care Plan)	% within column	12%	11%	10%	15%↑	9%	14%↑	8%	11%↑	12%↑	11%↑	10%↑	11%↑
	N Count	17	47	15	43↑	11	28↑	28	84↑	51↑	78↑	73↑	50↑
	Column Comparisons								a	a		a	a
I live with a parent or sibling who has a disability or long-term health issue. This would include difficulties with mental health They live with a parent or sibl	% within column	17%	15%	13%	14%	11%	14%	15%	13%	14%	11%	14%	15%↑
	N Count	26	66	19	42	13	28	51	97	63	79	97	68↑
	Column Comparisons												d
None of the above	% within column	24%	28%	27%	20%	24%	19%	28%	26%	23%	25%	26%	24%
	N Count	37	121	40	60	28	38	94	196	101	180	180	107
	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 = 1959 (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)

K3b - Do any of the following apply to you/ your child? [MULTI]			Gender of child respondent		Age of child respondent						Age and gender of child respondent				
		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
Prefer not to say	% within column	1%	1%	1%	2%	1%	1%	0%	1%	1%	3%	1%	0%	1%	1%
	N Count	23	14	9	9	5	7	2	14	9	6	3	2	4	5
	Column Comparisons	-							-	-					
Don't know	% within column	1%	1%	1%	0%	1%	1%	1%	1%	1%	0%	0%	2%	1%	1%
	N Count	18	11	6	0	9	7	2	9	9	0	0	6	3	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; Weight: Based on Nat Rep Sample; effective sample size = 1959 (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)   Part 9 of 16

BANNER

K3b - Do any of the following apply to you/ your child? [MULTI]		Age and gender of child respondent							Urban/ Rural		Working status				D3 - Social grade
		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				-	-	-	-							

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 = 1959 (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)

K3b - Do any of the following apply to you/ your child? [MULTI]		C1	C2	DE	NET: ABC1	NET: C2DE	Doing well	Getting by	Strugg- ling	White B- ritish	NET: All other Ethnic- ities	Neuro...	Mental Health	NET: Identi- fied ne- ed/ condi- tion	NET: No identi- fied ne- ed/ condi- tion
			D3 - Social grade					Financial wellbeing		Ethnicity		Child identified need/ impacting condition			
Prefer not to say	% within column	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
	N Count	9	6	7	10	13	4	8	8	13	6	1	2	3	20
	Column Comparisons				-	-								-	
Don't know	% within column	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%
	N Count	4	4	7	7	11	5	7	6	15	2	1	1	6	11
	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 = 1959 (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)

K3b - Do any of the following apply to you/ your child? [MULTI]		Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits		Parental Controls		Parental Concern			Time Spent Online (Weekday)		
		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	0 - 2hrs	3 - 4hrs	5 - 6hrs
Prefer not to say	% within column	0%	0%↓	0%	1%	1%	0%↓	1%	1%	1%	1%	1%	1%	1%	0%
	N Count	0	3↓	0	23	10	4↓	18	2	9	4	8	11	6	0
	Column Comparisons					b									
Don't know	% within column	1%	0%↓	0%	1%	1%	1%	1%	1%	0%	1%	1%	0%	1%	1%
	N Count	3	3↓	0	18	8	6	13	2	5	5	6	2	8	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 = 1959 (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)

K3b - Do any of the following apply to you/ your child? [MULTI]		Time Spent Online (Weekday) 6+ hrs	NET: 5+ Hours	Time Spent Online (Weekend) 0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6 hrs	NET: 5+ Hours	Spent Money 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	SM purchase category 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	-						-						

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 = 1959 (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)   Part 13 of 16

BANNER

K3b - Do any of the following apply to you/ your child? [MULTI]		SM purchase category		Feelings about SM purchase				Gaming Method					Gaming Type		
		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	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										a	-			
	% 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								-			

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 = 1959 (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)

K3b - Do any of the following apply to you/ your child? [MULTI]		Gaming Type										Gaming Frequency		Gaming Purchase 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	Interactive stories	Makeovers	NET: Playing against other people	NET: Daily	Weekly	NET: Character, skins, weapons, armour, tools	NET: Game expansion
	% 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		-				

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 = 1959 (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)

K3b - Do any of the following apply to you/ your child? [MULTI]		Gaming Purchase Type						Feelings about Gaming Purchase					
		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	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
Prefer not to say	% within column	1%	0%	1%	1%	0%	0%	1%	1%	1%	1%	1%	1%
	N Count	1	1	2	3	0	0	4	5	6	8	8	5
	Column Comparisons												
Don't know	% within column	1%	1%	2%	1%	2%	2%	1%	1%	2%	1%	1%	1%
	N Count	1	4	3	3	2	4	4	10	8	8	9	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; Weight: Based on Nat Rep Sample; effective sample size = 1959 (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)

Part 16 of 16

K5 - Which of these broad groups best describes your child's ethnic background? Which of these broad groups best describes your ethnic background? [SINGLE]

		Gender of child respondent			Age of child respondent						Age and gender of child respondent
		Total	Male	Female	8-9	10-12	13-15	16-17	NET: 8-12	NET: 13-17	Male 8-9
Weighted Base	% within column	2200	1137	1063	443	687	675	396	1130	1071	223
	N Count										
	Column Comparisons										
Unweighted Base	% within column	2171	1084	1087	432	651	650	438	1083	1088	217
	N Count										
	Column Comparisons										
Column Names	% within column	a	a	b	a	b	c	d	e	f	a
	N Count										
	Column Comparisons										
White	% within column	79%	78%	80%	75%	77%	82%	84%	76%↓	83%↑	73%
	N Count	1,742	892	849	331	527	552	332	858↓	884↑	162
	Column Comparisons	-					a b	a b	-	-	
Asian / Asian British	% within column	7%	7%	7%	8%	7%	7%	6%	7%	7%	6%
	N Count	152	82	71	36	45	47	24	81	71	13
	Column Comparisons	-							-	-	
Black / African / Caribbean / Black British	% within column	9%	10%	8%	13%↑	11%	7%	4%↓	12%↑	6%↓	17%↑
	N Count	202	113	90	57↑	79	49	17↓	136↑	66↓	38↑
	Column Comparisons	-			c d	c d			-	-	e f g h
Mixed	% within column	4%	4%	5%	3%	5%	4%	6%	4%	5%	3%
	N Count	94	45	50	13	33	26	23	46	48	7
	Column Comparisons	-							-	-	
Other	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	N Count	4	2	1	1	2	0	0	4	0	0
	Column Comparisons	-							-	-	
Don't know	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	N Count	0	0	0	0	0	0	0	0	0	0
	Column Comparisons	-	-	-	-	-	-	-	-	-	-
Prefer not to say	% within column	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%
	N Count	6	4	3	3	1	1	1	5	2	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 = 1979 (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)

K5 - Which of these broad groups best describes your child's ethnic background? Which of these broad groups best describes your ethnic background? [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	NET: Female 8-12	NET: Male 13-17
Weighted Base	% within column	220	353	334	339	335	223	198	576	554	562
	N Count										
	Column Comparisons										
Unweighted Base	% within column	215	325	326	321	329	221	248	542	541	542
	N Count										
	Column Comparisons										
Column Names	% within column	b	c	d	e	f	g	h	i	j	k
	N Count										
	Column Comparisons										
White	% within column	77%	76%	77%	83%	81%	81%	86%	75%↓	77%	82%
	N Count	169	269	258	280	272	181	170	431↓	427	461
	Column Comparisons						a		-	-	-
Asian / Asian British	% within column	11%	7%	6%	8%	6%	7%	4%	7%	8%	8%
	N Count	23	25	20	28	20	15	9	39	43	43
	Column Comparisons								-	-	-
Black / African / Caribbean / Black British	% within column	9%	11%	11%	7%	8%	5%	4%↓	14%↑	10%	6%↓
	N Count	19	40	38	23	26	12	7↓	78↑	57	34↓
	Column Comparisons		h	h					-	-	-
Mixed	% within column	3%	5%	5%	2%	5%	6%	6%	4%	4%	4%
	N Count	6	16	17	8	18	14	11	23	23	22
	Column Comparisons								-	-	-
Other	% within column	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%
	N Count	1	2	0	0	0	0	1	2	1	0
	Column Comparisons								-	-	-
Don't know	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	N Count	0	0	0	0	0	0	0	0	0	0
	Column Comparisons	-	-	-	-	-	-	-	-	-	-
Prefer not to say	% within column	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	N Count	1	0	1	1	0	1	0	2	3	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 = 1979 (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)

K5 - Which of these broad groups best describes your child's ethnic background? Which of these broad groups best describes your ethnic background? [SINGLE]		Age and gender of child respondent	Urban/ Rural		Working status				D3 - Social grade		
		NET: Female 13-17	NET: Urban	Rural	Full time	Part time	Student	NET: Not working/ retired	AB	C1	C2
Weighted Base	% within column	527	1956	244	1308	427	111	307	613	574	489
	N Count										
	Column Comparisons										
Unweighted Base	% within column	569	1916	255	1351	385	112	282	868	478	355
	N Count										
	Column Comparisons										
Column Names	% within column	l	a	b	a	b	c	d	a	b	c
	N Count										
	Column Comparisons										
White	% within column	83%	77%↓	93%↑	78%	78%	84%	84%	74%↓	77%	86%↑
	N Count	436	1,514↓	227↑	1,016	335	94	258	451↓	444	420↑
	Column Comparisons	-		a							a b
Asian / Asian British	% within column	5%	8%↑	1%↓	7%	7%	6%	8%	9%	7%	4%
	N Count	28	149↑	3↓	89	30	7	25	55	39	22
	Column Comparisons	-	b								
Black / African / Caribbean / Black British	% within column	6%	10%↑	2%↓	11%↑	7%	8%	3%↓	13%↑	10%	6%
	N Count	34	196↑	6↓	150↑	31	9	8↓	79↑	60	31
	Column Comparisons	-	b		b d	d	d		c d	d	
Mixed	% within column	5%	4%	3%	4%	7%↑	2%	4%	4%	5%	3%
	N Count	28	87	7	49	29↑	2	13	24	29	16
	Column Comparisons	-									
Other	% within column	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%
	N Count	1	4	0	1	1	0	2	2	0	0
	Column Comparisons	-									
Don't know	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	N Count	0	0	0	0	0	0	0	0	0	0
	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 = 1979 (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)

K5 - Which of these broad groups best describes your child's ethnic background? Which of these broad groups best describes your ethnic background? [SINGLE]

		D3 - Social grade			Financial wellbeing			Ethnicity		Child identified need/ impacting condition	
		DE	NET: ABC1	NET: C2DE	Doing well	Getting by	Struggling	White British	NET: All other Ethnicities	Neurodiversity	Mental Health
Weighted Base	% within column	525	1187	1013	397	1138	644	1742	453	194	109
	N Count										
	Column Comparisons										
Unweighted Base	% within column	470	1346	825	448	1107	598	1713	452	182	110
	N Count										
	Column Comparisons										
Column Names	% within column	d	e	f	a	b	c	a	b	a	b
	N Count										
	Column Comparisons										
White	% within column	81%	75%↓	84%↑	72%↓	80%	82%	100%↑	0%↓	91%↑	92%↑
	N Count	427	895↓	846↑	287↓	907	530	1,742↑	0↓	175↑	101↑
	Column Comparisons	a	-	-		a	a	b		d	d
Asian / Asian British	% within column	7%	8%	6%	8%	7%	6%	0%↓	34%↑	2%↓	1%
	N Count	37	94	58	31	80	41	0↓	152↑	3↓	2
	Column Comparisons		-	-					a		
Black / African / Caribbean / Black British	% within column	6%	12%↑	6%↓	16%↑	9%	5%↓	0%↓	45%↑	1%↓	1%↓
	N Count	32	139↑	63↓	64↑	107	31↓	0↓	202↑	1↓	1↓
	Column Comparisons		-	-	b c	c			a		
Mixed	% within column	5%	4%	4%	3%	4%	6%↑	0%↓	21%↑	7%	6%
	N Count	26	52	42	13	40	40↑	0↓	94↑	14	6
	Column Comparisons		-	-			b		a		
Other	% within column	0%	0%	0%	0%	0%	0%	0%↓	1%↑	0%	0%
	N Count	2	2	2	0	2	1	0↓	4↑	0	0
	Column Comparisons		-	-					a		
Don't know	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	N Count	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)

K5 - Which of these broad groups best describes your child's ethnic background? Which of these broad groups best describes your ethnic background? [SINGLE]

		Child identified need/ impacting condition		Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits		Parental Controls	
		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
Weighted Base	% within column	474	1726	234	792	161	2039	916	1181	1836	337
	N Count										
	Column Comparisons										
Unweighted Base	% within column	458	1713	238	806	157	2014	873	1202	1808	340
	N Count										
	Column Comparisons										
Column Names	% within column	c	d	a	b	a	b	a	b	a	b
	N Count										
	Column Comparisons										
White	% within column	87%↑	77%↓	89%	81%	84%	79%	84%↑	77%↓	78%↓	87%↑
	N Count	414↑	1,328↓	207	642	135	1,607	769↑	904↓	1,428↓	293↑
	Column Comparisons	-		b				b			a
Asian / Asian British	% within column	5%	7%	4%	8%	6%	7%	5%↓	9%↑	7%	6%
	N Count	24	129	10	60	9	143	43↓	101↑	130	20
	Column Comparisons	-	a b						a		
Black / African / Caribbean / Black British	% within column	2%↓	11%↑	0%↓	8%↑	6%	9%	6%↓	11%↑	10%↑	3%↓
	N Count	8↓	194↑	1↓	60↑	10	193	54↓	130↑	190↑	9↓
	Column Comparisons	-	a b		a				a	b	
Mixed	% within column	6%	4%	7%	4%	5%	4%	6%	3%	4%	4%
	N Count	29	65	16	30	8	87	51	41	80	15
	Column Comparisons	-						b			
Other	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	N Count	0	4	0	0	0	4	0	2	4	0
	Column Comparisons	-		-	-						
Don't know	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	N Count	0	0	0	0	0	0	0	0	0	0
	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 = 1979 (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)

K5 - Which of these broad groups best describes your child's ethnic background? Which of these broad groups best describes your ethnic background? [SINGLE]

		Parental Concern			Time Spent Online (Weekday)					Time Spent Online (Weekend)	
		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
Weighted Base	% within column	1042	537	597	864	926	270	101	371	286	775
	N Count										
	Column Comparisons										
Unweighted Base	% within column	1005	541	605	845	911	274	105	379	276	765
	N Count										
	Column Comparisons										
Column Names	% within column	a	b	c	a	b	c	d	e	a	b
	N Count										
	Column Comparisons										
White	% within column	87%↑	80%	65%↓	75%↓	82%	82%	77%	81%	72%↓	78%
	N Count	904↑	431	389↓	651↓	759	223	78	300	207↓	608
	Column Comparisons	b c	c		a				-		
Asian / Asian British	% within column	4%↓	8%	12%↑	9%↑	5%↓	7%	4%	6%	14%↑	8%
	N Count	39↓	42	70↑	81↑	48↓	19	4	23	40↑	62
	Column Comparisons		a	a b	b				-	b c d	d
Black / African / Caribbean / Black British	% within column	5%↓	7%	18%↑	11%↑	8%	5%	11%	7%	10%	10%
	N Count	53↓	37	109↑	97↑	74	14	11	25	28	74
	Column Comparisons			a b	c				-		
Mixed	% within column	4%	4%	4%	3%	5%	5%	8%	6%	3%	3%
	N Count	44	22	27	29	42	15	8	23	9	27
	Column Comparisons								-		
Other	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	N Count	0	2	1	2	1	0	0	0	1	2
	Column Comparisons		a						-		
Don't know	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	N Count	0	0	0	0	0	0	0	0	0	0
	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 = 1979 (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)

K5 - Which of these broad groups best describes your child's ethnic background? Which of these broad groups best describes your ethnic background? [SINGLE]		Time Spent Online (Weekend)			Spent Money					SM purchase category	
		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
Weighted Base	% within column	617	483	1100	1268	756	1106	594	932	423	150
	N Count										
	Column Comparisons										
Unweighted Base	% within column	613	481	1094	1274	787	1109	622	897	444	162
	N Count										
	Column Comparisons										
Column Names	% within column	c	d	e	a	b	c	d	e	a	b
	N Count										
	Column Comparisons										
White	% within column	80%	83%	81%	79%	77%	79%	76%	80%	77%	71%
	N Count	494	402	896	1,000	579	873	452	742	324	106
	Column Comparisons	a	a	-							
Asian / Asian British	% within column	6%	3%↓	4%↓	7%	8%	7%	9%	7%	7%	16%↑
	N Count	34	15↓	48↓	83	61	77	54	69	30	24↑
	Column Comparisons			-							a c d
Black / African / Caribbean / Black British	% within column	9%	8%	9%	10%	11%	10%	11%	8%	11%	10%
	N Count	55	39	94	126	84	106	64	76	48	15
	Column Comparisons			-							
Mixed	% within column	5%	6%	5%	4%	4%	4%	4%	4%	5%	3%
	N Count	32	27	59	55	29	48	22	39	20	4
	Column Comparisons			-							
Other	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%
	N Count	0	1	1	1	1	1	1	2	0	1
	Column Comparisons			-							
Don't know	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	N Count	0	0	0	0	0	0	0	0	0	0
	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 = 1979 (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)

K5 - Which of these broad groups best describes your child's ethnic background? Which of these broad groups best describes your ethnic background? [SINGLE]

		SM purchase category		Feelings about SM purchase				Gaming Method			
		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	213	156	308	548	372	558	1320	562	1300	774
	N Count										
	Column Comparisons										
Unweighted Base	% within column	222	168	322	577	395	588	1306	572	1300	765
	N Count										
	Column Comparisons										
Column Names	% within column	c	d	a	b	c	d	a	b	c	d
	N Count										
	Column Comparisons										
White	% within column	75%	78%	77%	77%	78%	78%	85%↑	76%	78%	77%
	N Count	161	122	237	421	290	433	1,117↑	430	1,017	596
	Column Comparisons							b c d			
Asian / Asian British	% within column	7%	6%	11%↑	6%	9%	7%	6%	6%	7%	8%
	N Count	14	9	34↑	35	32	41	76	36	92	62
	Column Comparisons			b							
Black / African / Caribbean / Black British	% within column	15%	11%	9%	13%↑	10%	11%	6%↓	14%↑	10%	11%
	N Count	31	18	27	69↑	37	60	73↓	76↑	132	86
	Column Comparisons							a	a		a
Mixed	% within column	3%	3%	3%	4%	3%	4%	4%	3%	4%	4%
	N Count	7	5	10	21	11	22	52	18	52	29
	Column Comparisons										
Other	% within column	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%
	N Count	0	1	1	1	1	1	2	2	2	1
	Column Comparisons			-		-		-		-	
Don't know	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	N Count	0	0	0	0	0	0	0	0	0	0
	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 = 1979 (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)

K5 - Which of these broad groups best describes your child's ethnic background? Which of these broad groups best describes your ethnic background? [SINGLE]

		Gaming Method	Gaming Type								
		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
Weighted Base	% within column	2113	645	725	543	381	815	1134	553	242	275
	N Count										
	Column Comparisons										
Unweighted Base	% within column	2088	658	735	559	389	795	1093	565	260	281
	N Count										
	Column Comparisons										
Column Names	% within column	e	a	b	c	d	e	f	g	h	i
	N Count										
	Column Comparisons										
White	% within column	79%	73%↓	77%	79%	73%↓	84%↑	80%	83%	75%	79%
	N Count	1,677	473↓	556	429	279↓	681↑	904	457	180	218
	Column Comparisons	-			a		a b c d f h j k	a	a b d h k		
Asian / Asian British	% within column	7%	7%	9%	6%	7%	5%↓	7%	5%	10%	8%
	N Count	146	45	65	34	28	38↓	78	29	24	23
	Column Comparisons	-		e g l		e				e g j l	l
Black / African / Caribbean / Black British	% within column	9%	15%↑	10%	11%	15%↑	7%↓	8%	8%	11%	9%
	N Count	191	98↑	72	62	58↑	55↓	94	42	27	24
	Column Comparisons	-	b c e f g h i k	e	e	b e f i					
Mixed	% within column	4%	4%	4%	3%	4%	5%	5%	4%	4%	3%
	N Count	90	26	32	18	14	40	54	25	10	9
	Column Comparisons	-									
Other	% within column	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%
	N Count	4	1	1	0	2	0	2	0	1	1
	Column Comparisons	-									
Don't know	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	N Count	0	0	0	0	0	0	0	0	0	0
	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 = 1979 (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)

K5 - Which of these broad groups best describes your child's ethnic background? Which of these broad groups best describes your ethnic background? [SINGLE]

		Gaming Type				Gaming Frequency		Gaming Purchase Type			
		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	721	205	243	1017	1581	456	527	233	149	440
	N Count										
	Column Comparisons										
Unweighted Base	% within column	728	216	251	999	1545	475	542	245	156	422
	N Count										
	Column Comparisons										
Column Names	% within column	j	k	l	m	a	b	a	b	c	d
	N Count										
	Column Comparisons										
White	% within column	79%	74%	81%	81%	81%↑	73%↓	78%	73%	83%	82%
	N Count	568	152	198	822	1,283↑	333↓	410	170	124	363
	Column Comparisons	a d		a d	-	b				b e	b e
Asian / Asian British	% within column	6%	9%	3%↓	6%	6%	9%	7%	10%	5%	5%
	N Count	45	18	7↓	58	96	41	35	24	8	21
	Column Comparisons		e l		-		a				
Black / African / Caribbean / Black British	% within column	12%↑	11%	11%	9%	8%	12%	11%	11%	9%	7%
	N Count	84↑	23	27	87	132	56	57	25	14	29
	Column Comparisons	e g			-		a	d			
Mixed	% within column	3%	5%	4%	4%	4%	5%	5%	5%	2%	5%
	N Count	22	11	9	45	65	23	24	13	3	24
	Column Comparisons				-						
Other	% within column	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%
	N Count	1	1	1	2	2	2	1	1	0	1
	Column Comparisons				-						
Don't know	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	N Count	0	0	0	0	0	0	0	0	0	0
	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 = 1979 (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 10 of 22

K5 - Which of these broad groups best describes your child's ethnic background? Which of these broad groups best describes your ethnic background? [SINGLE]

		Gaming Purchase Type				Feelings about Gaming Purchase					
		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	146	295	120	201	339	760	436	711	704	442
	N Count										
	Column Comparisons										
Unweighted Base	% within column	153	312	130	207	348	765	445	724	698	450
	N Count										
	Column Comparisons										
Column Names	% within column	e	f	g	h	a	b	c	d	e	f
	N Count										
	Column Comparisons										
White	% within column	68%↓	78%	76%	81%	79%	78%	77%	79%	81%	78%
	N Count	99↓	231	91	162	267	591	333	564	567	344
	Column Comparisons				e						
Asian / Asian British	% within column	7%	5%	6%	5%	8%	7%	10%	7%	6%	7%
	N Count	11	15	7	11	28	55	42	47	44	33
	Column Comparisons							e			
Black / African / Caribbean / Black British	% within column	21%↑	14%↑	15%	9%	8%	10%	10%	9%	9%	10%
	N Count	31↑	41↑	18	17	28	78	41	67	61	45
	Column Comparisons	a b c d h	d	d							
Mixed	% within column	3%	3%	3%	5%	5%	4%	4%	4%	4%	4%
	N Count	4	8	4	10	17	34	16	31	29	17
	Column Comparisons										
Other	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	N Count	0	0	0	0	0	1	1	1	1	1
	Column Comparisons										
Don't know	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	N Count	0	0	0	0	0	0	0	0	0	0
	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 = 1979 (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

K5 - Which of these broad groups best describes your child's ethnic background? Which of these broad groups best describes your ethnic background? [SINGLE]		Total	Gender of child respondent		Age of child respondent						Age and gender of child respondent
			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	-							-	-	

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 = 1979 (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 22

Page 281

K5 - Which of these broad groups best describes your child's ethnic background? Which of these broad groups best describes your ethnic background? [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	NET: Female 8-12	NET: Male 13-17
	% 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								-	-	-

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 = 1979 (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 13 of 22

K5 - Which of these broad groups best describes your child's ethnic background? Which of these broad groups best describes your ethnic background? [SINGLE]		Age and gender of child respon-dent	Urban/ Rural		Working status				D3 - Social grade		
		NET: Female 13-17	NET: Urban	Rural	Full time	Part time	Student	NET: Not wor-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	-									

K5 - Which of these broad groups best describes your child's ethnic background? Which of these broad groups best describes your ethnic background? [SINGLE]

		D3 - Social grade			Financial wellbeing			Ethnicity		Child identified need/ impacting condition	
		DE	NET: ABC1	NET: C2DE	Doing well	Getting by	Struggling	White British	NET: All other Ethnicities	Neurodiversity	Mental Health
	% within column	0%	0%	0%	0%	0%	0%	0%↓	0%	0%	0%
Prefer not to say	N Count	1	5	1	1	1	0	0↓	0	0	0
	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 = 1979 (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)

K5 - Which of these broad groups best describes your child's ethnic background? Which of these broad groups best describes your ethnic background? [SINGLE]		Child identified need/ impacting condition		Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits		Parental Controls	
		NET: Identified need/ condition	NET: No identified nee-d/ 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	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Prefer not to say	N Count	0	6	0	1	0	6	0	4	5	0
	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 = 1979 (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)

K5 - Which of these broad groups best describes your child's ethnic background? Which of these broad groups best describes your ethnic background? [SINGLE]		Parental Concern			Time Spent Online (Weekday)					Time Spent Online (Weekend)	
		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	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								-		

K5 - Which of these broad groups best describes your child's ethnic background? Which of these broad groups best describes your ethnic background? [SINGLE]

		Time Spent Online (Weekend)			Spent Money					SM purchase category	
		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	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Prefer not to say	N Count	1	0	1	2	1	2	1	4	1	0
	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 = 1979 (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 18 of 22

K5 - Which of these broad groups best describes your child's ethnic background? Which of these broad groups best describes your ethnic background? [SINGLE]

		SM purchase category		Feelings about SM purchase				Gaming Method			
		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
Prefer not to say	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	N Count	0	0	0	1	1	1	0	0	5	1
	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 = 1979 (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 19 of 22

K5 - Which of these broad groups best describes your child's ethnic background? Which of these broad groups best describes your ethnic background? [SINGLE]

		Gaming Method	Gaming Type								
		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	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Prefer not to say	N Count	5	1	0	0	0	1	2	0	0	0
	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 = 1979 (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

K5 - Which of these broad groups best describes your child's ethnic background? Which of these broad groups best describes your ethnic background? [SINGLE]		Gaming Type				Gaming Frequency		Gaming Purchase Type			
		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
	% 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				-						

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 = 1979 (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 21 of 22

K5 - Which of these broad groups best describes your child's ethnic background? Which of these broad groups best describes your ethnic background? [SINGLE]

		Gaming Purchase Type				Feelings about Gaming Purchase					
		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
Prefer not to say	% within column	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	N Count	1	0	0	0	0	1	1	1	2	1
	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 = 1979 (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)

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 of the following best describes you? [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	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
			Gender of child respondent		Age of child respondent						Age and gender of child respondent										
Weighted Base	% within column	1742	892	849	331	527	552	332	858	884	162	169	269	258	280	272	181	170	431	427	461
	N Count																				
	Column Comparisons																				
Unweighted Base	% within column	1713	852	861	318	498	527	370	816	897	156	162	249	249	264	263	183	211	405	411	447
	N Count																				
	Column Comparisons																				
Column Names	% within column	a	a	b	a	b	c	d	e	f	a	b	c	d	e	f	g	h	i	j	k
	N Count																				
	Column Comparisons																				
English / Welsh / Scottish / Northern Irish / British	% within column	96%	95%	97%	95%	95%	97%	96%	95%	97%	93%	97%	94%	96%	97%	97%	96%	97%	94%	97%	96%
	N Count	1,671	848	822	314	501	536	320	815	855	151	163	252	249	272	264	173	166	403	412	445
	Column Comparisons	-							-	-									-	-	-
Irish	% within column	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	0%	0%	1%	1%	1%
	N Count	15	7	7	3	3	8	0	7	8	1	2	2	1	4	3	0	1	3	4	5
	Column Comparisons	-					d		-	-									-	-	-
Gypsy or Irish Traveller	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	N Count	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	Column Comparisons	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any other White background	% within column	3%	4%	2%	4%	4%	2%	3%	4%	2%	7%	2%	5%	3%	1%	2%	4%	2%	6%	3%	3%
	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						-	-									-	-	-
Don't know	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	N Count	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	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 = 1560 (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 1 of 12

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 of the following best describes you? [SINGLE]

		Age and gender of child respondent	Urban/ Rural		Working status				D3 - Social grade						Financial wellbeing			Ethnicity		Child identified need/ impacting condition	
		NET: Female 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-ing by	Strug-gling	Whit...	NET: All ot-her Ethni-cities	Neu...	Ment-al Health
Weighted Base	% within column	436	1514	227	1016	335	94	258	451	444	420	427	895	846	287	907	530	1742	0	175	101
	N Count																				
	Column Comparisons																				
Unweighted Base	% within column	467	1475	238	1048	305	92	234	645	375	307	386	1020	693	323	883	494	1713	0	166	101
	N Count																				
	Column Comparisons																				
Column Names	% within column	l	a	b	a	b	c	d	a	b	c	d	e	f	a	b	c	a	b	a	b
	N Count																				
	Column Comparisons																				
English / Welsh / Scottish / Northern Irish / British	% within column	97%	96%	98%	96%	93%		99%	96%	96%	96%	96%	96%	96%	95%	96%	97%	96%		98%	98%
	N Count	424	1,448	223	975	313		254	432	427	402	409	859	812	271	867	516	1,671		171	99
	Column Comparisons	-						b					-	-				-			
Irish	% within column	1%	1%	1%	1%	0%		1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%		0%	1%
	N Count	4	13	2	11	1		1	5	3	3	3	8	6	3	9	3	15		0	1
	Column Comparisons	-											-	-				-			
Gypsy or Irish Traveller	% within column	0%	0%	0%	0%	0%		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%		0%	0%
	N Count	0	0	0	0	0		0	0	0	0	0	0	0	0	0	0	0		0	0
	Column Comparisons	-	-	-	-	-		-	-	-	-	-	-	-	-	-	-	-		-	-
Any other White background	% within column	2%	4%	1%	3%	6%		1%	3%	3%	3%	3%	3%	3%	4%	3%	2%	3%		2%	1%
	N Count	8	53	3	31	22		2	14	14	14	14	28	28	13	32	12	56		4	1
	Column Comparisons	-				a 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 = 1560 (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 12

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 of the following best describes you? [SINGLE]		Child identified need/ impacting condition		Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits		Parental Controls		Parental Concern			Time Spent Online (Weekday)				Time Spent Online (Weekend)		
		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	Not Concerned	A little Concerned	NET: Mod... Very Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs	6+ hrs	NET: 5 + Hours	0 - 2hrs	3 - 4hrs
Weighted Base	% within column	414	1328	207	642	135	1607	769	904	1428	293	904	431	389	651	759	223	78	300	207	608
	N Count																				
	Column Comparisons																				
Unweighted Base	% within column	401	1312	212	649	130	1583	731	918	1399	297	868	431	399	633	740	228	81	309	198	600
	N Count																				
	Column Comparisons																				
Column Names	% within column	c	d	a	b	a	b	a	b	a	b	a	b	c	a	b	c	d	e	a	b
	N Count																				
	Column Comparisons																				
English / Welsh / Scottish / Northern Irish / British	% within column	97%	96%	96%	97%	98%	96%	97%	96%	96%	97%	97%	96%	94%	95%	96%	98%		97%	95%	95%
	N Count	402	1,269	199	622	133	1,538	744	864	1,369	284	874	414	367	618	731	217		291	197	578
	Column Comparisons	-																	-		
Irish	% within column	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%		1%	2%	1%
	N Count	3	12	1	7	1	14	6	8	13	2	9	3	3	9	4	1		2	4	6
	Column Comparisons	-																	-		
Gypsy or Irish Traveller	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%		0%	0%	0%
	N Count	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		0	0	0
	Column Comparisons	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		-	-	-
Any other White background	% within column	2%	4%	3%	2%	1%	3%	2%	4%	3%	2%	2%	3%	5%	4%	3%	2%		3%	3%	4%
	N Count	9	47	7	13	1	55	19	33	47	7	21	14	18	24	23	4		8	7	23
	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 = 1560 (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)

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 of the following best describes you? [SINGLE]

		Time Spent Online (Weekend)			Spent Money					SM purchase category				Feelings about SM purchase				Gaming Method			
		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	Subs... 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	494	402	896	1000	579	873	452	742	324	106	161	122	237	421	290	433	1117	430	1017	596
	N Count																				
	Column Comparisons																				
Unweighted Base	% within column	487	399	886	1005	607	875	477	708	342	120	168	132	249	444	309	458	1097	438	1011	584
	N Count																				
	Column Comparisons																				
Column Names	% within column	c	d	e	a	b	c	d	e	a	b	c	d	a	b	c	d	a	b	c	d
	N Count																				
	Column Comparisons																				
English / Welsh / Scottish / Northern Irish / British	% within column	97%	97%	97%	96%	97%	96%	97%	96%	98%	97%	99%	95%	95%	98%	97%	97%	96%	94%	97%	96%
	N Count	478	390	868	962	561	839	438	709	317	102	159	116	226	412	281	418	1,077	405	984	573
	Column Comparisons			-											a d						
Irish	% within column	0%	1%	1%	1%	1%	1%	1%	1%	0%	1%	0%	2%	2%	1%	1%	1%	1%	1%	1%	1%
	N Count	2	3	4	9	5	9	5	5	1	2	1	3	4	5	3	5	9	4	8	5
	Column Comparisons			-														-			
Gypsy or Irish Traveller	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	N Count	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	Column Comparisons	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any other White background	% within column	3%	2%	3%	3%	2%	3%	2%	4%	2%	2%	0%	3%	3%	1%	2%	2%	3%	5%	2%	3%
	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				

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 = 1560 (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)

		Gaming Method	Gaming Type													Gaming Frequency		Gaming Purchase Type			
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 of the following best describes you? [SINGLE]		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	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	1677	473	556	429	279	681	904	457	180	218	568	152	198	822	1283	333	410	170	124	363
	N Count																				
	Column Comparisons																				
Unweighted Base	% within column	1648	478	558	438	287	661	867	461	192	223	571	161	200	806	1250	344	427	182	131	347
	N Count																				
	Column Comparisons																				
Column Names	% within column	e	a	b	c	d	e	f	g	h	i	j	k	l	m	a	b	a	b	c	d
	N Count																				
	Column Comparisons																				
English / Welsh / Scottish / Northern Irish / British	% within column	96%	95%	96%	97%	97%	96%	96%	97%	96%	96%	97%	97%	97%	96%	96%	96%	97%	99%	99%	98%
	N Count	1,609	451	536	417	270	653	869	442	173	209	550	147	191	790	1,232	319	399	168	123	355
	Column Comparisons	-													-						
Irish	% within column	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%
	N Count	15	4	4	3	2	6	8	4	0	2	6	1	4	7	8	6	4	2	1	2
	Column Comparisons	-													-		a				
Gypsy or Irish Traveller	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	N Count	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	Column Comparisons	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Any other White background	% within column	3%	4%	3%	2%	3%	3%	3%	2%	4%	3%	2%	3%	2%	3%	3%	2%	2%	0%	0%	2%
	N Count	53	18	17	9	7	22	27	11	6	7	13	4	3	25	44	8	8	1	0	6
	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 = 1560 (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 12

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 of the following best describes you? [SINGLE]		BANNER									
		Gaming Purchase Type				Feelings about Gaming Purchase					
		A standard version of the game	A subs...	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	99	231	91	162	267	591	333	564	567	344
	N Count										
	Column Comparisons										
Unweighted Base	% within column	106	242	99	168	275	595	340	574	563	350
	N Count										
	Column Comparisons										
Column Names	% within column	e	f	g	h	a	b	c	d	e	f
	N Count										
	Column Comparisons										
English / Welsh / Scottish / Northern Irish / British	% within column	96%	96%		98%	96%	98%	98%	98%	97%	96%
	N Count	95	223		159	256	578	326	550	548	331
	Column Comparisons										
Irish	% within column	2%	1%		1%	1%	1%	1%	1%	1%	1%
	N Count	2	3		2	3	5	3	6	5	4
	Column Comparisons										
Gypsy or Irish Traveller	% within column	0%	0%		0%	0%	0%	0%	0%	0%	0%
	N Count	0	0		0	0	0	0	0	0	0
	Column Comparisons	-	-		-	-	-	-	-	-	-
Any other White background	% within column	2%	2%		1%	3%	1%	1%	1%	2%	3%
	N Count	2	5		2	8	9	4	8	14	9
	Column Comparisons					b c					

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 = 1560 (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)

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 of the following best describes you? [SINGLE]

		Gender of child respondent		Age of child respondent						Age and gender of child respondent									
		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	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%	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	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 = 1560 (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 7 of 12

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 of the following best describes you? [SINGLE]		Age and gender of child respondent	Urban/ Rural		Working status				D3 - Social grade						Financial wellbeing			Ethnicity		Child identified need/ impacting condition
		NET: Female 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-ing by	Strug-gling	NET: Whit...	All ot-her Ethni-cities	Neu...	Ment-al Health
	% within column	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
	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 = 1560 (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)

BANNER

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 of the following best describes you? [SINGLE]		Child identified need/ impacting condition		Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits		Parental Controls		Parental Concern			Time Spent Online (Weekday)					Time Spent Online (Weekend)	
		NET: Identi-fied need/ condi-tion	NET: No identi-fied need/ condi-tion	NET: Yes	No	Has an EHCP	Don't have an EHCP	NET: Hous-ehold recei-ves Benef-its	No Benef-its	NET: Has Paren-tal Contr-ols	No Contr-ols	Not Conc-erned	A little Conc-erned	NET: Mod... Very Conc-erned	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%	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	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		-	-	-

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 = 1560 (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)

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 of the following best describes you? [SINGLE]		Time Spent Online (Weekend)			Spent Money					SM purchase category				Feelings about SM purchase				Gaming Method			
		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	Subs... 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
Don't know	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	N Count	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	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 = 1560 (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)

		Gaming Method	Gaming Type													Gaming Frequency		Gaming Purchase Type			
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 of the following best describes you? [SINGLE]		NET: Any Gaming	Puzz-les or quiz-zes	Action / adve-nture	Shoot-ers	Play-ing agai-nst o-ne ot-her pers-on	Play-ing agai-nst multi-ple peop-le/ te-ams	Creat-ive an-d buil-ding games	Play-ing in a virt-ual worlds	Simul-ation exper-ience	Fitn-ess a-nd da-nce	Sports	Intera-ctive stories	Make-overs	NET: Play-ing agai-nst ot-her peop-le	NET: Daily	Week-ly	NET: Chara-cter, skins, weap-ons, armo-ur, to-ols	NET: Game expan-sion	Loot boxes/ packs/ chests / bun-dles	In-game mon-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	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 = 1560 (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 11 of 12

		BANNER									
		Gaming Purchase Type				Feelings about Gaming Purchase					
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 of the following best describes you? [SINGLE]		A standard version of the game	A subs...	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
	% 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	-	-		-	-	-	-	-	-	-

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 = 1560 (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)

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]

		Total	Gender of child respondent		Age of child respondent						Age and gender of child respondent									
			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	Female 13-15	Male 16-17	Female 16-17	NET: Male 8-12	NET: Female 8-12
Weighted Base	% within column	152	82	71	36	45	47	24	81	71	13	23	25	20	28	20	15	9	39	43
	N Count																			
	Column Comparisons																			
Unweighted Base	% within column	152	76	76	39	42	46	25	81	71	14	25	23	19	25	21	14	12	37	44
	N Count																			
	Column Comparisons																			
Column Names	% within column	a	a	b	a	b	c	d	e	f	a	b	c	d	e	f	g	h	i	j
	N Count																			
	Column Comparisons																			
Bangladeshi	% within column	10%																		
	N Count	15																		
	Column Comparisons	-																		
Indian	% within column	28%																		
	N Count	43																		
	Column Comparisons	-																		
Pakistani	% within column	24%																		
	N Count	36																		
	Column Comparisons	-																		
Chinese	% within column	18%																		
	N Count	28																		
	Column Comparisons	-																		
Any other Asian background	% within column	20%																		
	N Count	30																		
	Column Comparisons	-																		
Don't know	% within column	0%																		
	N Count	0																		
	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 = 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)

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]

		Age and gender of child respondent		Urban/ Rural		Working status				D3 - Social grade						Financial wellbeing			Ethnicity	
		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	Gett-ing by	Strugg-ling	Whit...	NET: All oth-er Ethnic-ities
Weighted Base	% within column	43	28	149	3	89	30	7	25	55	39	22	37	94	58	31	80	41	0	152
	N Count																			
	Column Comparisons																			
Unweighted Base	% within column	39	33	149	3	92	26	8	25	75	31	15	31	106	46	37	77	37	0	152
	N Count																			
	Column Comparisons																			
Column Names	% within column	k	l	a	b	a	b	c	d	a	b	c	d	e	f	a	b	c	a	b
	N Count																			
	Column Comparisons																			
Bangladeshi				10%										8%						10%
				15										8						15
				-										-						-
Indian				29%										31%						28%
				43										29						43
				-										-						-
Pakistani				24%										22%						24%
				35										20						36
				-										-						-
Chinese				18%										21%						18%
				27										20						28
				-										-						-
Any other Asian background				20%										18%						20%
				29										17						30
				-										-						-
Don't know				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 = 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)

	BANNER																		
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]	Child identified need/ impacting condition				Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits		Parental Controls		Parental Concern			Time Spent Online (Weekday)			
	Neur...	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	NET: Has Parental Controls	No Controls	Not Concerned	A little Concerned	NET: Mod... Very Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs	6+ hrs
Weighted Base — % within column	3	2	24	129	10	60	9	143	43	101	130	20	39	42	70	81	48	19	4
Unweighted Base — % within column	3	2	24	128	10	60	10	142	40	105	129	20	38	44	69	80	48	19	5
Column Names — % within column	a	b	c	d	a	b	a	b	a	b	a	b	a	b	c	a	b	c	d
Bangladeshi %				9%				9%		7%	9%								
N Count				12				13		7	11								
Column Comparisons				-				-		-	-								
Indian %				27%				27%		32%	28%								
N Count				34				39		32	36								
Column Comparisons				-				-		-	-								
Pakistani %				24%				24%		20%	25%								
N Count				31				34		20	33								
Column Comparisons				-				-		-	-								
Chinese %				20%				20%		23%	18%								
N Count				26				28		23	23								
Column Comparisons				-				-		-	-								
Any other Asian background %				19%				20%		19%	21%								
N Count				25				29		19	27								
Column Comparisons				-				-		-	-								

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]		Time Spent Online (Weekday)	Time Spent Online (Weekend)					Spent Money					SM purchase category				Feelings about SM purchase			
		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	Bought something from both	Not bought from either	Product	Activity	Subs... Upgrade	NET: Gift	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	23	40	62	34	15	48	83	61	77	54	69	30	24	14	9	34	35	32	41
	N Count																			
	Column Comparisons																			
Unweighted Base	% within column	24	40	58	36	16	52	85	61	78	54	67	30	23	15	10	34	37	34	42
	N Count																			
	Column Comparisons																			
Column Names	% within column	e	a	b	c	d	e	a	b	c	d	e	a	b	c	d	a	b	c	d
	N Count																			
	Column Comparisons																			
Bangladeshi																				
Indian																				
Pakistani																				
Chinese																				
Any other Asian background																				

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]

		Gaming Method					Gaming Type													Gaming Frequency
		Games console or games player	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	Simulation experience	Fitness and dance	Sports	Interactive stories	Makeovers	NET: Playing against other people	NET: Daily
Weighted Base	% within column	76	36	92	62	146	45	65	34	28	38	78	29	24	23	45	18	7	58	96
	N Count																			
	Column Comparisons																			
Unweighted Base	% within column	77	37	91	62	147	48	66	35	26	39	77	31	26	23	45	18	9	57	94
	N Count																			
	Column Comparisons																			
Column Names	% within column	a	b	c	d	e	a	b	c	d	e	f	g	h	i	j	k	l	m	a
	N Count																			
	Column Comparisons																			
Bangladeshi						10% 15 -														
Indian						27% 40 -														
Pakistani						24% 34 -														
Chinese						19% 28 -														
Any other Asian background						20% 29 -														

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)

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]		Gaming Frequency	Gaming Purchase Type								Feelings about Gaming Purchase					
		Week-ly	NET: Chara-cter, skins, weap-ons, armo-ur, to-ols	NET: Game expan-sion	Loot boxes/ packs/ chests/ bund-les	In-game money	A stan-dard version of the game	A subscr-iption	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	41	35	24	8	21	11	15	7	11	28	55	42	47	44	33
	N Count															
	Column Comparisons															
Unweighted Base	% within column	45	34	25	7	21	12	17	8	10	29	56	42	50	44	35
	N Count															
	Column Comparisons															
Column Names	% within column	b	a	b	c	d	e	f	g	h	a	b	c	d	e	f
	N Count															
	Column Comparisons															
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.

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

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]		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	Female 13-15	Male 16-17	Female 16-17	NET: Male 8-12	NET: Female 8-12
	% within column	0%																		
Don't know	N Count	0																		
	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 = 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)

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]	Age and gender of child respondent		Urban/ Rural		Working status				D3 - Social grade						Financial wellbeing			Ethnicity	
	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	Gett-ing by	Strugg-ling	Whit...	NET: All oth-er Ethnic-ities
			0%										0%						0%
Don't know			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 = 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 8 of 12

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]	Child identified need/ impacting condition			Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits		Parental Controls		Parental Concern			Time Spent Online (Weekday)			
	Neur...	Mental Health	NET: Identi- fied need/ condi- tion	NET: No identi- fied need/ condi- tion	NET: Yes	No	Has an EHCP	Don't have an EHCP	NET: House- hold recei- ves Benef- its	No Benef- its	NET: Has Paren- tal Contr- ols	No Contr- ols	Not Conce- rned	A little Conce- rned	NET: Mod... Very Conce- rned	0 - 2hrs	3 - 4hrs	5 - 6hrs	6+ hrs
			0%					0%		0%	0%								
Don't know			0					0		0	0								
			-					-		-	-								

	Time Spent Online (Week-day)	Time Spent Online (Weekend)					Spent Money					SM purchase category				Feelings about SM purchase			
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 + 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	Bought something from both	Not bought from either	Prod-uct	Activ-ity	Subs... 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
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)

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]

	Gaming Method					Gaming Type													Gaming Frequency
	Games console or games player	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	Simulation experience	Fitness and dance	Sports	Interactive stories	Makeovers	NET: Playing against other people	NET: Daily
Don't know					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 = 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 11 of 12

Page 314

	Gaming Frequency	Gaming Purchase Type							Feelings about Gaming Purchase					
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]	Week-ly	NET: Chara-cter, skins, weap-ons, armo-ur, to-ols	NET: Game expan-sion	Loot boxes/ packs/ chests/ bund-les	In-game money	A stan-dard version of the game	A subscr-iption	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
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 12 of 12

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 ethnic background as 'Black / African / Caribbean / Black British'. Which of these best decribes you/ your child? [SINGLE]

| | | Total | Gender of child respondent | | Age of child respondent | | | | NET: 8-12 | NET: 13-17 | Age and gender of child respondent | | | | | | | | NET: Male 8-12 | NET: Female 8-12 |
			Male	Female	8-9	10-12	13-15	16-17			Male 8-9	Female 8-9	Male 10-12	Female 10-12	Male 13-15	Female 13-15	Male 16-17	Female 16-17		
Weighted Base	% within column	202	113	90	57	79	49	17	136	66	38	19	40	38	23	26	12	7	78	57
	N Count																			
	Column Comparisons																			
Unweighted Base	% within column	205	111	94	57	79	50	19	136	69	38	19	38	41	24	26	11	11	76	60
	N Count																			
	Column Comparisons																			
Column Names	% within column	a	a	b	a	b	c	d	e	f	a	b	c	d	e	f	g	h	i	j
	N Count																			
	Column Comparisons																			
African	% within column	94%	95%						95%											
	N Count	190	107						129											
	Column Comparisons	-							-											
Caribbean	% within column	4%	2%						3%											
	N Count	8	3						4											
	Column Comparisons	-							-											
Any other Black background	% within column	2%	2%						3%											
	N Count	4	2						4											
	Column Comparisons	-							-											
Don't know	% within column	0%	0%						0%											
	N Count	0	0						0											
	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 = 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 1 of 6

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 ethnic background as 'Black / African / Caribbean / Black British'. Which of these best decribes you/ your child? [SINGLE]

		Age and gender of child respondent		Urban/ Rural		Working status				D3 - Social grade						Financial wellbeing			Ethnicity	
		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	Gett-ing by	Strugg-ling	Whit...	NET: All oth-er Ethnic-ities
Weighted Base	% within column	34	34	196	6	150	31	9	8	79	60	31	32	139	63	64	107	31	0	202
	N Count																			
	Column Comparisons																			
Unweighted Base	% within column	35	37	199	6	157	27	10	8	110	47	22	26	157	48	73	104	28	0	205
	N Count																			
	Column Comparisons																			
Column Names	% within column	k	l	a	b	a	b	c	d	a	b	c	d	e	f	a	b	c	a	b
	N Count																			
	Column Comparisons																			
African				94%		94%				92%				94%			95%			94%
				184		141				72				131			102			190
				-		-				-				-						-
Caribbean				4%		4%				4%				3%			3%			4%
				8		6				3				5			3			8
				-		-				-				-						-
Any other Black background				2%		2%				4%				2%			1%			2%
				4		3				3				3			2			4
				-		-				-				-						-
Don't know				0%		0%				0%				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: 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)

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 ethnic background as 'Black / African / Caribbean / Black British'. Which of these best decribes you/ your child? [SINGLE]		Child identified need/ impacting condition				Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits		Parental Controls		Parental Concern			Time Spent Online (Weekday)			
		Neur...	Mental Health	NET: Identified need/ condition	NET: No identified need/ condition	NET: Yes	No	Has an EHCP	Don't have an EHCP	NET: House-hold recei-ves Benef-its	No Benef-its	NET: Has Paren-tal Contr-ols	No Contr-ols	Not Conce-rned	A little Conce-rned	NET: Mod... Very Conce-rned	0 - 2hrs	3 - 4hrs	5 - 6hrs	6+ hrs
Weighted Base	% within column	1	1	8	194	1	60	10	193	54	130	190	9	53	37	109	97	74	14	11
	N Count																			
	Column Comparisons																			
Unweighted Base	% within column	2	1	8	197	1	64	10	195	55	132	194	9	53	41	109	95	80	15	11
	N Count																			
	Column Comparisons																			
Column Names	% within column	a	b	c	d	a	b	a	b	a	b	a	b	a	b	c	a	b	c	d
	N Count																			
	Column Comparisons																			
African					94%				94%		98%	94%				94%				
					182				182		127	179				103				
					-				-		a	-				-				
Caribbean					4%				3%		2%	3%				3%				
					8				6		2	6				3				
					-				-		-	-				-				
Any other Black background					2%				2%		1%	2%				3%				
					4				4		1	4				3				
					-				-		-	-				-				
Don't know					0%				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: 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 3 of 6

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 ethnic background as 'Black / African / Caribbean / Black British'. Which of these best decribes you/ your child? [SINGLE]

		Time Spent Online (Week-day)	Time Spent Online (Weekend)					Spent Money					SM purchase category				Feelings about SM purchase			
		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	Bought something from both	Not bought from either	Product	Activity	Subs... Upgrade	NET: Gift	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	25	28	74	55	39	94	126	84	106	64	76	48	15	31	18	27	69	37	60
Unweighted Base	% 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	e	a	b	c	d	e	a	b	c	d	e	a	b	c	d	a	b	c	d
African							91% 85 -	92% 116		95% 100										
Caribbean							6% 5 -	5% 6		5% 5										
Any other Black background							4% 3 -	3% 3		1% 1										
Don't know							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 = 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 4 of 6
Page 319

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 ethnic background as 'Black / African / Caribbean / Black British'. Which of these best decribes you/ your child? [SINGLE]

	Gaming Method					Gaming Type													Gaming Frequency
	Games console or games player	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	Simulation experience	Fitness and dance	Sports	Interactive stories	Makeovers	NET: Playing against other people	NET: Daily
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	c	d	e	a	b	c	d	e	f	g	h	i	j	k	l	m	a
African			94% / 124 / -		95% / 181 / -	94% / 92 / -													94% / 123 / -
Caribbean			4% / 5 / -		3% / 6 / -	2% / 2 / -													4% / 5 / -
Any other Black background			2% / 2 / -		2% / 4 / -	4% / 3 / -													3% / 3 / -
Don't know			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 = 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)

		Gaming Frequency	Gaming Purchase Type								Feelings about Gaming Purchase					
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 ethnic background as 'Black / African / Caribbean / Black British'. Which of these best decribes you/ your child? [SINGLE]		Week-ly	NET: Chara-cter, skins, weap-ons, armo-ur, to-ols	NET: Game expan-sion	Loot boxes/ packs/ chests/ bund-les	In-game money	A stan-dard version of the game	A subscr-iption	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	56	57	25	14	29	31	41	18	17	28	78	41	67	61	45
	N Count															
	Column Comparisons															
Unweighted Base	% within column	59	58	25	14	30	30	45	19	20	29	80	45	69	62	47
	N Count															
	Column Comparisons															
Column Names	% within column	b	a	b	c	d	e	f	g	h	a	b	c	d	e	f
	N Count															
	Column Comparisons															

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

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 of the following best describes you? [SINGLE]

		Total	Gender of child respondent		Age of child respondent						Age and gender of child respondent										
			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	Female 13-15	Male 16-17	Female 16-17	NET: Male 8-12	NET: Female 8-12	NET: Male 13-17
Weighted Base	% within column	94	45	50	13	33	26	23	46	48	7	6	16	17	8	18	14	11	23	23	22
	N Count																				
	Column Comparisons																				
Unweighted Base	% within column	91	38	53	14	28	26	23	42	49	7	7	12	16	7	19	12	13	19	23	19
	N Count																				
	Column Comparisons																				
Column Names	% within column	a	a	b	a	b	c	d	e	f	a	b	c	d	e	f	g	h	i	j	k
	N Count																				
	Column Comparisons																				

White and Asian

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

BANNER

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 of the following best describes you? [SINGLE]

| | | Age and gender of child respondent | Urban/ Rural | | Working status | | | | D3 - Social grade | | | | | | Financial wellbeing | | | Ethnicity | | Child identified need/ impacting condition | |
		NET: Female 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-ing by	Strug-gling	Whit...	NET: All ot-her Ethni-cities	Neu...	Ment-al Health
Weighted Base	% within column	28	87	7	49	29	2	13	24	29	16	26	52	42	13	40	40	0	94	14	6
	N Count																				
	Column Comparisons																				
Unweighted Base	% within column	31	84	7	50	25	2	12	33	23	11	24	56	35	14	39	38	0	91	11	6
	N Count																				
	Column Comparisons																				
Column Names	% within column	l	a	b	a	b	c	d	a	b	c	d	e	f	a	b	c	a	b	a	b
	N Count																				
	Column Comparisons																				

White and Asian

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)

BANNER

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 of the following best describes you? [SINGLE]

		Child identified need/ impacting condition		Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits		Parental Controls		Parental Concern			Time Spent Online (Weekday)					Time Spent Online (Weekend)	
		NET: Identi-fied need/ condi-tion	NET: No identi-fied need/ condi-tion	NET: Yes	No	Has an EHCP	Don't have an EHCP	NET: Hous-ehold recei-ves Benef-its	No Benef-its	NET: Has Paren-tal Contr-ols	No Contr-ols	Not Conc-erned	A little Conc-erned	NET: Mod... Very Conc-erned	0 - 2hrs	3 - 4hrs	5 - 6hrs	6+ hrs	NET: 5 + Hours	0 - 2hrs	3 - 4hrs
Weighted Base	% within column	29	65	16	30	8	87	51	41	80	15	44	22	27	29	42	15	8	23	9	27
	N Count																				
	Column Comparisons																				
Unweighted Base	% within column	25	66	15	32	7	84	47	41	77	14	43	21	26	31	40	12	8	20	11	27
	N Count																				
	Column Comparisons																				
Column Names	% within column	c	d	a	b	a	b	a	b	a	b	a	b	c	a	b	c	d	e	a	b
	N Count																				
	Column Comparisons																				

White and Asian

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)

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 of the following best describes you? [SINGLE]

		Time Spent Online (Weekend)			Spent Money					SM purchase category				Feelings about SM purchase				Gaming Method			
		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	Subs... 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	32	27	59	55	29	48	22	39	20	4	7	5	10	21	11	22	52	18	52	29
	N Count																				
	Column Comparisons																				
Unweighted Base	% within column	28	25	53	53	28	45	20	38	20	4	5	5	9	20	11	22	48	17	54	28
	N Count																				
	Column Comparisons																				
Column Names	% within column	c	d	e	a	b	c	d	e	a	b	c	d	a	b	c	d	a	b	c	d
	N Count																				
	Column Comparisons																				
White and Asian																					
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)

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 of the following best describes you? [SINGLE]		Gaming Method	Gaming Type													Gaming Frequency		Gaming Purchase Type			
		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	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	90	26	32	18	14	40	54	25	10	9	22	11	9	45	65	23	24	13	3	24
	N Count																				
	Column Comparisons																				
Unweighted Base	% within column	87	29	33	18	14	37	50	24	11	10	22	12	10	43	61	24	22	12	3	22
	N Count																				
	Column Comparisons																				
Column Names	% within column	e	a	b	c	d	e	f	g	h	i	j	k	l	m	a	b	a	b	c	d
	N Count																				
	Column Comparisons																				
White and Asian																					
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)

		Gaming Purchase Type				Feelings about Gaming Purchase					
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 of the following best describes you? [SINGLE]		A stand-ard vers-ion of the game	A subs...	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 peop-le who spend more, get furt-her in games	It's n-ot always clear what I'm going to get for my mon-ey in games
Weighted Base	% within column	4	8	4	10	17	34	16	31	29	17
	N Count										
	Column Comparisons										
Unweighted Base	% within column	4	8	4	9	15	32	16	29	26	16
	N Count										
	Column Comparisons										
Column Names	% within column	e	f	g	h	a	b	c	d	e	f
	N Count										
	Column Comparisons										
White and Asian											
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)

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 of the following best describes you? [SINGLE]

BANNER

		Total	Gender of child respondent		Age of child respondent						Age and gender of child respondent												Urban / Rural
			Male	Fema-le	8-9	10-12	13-15	16-17	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	NET: Urban
Weighted Base	% within column	4	2	1	1	2	0	0	4	0	0	1	2	0	0	0	0	1	2	1	0	1	4
	N Count																						
	Column Comparisons																						
Unweighted Base	% within column	4	3	1	1	3	0	0	4	0	0	1	3	0	0	0	0	1	3	1	0	1	4
	N Count																						
	Column Comparisons																						
Column Names	% within column	a	a	b	a	b	c	d	e	f	a	b	c	d	e	f	g	h	i	j	k	l	a
	N Count																						
	Column Comparisons																						

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; 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)

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 of the following best describes you? [SINGLE]		Urban / Rural	Working status				D3 - Social grade						Financial wellbeing			Ethnicity		Child identified need/ impacting condition				Disability/ Condition in HH	
		Rural	Full time	Part time	Stud-ent	NET: Not work-ing/ reti-red	AB	C1	C2	DE	NET: ABC1	NET: C2DE	Doing well	Gett-ing by	Strug-gling	Whit...	NET: All ot-her Ethni-cities	Neu...	Ment-al Health	NET: Identi-fied need/ condi-tion	NET: No identi-fied need/ condi-tion	NET: Yes	No
Weighted Base	% within column	0	1	1	0	2	2	0	0	2	2	2	0	2	1	0	4	0	0	0	4	0	0
	N Count																						
	Column Comparisons																						
Unweighted Base	% within column	0	1	1	0	2	2	0	0	2	2	2	0	3	1	0	4	0	0	0	4	0	0
	N Count																						
	Column Comparisons																						
Column Names	% within column	b	a	b	c	d	a	b	c	d	e	f	a	b	c	a	b	a	b	c	d	a	b
	N Count																						
	Column Comparisons																						

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; 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

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 of the following best describes you? [SINGLE]

		Educational Health Care Plan (EHCP)		Benefits		Parental Controls		Parental Concern			Time Spent Online (Weekday)					Time Spent Online (Weekend)					Spent Money		
		Has an EHCP	Don't have an EHCP	NET: Household receives Benefits	No Benefits	NET: Has Parental Controls	No Controls	Not Concerned	A little Concerned	NET: Mod... Very Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs	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
Weighted Base	% within column	0	4	0	2	4	0	0	2	1	2	1	0	0	0	1	2	0	1	1	1	1	1
	N Count																						
	Column Comparisons																						
Unweighted Base	% within column	0	4	0	2	4	0	0	3	1	3	1	0	0	0	1	2	0	1	1	1	1	1
	N Count																						
	Column Comparisons																						
Column Names	% within column	a	b	a	b	a	b	a	b	c	a	b	c	d	e	a	b	c	d	e	a	b	c
	N Count																						
	Column Comparisons																						

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; 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)

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 of the following best describes you? [SINGLE]		Spent Money		SM purchase category				Feelings about SM purchase				Gaming Method					Gaming Type						
		Bought something from both	Not bought from either	Product	Activity	Subs... 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	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	1	2	0	1	0	1	1	1	1	1	2	2	2	1	4	1	1	0	2	0	2	0
	N Count																						
	Column Comparisons																						
Unweighted Base	% within column	1	3	0	1	0	1	1	1	1	1	3	2	2	1	4	1	1	0	2	0	3	0
	N Count																						
	Column Comparisons																						
Column Names	% within column	d	e	a	b	c	d	a	b	c	d	a	b	c	d	e	a	b	c	d	e	f	g
	N Count																						
	Column Comparisons																						

Don't know

Part 4 of 5

		Gaming Type					Gaming Frequency		Gaming Purchase Type								Feelings about Gaming Purchase					
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 of the following best describes you? [SINGLE]		Simul-ation exper-ience	Fitn-ess a-nd da-nce	Sports	Intera-ctive stories	Make-overs	NET: Play-ing agai-nst ot-her peop-le	NET: Daily	NET: Week-ly	NET: Chara-cter, skins, weap-ons, armo-ur, to-ols	NET: Game expan-sion	Loot boxes/ packs/ chests / bun-dles	In-game mon-ey	A stand-ard vers-ion of the game	A subs...	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 peop-le who spend more, get furt-her in games	It's n-ot always clear what I'm going to get for my mon-ey in games
Weighted Base	% within column	1	1	1	1	1	2	2	2	1	1	0	1	0	0	0	0	0	1	1	1	1	1
	N Count																						
	Column Comparisons																						
Unweighted Base	% within column	1	1	1	1	1	2	2	2	1	1	0	1	0	0	0	0	0	1	1	1	1	1
	N Count																						
	Column Comparisons																						
Column Names	% within column	h	i	j	k	l	m	a	b	a	b	c	d	e	f	g	h	a	b	c	d	e	f
	N Count																						
	Column Comparisons																						

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; 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)

Parent Questions

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]

		Total	Gender of child respondent		Age of child respondent						Age and gender of child respondent	
			Male	Female	8-9	10-12	13-15	16-17	NET: 8-12	NET: 13-17	Male 8-9	Female 8-9
Weighted Base	% within column / N Count / Column Comparisons	2232	1153	1079	449	698	684	401	1147	1085	226	224
Unweighted Base	% within column / N Count / Column Comparisons	2205	1100	1105	439	662	659	445	1101	1104	220	219
Column Names	% within column / N Count / Column Comparisons	a	a	b	a	b	c	d	e	f	a	b
Yes – using their own money	% within column	30%	32%	29%	21%↓	26%↓	38%↑	36%↑	24%↓	37%↑	20%↓	22%↓
	N Count	681	373	308	95↓	182↓	261↑	143↑	277↓	404↑	46↓	49↓
	Column Comparisons	-					a b	a b	-	-		
Yes – using my money or someone else's	% within column	28%	30%↑	25%↓	30%	31%	28%	19%↓	30%↑	25%↓	34%	26%
	N Count	615	344↑	271↓	136	213	190	76↓	349↑	266↓	77	58
	Column Comparisons	-	b		d	d	d		-	-	g h	h
No	% within column	44%	40%↓	48%↑	50%↑	46%	39%↓	43%	47%↑	40%↓	45%	55%↑
	N Count	982	464↓	518↑	226↑	319	265↓	172	545↑	437↓	102	123↑
	Column Comparisons	-		a	c	c			-	-		e g
Can't remember	% within column	1%	2%	1%	1%	1%	1%	2%	1%	1%	2%	1%
	N Count	28	19	9	5	9	6	9	14	15	4	1
	Column Comparisons	-							-	-		
Don't know	% within column	1%	1%	2%	1%	1%	1%	4%↑	1%↓	2%↑	1%	0%
	N Count	32	11	20	2	6	9	15↑	8↓	23↑	2	0
	Column Comparisons	-						a b c	-	-		
NET: Yes	% within column	53%	57%↑	49%↓	48%	52%	59%↑	51%	51%↓	56%↑	52%	44%↓
	N Count	1,190	659↑	531↓	217	364	404↑	206	580↓	610↑	117	99↓
	Column Comparisons	-	b				a b 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 = 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 1 of 20

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

		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	NET: Female 13-17	NET: Urban
Weighted Base	% within column	361	337	342	341	224	201	587	561	567	536	1986
	N Count											
	Column Comparisons											
Unweighted Base	% within column	333	329	324	335	223	253	553	548	547	580	1949
	N Count											
	Column Comparisons											
Column Names	% within column	c	d	e	f	g	h	i	j	k	l	a
	N Count											
	Column Comparisons											
Yes – using their own money	% within column	25%	27%	44%↑	32%	37%	35%	23%↓	25%↓	42%↑	33%	30%
	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 someone else's	% within column	33%↑	28%	29%	27%	22%	15%↓	34%↑	27%	26%	23%↓	29%↑
	N Count	119↑	94	98	91	49	30↓	197↑	152	147	121↓	573↑
	Column Comparisons	g h	h	h	h			-	-	-	-	b
No	% within column	44%	48%	34%↓	43%	38%	49%	45%	51%↑	36%↓	45%	43%↓
	N Count	159	161	117↓	148	86	98	261	284↑	202↓	244	849↓
	Column Comparisons		e				e	-	-	-	-	
Can't remember	% within column	2%	1%	1%	1%	3%↑	1%	2%	1%	2%	1%	1%
	N Count	6	2	2	4	7↑	2	10	4	9	5	26
	Column Comparisons							-	-	-	-	
Don't know	% within column	0%	1%	0%	2%	3%	5%↑	1%	1%	1%	3%↑	1%
	N Count	2	5	2	7	6	9↑	4	5	8	16↑	27
	Column Comparisons						b c e	-	-	-	-	
NET: Yes	% within column	54%	50%	65%↑	53%	56%	46%↓	53%	48%↓	61%↑	51%	55%↑
	N Count	194	170	222↑	183	126	92↓	311	269↓	347↑	271	1,085↑
	Column Comparisons			a b c d f h				-	-	-	-	b

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

		Urban/Rural	Working status				D3 - Social grade					
		Rural	Full time	Part time	Student	NET: Not working/ retired	AB	C1	C2	DE	NET: ABC1	NET: C2DE
Weighted Base	% within column	246	1332	430	112	310	625	580	491	536	1205	1027
	N Count											
	Column Comparisons											
Unweighted Base	% within column	256	1376	388	113	286	885	483	357	480	1368	837
	N Count											
	Column Comparisons											
Column Names	% within column	b	a	b	c	d	a	b	c	d	e	f
	N Count											
	Column Comparisons											
Yes – using their own money	% within column	31%	34%↑	24%↓	31%	23%↓	39%↑	25%↓	30%	27%	32%	29%
	N Count	76	456↑	105↓	35	71↓	242↑	144↓	149	145	386	294
	Column Comparisons		b d				b c d				-	-
Yes – using my money or someone else's	% within column	17%↓	32%↑	23%	20%	17%↓	32%↑	27%	28%	22%↓	30%	25%
	N Count	42↓	433↑	101	23	53↓	201↑	156	138	119↓	357	258
	Column Comparisons		b c d				d				-	-
No	% within column	54%↑	37%↓	53%↑	45%	59%↑	34%↓	49%↑	44%	50%↑	41%↓	47%↑
	N Count	133↑	492↓	228↑	51	184↑	214↓	285↑	215	268↑	499↓	483↑
	Column Comparisons	a		a		a c		a	a	a	-	-
Can't remember	% within column	1%	1%	1%	3%	1%	1%	1%	1%	2%	1%	1%
	N Count	2	17	6	3	2	6	8	4	10	14	14
	Column Comparisons										-	-
Don't know	% within column	2%	1%	1%	4%	1%	1%	1%	2%	1%	1%	2%
	N Count	5	16	5	4	4	5	8	11	7	14	18
	Column Comparisons										-	-
NET: Yes	% within column	43%↓	60%↑	45%↓	48%	39%↓	64%↑	48%↓	53%	47%↓	56%↑	50%↓
	N Count	105↓	806↑	192↓	54	121↓	400↑	279↓	261	251↓	678↑	512↓
	Column Comparisons		b c d				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 = 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)

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]

		Financial wellbeing			Ethnicity		Child identified need/ impacting condition				Disability/ Condition in HH	
		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
Weighted Base	% within column	401	1152	655	1742	453	194	109	474	1726	234	792
	N Count											
	Column Comparisons											
Unweighted Base	% within column	452	1121	611	1713	452	182	110	458	1713	238	806
	N Count											
	Column Comparisons											
Column Names	% within column	a	b	c	a	b	a	b	c	d	a	b
	N Count											
	Column Comparisons											
Yes – using their own money	% within column	40%↑	30%	25%↓	32%	27%	35%	47%↑	39%↑	28%↓	47%↑	34%↓
	N Count	160↑	351	165↓	549	124	68	51↑	184↑	489↓	110↑	270↓
	Column Comparisons	b c	c					d	-		b	
Yes – using my money or someone else's	% within column	36%↑	25%↓	28%	25%↓	35%↑	25%	31%	29%	27%	31%	23%
	N Count	144↑	287↓	184	443↓	160↑	48	34	140	464	71	182
	Column Comparisons	b c				a			-		b	
No	% within column	29%↓	47%↑	48%	45%	39%	46%	29%↓	36%↓	46%↑	32%↓	44%↑
	N Count	118↓	539↑	313	790	177	89	32↓	171↓	798↑	75↓	347↑
	Column Comparisons		a	a	b		b		-	b		a
Can't remember	% within column	1%	1%	2%	1%↓	2%	1%	0%	1%	1%	0%	1%
	N Count	4	9	11	16↓	9	1	0	5	23	0	11
	Column Comparisons								-			
Don't know	% within column	1%	1%	1%	2%	1%	1%	3%	2%	1%	2%	2%
	N Count	5	16	9	28	3	2	3	7	24	5	16
	Column Comparisons								-			
NET: Yes	% within column	68%↑	51%	49%	52%	58%	52%	68%↑	62%↑	51%↓	66%↑	53%↓
	N Count	274↑	588	323	908	263	101	74↑	292↑	881↓	154↑	419↓
	Column Comparisons	b c				a		a d	-		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)

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]

		Educational Health Care Plan (EHCP)		Benefits		Parental Controls		Parental Concern			Time Spent Online (Weekday)	
		Has an EHCP	Don't have an EHCP	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
Weighted Base	% within column	161	2071	925	1200	1865	339	1053	550	605	873	938
	N Count											
	Column Comparisons											
Unweighted Base	% within column	157	2048	883	1222	1839	342	1016	555	614	855	924
	N Count											
	Column Comparisons											
Column Names	% within column	a	b	a	b	a	b	a	b	c	a	b
	N Count											
	Column Comparisons											
Yes – using their own money	% within column	43%↑	30%↓	34%↑	28%	32%↑	23%↓	25%↓	35%↑	37%↑	22%↓	31%
	N Count	69↑	612↓	314↑	342	595↑	79↓	259↓	191↑	225↑	196↓	294
	Column Comparisons	b		b		b			a	a		a
Yes – using my money or someone else's	% within column	29%	27%	30%	26%	31%↑	10%↓	21%↓	34%↑	34%↑	22%↓	32%↑
	N Count	46	568	273	313	581↑	33↓	224↓	184↑	205↑	191↓	297↑
	Column Comparisons					b			a	a		a
No	% within column	36%	45%	39%↓	48%↑	40%↓	65%↑	56%↑	35%↓	31%↓	57%↑	38%↓
	N Count	57	925	360↓	581↑	746↓	221↑	587↑	193↓	190↓	496↑	358↓
	Column Comparisons		a		a		a	b c			b c d	c
Can't remember	% within column	0%	1%	1%	1%	1%	1%	1%↓	1%	2%	1%	2%
	N Count	0	28	10	12	22	2	6↓	6	12	9	15
	Column Comparisons									a		
Don't know	% within column	0%	2%	1%	1%	1%↓	3%↑	1%	1%	2%	1%	2%
	N Count	0	32	13	13	18↓	11↑	12	8	11	6	16
	Column Comparisons						a					
NET: Yes	% within column	64%↑	52%↓	59%↑	49%↓	58%↑	31%↓	43%↓	62%↑	65%↑	42%↓	58%↑
	N Count	104↑	1,086↓	543↑	594↓	1,078↑	104↓	449↓	343↑	392↑	363↓	548↑
	Column Comparisons	b		b		b			a	a		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; 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)

BANNER

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]

		Time Spent Online (Weekday)			Time Spent Online (Weekend)					Spent Money		
		5 - 6hrs	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
Weighted Base	% within column	278	102	380	291	785	622	492	1114	1289	768	1125
	N Count											
	Column Comparisons											
Unweighted Base	% within column	282	106	388	281	777	619	489	1108	1296	800	1128
	N Count											
	Column Comparisons											
Column Names	% within column	c	d	e	a	b	c	d	e	a	b	c
	N Count											
	Column Comparisons											
Yes – using their own money	% within column	51%↑	44%↑	49%↑	23%↓	28%	32%	39%↑	35%↑	47%↑	52%↑	48%↑
	N Count	141↑	45↑	186↑	66↓	217	201	191↑	392↑	606↑	398↑	540↑
	Column Comparisons	a b	a b	-			a	a b c	-	e	e	e
Yes – using my money or someone else's	% within column	32%	34%	33%	21%↓	26%	30%	34%↑	31%↑	41%↑	42%↑	43%↑
	N Count	89	34	124	62↓	200	184	166↑	350↑	533↑	324↑	479↑
	Column Comparisons	a	a	-			a	a b	-	e	e	e
No	% within column	25%↓	31%↓	27%↓	58%↑	47%	41%	33%↓	37%↓	17%↓	12%↓	16%↓
	N Count	69↓	32↓	101↓	168↑	369	254	163↓	418↓	219↓	94↓	178↓
	Column Comparisons			-	b c d	c d	d		-			
Can't remember	% within column	1%	0%	0%	1%	1%	2%	0%	1%	1%	1%	1%
	N Count	2	0	2	2	10	11	2	13	13	8	11
	Column Comparisons			-					-			
Don't know	% within column	2%	0%	1%	1%	1%	1%	2%	1%	1%	1%	1%
	N Count	5	0	5	2	10	7	9	17	18	9	11
	Column Comparisons			-					-			
NET: Yes	% within column	73%↑	69%↑	72%↑	41%↓	51%	56%	64%↑	60%↑	81%↑	86%↑	82%↑
	N Count	202↑	70↑	272↑	118↓	397	349	317↑	667↑	1,039↑	658↑	925↑
	Column Comparisons	a b	a	-			a	a b	a b c	-	e	e	e

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)

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										
		Spent Money		SM purchase category				Feelings about SM purchase				Gaming Method
		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
Weighted Base	% within column / N Count / Column Comparisons	604	943	429	153	216	158	314	556	378	565	1330
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	e	a	b	c	d	a	b	c	d	a
Yes – using their own money	% within column	55%↑	8%↓	51%	55%	54%	62%↑	55%↑	54%↑	54%↑	54%↑	33%↑
	N Count	333↑	75↓	220	85	118	98↑	171↑	301↑	205↑	307↑	445↑
	Column Comparisons	e										d
Yes – using my money or someone else's	% within column	45%↑	9%↓	42%	49%	51%↑	38%	42%↑	44%↑	43%↑	44%↑	29%
	N Count	269↑	82↓	181	75	110↑	61	131↑	245↑	164↑	247↑	383
	Column Comparisons	e				d						
No	% within column	9%↓	81%↑	13%	7%	6%↓	10%	9%↓	9%↓	8%↓	9%↓	42%
	N Count	53↓	763↑	54	11	14↓	15	29↓	51↓	31↓	53↓	558
	Column Comparisons		a b c d									
Can't remember	% within column	1%	2%	1%	2%	1%	1%	2%	1%	1%	1%	1%
	N Count	5	15	5	3	1	1	6	5	5	6	13
	Column Comparisons											
Don't know	% within column	0%↓	1%	2%	0%	1%	0%	1%	1%	1%	1%	1%
	N Count	2↓	14	7	1	2	0	2	6	5	6	14
	Column Comparisons											
NET: Yes	% within column	90%↑	16%↓	84%	90%	92%↑	90%	88%↑	89%↑	89%↑	89%↑	56%↑
	N Count	544↑	151↓	362	138	199↑	142	277↑	495↑	336↑	500↑	744↑
	Column Comparisons	e										

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)

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

		Gaming Method				Gaming Type						
		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
Weighted Base	% within column	572	1316	782	2140	650	731	547	387	822	1151	557
	N Count											
	Column Comparisons											
Unweighted Base	% within column	582	1317	774	2117	662	740	564	395	802	1111	570
	N Count											
	Column Comparisons											
Column Names	% within column	b	c	d	e	a	b	c	d	e	f	g
	N Count											
	Column Comparisons											
Yes – using their own money	% within column	35%↑	33%↑	29%	31%↑	29%	35%↑	39%↑	39%↑	37%↑	30%	37%↑
	N Count	201↑	435↑	229	672↑	190	257↑	215↑	152↑	302↑	351	208↑
	Column Comparisons	d	d		-		a f	a f l	a f l	a f l		a
Yes – using my money or someone else's	% within column	30%	30%	30%	28%↑	26%	31%	36%↑	39%↑	31%↑	29%	29%
	N Count	171	388	231	603↑	172	226	196↑	153↑	259↑	334	163
	Column Comparisons				-			a f	a f g i			
No	% within column	39%↓	40%↓	45%	43%↓	46%	38%↓	32%↓	29%↓	36%↓	45%	40%
	N Count	224↓	527↓	349	913↓	300	278↓	175↓	111↓	300↓	515	222
	Column Comparisons			c	-	b c d e g j k l	d				b c d e h j	c d
Can't remember	% within column	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	0%
	N Count	6	18	4	26	5	8	10	3	9	8	2
	Column Comparisons				-			j				
Don't know	% within column	2%	2%	1%	1%	2%	1%	1%	1%	1%	1%	1%
	N Count	9	24	8	29	11	9	5	3	10	9	3
	Column Comparisons				-							
NET: Yes	% within column	58%↑	57%↑	54%	55%↑	51%	60%↑	65%↑	70%↑	61%↑	54%	59%
	N Count	333↑	747↑	421	1,172↑	334	436↑	358↑	270↑	504↑	618	329
	Column Comparisons		d		-		a f	a f i	a b f g i l	a f		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; 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)

BANNER

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]

		Gaming Type						Gaming Frequency		Gaming Purchase Type		
		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
Weighted Base	% within column	248	278	728	207	249	1027	1602	460	535	237	151
	N Count											
	Column Comparisons											
Unweighted Base	% within column	266	283	736	218	257	1009	1567	480	549	250	158
	N Count											
	Column Comparisons											
Column Names	% within column	h	i	j	k	l	m	a	b	a	b	c
	N Count											
	Column Comparisons											
Yes – using their own money	% within column	39%↑	36%	36%↑	38%	29%	36%↑	34%↑	24%↓	51%	56%↑	50%
	N Count	96↑	99	261↑	79	72	366↑	543↑	110↓	274	133↑	75
	Column Comparisons	l		a f l	a		-	b				
Yes – using my money or someone else's	% within column	34%	31%	32%↑	38%↑	36%↑	33%↑	31%↑	19%↓	45%	45%	56%↑
	N Count	85	85	234↑	79↑	90↑	339↑	497↑	90↓	240	107	85↑
	Column Comparisons			a	a	a	-	b				
No	% within column	35%↓	41%	37%↓	35%↓	38%	36%↓	38%↓	55%↑	13%↓	11%	8%↓
	N Count	86↓	113	269↓	72↓	95	369↓	616↓	254↑	69↓	26	12↓
	Column Comparisons		c d			d	-		a			
Can't remember	% within column	0%	1%	0%↓	0%	0%	1%	1%	2%	0%	1%	0%
	N Count	0	2	2↓	0	0	10	14	9	3	2	0
	Column Comparisons						-					
Don't know	% within column	1%	1%	2%	1%	2%	1%	2%	1%	1%	1%	2%
	N Count	3	4	11	2	5	12	26	3	5	2	3
	Column Comparisons						-					
NET: Yes	% within column	64%↑	57%	61%↑	64%↑	60%	62%↑	59%↑	42%↓	86%↑	87%	90%↑
	N Count	160↑	159	446↑	133↑	148	636↑	947↑	193↓	458↑	207	136↑
	Column Comparisons	a f		a f	a	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; 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)

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]

		Gaming Purchase Type					Feelings about Gaming Purchase					
		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 money in games
Weighted Base	% within column	447	147	302	122	205	346	772	445	720	715	449
	N Count											
	Column Comparisons											
Unweighted Base	% within column	428	154	320	133	211	356	777	454	734	710	459
	N Count											
	Column Comparisons											
Column Names	% within column	d	e	f	g	h	a	b	c	d	e	f
	N Count											
	Column Comparisons											
Yes – using their own money	% within column	48%	48%	47%	54%	54%	53%↑	50%↑	54%↑	51%↑	49%↑	50%↑
	N Count	213	71	143	66	110	185↑	390↑	240↑	365↑	354↑	227↑
	Column Comparisons											
Yes – using my money or someone else's	% within column	48%↑	46%	49%↑	40%	49%	40%↑	45%↑	41%↑	45%↑	42%↑	40%↑
	N Count	213↑	68	147↑	50	101	139↑	351↑	183↑	321↑	303↑	178↑
	Column Comparisons											
No	% within column	15%	13%	14%	16%	13%	14%↓	12%↓	13%↓	13%↓	15%↓	17%↓
	N Count	65	19	44	20	26	47↓	90↓	57↓	96↓	111↓	76↓
	Column Comparisons										b	b c
Can't remember	% within column	0%	1%	1%	1%	1%	1%	1%	1%	0%↓	1%	1%
	N Count	2	2	3	1	1	2	4	3	3↓	4	3
	Column Comparisons											
Don't know	% within column	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
	N Count	2	1	3	1	2	5	7	5	7	7	6
	Column Comparisons											
NET: Yes	% within column	85%	85%	84%	82%	86%	84%↑	87%↑	85%↑	85%↑	83%↑	81%↑
	N Count	378	124	253	101	176	293↑	671↑	379↑	615↑	593↑	364↑
	Column Comparisons						a e f	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)

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

		Total	Gender of child respondent		Age of child respondent						Age and gender of child respondent	
			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%↑	42%↓	46%	55%↑
NET: No or Don't know	N Count	1,014	475↓	539↑	228↑	326	273↓	187	553↑	460↓	105	123↑
	Column Comparisons	-		a	c				-	-	e	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 = 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)

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]

		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	NET: Female 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	-	-	-	-	-

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)

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]

		Urban/ Rural	Working status				D3 - Social grade					
		Rural	Full time	Part time	Student	NET: Not working/ 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	a		a		a		a	a	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; 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)

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]

		Financial wellbeing			Ethnicity		Child identified need/ impacting condition				Disability/ Condition in HH	
		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
NET: No or Don't know	% within column	31%↓	48%↑	49%	47%↑	40%↓	47%	32%↓	38%↓	48%↑	34%↓	46%↑
	N Count	122↓	555↑	321	817↑	180↓	91	35↓	178↓	822↑	79↓	363↑
	Column Comparisons		a	a	b		b		-	b		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; 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)

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]

		Educational Health Care Plan (EHCP)		Benefits		Parental Controls		Parental Concern			Time Spent Online (Weekday)	
		Has an EHCP	Don't have an EHCP	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	36%↓	46%↑	40%↓	50%↑	41%↓	69%↑	57%↑	37%↓	33%↓	57%↑	40%↓
NET: No or Don't know	N Count	57↓	956↑	373↓	594↑	764↓	233↑	598↑	201↓	201↓	502↑	374↓
	Column Comparisons		a		a		a	b c			b c d	c

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)

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]

		Time Spent Online (Weekday)			Time Spent Online (Weekend)					Spent Money		
		5 - 6hrs	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
	% 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		-			

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 16 of 20

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]

		Spent Money		SM purchase category				Feelings about SM purchase				Gaming Method
		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	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									

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)

BANNER

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]

		Gaming Method				Gaming Type						
		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			c	-	b c d e g j k l	c d				b c d e h j	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 = 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)

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]

		Gaming Type						Gaming Frequency		Gaming Purchase Type		
		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	36%↓	42%	38%↓	36%↓	40%	37%↓	40%↓	56%↑	14%	12%	10%
NET: No or Don't know	N Count	89↓	117	280↓	74↓	100	381↓	642↓	258↑	74	28	15
	Column Comparisons	c d					c d	-		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; 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)

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]		Gaming Purchase Type					Feelings about Gaming Purchase					
		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 money in 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

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)

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

		Total	Gender of child respondent		Age of child respondent						Age and gender of child respondent	
			Male	Female	8-9	10-12	13-15	16-17	NET: 8-12	NET: 13-17	Male 8-9	Female 8-9
Weighted Base	% within column	2232	1153	1079	449	698	684	401	1147	1085	226	224
	N Count											
	Column Comparisons											
Unweighted Base	% within column	2205	1100	1105	439	662	659	445	1101	1104	220	219
	N Count											
	Column Comparisons											
Column Names	% within column	a	a	b	a	b	c	d	e	f	a	b
	N Count											
	Column Comparisons											
Yes – using their own money	% within column	30%	32%	29%	21%↓	26%↓	38%↑	36%↑	24%↓	37%↑	20%↓	22%↓
	N Count	681	373	308	95↓	182↓	261↑	143↑	277↓	404↑	46↓	49↓
	Column Comparisons	-					a b	a b	-	-		
Yes – using my money or someone else's	% within column	28%	30%↑	25%↓	30%	31%	28%	19%↓	30%↑	25%↓	34%	26%
	N Count	615	344↑	271↓	136	213	190	76↓	349↑	266↓	77	58
	Column Comparisons	-	b		d	d	d		-	-	g h	h
No	% within column	44%	40%↓	48%↑	50%↑	46%	39%↓	43%	47%↑	40%↓	45%	55%↑
	N Count	982	464↓	518↑	226↑	319	265↓	172	545↑	437↓	102	123↑
	Column Comparisons	-		a	c	c			-	-		e g
Can't remember	% within column	1%	2%	1%	1%	1%	1%	2%	1%	1%	2%	1%
	N Count	28	19	9	5	9	6	9	14	15	4	1
	Column Comparisons	-							-	-		
Don't know	% within column	1%	1%	2%	1%	1%	1%	4%↑	1%↓	2%↑	1%	0%
	N Count	32	11	20	2	6	9	15↑	8↓	23↑	2	0
	Column Comparisons	-						a b c	-	-		
NET: Yes	% within column	53%	57%↑	49%↓	48%	52%	59%↑	51%	51%↓	56%↑	52%	44%↓
	N Count	1,190	659↑	531↓	217	364	404↑	206	580↓	610↑	117	99↓
	Column Comparisons	-	b				a b d		-	-		

Part 1 of 20

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

		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	NET: Female 13-17	NET: Urban
Weighted Base	% within column	361	337	342	341	224	201	587	561	567	536	1986
	N Count											
	Column Comparisons											
Unweighted Base	% within column	333	329	324	335	223	253	553	548	547	580	1949
	N Count											
	Column Comparisons											
Column Names	% within column	c	d	e	f	g	h	i	j	k	l	a
	N Count											
	Column Comparisons											
Yes – using their own money	% within column	25%	27%	44%↑	32%	37%	35%	23%↓	25%↓	42%↑	33%	30%
	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 someone else's	% within column	33%↑	28%	29%	27%	22%	15%↓	34%↑	27%	26%	23%↓	29%↑
	N Count	119↑	94	98	91	49	30↓	197↑	152	147	121↓	573↑
	Column Comparisons	g h	h	h	h			-	-	-	-	b
No	% within column	44%	48%	34%↓	43%	38%	49%	45%	51%↑	36%↓	45%	43%↓
	N Count	159	161	117↓	148	86	98	261	284↑	202↓	244	849↓
	Column Comparisons		e				e	-	-	-	-	
Can't remember	% within column	2%	1%	1%	1%	3%↑	1%	2%	1%	2%	1%	1%
	N Count	6	2	2	4	7↑	2	10	4	9	5	26
	Column Comparisons							-	-	-	-	
Don't know	% within column	0%	1%	0%	2%	3%	5%↑	1%	1%	1%	3%↑	1%
	N Count	2	5	2	7	6	9↑	4	5	8	16↑	27
	Column Comparisons						b c e	-	-	-	-	
NET: Yes	% within column	54%	50%	65%↑	53%	56%	46%↓	53%	48%↓	61%↑	51%	55%↑
	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%)

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

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]

		Urban/Rural	Working status				D3 - Social grade					
		Rural	Full time	Part time	Student	NET: Not working/retired	AB	C1	C2	DE	NET: ABC1	NET: C2DE
Weighted Base	% within column N Count Column Comparisons	246	1332	430	112	310	625	580	491	536	1205	1027
Unweighted Base	% within column N Count Column Comparisons	256	1376	388	113	286	885	483	357	480	1368	837
Column Names	% within column N Count Column Comparisons	b	a	b	c	d	a	b	c	d	e	f
Yes – using their own money	% within column	31%	34%↑	24%↓	31%	23%↓	39%↑	25%↓	30%	27%	32%	29%
	N Count	76	456↑	105↓	35	71↓	242↑	144↓	149	145	386	294
	Column Comparisons		b d				b c d				-	-
Yes – using my money or someone else's	% within column	17%↓	32%↑	23%	20%	17%↓	32%↑	27%	28%	22%↓	30%	25%
	N Count	42↓	433↑	101	23	53↓	201↑	156	138	119↓	357	258
	Column Comparisons		b c d				d				-	-
No	% within column	54%↑	37%↓	53%↑	45%	59%↑	34%↓	49%↑	44%	50%↑	41%↓	47%↑
	N Count	133↑	492↓	228↑	51	184↑	214↓	285↑	215	268↑	499↓	483↑
	Column Comparisons	a		a		a c		a	a	a	-	-
Can't remember	% within column	1%	1%	1%	3%	1%	1%	1%	1%	2%	1%	1%
	N Count	2	17	6	3	2	6	8	4	10	14	14
	Column Comparisons										-	-
Don't know	% within column	2%	1%	1%	4%	1%	1%	1%	2%	1%	1%	2%
	N Count	5	16	5	4	4	5	8	11	7	14	18
	Column Comparisons										-	-
NET: Yes	% within column	43%↓	60%↑	45%↓	48%	39%↓	64%↑	48%↓	53%	47%↓	56%↑	50%↓
	N Count	105↓	806↑	192↓	54	121↓	400↑	279↓	261	251↓	678↑	512↓
	Column Comparisons		b c d				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 = 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)

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]

		Financial wellbeing			Ethnicity		Child identified need/ impacting condition				Disability/ Condition in HH	
		Doing well	Getting by	Struggling	White British	NET: All other Ethnicities	Neurodiversity	Mental Health	NET: Identified need/ condition	NET: No identified need/ condition	NET: Yes	No
Weighted Base	% within column	401	1152	655	1742	453	194	109	474	1726	234	792
	N Count											
	Column Comparisons											
Unweighted Base	% within column	452	1121	611	1713	452	182	110	458	1713	238	806
	N Count											
	Column Comparisons											
Column Names	% within column	a	b	c	a	b	a	b	c	d	a	b
	N Count											
	Column Comparisons											
Yes – using their own money	% within column	40%↑	30%	25%↓	32%	27%	35%	47%↑	39%↑	28%↓	47%↑	34%↓
	N Count	160↑	351	165↓	549	124	68	51↑	184↑	489↓	110↑	270↓
	Column Comparisons	b c	c					d	-		b	
Yes – using my money or someone else's	% within column	36%↑	25%↓	28%	25%↓	35%↑	25%	31%	29%	27%	31%	23%
	N Count	144↑	287↓	184	443↓	160↑	48	34	140	464	71	182
	Column Comparisons	b c				a			-		b	
No	% within column	29%↓	47%↑	48%	45%	39%	46%	29%↓	36%↓	46%↑	32%↓	44%↑
	N Count	118↓	539↑	313	790	177	89	32↓	171↓	798↑	75↓	347↑
	Column Comparisons		a	a	b		b		-	b		a
Can't remember	% within column	1%	1%	2%	1%↓	2%	1%	0%	1%	1%	0%	1%
	N Count	4	9	11	16↓	9	1	0	5	23	0	11
	Column Comparisons								-			
Don't know	% within column	1%	1%	1%	2%	1%	1%	3%	2%	1%	2%	2%
	N Count	5	16	9	28	3	2	3	7	24	5	16
	Column Comparisons								-			
NET: Yes	% within column	68%↑	51%	49%	52%	58%	52%	68%↑	62%↑	51%↓	66%↑	53%↓
	N Count	274↑	588	323	908	263	101	74↑	292↑	881↓	154↑	419↓
	Column Comparisons	b c				a		a d	-		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)

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]

		Educational Health Care Plan (EHCP)		Benefits		Parental Controls		Parental Concern			Time Spent Online (Weekday)	
		Has an EHCP	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	3 - 4hrs
Weighted Base	% within column	161	2071	925	1200	1865	339	1053	550	605	873	938
	N Count											
	Column Comparisons											
Unweighted Base	% within column	157	2048	883	1222	1839	342	1016	555	614	855	924
	N Count											
	Column Comparisons											
Column Names	% within column	a	b	a	b	a	b	a	b	c	a	b
	N Count											
	Column Comparisons											
Yes – using their own money	% within column	43%↑	30%↓	34%↑	28%	32%↑	23%↓	25%↓	35%↑	37%↑	22%↓	31%
	N Count	69↑	612↓	314↑	342	595↑	79↓	259↓	191↑	225↑	196↓	294
	Column Comparisons	b		b		b			a	a		a
Yes – using my money or someone else's	% within column	29%	27%	30%	26%	31%↑	10%↓	21%↓	34%↑	34%↑	22%↓	32%↑
	N Count	46	568	273	313	581↑	33↓	224↓	184↑	205↑	191↓	297↑
	Column Comparisons					b			a	a		a
No	% within column	36%	45%	39%↓	48%↑	40%↓	65%↑	56%↑	35%↓	31%↓	57%↑	38%↓
	N Count	57	925	360↓	581↑	746↓	221↑	587↑	193↓	190↓	496↑	358↓
	Column Comparisons		a		a		a	b c			b c d	c
Can't remember	% within column	0%	1%	1%	1%	1%	1%	1%↓	1%	2%	1%	2%
	N Count	0	28	10	12	22	2	6↓	6	12	9	15
	Column Comparisons									a		
Don't know	% within column	0%	2%	1%	1%	1%↓	3%↑	1%	1%	2%	1%	2%
	N Count	0	32	13	13	18↓	11↑	12	8	11	6	16
	Column Comparisons						a					
NET: Yes	% within column	64%↑	52%↓	59%↑	49%↓	58%↑	31%↓	43%↓	62%↑	65%↑	42%↓	58%↑
	N Count	104↑	1,086↓	543↑	594↓	1,078↑	104↓	449↓	343↑	392↑	363↓	548↑
	Column Comparisons	b		b		b			a	a		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; 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)

BANNER

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]		Time Spent Online (Weekday)			Time Spent Online (Weekend)					Spent Money		
		5 - 6hrs	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
Weighted Base	% within column	278	102	380	291	785	622	492	1114	1289	768	1125
	N Count											
	Column Comparisons											
Unweighted Base	% within column	282	106	388	281	777	619	489	1108	1296	800	1128
	N Count											
	Column Comparisons											
Column Names	% within column	c	d	e	a	b	c	d	e	a	b	c
	N Count											
	Column Comparisons											
Yes – using their own money	% within column	51%↑	44%↑	49%↑	23%↓	28%	32%	39%↑	35%↑	47%↑	52%↑	48%↑
	N Count	141↑	45↑	186↑	66↓	217	201	191↑	392↑	606↑	398↑	540↑
	Column Comparisons	a b	a b	-			a	a b c	-	e	e	e
Yes – using my money or someone else's	% within column	32%	34%	33%	21%↓	26%	30%	34%↑	31%↑	41%↑	42%↑	43%↑
	N Count	89	34	124	62↓	200	184	166↑	350↑	533↑	324↑	479↑
	Column Comparisons	a	a	-			a	a b	-	e	e	e
No	% within column	25%↓	31%↓	27%↓	58%↑	47%	41%	33%↓	37%↓	17%↓	12%↓	16%↓
	N Count	69↓	32↓	101↓	168↑	369	254	163↓	418↓	219↓	94↓	178↓
	Column Comparisons			-	b c d	c d	d		-			
Can't remember	% within column	1%	0%	0%	1%	1%	2%	0%	1%	1%	1%	1%
	N Count	2	0	2	2	10	11	2	13	13	8	11
	Column Comparisons			-					-			
Don't know	% within column	2%	0%	1%	1%	1%	1%	2%	1%	1%	1%	1%
	N Count	5	0	5	2	10	7	9	17	18	9	11
	Column Comparisons			-					-			
NET: Yes	% within column	73%↑	69%↑	72%↑	41%↓	51%	56%	64%↑	60%↑	81%↑	86%↑	82%↑
	N Count	202↑	70↑	272↑	118↓	397	349	317↑	667↑	1,039↑	658↑	925↑
	Column Comparisons	a b	a	-			a	a b	a b c	e	e	e

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]

		Spent Money		SM purchase category				Feelings about SM purchase				Gaming Method
		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
Weighted Base	% within column	604	943	429	153	216	158	314	556	378	565	1330
	N Count											
	Column Comparisons											
Unweighted Base	% within column	632	909	450	165	226	171	329	585	402	596	1316
	N Count											
	Column Comparisons											
Column Names	% within column	d	e	a	b	c	d	a	b	c	d	a
	N Count											
	Column Comparisons											
Yes – using their own money	% within column	55%↑	8%↓	51%	55%	54%	62%↑	55%↑	54%↑	54%↑	54%↑	33%↑
	N Count	333↑	75↓	220	85	118	98↑	171↑	301↑	205↑	307↑	445↑
	Column Comparisons	e										d
Yes – using my money or someone else's	% within column	45%↑	9%↓	42%	49%	51%↑	38%	42%↑	44%↑	43%↑	44%↑	29%
	N Count	269↑	82↓	181	75	110↑	61	131↑	245↑	164↑	247↑	383
	Column Comparisons	e				d						
No	% within column	9%↓	81%↑	13%	7%	6%↓	10%	9%↓	9%↓	8%↓	9%↓	42%
	N Count	53↓	763↑	54	11	14↓	15	29↓	51↓	31↓	53↓	558
	Column Comparisons		a b c d									
Can't remember	% within column	1%	2%	1%	2%	1%	1%	2%	1%	1%	1%	1%
	N Count	5	15	5	3	1	1	6	5	5	6	13
	Column Comparisons											
Don't know	% within column	0%↓	1%	2%	0%	1%	0%	1%	1%	1%	1%	1%
	N Count	2↓	14	7	1	2	0	2	6	5	6	14
	Column Comparisons											
NET: Yes	% within column	90%↑	16%↓	84%	90%	92%↑	90%	88%↑	89%↑	89%↑	89%↑	56%↑
	N Count	544↑	151↓	362	138	199↑	142	277↑	495↑	336↑	500↑	744↑
	Column Comparisons	e										

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)

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]

		Gaming Method				Gaming Type						
		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
Weighted Base	% within column	572	1316	782	2140	650	731	547	387	822	1151	557
	N Count											
	Column Comparisons											
Unweighted Base	% within column	582	1317	774	2117	662	740	564	395	802	1111	570
	N Count											
	Column Comparisons											
Column Names	% within column	b	c	d	e	a	b	c	d	e	f	g
	N Count											
	Column Comparisons											
Yes – using their own money	% within column	35%↑	33%↑	29%	31%↑	29%	35%↑	39%↑	39%↑	37%↑	30%	37%↑
	N Count	201↑	435↑	229	672↑	190	257↑	215↑	152↑	302↑	351	208↑
	Column Comparisons	d	d		-		a f	a f l	a f l	a f l		a
Yes – using my money or someone else's	% within column	30%	30%	30%	28%↑	26%	31%	36%↑	39%↑	31%↑	29%	29%
	N Count	171	388	231	603↑	172	226	196↑	153↑	259↑	334	163
	Column Comparisons				-			a f	a f g i			
No	% within column	39%↓	40%↓	45%	43%↓	46%	38%↓	32%↓	29%↓	36%↓	45%	40%
	N Count	224↓	527↓	349	913↓	300	278↓	175↓	111↓	300↓	515	222
	Column Comparisons			c	-	b c d e g j k l	d				b c d e h j	c d
Can't remember	% within column	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	0%
	N Count	6	18	4	26	5	8	10	3	9	8	2
	Column Comparisons				-			j				
Don't know	% within column	2%	2%	1%	1%	2%	1%	1%	1%	1%	1%	1%
	N Count	9	24	8	29	11	9	5	3	10	9	3
	Column Comparisons				-							
NET: Yes	% within column	58%↑	57%↑	54%	55%↑	51%	60%↑	65%↑	70%↑	61%↑	54%	59%
	N Count	333↑	747↑	421	1,172↑	334	436↑	358↑	270↑	504↑	618	329
	Column Comparisons		d		-		a f	a f i	a b f g i l	a f		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; 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)

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]

		Gaming Type						Gaming Frequency		Gaming Purchase Type		
		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
Weighted Base	% within column	248	278	728	207	249	1027	1602	460	535	237	151
	N Count											
	Column Comparisons											
Unweighted Base	% within column	266	283	736	218	257	1009	1567	480	549	250	158
	N Count											
	Column Comparisons											
Column Names	% within column	h	i	j	k	l	m	a	b	a	b	c
	N Count											
	Column Comparisons											
Yes – using their own money	% within column	39%↑	36%	36%↑	38%	29%	36%↑	34%↑	24%↓	51%	56%↑	50%
	N Count	96↑	99	261↑	79	72	366↑	543↑	110↓	274	133↑	75
	Column Comparisons	l		a f l	a		-	b				
Yes – using my money or someone else's	% within column	34%	31%	32%↑	38%↑	36%↑	33%↑	31%↑	19%↓	45%	45%	56%↑
	N Count	85	85	234↑	79↑	90↑	339↑	497↑	90↓	240	107	85↑
	Column Comparisons			a	a	a	-	b				
No	% within column	35%↓	41%	37%↓	35%↓	38%	36%↓	38%↓	55%↑	13%↓	11%	8%↓
	N Count	86↓	113	269↓	72↓	95	369↓	616↓	254↑	69↓	26	12↓
	Column Comparisons		c d		d		-		a			
Can't remember	% within column	0%	1%	0%↓	0%	0%	1%	1%	2%	0%	1%	0%
	N Count	0	2	2↓	0	0	10	14	9	3	2	0
	Column Comparisons						-					
Don't know	% within column	1%	1%	2%	1%	2%	1%	2%	1%	1%	1%	2%
	N Count	3	4	11	2	5	12	26	3	5	2	3
	Column Comparisons						-					
NET: Yes	% within column	64%↑	57%	61%↑	64%↑	60%	62%↑	59%↑	42%↓	86%↑	87%	90%↑
	N Count	160↑	159	446↑	133↑	148	636↑	947↑	193↓	458↑	207	136↑
	Column Comparisons	a f		a f	a	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; 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)

BANNER

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]

		Gaming Purchase Type					Feelings about Gaming Purchase					
		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 money in games
Weighted Base	% within column	447	147	302	122	205	346	772	445	720	715	449
	N Count											
	Column Comparisons											
Unweighted Base	% within column	428	154	320	133	211	356	777	454	734	710	459
	N Count											
	Column Comparisons											
Column Names	% within column	d	e	f	g	h	a	b	c	d	e	f
	N Count											
	Column Comparisons											
Yes – using their own money	% within column	48%	48%	47%	54%	54%	53%↑	50%↑	54%↑	51%↑	49%↑	50%↑
	N Count	213	71	143	66	110	185↑	390↑	240↑	365↑	354↑	227↑
	Column Comparisons											
Yes – using my money or someone else's	% within column	48%↑	46%	49%↑	40%	49%	40%↑	45%↑	41%↑	45%↑	42%↑	40%↑
	N Count	213↑	68	147↑	50	101	139↑	351↑	183↑	321↑	303↑	178↑
	Column Comparisons											
No	% within column	15%	13%	14%	16%	13%	14%↓	12%↓	13%↓	13%↓	15%↓	17%↓
	N Count	65	19	44	20	26	47↓	90↓	57↓	96↓	111↓	76↓
	Column Comparisons										b	b c
Can't remember	% within column	0%	1%	1%	1%	1%	1%	1%	1%	0%↓	1%	1%
	N Count	2	2	3	1	1	2	4	3	3↓	4	3
	Column Comparisons											
Don't know	% within column	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
	N Count	2	1	3	1	2	5	7	5	7	7	6
	Column Comparisons											
NET: Yes	% within column	85%	85%	84%	82%	86%	84%↑	87%↑	85%↑	85%↑	83%↑	81%↑
	N Count	378	124	253	101	176	293↑	671↑	379↑	615↑	593↑	364↑
	Column Comparisons							a e f	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)

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]

		Total	Gender of child respondent		Age of child respondent							Age and gender of child respondent	
			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%↑	42%↓		46%	55%↑
NET: No or Don't know	N Count	1,014	475↓	539↑	228↑	326	273↓	187	553↑	460↓		105	123↑
	Column Comparisons	-		a	c				-	-		e	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 = 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)

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]

		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	NET: Female 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	-	-	-	-	-

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 12 of 20

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]

		Urban/ Rural	Working status				D3 - Social grade					
		Rural	Full time	Part time	Student	NET: Not working/ 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	a		a		a		a	a	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; 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)

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]

		Financial wellbeing			Ethnicity		Child identified need/ impacting condition				Disability/ Condition in HH	
		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
NET: No or Don't know	% within column	31%↓	48%↑	49%	47%↑	40%↓	47%	32%↓	38%↓	48%↑	34%↓	46%↑
	N Count	122↓	555↑	321	817↑	180↓	91	35↓	178↓	822↑	79↓	363↑
	Column Comparisons		a	a	b		b		-	b		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; 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)

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]

		Educational Health Care Plan (EHCP)		Benefits		Parental Controls		Parental Concern			Time Spent Online (Weekday)	
		Has an EHCP	Don't have an EHCP	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	36%↓	46%↑	40%↓	50%↑	41%↓	69%↑	57%↑	37%↓	33%↓	57%↑	40%↓
NET: No or Don't know	N Count	57↓	956↑	373↓	594↑	764↓	233↑	598↑	201↓	201↓	502↑	374↓
	Column Comparisons		a		a		a	b c			b c d	c

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)

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]

		Time Spent Online (Weekday)			Time Spent Online (Weekend)					Spent Money		
		5 - 6hrs	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
	% 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		-			

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)

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]

		Spent Money		SM purchase category				Feelings about SM purchase				Gaming Method
		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	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									

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)

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]

		Gaming Method				Gaming Type						
		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			c	-	b c d e g j k l	c d				b c d e h j	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 = 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)

BANNER

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]

		Gaming Type						Gaming Frequency		Gaming Purchase Type		
		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	36%↓	42%	38%↓	36%↓	40%	37%↓	40%↓	56%↑	14%	12%	10%
NET: No or Don't know	N Count	89↓	117	280↓	74↓	100	381↓	642↓	258↑	74	28	15
	Column Comparisons		c d				c d	-		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; 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)

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]

		Gaming Purchase Type					Feelings about Gaming Purchase					
		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 money in games
NET: No or Don't know	% within column	15%	14%	15%	17%	13%	15%↓	13%↓	14%↓	14%↓	16%↓	18%↓
	N Count	67	20	46	21	28	52↓	97↓	62↓	103↓	118↓	82↓
	Column Comparisons										b	b c

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)

P_2 - How did your child make that purchase(s)? [MULTI]

			Gender of child respondent		Age of child respondent					
		Total	Male	Female	8-9	10-12	13-15	16-17	NET: 8-12	NET: 13-17
Weighted Base	% within column	1190	659	531	217	364	404	206	580	610
	N Count									
	Column Comparisons									
Unweighted Base	% within column	1209	650	559	221	353	406	229	574	635
	N Count									
	Column Comparisons									
Column Names	% within column	a	a	b	a	b	c	d	e	f
	N Count									
	Column Comparisons									
Using my / my partner's credit / debit card	% within column	44%	45%	43%	57%↑	54%↑	38%↓	26%↓	55%↑	34%↓
	N Count	526	296	230	123↑	198↑	152↓	52↓	321↑	205↓
	Column Comparisons	-			c d	c d	d		-	-
With their own debit card	% within column	30%	27%↓	35%↑	20%↓	17%↓	36%↑	52%↑	18%↓	41%↑
	N Count	359	175↓	184↑	44↓	63↓	146↑	106↑	107↓	252↑
	Column Comparisons	-		a		a b	a b c		-	-
With a gift card or voucher provided to them	% within column	24%	24%	23%	29%	26%	23%	13%↓	27%↑	20%↓
	N Count	280	157	123	64	95	95	27↓	158↑	122↓
	Column Comparisons	-			d	d	d		-	-
With their own pre-payment card	% within column	14%	14%	14%	8%↓	13%	16%	18%	11%↓	17%↑
	N Count	167	92	76	17↓	47	66	37	64↓	103↑
	Column Comparisons	-					a	a	-	-
Using someone else's credit / debit card	% within column	11%	12%	9%	11%	11%	12%	9%	11%	11%
	N Count	132	82	50	23	41	49	19	64	68
	Column Comparisons	-							-	-
Can't remember	% within column	0%	0%	1%	0%	0%	1%	1%	0%	1%
	N Count	6	3	3	0	0	3	3	0	6
	Column Comparisons	-							-	-
Don't know	% within column	0%	1%	0%	0%	0%	0%	1%	0%	0%
	N Count	4	4	0	0	2	0	2	2	2
	Column Comparisons	-							-	-
NET: Child paid	% within column	60%	59%	62%	51%↓	50%↓	66%↑	76%↑	50%↓	69%↑
	N Count	716	387	329	109↓	183↓	268↑	156↑	292↓	424↑
	Column Comparisons	-					a b	a b c	-	-

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.; 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)

Age and gender of child respondent

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

P_2 - How did your child make that purchase(s)? [MULTI]		Age and gender of child respondent			Urban/ Rural		Working status			
		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	269	347	271	1085	105	806	192	54	121
	N Count									
	Column Comparisons									
Unweighted Base	% within column	268	344	303	1101	108	855	171	53	114
	N Count									
	Column Comparisons									
Column Names	% within column	j	k	l	a	b	a	b	c	d
	N Count									
	Column Comparisons									
Using my / my partner's credit / debit card	% within column	53%↑	34%↓	33%↓	45%	37%	46%	42%		40%
	N Count	142↑	117↓	90↓	487	39	370	81		48
	Column Comparisons	-	-	-						
With their own debit card	% within column	21%↓	36%	49%↑	30%	34%	31%	26%		26%
	N Count	57↓	125	132↑	324	35	250	50		32
	Column Comparisons	-	-	-						
With a gift card or voucher provided to them	% within column	30%	23%	17%↓	24%	23%	25%	18%		22%
	N Count	80	78	45↓	256	24	201	35		26
	Column Comparisons	-	-	-						
With their own pre-payment card	% within column	14%	18%↑	14%	14%	15%	16%↑	8%		8%
	N Count	37	64↑	39	152	16	130↑	16		10
	Column Comparisons	-	-	-						
Using someone else's credit / debit card	% within column	9%	12%	10%	11%	10%	12%	11%		9%
	N Count	23	41	27	121	11	96	22		11
	Column Comparisons	-	-	-						
Can't remember	% within column	0%	1%	1%	0%	1%	0%↓	2%↑		2%
	N Count	0	3	3	5	1	0↓	3↑		2
	Column Comparisons	-	-	-					a	a
Don't know	% within column	0%	1%	0%	0%	0%	0%	0%		0%
	N Count	0	2	1	4	0	3	1		0
	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.; 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)

P_2 - How did your child make that purchase(s)? [MULTI]

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

P_2 - How did your child make that purchase(s)? [MULTI]

		Ethnicity		Child identified need/ impacting condition				Disability/ Condition in HH		Educational Health Care Plan (EHCP)
		White British	NET: All other Ethnicities	Neurodiversity	Mental Health	NET: Identified need/ condition	NET: No identified need/ condition	NET: Yes	No	Has an EHCP
Weighted Base	% within column	908	263	101	74	292	881	154	419	104
	N Count									
	Column Comparisons									
Unweighted Base	% within column	922	267	93	75	284	906	158	441	107
	N Count									
	Column Comparisons									
Column Names	% within column	a	b	a	b	c	d	a	b	a
	N Count									
	Column Comparisons									
Using my / my partner's credit / debit card	% within column	41%↓	55%↑			41%	45%	32%	35%	55%
	N Count	374↓	143↑			120	397	50	146	57
	Column Comparisons		a			-				b
With their own debit card	% within column	31%	26%			31%	30%	40%	42%	24%
	N Count	285	70			89	265	61	176	25
	Column Comparisons					-				
With a gift card or voucher provided to them	% within column	24%	21%			25%	23%	24%	19%	33%
	N Count	221	55			74	203	37	79	34
	Column Comparisons					-				b
With their own pre-payment card	% within column	16%↑	9%↓			18%	13%	21%	15%	19%
	N Count	143↑	22↓			54	112	32	64	20
	Column Comparisons	b				-				
Using someone else's credit / debit card	% within column	12%	7%			10%	11%	12%	11%	13%
	N Count	111	19			30	101	18	46	14
	Column Comparisons	b				-				
Can't remember	% within column	0%	1%			1%	0%	2%	0%	0%
	N Count	2	3			3	1	3	1	0
	Column Comparisons					-				

Part 5 of 26

P_2 - How did your child make that purchase(s)? [MULTI]

		Educational Health Care Plan (EHCP)	Benefits		Parental Controls		Parental Concern			Time Spent Online (Weekday)
		Don't have an EHCP	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	1086	543	594	1078	104	449	343	392	363
	N Count									
	Column Comparisons									
Unweighted Base	% within column	1102	540	618	1091	111	429	357	418	366
	N Count									
	Column Comparisons									
Column Names	% within column	b	a	b	a	b	a	b	c	a
	N Count									
	Column Comparisons									
Using my / my partner's credit / debit card	% within column	43%	47%	43%	46%↑	24%↓	44%	41%	48%	45%
	N Count	469	253	254	499↑	25↓	198	140	187	164
	Column Comparisons				b					
With their own debit card	% within column	31%	29%	31%	27%↓	62%↑	31%	31%	29%	24%↓
	N Count	334	159	182	294↓	64↑	138	106	115	88↓
	Column Comparisons					a				
With a gift card or voucher provided to them	% within column	23%	24%	23%	25%	11%↓	19%	26%	26%	24%
	N Count	246	132	135	266	12↓	86	88	103	88
	Column Comparisons				b			a	a	
With their own pre-payment card	% within column	14%	14%	15%	15%	9%	10%↓	15%	18%	11%
	N Count	148	78	88	157	9	45↓	53	69	40
	Column Comparisons							a	a	
Using someone else's credit / debit card	% within column	11%	14%↑	9%	11%	8%	7%↓	13%	13%	11%
	N Count	118	76↑	53	122	8	33↓	45	52	39
	Column Comparisons		b					a	a	
Can't remember	% within column	1%	1%	0%	0%	1%	1%	0%	1%	0%
	N Count	6	3	1	4	1	2	0	3	1
	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.; 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

P_2 - How did your child make that purchase(s)? [MULTI]

		Time Spent Online (Weekday)				Time Spent Online (Weekend)				
		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	548	202	70	272	118	397	349	317	667
	N Count									
	Column Comparisons									
Unweighted Base	% within column	554	208	74	282	117	402	362	320	682
	N Count									
	Column Comparisons									
Column Names	% within column	b	c	d	e	a	b	c	d	e
	N Count									
	Column Comparisons									
Using my / my partner's credit / debit card	% within column	45%	40%		42%	42%	43%	41%	49%	45%
	N Count	244	81		114	50	172	144	157	300
	Column Comparisons				-					-
With their own debit card	% within column	28%	44%↑		43%↑	23%	28%	31%	35%	33%
	N Count	154	88↑		117↑	27	112	108	111	219
	Column Comparisons		a b		-					-
With a gift card or voucher provided to them	% within column	23%	25%		23%	24%	24%	23%	23%	23%
	N Count	128	51		62	28	96	80	72	152
	Column Comparisons				-					-
With their own pre-payment card	% within column	15%	15%		17%	12%	14%	16%	14%	15%
	N Count	81	30		47	14	54	54	45	99
	Column Comparisons				-					-
Using someone else's credit / debit card	% within column	10%	17%		15%	9%	11%	14%	8%	11%
	N Count	53	34		40	10	44	49	26	76
	Column Comparisons				-					-
Can't remember	% within column	0%	0%		0%	0%	0%	1%	0%	0%
	N Count	2	1		1	0	1	3	0	3
	Column Comparisons				-					-

P_2 - How did your child make that purchase(s)? [MULTI]

		Spent Money					SM purchase category			
		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
Weighted Base	% within column	1039	658	925	544	151	362	138	199	142
	N Count									
	Column Comparisons									
Unweighted Base	% within column	1060	691	945	576	149	381	151	211	156
	N Count									
	Column Comparisons									
Column Names	% within column	a	b	c	d	e	a	b	c	d
	N Count									
	Column Comparisons									
Using my / my partner's credit / debit card	% within column	44%	42%	46%	44%	43%	44%	49%	48%	47%
	N Count	461	277	421	238	65	159	67	96	67
	Column Comparisons									
With their own debit card	% within column	31%	34%↑	29%	32%	27%	38%	39%	34%	36%
	N Count	319	226↑	267	174	40	137	53	68	51
	Column Comparisons		c							
With a gift card or voucher provided to them	% within column	24%	24%	25%↑	26%	20%	22%	28%	27%	32%
	N Count	250	157	236↑	142	30	81	39	54	46
	Column Comparisons									
With their own pre-payment card	% within column	14%	17%↑	16%	20%↑	11%	17%	22%	25%↑	24%
	N Count	150	115↑	144	108↑	17	61	30	50↑	35
	Column Comparisons									
Using someone else's credit / debit card	% within column	11%	12%	11%	12%	9%	11%	20%↑	16%	20%↑
	N Count	118	81	103	66	14	39	28↑	32	28↑
	Column Comparisons							a		
Can't remember	% within column	0%	0%	0%	0%	1%	0%	2%↑	1%	0%
	N Count	4	3	3	2	1	1	3↑	1	0
	Column Comparisons							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; effective sample size = 1104 (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)

P_2 - How did your child make that purchase(s)? [MULTI]

		Feelings about SM purchase				Gaming Method				
		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	NET: Any Gaming
Weighted Base	% within column	277	495	336	500	744	333	747	421	1172
	N Count									
	Column Comparisons									
Unweighted Base	% within column	293	526	362	532	758	353	768	427	1192
	N Count									
	Column Comparisons									
Column Names	% within column	a	b	c	d	a	b	c	d	e
	N Count									
	Column Comparisons									
Using my / my partner's credit / debit card	% within column	38%	44%	44%	43%	45%	50%	45%	49%	44%
	N Count	104	219	149	215	339	166	338	207	521
	Column Comparisons		a	a						-
With their own debit card	% within column	32%	34%	34%	34%	30%	31%	30%	23%↓	30%
	N Count	89	166	114	172	225	105	225	97↓	349
	Column Comparisons					d	d			-
With a gift card or voucher provided to them	% within column	26%	24%	27%	24%	27%↑	24%	25%	26%	24%
	N Count	73	119	89	119	203↑	79	189	111	277
	Column Comparisons					b				-
With their own pre-payment card	% within column	22%↑	18%↑	23%↑	19%↑	12%	16%	15%	15%	14%
	N Count	62↑	87↑	76↑	96↑	92	54	114	65	166
	Column Comparisons			b						-
Using someone else's credit / debit card	% within column	16%↑	12%	16%↑	12%	10%	12%	10%	12%	11%
	N Count	44↑	61	52↑	62	76	42	75	51	129
	Column Comparisons									-
Can't remember	% within column	0%	0%	1%	0%	0%	0%	0%	0%	0%
	N Count	1	2	2	2	3	1	4	1	6
	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.; 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

Gaming Type

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

P_2 - How did your child make that purchase(s)? [MULTI]		Gaming Type				Gaming Frequency		Gaming Purchase Type		
		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
Weighted Base	% within column	446	133	148	636	947	193	458	207	136
	N Count									
	Column Comparisons									
Unweighted Base	% within column	465	144	159	648	958	204	477	223	144
	N Count									
	Column Comparisons									
Column Names	% within column	j	k	l	m	a	b	a	b	c
	N Count									
	Column Comparisons									
Using my / my partner's credit / debit card	% within column	49%	55%	51%	45%	46%	37%	46%	51%	57%↑
	N Count	217	73	75	289	438	71	209	105	78↑
	Column Comparisons				-	b				
With their own debit card	% within column	28%	31%	32%	32%	30%	30%	31%	32%	36%
	N Count	124	41	47	203	281	58	143	67	48
	Column Comparisons				-					
With a gift card or voucher provided to them	% within column	29%↑	33%	24%	28%↑	25%	19%	28%	32%	29%
	N Count	130↑	44	36	176↑	232	37	128	66	40
	Column Comparisons				-					
With their own pre-payment card	% within column	16%	20%	16%	14%	14%	17%	18%	24%↑	14%
	N Count	70	26	23	90	129	34	83	49↑	18
	Column Comparisons				-					
Using someone else's credit / debit card	% within column	11%	17%	13%	11%	11%	13%	12%	14%	13%
	N Count	48	23	20	73	100	26	55	29	18
	Column Comparisons				-					
Can't remember	% within column	0%	1%	0%	0%	0%	0%	0%	1%	1%
	N Count	2	1	0	2	4	1	1	3	1
	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.; 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)

P_2 - How did your child make that purchase(s)? [MULTI]		Gaming Purchase Type					Feelings about Gaming Purchase			
		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	378	124	253	101	176	293	671	379	615
	N Count									
	Column Comparisons									
Unweighted Base	% within column	368	132	276	112	184	306	688	395	637
	N Count									
	Column Comparisons									
Column Names	% within column	d	e	f	g	h	a	b	c	d
	N Count									
	Column Comparisons									
Using my / my partner's credit / debit card	% within column	48%	49%	56%↑	52%	44%	43%	48%	42%	47%
	N Count	182	61	142↑	52	78	125	320	158	292
	Column Comparisons									
With their own debit card	% within column	28%	31%	30%	30%	34%	35%	27%	33%	30%
	N Count	106	39	76	30	60	102	182	125	185
	Column Comparisons									
With a gift card or voucher provided to them	% within column	26%	27%	28%	30%	34%↑	27%	27%↑	28%	27%
	N Count	99	33	71	30	61↑	78	180↑	105	164
	Column Comparisons									
With their own pre-payment card	% within column	15%	19%	16%	26%↑	20%	20%↑	15%	20%↑	15%
	N Count	56	23	40	26↑	34	58↑	104	77↑	93
	Column Comparisons									
Using someone else's credit / debit card	% within column	12%	15%	10%	14%	15%	16%	11%	13%	12%
	N Count	44	19	26	14	26	45	74	50	71
	Column Comparisons									
Can't remember	% within column	0%	0%	1%	1%	1%	0%	0%	0%	0%
	N Count	0	0	3	1	1	0	1	1	0
	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.; 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)

P_2 - How did your child make that purchase(s)? [MULTI]

		Feelings about Gaming Purchase	
		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	593	364
	N Count		
	Column Comparisons		
Unweighted Base	% within column	601	383
	N Count		
	Column Comparisons		
Column Names	% within column	e	f
	N Count		
	Column Comparisons		
Using my / my partner's credit / debit card	% within column	46%	44%
	N Count	275	162
	Column Comparisons	a	
With their own debit card	% within column	30%	31%
	N Count	178	113
	Column Comparisons		
With a gift card or voucher provided to them	% within column	25%	27%
	N Count	149	97
	Column Comparisons		
With their own pre-payment card	% within column	17%↑	19%↑
	N Count	101↑	69↑
	Column Comparisons		
Using someone else's credit / debit card	% within column	12%	12%
	N Count	73	44
	Column Comparisons		
Can't remember	% within column	0%	0%
	N Count	1	1
	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.; 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)

P_2 - How did your child make that purchase(s)?
[MULTI]

			Gender of child respondent		Age of child respondent					
		Total	Male	Female	8-9	10-12	13-15	16-17	NET: 8-12	NET: 13-17
Don't know	% within column	0%	1%	0%	0%	0%	0%	1%	0%	0%
	N Count	4	4	0	0	2	0	2	2	2
	Column Comparisons	-							-	-
NET: Child paid	% within column	60%	59%	62%	51%↓	50%↓	66%↑	76%↑	50%↓	69%↑
	N Count	716	387	329	109↓	183↓	268↑	156↑	292↓	424↑
	Column Comparisons	-					a b	a b c	-	-
NET: Adult/ someone else paid	% within column	53%	54%	50%	64%↑	63%↑	47%	33%↓	63%↑	42%↓
	N Count	625	357	268	138↑	230↑	191	67↓	367↑	258↓
	Column Comparisons	-			c d	c d	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 = 1104 (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)

Age and gender of child respondent

P_2 - How did your child make that purchase(s)? [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	NET: Male 8-12
Don't know	% within column	0%	0%	1%	0%	0%	0%	2%↑	1%	1%
	N Count	0	0	2	0	0	0	2↑	1	2
	Column Comparisons									-
NET: Child paid	% within column	48%	53%	46%↓	55%	69%↑	63%	70%	81%↑	47%↓
	N Count	56	53	89↓	94	153↑	115	88	75↑	145↓
	Column Comparisons					a b c d	a c	a b c d	a b c d e f	-
NET: Adult/ someone else paid	% within column	68%↑	59%	67%↑	59%	46%	49%	37%↓	28%↓	67%↑
	N Count	80↑	58	130↑	100	101	90	47↓	26↓	209↑
	Column Comparisons	e f g h	g h	e f g h	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.; 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

P_2 - How did your child make that purchase(s)? [MULTI]		Age and gender of child respondent			Urban/ Rural		Working status			
		NET: Female 8-12	NET: Male 13 -17	NET: Female 13-17	NET: Urban	Rural	Full time	Part time	Student	NET: Not working/ retired
Don't know	% within column	0%	1%	0%	0%	0%	0%	0%		0%
	N Count	0	2	1	4	0	3	1		0
	Column Comparisons	-	-	-						
NET: Child paid	% within column	55%	70%↑	70%↑	60%	64%	62%	52%		54%
	N Count	147	242↑	189↑	648	68	499	100		65
	Column Comparisons	-	-	-						
NET: Adult/ someone else paid	% within column	59%	42%↓	41%↓	53%	46%	54%	52%		48%
	N Count	158	148↓	112↓	577	48	438	101		58
	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.; 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 16 of 26

BANNER

P_2 - How did your child make that purchase(s)? [MULTI]

		AB	C1	C2	DE	NET: ABC1	NET: C2DE	Doing well	Getting by	Struggling
Don't know	% within column	0%	0%	1%	0%	0%	0%	0%	0%	0%
	N Count	1	0	2	1	1	3	1	3	1
	Column Comparisons					-	-			
NET: Child paid	% within column	63%	57%	62%	56%	61%	59%	64%	61%	56%
	N Count	253	159	163	141	412	304	176	357	180
	Column Comparisons					-	-			
NET: Adult/ someone else paid	% within column	53%	58%	49%	49%	55%	49%	55%	50%	55%
	N Count	213	161	129	122	374	251	152	294	178
	Column Comparisons					-	-			

(Columns under "D3 - Social grade": AB, C1, C2, DE, NET: ABC1, NET: C2DE; Columns under "Financial wellbeing": Doing well, Getting by, Struggling)

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.; 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

P_2 - How did your child make that purchase(s)? [MULTI]		Ethnicity		Child identified need/ impacting condition				Disability/ Condition in HH		Educational Health Care Plan (EHCP)
		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
Don't know	% within column	0%	0%			0%	0%	0%	0%	2%↑
	N Count	4	0			1	3	1	1	2↑
	Column Comparisons					-				b
NET: Child paid	% within column	63%↑	51%↓			65%	59%	74%	68%	61%
	N Count	572↑	133↓			189	518	114	284	64
	Column Comparisons	b				-				
NET: Adult/ someone else paid	% within column	50%	60%			47%	54%	40%	44%	62%
	N Count	458	158			138	478	62	184	64
	Column Comparisons		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; effective sample size = 1104 (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)

P_2 - How did your child make that purchase(s)? [MULTI]		Educational Health Care Plan (EHCP)	Benefits		Parental Controls		Parental Concern			Time Spent Online (Wee-kday)
		Don't have an EHCP	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
Don't know	% within column	0%↓	0%	0%	0%	2%	0%	0%	0%	0%
	N Count	2↓	2	2	2	2	2	2	1	2
	Column Comparisons					a				
NET: Child paid	% within column	60%	58%	62%	59%↓	77%↑	56%	65%	61%	55%
	N Count	652	317	367	631↓	80↑	250	222	240	200
	Column Comparisons					a		a		
NET: Adult/ someone else paid	% within column	52%	56%	50%	55%↑	31%↓	51%	51%	56%	54%
	N Count	561	306	297	590↑	32↓	228	174	220	196
	Column Comparisons		b		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 = 1104 (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)

P_2 - How did your child make that purchase(s)? [MULTI]

		Time Spent Online (Weekday)				Time Spent Online (Weekend)				
		3 - 4hrs	5 - 6hrs	6+ hrs	NET: 5+ Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6 hrs	NET: 5+ Hours
Don't know	% within column	0%	0%		0%	2%↑	0%	0%	0%	0%
	N Count	1	0		1	2↑	0	1	1	2
	Column Comparisons				-					-
NET: Child paid	% within column	59%	70%↑		69%↑	53%	59%	60%	64%	62%
	N Count	324	142↑		189↑	63	235	211	202	413
	Column Comparisons		a b		-					-
NET: Adult/ someone else paid	% within column	52%	51%		51%	50%	52%	52%	55%	53%
	N Count	286	103		140	59	206	182	174	356
	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.; 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

P_2 - How did your child make that purchase(s)? [MULTI]		Spent Money					SM purchase category			
		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
Don't know	% within column	0%	0%	0%	0%	1%	0%	0%	0%	1%
	N Count	2	1	2	1	2	1	0	1	1
	Column Comparisons									
NET: Child paid	% within column	61%	65%↑	61%	66%↑	54%	66%	67%	68%	70%
	N Count	635	428↑	568	361↑	81	239	93	136	99
	Column Comparisons		e		e					
NET: Adult/ someone else paid	% within column	53%	51%	54%	52%	50%	51%	58%	57%	58%
	N Count	549	334	498	282	76	184	81	113	82
	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.; 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

P_2 - How did your child make that purchase(s)? [MULTI]		Feelings about SM purchase				Gaming Method				
		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	NET: Any Gaming
Don't know	% within column	1%	0%	0%	0%	0%	0%	0%	0%	0%
	N Count	1	1	1	1	3	1	1	1	4
	Column Comparisons									-
NET: Child paid	% within column	68%↑	64%	67%↑	65%↑	62%	61%	62%	55%	60%
	N Count	188↑	319	225↑	327↑	461	202	460	231	703
	Column Comparisons					d		d		-
NET: Adult/ someone else paid	% within column	49%	52%	54%	51%	53%	57%	52%	58%↑	53%
	N Count	134	259	182	254	394	191	392	245↑	618
	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.; 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)

P_2 - How did your child make that purchase(s)? [MULTI]		BANNER								
		Gaming Type								
		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	Simulation experience	Fitness and dance
Don't know	% within column	0%	0%	0%	1%	0%	0%	0%	0%	0%
	N Count	1	0	0	2	1	1	1	0	1
	Column Comparisons									
NET: Child paid	% within column	59%	60%	63%	67%	64%	57%	64%	65%	64%
	N Count	197	263	227	181	321	353	211	103	102
	Column Comparisons					f				
NET: Adult/ someone else paid	% within column	54%	58%↑	56%	56%	53%	57%↑	54%	56%	60%
	N Count	182	254↑	201	152	268	351↑	177	89	95
	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.; 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)

P_2 - How did your child make that purchase(s)? [MULTI]		Gaming Type				Gaming Frequency		Gaming Purchase Type		
		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
Don't know	% within column	1%	1%	0%	0%	0%	0%	0%	0%	1%
	N Count	3	1	0	2	4	0	1	1	1
	Column Comparisons				-					
NET: Child paid	% within column	62%	64%	56%	63%	60%	62%	65%	70%↑	63%
	N Count	279	85	83	404	564	120	298	146↑	86
	Column Comparisons				-					
NET: Adult/ someone else paid	% within column	55%	63%	61%	53%	54%	47%	54%	57%	64%
	N Count	247	84	90	340	512	92	247	119	87
	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.; 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							
		Gaming Purchase Type					Feelings about Gaming Purchase			
P_2 - How did your child make that purchase(s)? [MULTI]		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
Don't know	% within column	0%	1%	0%	0%	1%	0%	0%	0%	0%
	N Count	0	1	0	0	1	1	1	1	1
	Column Comparisons									
NET: Child paid	% within column	59%	62%	60%	67%	70%	68%↑	60%	68%↑	63%
	N Count	221	77	152	67	124	199↑	405	258↑	384
	Column Comparisons									
NET: Adult/ someone else paid	% within column	57%	62%	63%↑	61%	53%	53%	55%	51%	56%
	N Count	216	76	159↑	61	93	156	371	192	342
	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.; 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

P_2 - How did your child make that purchase(s)? [MULTI]

		Feelings about Gaming Purchase	
		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
Don't know	% within column	0%	0%
	N Count	1	1
	Column Comparisons		
NET: Child paid	% within column	62%	64%
	N Count	367	235
	Column Comparisons		
NET: Adult/ someone else paid	% within column	55%	53%
	N Count	328	194
	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.; 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)

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]

		Gender of child respondent		Age of child respondent						Age and gender of child respondent
		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	2232	1153	1079	449	698	684	401	1147	1085	226
Unweighted Base	% within column N Count Column Comparisons	2205	1100	1105	439	662	659	445	1101	1104	220
Column Names	% within column N Count Column Comparisons	a	a	b	a	b	c	d	e	f	a
Yes - I have parental controls enabled on devices my child uses	% within column	25%	26%	25%	34%↑	32%↑	21%↓	12%↓	33%↑	18%↓	34%↑
	N Count	569	302	266	153↑	223↑	146↓	46↓	376↑	192↓	77↑
	Column Comparisons	-			c d	c d	d		-	-	e f g h
Yes - I have parental controls enabled on the platforms, websites and apps that my child uses	% within column	21%	21%	21%	28%↑	28%↑	17%↓	9%↓	28%↑	14%↓	25%
	N Count	475	246	229	125↑	198↑	116↓	36↓	323↑	152↓	57
	Column Comparisons	-			c d	c d	d		-	-	f g h
Yes – I receive a notification or email when my child attempts to buy something online	% within column	20%	22%	18%	20%	23%	22%	13%↓	22%	19%	19%
	N Count	455	258	197	90	162	151	52↓	252	203	43
	Column Comparisons	-	b		d	d	d		-	-	
Yes – They have been told not to spend money online / have been told what they can or can't buy online	% within column	19%	19%	19%	21%	21%	18%	15%	21%↑	17%↓	21%
	N Count	426	221	205	94	149	124	59	243↑	183↓	47
	Column Comparisons	-							-	-	
Yes – I have a password/passcode set up on devices my child uses	% within column	16%	17%	15%	24%↑	21%↑	11%↓	7%↓	22%↑	10%↓	26%↑
	N Count	362	201	161	106↑	150↑	77↓	29↓	256↑	106↓	58↑
	Column Comparisons	-			c d	c d	d		-	-	e f g h
Yes - I have parental controls enabled on my child's bank card/ account	% within column	16%	16%	15%	15%	19%↑	16%	9%↓	18%↑	14%↓	16%
	N Count	353	186	167	70	136↑	110	37↓	205↑	148↓	36
	Column Comparisons	-			d	d	d		-	-	
Yes – They have been told that they have a limit on spending each month	% within column	14%	14%	14%	12%	12%	17%↑	14%	12%↓	16%↑	14%
	N Count	313	160	153	53	85	119↑	57	137↓	176↑	31
	Column Comparisons	-					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; 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)

Part 1 of 22

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]

Age and gender of child respondent

		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
Weighted Base	% within column	224	361	337	342	341	224	201	587	561	567
	N Count										
	Column Comparisons										
Unweighted Base	% within column	219	333	329	324	335	223	253	553	548	547
	N Count										
	Column Comparisons										
Column Names	% within column	b	c	d	e	f	g	h	i	j	k
	N Count										
	Column Comparisons										
Yes - I have parental controls enabled on devices my child uses	% within column	34%↑	32%↑	31%↑	22%	20%	14%↓	9%↓	33%↑	32%↑	19%↓
	N Count	76↑	117↑	106↑	77	70	32↓	18↓	194↑	182↑	108↓
	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 platforms, websites and apps that my child uses	% within column	31%↑	29%↑	27%↑	18%	16%	10%↓	7%↓	28%↑	29%↑	15%↓
	N Count	69↑	106↑	92↑	61	55	23↓	14↓	163↑	161↑	83↓
	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 attempts to buy something online	% within column	21%	25%	21%	26%↑	18%	15%	13%↓	23%	21%	22%
	N Count	47	92	70	90↑	61	33	25↓	135	118	124
	Column Comparisons		g h		g h				-	-	-
Yes – They have been told not to spend money online / have been told what they can or can't buy online	% within column	21%	20%	23%	20%	17%	16%	14%	20%	22%	18%
	N Count	48	72	77	67	57	36	28	119	125	103
	Column Comparisons								-	-	-
Yes – I have a password/passcode set up on devices my child uses	% within column	21%	22%↑	21%	13%	9%↓	8%↓	7%↓	23%↑	21%↑	11%↓
	N Count	48	80↑	70	46	31↓	18↓	13↓	137↑	118↑	64↓
	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 bank card/ account	% within column	15%	22%↑	17%	15%	17%	8%↓	12%	20%↑	16%	13%
	N Count	33	79↑	57	53	57	18↓	23	115↑	90	71
	Column Comparisons		g h	g		g			-	-	-
Yes – They have been told that they have a limit on spending each month	% within column	10%	9%↓	15%	18%	17%	15%	12%	11%	13%	17%
	N Count	21	34↓	51	61	58	34	23	65	72	95
	Column Comparisons				c				-	-	-

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)

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]

		Age and gender of child respondent	Urban/ Rural		Working status				D3 - Social grade		
		NET: Female 13-17	NET: Urban	Rural	Full time	Part time	Student	NET: Not working/ retired	AB	C1	C2
Weighted Base	% within column	536	1986	246	1332	430	112	310	625	580	491
	N Count										
	Column Comparisons										
Unweighted Base	% within column	580	1949	256	1376	388	113	286	885	483	357
	N Count										
	Column Comparisons										
Column Names	% within column	l	a	b	a	b	c	d	a	b	c
	N Count										
	Column Comparisons										
Yes - I have parental controls enabled on devices my child uses	% within column	16%↓	26%	21%	28%↑	25%	16%	20%	29%↑	25%	26%
	N Count	87↓	517	52	369↑	106	18	62	183↑	147	128
	Column Comparisons	-			c d				d		
Yes - I have parental controls enabled on the platforms, websites and apps that my child uses	% within column	13%↓	21%	21%	24%↑	20%	9%↓	13%↓	29%↑	22%	18%
	N Count	69↓	424	52	325↑	86	10↓	41↓	179↑	130	89
	Column Comparisons	-			c d	c d			b c d	d	
Yes – I receive a notification or email when my child attempts to buy something online	% within column	16%↓	20%	24%	22%↑	18%	14%	17%	23%	22%	18%
	N Count	85↓	398	58	296↑	77	16	54	144	130	88
	Column Comparisons	-									
Yes – They have been told not to spend money online / have been told what they can or can't buy online	% within column	16%	19%	21%	18%	21%	21%	20%	19%	20%	19%
	N Count	84	374	52	241	88	23	61	117	118	91
	Column Comparisons	-									
Yes – I have a password/passcode set up on devices my child uses	% within column	8%↓	16%	16%	19%↑	15%	4%↓	12%	19%↑	17%	17%
	N Count	44↓	323	39	248↑	66	5↓	38	122↑	101	82
	Column Comparisons	-			c d	c		c	d	d	d
Yes - I have parental controls enabled on my child's bank card/ account	% within column	15%	16%	15%	19%↑	14%	12%	7%↓	22%↑	16%	13%
	N Count	80	315	38	255↑	59	13	21↓	135↑	90	66
	Column Comparisons	-			b d	d			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 = 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)

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]

		D3 - Social grade			Financial wellbeing			Ethnicity		Child identified need/ impacting condition	
		DE	NET: ABC1	NET: C2DE	Doing well	Getting by	Struggling	White B-ritish	NET: All other Ethnicities	Neurodiv-ersity	Mental Health
Weighted Base	% within column	536	1205	1027	401	1152	655	1742	453	194	109
	N Count										
	Column Comparisons										
Unweighted Base	% within column	480	1368	837	452	1121	611	1713	452	182	110
	N Count										
	Column Comparisons										
Column Names	% within column	d	e	f	a	b	c	a	b	a	b
	N Count										
	Column Comparisons										
Yes - I have parental controls enabled on devices my child uses	% within column	21%↓	27%	23%	28%	27%	22%	25%	27%	32%	23%
	N Count	110↓	331	238	110	312	143	432	122	63	25
	Column Comparisons		-	-							
Yes - I have parental controls enabled on the platforms, websites and apps that my child uses	% within column	14%↓	26%↑	16%↓	30%↑	21%	17%↓	20%	25%	21%	20%
	N Count	77↓	309↑	166↓	118↑	240	114↓	355	112	40	21
	Column Comparisons		-	-	b c						
Yes – I receive a notification or email when my child attempts to buy something online	% within column	18%	23%↑	18%↓	22%	22%	17%	20%	23%	24%	20%
	N Count	94	274↑	182↓	90	251	114	345	105	46	22
	Column Comparisons		-	-							
Yes – They have been told not to spend money online / have been told what they can or can't buy online	% within column	19%	19%	19%	17%	19%	20%	19%	22%	23%	20%
	N Count	101	235	192	69	220	132	322	98	45	22
	Column Comparisons		-	-							
Yes – I have a password/passcode set up on devices my child uses	% within column	11%↓	18%↑	14%↓	20%	16%	16%	15%	19%	17%	9%
	N Count	57↓	222↑	139↓	78	181	103	264	88	32	10
	Column Comparisons		-	-					a		
Yes - I have parental controls enabled on my child's bank card/ account	% within column	12%↓	19%↑	12%↓	20%	16%	14%	15%↓	20%↑	19%	19%
	N Count	62↓	225↑	128↓	79	180	90	257↓	91↑	38	20
	Column Comparisons		-	-	c				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; 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)

BANNER

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]		Child identified need/ impacting condition		Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits		Parental Controls	
		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	c	d	a	b	a	b	a	b	a	b
Yes - I have parental controls enabled on devices my child uses	% within column	29%	24%	19%	17%	33%	25%	25%	26%	30%↑	0%↓
	N Count	139	419	45	137	53	515	235	312	569↑	0↓
	Column Comparisons	-				b				b	
Yes - I have parental controls enabled on the platforms, websites and apps that my child uses	% within column	21%	21%	17%	14%	26%	21%	21%	22%	25%↑	0%↓
	N Count	101	366	41	109	42	433	196	263	475↑	0↓
	Column Comparisons	-								b	
Yes – I receive a notification or email when my child attempts to buy something online	% within column	20%	21%	19%	18%	18%	21%	21%	20%	24%↑	0%↓
	N Count	95	355	46	146	28	427	195	244	455↑	0↓
	Column Comparisons	-								b	
Yes – They have been told not to spend money online / have been told what they can or can't buy online	% within column	19%	19%	17%	17%	23%	19%	18%	20%	23%↑	0%↓
	N Count	90	331	39	134	37	389	168	243	426↑	0↓
	Column Comparisons	-								b	
Yes – I have a password/passcode set up on devices my child uses	% within column	14%	16%	10%	10%	11%	17%	14%	18%	19%↑	0%↓
	N Count	69	283	24	79	18	343	133	215	362↑	0↓
	Column Comparisons	-							a	b	
Yes - I have parental controls enabled on my child's bank card/ account	% within column	18%	15%	18%	12%	18%	16%	14%	17%	19%↑	0%↓
	N Count	86	262	41	93	29	324	129	207	353↑	0↓
	Column Comparisons	-		b					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; 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)

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]		Parental Concern			Time Spent Online (Weekday)					Time Spent Online (Weekend)	
		Not Concerned	A little Concerned	NET: Moderately / Very Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs	6+ hrs	NET: 5+ Hours	0 - 2hrs	3 - 4hrs
Weighted Base	% within column	1053	550	605	873	938	278	102	380	291	785
	N Count										
	Column Comparisons										
Unweighted Base	% within column	1016	555	614	855	924	282	106	388	281	777
	N Count										
	Column Comparisons										
Column Names	% within column	a	b	c	a	b	c	d	e	a	b
	N Count										
	Column Comparisons										
Yes - I have parental controls enabled on devices my child uses	% within column	23%↓	28%	28%	29%↑	24%	16%↓	28%	19%↓	22%	28%
	N Count	240↓	156	171	256↑	228	45↓	29	74↓	65	223
	Column Comparisons		a	a	b c	c		c	-		
Yes - I have parental controls enabled on the platforms, websites and apps that my child uses	% within column	17%↓	25%	25%↑	25%↑	19%	18%	23%	19%	21%	23%
	N Count	184↓	137	153↑	219↑	177	50	24	74	62	183
	Column Comparisons		a	a	b				-		
Yes – I receive a notification or email when my child attempts to buy something online	% within column	19%	23%	22%	20%	21%	20%	26%	21%	11%↓	20%
	N Count	198	125	132	171	200	55	26	81	31↓	154
	Column Comparisons								-		a
Yes – They have been told not to spend money online / have been told what they can or can't buy online	% within column	21%	18%	17%	21%	18%	18%	12%	16%	23%	17%
	N Count	221	97	106	187	171	50	13	63	67	135
	Column Comparisons								-		
Yes – I have a password/passcode set up on devices my child uses	% within column	14%↓	15%	21%↑	17%	16%	15%	14%	15%	15%	16%
	N Count	147↓	85	127↑	148	152	41	14	56	43	127
	Column Comparisons			a b					-		
Yes - I have parental controls enabled on my child's bank card/ account	% within column	12%↓	18%	20%↑	15%	17%	13%	19%	15%	11%	16%
	N Count	131↓	97	123↑	134	160	38	20	57	33	124
	Column Comparisons		a	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; 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)

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]

		Time Spent Online (Weekend)			Spent Money					SM purchase category	
		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
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	c	d	e	a	b	c	d	e	a	b
Yes - I have parental controls enabled on devices my child uses	% within column	25%	23%	24%	26%	24%	28%	27%	24%	28%↑	24%
	N Count	156	115	271	338	188	310	160	231	122↑	37
	Column Comparisons			-			b				
Yes - I have parental controls enabled on the platforms, websites and apps that my child uses	% within column	21%	19%	20%	24%↑	24%↑	24%↑	25%↑	18%↓	27%	29%
	N Count	132	95	227	305↑	188↑	268↑	151↑	170↓	115	44
	Column Comparisons			-	e	e	e	e			
Yes – I receive a notification or email when my child attempts to buy something online	% within column	22%	26%↑	24%↑	25%↑	21%	26%↑	22%	14%↓	25%↑	25%
	N Count	139	129↑	268↑	323↑	158	296↑	130	132↓	107↑	38
	Column Comparisons	a	a b	-	e	e	b e	e			
Yes – They have been told not to spend money online / have been told what they can or can't buy online	% within column	20%	18%	19%	17%↓	15%↓	17%	15%↓	22%↑	17%	15%
	N Count	126	91	217	214↓	115↓	193	93↓	212↑	73	23
	Column Comparisons			-					a b c d		
Yes – I have a password/passcode set up on devices my child uses	% within column	18%	15%	17%	18%↑	18%	19%↑	20%↑	13%↓	20%	22%
	N Count	110	76	186	238↑	139	218↑	119↑	124↓	87	33
	Column Comparisons			-	e	e	e	e			
Yes - I have parental controls enabled on my child's bank card/ account	% within column	19%↑	15%	17%	18%↑	19%↑	18%↑	21%↑	13%↓	18%	24%
	N Count	119↑	75	194	227↑	149↑	203↑	125↑	126↓	78	36
	Column Comparisons	a		-	e	e	e	e			

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)

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]		SM purchase category		Feelings about SM purchase				Gaming Method			
		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	216	158	314	556	378	565	1330	572	1316	782
	N Count										
	Column Comparisons										
Unweighted Base	% within column	226	171	329	585	402	596	1316	582	1317	774
	N Count										
	Column Comparisons										
Column Names	% within column	c	d	a	b	c	d	a	b	c	d
	N Count										
	Column Comparisons										
Yes - I have parental controls enabled on devices my child uses	% within column	28%	22%	20%	25%	24%	24%	27%	28%	26%	33%↑
	N Count	60	35	64	141	91	137	361	159	342	258↑
	Column Comparisons										b c
Yes - I have parental controls enabled on the platforms, websites and apps that my child uses	% within column	26%	25%	23%	26%↑	24%	25%↑	23%	27%↑	22%	26%↑
	N Count	56	40	73	142↑	90	143↑	301	155↑	295	205↑
	Column Comparisons										
Yes – I receive a notification or email when my child attempts to buy something online	% within column	21%	23%	18%	22%	19%	22%	23%↑	24%	24%↑	23%
	N Count	46	37	56	120	72	123	309↑	137	318↑	184
	Column Comparisons										
Yes – They have been told not to spend money online / have been told what they can or can't buy online	% within column	16%	16%	16%	15%↓	16%	15%↓	20%	21%	20%	20%
	N Count	34	25	52	85↓	61	86↓	264	119	264	155
	Column Comparisons										
Yes – I have a password/passcode set up on devices my child uses	% within column	21%	20%	18%	20%	20%	20%↑	18%↑	20%↑	17%	22%↑
	N Count	45	32	57	109	77	111↑	240↑	117↑	219	171↑
	Column Comparisons										c
Yes - I have parental controls enabled on my child's bank card/ account	% within column	24%	24%	22%↑	18%	20%↑	20%↑	17%	16%	17%	19%↑
	N Count	52	39	69↑	102	77↑	112↑	220	94	225	149↑
	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 = 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)

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]

		Gaming Method	Gaming Type								
		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
Weighted Base	% within column	2140	650	731	547	387	822	1151	557	248	278
	N Count										
	Column Comparisons										
Unweighted Base	% within column	2117	662	740	564	395	802	1111	570	266	283
	N Count										
	Column Comparisons										
Column Names	% within column	e	a	b	c	d	e	f	g	h	i
	N Count										
	Column Comparisons										
Yes - I have parental controls enabled on devices my child uses	% within column	26%	28%	30%↑	23%	31%↑	25%	30%↑	31%↑	31%	35%↑
	N Count	548	183	216↑	127	121↑	207	345↑	172↑	76	97↑
	Column Comparisons	-		c		c		c e j	c		c e j
Yes - I have parental controls enabled on the platforms, websites and apps that my child uses	% within column	21%	25%	25%↑	24%	26%↑	23%	23%	24%	26%	31%↑
	N Count	458	161	182↑	129	101↑	186	266	135	65	86↑
	Column Comparisons	-									
Yes – I receive a notification or email when my child attempts to buy something online	% within column	21%↑	22%	23%	24%	25%	26%↑	26%↑	24%	27%	23%
	N Count	452↑	143	167	133	96	215↑	297↑	136	67	65
	Column Comparisons	-						a b			
Yes – They have been told not to spend money online / have been told what they can or can't buy online	% within column	19%	23%↑	20%	18%	17%	19%	21%	21%	22%	19%
	N Count	414	149↑	144	97	67	158	241	117	54	52
	Column Comparisons	-									
Yes – I have a password/passcode set up on devices my child uses	% within column	16%	19%	20%↑	17%	19%	16%	19%↑	22%↑	22%↑	25%↑
	N Count	349	121	147↑	93	75	132	218↑	120↑	55↑	69↑
	Column Comparisons	-									
Yes - I have parental controls enabled on my child's bank card/ account	% within column	16%	19%↑	19%↑	20%↑	19%	17%	17%	18%	19%	23%↑
	N Count	339	124↑	138↑	111↑	73	141	192	98	48	63↑
	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 = 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)

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]		Gaming Type				Gaming Frequency		Gaming Purchase Type			
		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	728	207	249	1027	1602	460	535	237	151	447
	N Count										
	Column Comparisons										
Unweighted Base	% within column	736	218	257	1009	1567	480	549	250	158	428
	N Count										
	Column Comparisons										
Column Names	% within column	j	k	l	m	a	b	a	b	c	d
	N Count										
	Column Comparisons										
Yes - I have parental controls enabled on devices my child uses	% within column	26%	36%↑	28%	27%	26%	25%	28%	28%	32%	33%↑
	N Count	187	75↑	70	273	416	117	151	66	48	147↑
	Column Comparisons		c j		-						
Yes - I have parental controls enabled on the platforms, websites and apps that my child uses	% within column	24%	31%↑	27%	23%	22%	21%	26%	25%	33%↑	28%↑
	N Count	176	64↑	68	239	353	95	137	60	50↑	126↑
	Column Comparisons				-						
Yes – I receive a notification or email when my child attempts to buy something online	% within column	24%↑	26%	24%	25%↑	23%↑	16%↓	30%↑	26%	26%	30%
	N Count	177↑	55	61	258↑	366↑	72↓	163↑	63	40	134
	Column Comparisons				-	b					
Yes – They have been told not to spend money online / have been told what they can or can't buy online	% within column	21%	27%↑	18%	19%	20%	20%	21%↑	15%	16%	20%
	N Count	149	56↑	45	191	315	90	112↑	36	25	90
	Column Comparisons				-						
Yes – I have a password/passcode set up on devices my child uses	% within column	18%	26%↑	23%↑	16%	17%	14%	20%	24%	23%	20%
	N Count	128	53↑	57↑	169	276	65	108	58	34	89
	Column Comparisons				-						
Yes - I have parental controls enabled on my child's bank card/ account	% within column	17%	21%	15%	17%	16%	14%	20%	20%	22%	18%
	N Count	127	44	38	173	263	66	107	46	34	79
	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 = 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)

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]		Gaming Purchase Type				Feelings about Gaming Purchase					
		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	147	302	122	205	346	772	445	720	715	449
	N Count										
	Column Comparisons										
Unweighted Base	% within column	154	320	133	211	356	777	454	734	710	459
	N Count										
	Column Comparisons										
Column Names	% within column	e	f	g	h	a	b	c	d	e	f
	N Count										
	Column Comparisons										
Yes - I have parental controls enabled on devices my child uses	% within column	29%	23%	34%	25%	29%	28%	29%	29%	28%	26%
	N Count	42	69	41	52	99	220	127	208	199	117
	Column Comparisons										
Yes - I have parental controls enabled on the platforms, websites and apps that my child uses	% within column	28%	26%	29%	27%	21%	26%↑	21%	26%↑	24%	25%
	N Count	41	78	35	55	73	201↑	93	186↑	174	113
	Column Comparisons						c		c	a	a c
Yes – I receive a notification or email when my child attempts to buy something online	% within column	28%	30%	27%	25%	22%	27%↑	24%	28%↑	28%↑	24%
	N Count	41	91	33	51	77	212↑	105	199↑	199↑	106
	Column Comparisons									a	
Yes – They have been told not to spend money online / have been told what they can or can't buy online	% within column	13%	17%	13%	17%	17%	17%	17%	17%	19%	16%
	N Count	20	52	16	35	58	129	74	124	136	73
	Column Comparisons									f	
Yes – I have a password/passcode set up on devices my child uses	% within column	26%	18%	26%	25%	20%	21%↑	20%	19%	21%↑	19%
	N Count	38	56	31	51	68	163↑	89	136	152↑	84
	Column Comparisons										
Yes - I have parental controls enabled on my child's bank card/ account	% within column	21%	24%↑	20%	20%	18%	18%	19%	16%	19%↑	19%
	N Count	31	74↑	24	41	61	143	84	112	136↑	87
	Column Comparisons						d	d		d	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 = 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)

Part 11 of 22

Page 410

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]

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

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]

Age and gender of child respondent

		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
Yes – They have been told that they have a limit on spending each month	% within column	10%	9%↓	15%	18%	17%	15%	12%	11%	13%	17%
	N Count	21	34↓	51	61	58	34	23	65	72	95
	Column Comparisons				c				-	-	-
Yes – I have a password/passcode set up on the platforms, websites and apps that my child uses	% within column	18%	16%	15%	13%	11%	8%↓	5%↓	19%↑	16%	11%
	N Count	40	57	51	45	38	18↓	10↓	109↑	90	63
	Column Comparisons	g h	g h	g h	h	h			-	-	-
Yes – I have a password/passcode set up on my child's bank card/account	% within column	11%	13%	12%	11%	11%	7%	6%	12%	12%	10%
	N Count	26	47	42	39	37	15	12	68	68	54
	Column Comparisons								-	-	-
Yes – I have bought them a gift card or voucher to limit their spending	% within column	7%	10%	8%	12%	8%	8%	5%	10%	8%	10%
	N Count	17	37	27	39	28	19	10	59	44	58
	Column Comparisons								-	-	-
No - I have no restrictions or controls in place	% within column	12%	5%↓	8%↓	11%	18%	33%↑	42%↑	6%↓	9%↓	20%↑
	N Count	26	19↓	26↓	38	61	74↑	84↑	37↓	52↓	112↑
	Column Comparisons	c			c	a c d e	a b c d e f	a b c d e f	-	-	-
NET: Has Parental Controls	% within column	87%	93%↑	91%↑	88%	80%	65%↓	58%↓	93%↑	89%↑	79%↓
	N Count	195	337↑	307↑	301	274	147↓	116↓	543↑	502↑	448↓
	Column Comparisons	g h	b e f g h	f g h	f g h	g h			-	-	-
Don't know	% within column	1%	1%	0%	1%	2%	1%	0%	0%	1%	1%
	N Count	3	3	1	3	5	2	1	3	4	6
	Column Comparisons								-	-	-
Can't remember	% within column	0%	1%	1%	0%	0%	1%	0%	1%	0%	0%
	N Count	0	3	3	0	1	1	0	4	3	1
	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 = 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)

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]

		Age and gender of child respondent	Urban/ Rural		Working status				D3 - Social grade		
		NET: Female 13-17	NET: Urban	Rural	Full time	Part time	Student	NET: Not working/ retired	AB	C1	C2
Yes – They have been told that they have a limit on spending each month	% within column	15%	15%	10%	17%↑	11%	13%	8%↓	19%↑	15%	11%
	N Count	81	288	25	223↑	45	15	25↓	120↑	86	55
	Column Comparisons	-			b d				c d	d	
Yes – I have a password/passcode set up on the platforms, websites and apps that my child uses	% within column	9%↓	14%	12%	16%↑	12%	11%	9%↓	18%↑	12%	13%
	N Count	48↓	278	31	207↑	54	12	27↓	113↑	67	64
	Column Comparisons	-			d				b d		
Yes – I have a password/passcode set up on my child's bank card/account	% within column	9%	11%	10%	13%↑	9%	9%	4%↓	15%↑	9%	10%
	N Count	47	212	24	174↑	39	10	11↓	91↑	53	50
	Column Comparisons	-			d	d			b d		
Yes – I have bought them a gift card or voucher to limit their spending	% within column	7%	9%	6%	10%	7%	8%	7%	11%↑	8%	7%
	N Count	38	183	15	135	29	9	22	70↑	49	34
	Column Comparisons	-									
No - I have no restrictions or controls in place	% within column	27%↑	15%	18%	13%↓	15%	32%↑	20%↑	12%↓	16%	15%
	N Count	144↑	295	44	171↓	65	35↑	63↑	73↓	93	73
	Column Comparisons	-					a b d	a			
NET: Has Parental Controls	% within column	72%↓	84%	81%	87%↑	84%	68%↓	74%↓	88%↑	84%	83%
	N Count	385↓	1,666	199	1,156↑	361	76↓	230↓	550↑	486	410
	Column Comparisons	-			c d	c d			b c d	d	
Don't know	% within column	1%	1%	1%	0%↓	1%	0%	4%↑	0%	0%	1%
	N Count	6	18	1	4↓	2	0	12↑	2	1	4
	Column Comparisons	-						a b			
Can't remember	% within column	0%	0%	0%	0%↓	0%	0%	2%↑	0%	0%	1%
	N Count	1	8	1	1↓	2	0	6↑	0	0	5
	Column Comparisons	-						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; 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)

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]

		D3 - Social grade			Financial wellbeing			Ethnicity		Child identified need/ impacting condition	
		DE	NET: ABC1	NET: C2DE	Doing well	Getting by	Struggling	White B-ritish	NET: All other Ethnicities	Neurodiv-ersity	Mental Health
Yes – They have been told that they have a limit on spending each month	% within column	10%↓	17%↑	10%↓	21%↑	13%	12%	13%↓	19%↑	15%	18%
	N Count	52↓	206↑	107↓	85↑	147	79	220↓	85↑	28	20
	Column Comparisons		-	-	b c				a		
Yes – I have a password/passcode set up on the platforms, websites and apps that my child uses	% within column	12%	15%	12%	18%↑	13%	13%	13%	18%↑	14%	15%
	N Count	64	181	128	74↑	152	83	227	80↑	28	16
	Column Comparisons		-	-	b c				a		
Yes – I have a password/passcode set up on my child's bank card/account	% within column	8%	12%	9%	14%	10%	10%	10%	12%	13%	11%
	N Count	41	144	92	55	112	68	180	53	24	12
	Column Comparisons		-	-							
Yes – I have bought them a gift card or voucher to limit their spending	% within column	8%	10%	8%	12%↑	8%	9%	9%	9%	8%	11%
	N Count	44	119	79	48↑	88	60	152	41	15	12
	Column Comparisons		-	-	b						
No - I have no restrictions or controls in place	% within column	19%	14%	17%	10%↓	16%	18%	17%↑	10%↓	10%	22%
	N Count	100	166	173	40↓	180	117	293↑	44↓	20	24
	Column Comparisons	a	-	-		a	a	b			a
NET: Has Parental Controls	% within column	78%↓	86%↑	81%↓	89%↑	83%	81%	82%↓	89%↑	88%	78%
	N Count	419↓	1,036↑	829↓	358↑	959	529	1,428↓	403↑	170	86
	Column Comparisons		-	-	b c				a	b	
Don't know	% within column	2%↑	0%↓	2%↑	0%	1%	1%	1%	1%	2%	0%
	N Count	12↑	3↓	16↑	0	9	7	13	3	4	0
	Column Comparisons	a b	-	-							
Can't remember	% within column	1%	0%↓	1%↑	1%	0%	0%	0%	0%	0%	0%
	N Count	4	0↓	9↑	3	4	2	7	2	0	0
	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 = 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)

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]		Child identified need/ impacting condition		Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits		Parental Controls	
		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
Yes – They have been told that they have a limit on spending each month	% within column	14%	14%	17%	16%	14%	14%	13%	15%	17%↑	0%↓
	N Count	66	240	40	125	23	290	123	182	313↑	0↓
	Column Comparisons	-								b	
Yes – I have a password/passcode set up on the platforms, websites and apps that my child uses	% within column	16%	13%	13%	9%	14%	14%	15%	13%	17%↑	0%↓
	N Count	77	230	30	74	23	286	135	157	309↑	0↓
	Column Comparisons	-								b	
Yes – I have a password/passcode set up on my child's bank card/account	% within column	13%	10%	11%	9%	17%↑	10%↓	10%	11%	13%↑	0%↓
	N Count	60	173	25	69	27↑	209↓	95	131	236↑	0↓
	Column Comparisons	-				b				b	
Yes – I have bought them a gift card or voucher to limit their spending	% within column	10%	9%	9%	9%	13%	9%	9%	9%	11%↑	0%↓
	N Count	48	147	21	71	21	176	87	105	198↑	0↓
	Column Comparisons	-				b				b	
No - I have no restrictions or controls in place	% within column	11%↓	16%↑	17%	26%↑	6%↓	16%↑	15%	15%	0%↓	100%↑
	N Count	53↓	284↑	41	203↑	10↓	330↑	138	186	0↓	339↑
	Column Comparisons	-	a		a		a				a
NET: Has Parental Controls	% within column	88%↑	82%↓	81%	74%	93%↑	83%↓	84%	84%	100%↑	0%↓
	N Count	416↑	1,420↓	190	583	149↑	1,716↓	773	1,007	1,865↑	0↓
	Column Comparisons	-		b		b				b	
Don't know	% within column	1%	1%	1%	1%	2%	1%	1%	1%	0%↓	0%
	N Count	5	13	3	6	2	17	9	6	0↓	0
	Column Comparisons	-								-	-
Can't remember	% within column	0%	1%	0%	0%	0%	0%	1%	0%	0%↓	0%
	N Count	0	9	0	1	0	9	6	2	0↓	0
	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 = 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)

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]		Parental Concern			Time Spent Online (Weekday)					Time Spent Online (Weekend)	
		Not Concerned	A little Concerned	NET: Moderately / Very Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs	6+ hrs	NET: 5+ Hours	0 - 2hrs	3 - 4hrs
Yes – They have been told that they have a limit on spending each month	% within column	11%↓	17%	18%↑	13%	15%	15%	14%	15%	10%	15%
	N Count	114↓	91	108↑	115	138	43	14	57	30	119
	Column Comparisons		a	a					-		
Yes – I have a password/passcode set up on the platforms, websites and apps that my child uses	% within column	11%↓	15%	17%↑	16%	13%	13%	14%	13%	13%	14%
	N Count	115↓	85	105↑	139	118	35	14	49	37	111
	Column Comparisons		a	a					-		
Yes – I have a password/passcode set up on my child's bank card/account	% within column	9%	12%	12%	10%	11%	10%	14%	11%	9%	10%
	N Count	97	67	72	89	102	28	14	42	26	79
	Column Comparisons								-		
Yes – I have bought them a gift card or voucher to limit their spending	% within column	7%↓	11%	11%	7%↓	10%	10%	12%	11%	8%	8%
	N Count	69↓	62	67	60↓	96	29	12	40	23	65
	Column Comparisons		a	a					-		
No - I have no restrictions or controls in place	% within column	23%↑	10%↓	7%↓	14%	15%	18%	19%	18%	17%	13%
	N Count	238↑	56↓	40↓	120	140	50	19	69	51	102
	Column Comparisons	b c	c						-		
NET: Has Parental Controls	% within column	76%↓	89%↑	93%↑	85%	84%	81%	81%	81%	81%	86%
	N Count	805↓	489↑	564↑	741	793	226	83	309	235	675
	Column Comparisons		a	a b					-		
Don't know	% within column	1%	1%	0%	1%	0%	1%	0%	1%	1%	0%
	N Count	8	3	1	7	4	2	0	2	4	4
	Column Comparisons								-		
Can't remember	% within column	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%
	N Count	1	1	0	5	1	0	0	0	1	4
	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 = 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)

BANNER

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]		Time Spent Online (Weekend)			Spent Money					SM purchase category	
		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
Yes – They have been told that they have a limit on spending each month	% within column	13%	16%	15%	17%↑	19%↑	18%↑	19%↑	9%↓	23%↑	23%
	N Count	82	80	162	224↑	143↑	197↑	116↑	89↓	100↑	34
	Column Comparisons			-	e	e	e	e			
Yes – I have a password/passcode set up on the platforms, websites and apps that my child uses	% within column	15%	13%	14%	16%↑	17%↑	16%↑	18%↑	11%↓	17%	19%
	N Count	94	65	158	201↑	131↑	179↑	109↑	108↓	72	30
	Column Comparisons			-	e	e	e	e			
Yes – I have a password/passcode set up on my child's bank card/account	% within column	11%	11%	11%	13%↑	14%↑	14%↑	15%↑	7%↓	15%	16%
	N Count	71	57	128	169↑	107↑	153↑	91↑	67↓	65	24
	Column Comparisons			-	e	e	e	e			
Yes – I have bought them a gift card or voucher to limit their spending	% within column	7%	13%↑	10%	12%↑	12%↑	13%↑	15%↑	5%↓	10%	15%
	N Count	45	63↑	108	150↑	95↑	144↑	89↑	48↓	45	23
	Column Comparisons		b c	-	e	e	b e	e			
No - I have no restrictions or controls in place	% within column	14%	18%	16%	10%↓	9%↓	8%↓	6%↓	23%↑	12%↑	8%
	N Count	84	90	174	123↓	72↓	90↓	39↓	216↑	52↑	12
	Column Comparisons			-		c			a b c d	d	
NET: Has Parental Controls	% within column	86%	81%	84%	90%↑	90%↑	92%↑	94%↑	75%↓	88%	92%
	N Count	535	398	933	1,161↑	693↑	1,033↑	565↑	704↓	377	140
	Column Comparisons			-	e	e	b e	e			
Don't know	% within column	0%	1%	1%	0%↓	0%↓	0%↓	0%↓	2%↑	0%	1%
	N Count	2	4	6	3↓	1↓	2↓	0↓	16↑	0	1
	Column Comparisons			-					a b c d		
Can't remember	% within column	0%	0%	0%	0%↓	0%	0%↓	0%	1%↑	0%	0%
	N Count	0	1	1	1↓	1	0↓	0	8↑	0	0
	Column Comparisons			-					a c	-	-

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]		SM purchase category		Feelings about SM purchase				Gaming Method			
		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
Yes – They have been told that they have a limit on spending each month	% within column	19%	17%	16%	20%↑	20%↑	19%↑	15%	18%↑	16%↑	15%
	N Count	41	26	50	109↑	74↑	108↑	195	100↑	209↑	121
	Column Comparisons										
Yes – I have a password/passcode set up on the platforms, websites and apps that my child uses	% within column	21%	25%↑	20%↑	17%↑	19%↑	19%↑	15%	17%	15%	16%
	N Count	46	39↑	62↑	96↑	73↑	105↑	193	97	194	126
	Column Comparisons										
Yes – I have a password/passcode set up on my child's bank card/account	% within column	16%	16%	15%↑	15%↑	14%↑	16%↑	12%	13%	11%	12%
	N Count	34	26	47↑	81↑	54↑	92↑	156	75	146	91
	Column Comparisons										
Yes – I have bought them a gift card or voucher to limit their spending	% within column	18%↑	18%↑	13%↑	13%↑	16%↑	14%↑	10%↑	10%	10%	9%
	N Count	38↑	29↑	41↑	73↑	59↑	76↑	137↑	56	130	68
	Column Comparisons	a									
No - I have no restrictions or controls in place	% within column	8%	3%↓	7%↓	10%↓	6%↓	10%↓	15%	14%	15%	11%↓
	N Count	17	5↓	20↓	54↓	23↓	58↓	203	80	194	83↓
	Column Comparisons							d	d	d	
NET: Has Parental Controls	% within column	92%	97%↑	93%↑	90%↑	94%↑	90%↑	84%	85%	84%	88%↑
	N Count	199	153↑	293↑	501↑	354↑	507↑	1,120	488	1,111	690↑
	Column Comparisons		a								
Don't know	% within column	0%	0%	0%	0%	0%	0%	0%	1%	0%	1%
	N Count	0	0	0	1	1	1	6	5	6	6
	Column Comparisons										
Can't remember	% within column	0%	0%	0%	0%	0%	0%	0%↓	0%	0%	0%
	N Count	0	0	0	0	0	0	1↓	0	5	3
	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 = 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)

	Gaming Method	Gaming Type								
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]	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
Yes – They have been told that they have a limit on spending each month — % within column	14%	15%	16%	20%↑	18%	16%	15%	19%↑	22%↑	16%
N Count	302	98	117	108↑	68	128	171	103↑	56↑	45
Column Comparisons	-									
Yes – I have a password/passcode set up on the platforms, websites and apps that my child uses — % within column	14%	17%↑	17%↑	14%	18%	14%	15%	18%↑	23%↑	19%↑
N Count	299	113↑	122↑	79	69	115	168	98↑	56↑	53↑
Column Comparisons	-									
Yes – I have a password/passcode set up on my child's bank card/account — % within column	10%	9%	12%	13%	14%↑	12%	11%	13%	17%↑	15%
N Count	224	57	90	72	54↑	98	122	73	43↑	40
Column Comparisons	-				a			a	a	a
Yes – I have bought them a gift card or voucher to limit their spending — % within column	9%	9%	11%	12%	13%↑	11%↑	9%	11%	13%	12%
N Count	195	58	78	64	52↑	92↑	109	60	32	33
Column Comparisons	-									
No - I have no restrictions or controls in place — % within column	15%	15%	13%	15%	12%	14%	15%	14%	10%	11%
N Count	321	97	94	84	46	119	168	77	24	30
Column Comparisons	-			k		k	i			
NET: Has Parental Controls — % within column	84%	84%	86%	84%	87%	85%	85%	86%	89%	89%
N Count	1,797	549	631	458	338	696	975	478	221	246
Column Comparisons	-									f
Don't know — % within column	1%	0%	1%	1%	1%	1%	1%	0%	1%	0%
N Count	15	3	4	3	2	8	8	2	2	1
Column Comparisons	-									
Can't remember — % within column	0%	0%	0%	0%	0%	0%	0%↓	0%	1%	0%
N Count	7	1	1	2	1	0	0↓	0	1	0
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 = 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)

		Gaming Type			Gaming Frequency		Gaming Purchase Type			
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]		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
Yes – They have been told that they have a limit on spending each month	% within column	18%↑	17%	15%	16%	14%	15%	20%	20%	27%↑	18%
	N Count	129↑	36	37	161	230	69	107	48	41↑	81
	Column Comparisons				-						
Yes – I have a password/passcode set up on the platforms, websites and apps that my child uses	% within column	16%	20%	14%	15%	15%	12%	18%	22%↑	21%	17%
	N Count	116	40	36	153	234	55	96	52↑	32	78
	Column Comparisons				-						
Yes – I have a password/passcode set up on my child's bank card/account	% within column	12%	14%	11%	12%	11%	9%	15%	20%↑	14%	14%
	N Count	91	29	29	119	173	40	83	46↑	21	60
	Column Comparisons				-						
Yes – I have bought them a gift card or voucher to limit their spending	% within column	11%	18%↑	10%	11%↑	10%	6%↓	16%↑	20%↑	18%	14%
	N Count	80	37↑	25	118↑	160	29↓	85↑	47↑	27	61
	Column Comparisons				-	b					
No - I have no restrictions or controls in place	% within column	14%	7%↓	15%	14%	13%↓	19%↑	8%	6%	6%	7%
	N Count	105	15↓	38	140	214↓	88↑	41	15	9	32
	Column Comparisons				-	a					
NET: Has Parental Controls	% within column	85%	92%↑	85%	85%	86%↑	80%↓	92%	94%	94%	92%
	N Count	618	191↑	211	877	1,376↑	368↓	493	222	142	413
	Column Comparisons		c e		-	b					
Don't know	% within column	0%	0%	0%	1%	0%	1%	0%	0%	0%	1%
	N Count	3	0	0	8	7	4	0	0	0	2
	Column Comparisons				-						
Can't remember	% within column	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%
	N Count	2	1	0	1	5	0	0	0	0	0
	Column Comparisons		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 = 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)

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]

		Gaming Purchase Type				Feelings about Gaming Purchase					
		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
Yes – They have been told that they have a limit on spending each month	% within column	24%	21%	18%	23%	18%	18%↑	17%	18%↑	18%↑	17%
	N Count	35	65	22	48	62	139↑	77	133↑	130↑	75
	Column Comparisons										
Yes – I have a password/passcode set up on the platforms, websites and apps that my child uses	% within column	17%	17%	19%	21%	17%	17%↑	20%↑	16%	16%	17%
	N Count	25	53	23	43	59	131↑	87↑	119	115	76
	Column Comparisons										
Yes – I have a password/passcode set up on my child's bank card/account	% within column	14%	16%	13%	16%	15%↑	14%↑	13%	14%↑	15%↑	14%↑
	N Count	20	50	16	34	52↑	108↑	57	102↑	104↑	64↑
	Column Comparisons										
Yes – I have bought them a gift card or voucher to limit their spending	% within column	10%	15%	21%↑	20%↑	15%↑	13%↑	15%↑	15%↑	14%↑	12%↑
	N Count	15	46	25↑	42↑	51↑	103↑	69↑	106↑	100↑	56↑
	Column Comparisons										
No - I have no restrictions or controls in place	% within column	5%	9%	9%	5%	5%↓	7%↓	5%↓	7%↓	7%↓	5%↓
	N Count	8	29	11	10	18↓	57↓	23↓	49↓	48↓	22↓
	Column Comparisons										
NET: Has Parental Controls	% within column	95%	91%	91%	95%	95%↑	92%↑	95%↑	93%↑	93%↑	95%↑
	N Count	139	274	111	195	329↑	713↑	422↑	671↑	668↑	428↑
	Column Comparisons										
Don't know	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%↓	0%
	N Count	0	0	0	0	0	1	0	1	0↓	0
	Column Comparisons										
Can't remember	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	N Count	0	0	0	0	0	0	0	0	0	0
	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 = 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)

Part 22 of 22

P4 - How concerned, if at all, are you about your child's spending online? [SINGLE]

		Total	Gender of child respondent		Age of child respondent			
			Male	Female	8-9	10-12	13-15	16-17
Weighted Base	% within column	2232	1153	1079	449	698	684	401
	N Count							
	Column Comparisons							
Unweighted Base	% within column	2205	1100	1105	439	662	659	445
	N Count							
	Column Comparisons							
Column Names	% within column	a	a	b	a	b	c	d
	N Count							
	Column Comparisons							
Not at all concerned	% within column	47%	44%↓	51%↑	46%	45%	46%	55%↑
	N Count	1,053	504↓	549↑	205	313	313	222↑
	Column Comparisons	-		a				a b c
A little bit concerned	% within column	25%	26%	23%	22%	27%	27%	21%
	N Count	550	298	252	97	186	184	83
	Column Comparisons	-						
Moderately concerned	% within column	16%	17%	14%	17%	15%	15%	15%
	N Count	347	199	148	74	106	105	61
	Column Comparisons	-	b					
Very concerned	% within column	12%	12%	11%	15%	12%	11%	8%↓
	N Count	258	142	117	66	87	74	32↓
	Column Comparisons	-			d			
Don't know	% within column	1%	1%	1%	2%	1%	1%	1%
	N Count	24	10	13	7	7	7	3
	Column Comparisons	-						
NET: Moderately/ Very Concerned	% within column	27%	30%↑	25%↓	31%	28%	26%	23%
	N Count	605	341↑	265↓	140	193	179	93
	Column Comparisons	-	b					
NET: A little bit concerned / Moderately concerned / Very concerned	% within column	52%	55%↑	48%↓	53%	54%	53%	44%↓
	N Count	1,155	639↑	516↓	238	378	363	176↓
	Column Comparisons	-	b		d	d	d	
NET: Not at all concerned/ A little concerned	% within column	72%	70%	74%	67%	71%	73%	76%
	N Count	1,603	802	801	302	499	497	305
	Column Comparisons	-		a				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; 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)

P4 - How concerned, if at all, are you about your child's spending online? [SINGLE]

		Age of child respondent		Age and gender of child respondent				
		NET: 8-12	NET: 13-17	Male 8-9	Female 8-9	Male 10-12	Female 10-12	Male 13-15
Weighted Base	% within column	1147	1085	226	224	361	337	342
	N Count							
	Column Comparisons							
Unweighted Base	% within column	1101	1104	220	219	333	329	324
	N Count							
	Column Comparisons							
Column Names	% within column	e	f	a	b	c	d	e
	N Count							
	Column Comparisons							
Not at all concerned	% within column	45%	49%	43%	48%	40%↓	50%	43%
	N Count	518	535	98	107	143↓	170	149
	Column Comparisons	-	-					
A little bit concerned	% within column	25%	25%	22%	22%	31%↑	22%	26%
	N Count	283	267	49	48	112↑	74	89
	Column Comparisons	-	-					
Moderately concerned	% within column	16%	15%	20%	13%	15%	15%	17%
	N Count	180	167	45	29	55	51	59
	Column Comparisons	-	-					
Very concerned	% within column	13%↑	10%↓	14%	16%	13%	12%	12%
	N Count	153↑	106↓	31	35	48	39	42
	Column Comparisons	-	-	h	h	h	h	h
Don't know	% within column	1%	1%	1%	2%	1%	1%	1%
	N Count	13	10	3	4	3	4	3
	Column Comparisons	-	-					
NET: Moderately/ Very Concerned	% within column	29%	25%	34%	29%	28%	27%	30%
	N Count	333	272	76	65	103	90	101
	Column Comparisons	-	-	f h	h	h	h	h
NET: A little bit concerned / Moderately concerned / Very concerned	% within column	54%	50%	55%	51%	59%↑	49%	56%
	N Count	616	539	125	113	215↑	164	190
	Column Comparisons	-	-	h		h		h
NET: Not at all concerned/ A little concerned	% within column	70%	74%	65%	69%	71%	72%	69%
	N Count	801	802	147	155	255	244	238
	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 2 of 32

Page 423

BANNER

P4 - How concerned, if at all, are you about your child's spending online? [SINGLE]

Age and gender of child respondent

		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
Weighted Base	% within column	341	224	201	587	561	567	536
	N Count							
	Column Comparisons							
Unweighted Base	% within column	335	223	253	553	548	547	580
	N Count							
	Column Comparisons							
Column Names	% within column	f	g	h	i	j	k	l
	N Count							
	Column Comparisons							
Not at all concerned	% within column	48%	51%	60%↑	41%↓	49%	46%	52%↑
	N Count	165	114	120↑	241↓	277	263	279↑
	Column Comparisons			a c e	-	-	-	-
A little bit concerned	% within column	28%	22%	22%	27%	22%	24%	26%
	N Count	95	48	45	161	122	137	138
	Column Comparisons				-	-	-	-
Moderately concerned	% within column	13%	18%	12%	17%	14%	17%	13%
	N Count	46	39	24	100	80	98	70
	Column Comparisons				-	-	-	-
Very concerned	% within column	9%	10%	5%↓	13%	13%	11%	8%↓
	N Count	32	21	10↓	78	74	63	42↓
	Column Comparisons				-	-	-	-
Don't know	% within column	1%	1%	1%	1%	1%	1%	1%
	N Count	4	1	2	6	7	4	6
	Column Comparisons				-	-	-	-
NET: Moderately/ Very Concerned	% within column	23%	27%	17%↓	30%	28%	29%	21%↓
	N Count	78	61	34↓	179	154	162	112↓
	Column Comparisons		h		-	-	-	-
NET: A little bit concerned / Moderately concerned / Very concerned	% within column	51%	49%	39%↓	58%↑	49%	53%	47%↓
	N Count	172	109	79↓	339↑	277	299	250↓
	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)

P4 - How concerned, if at all, are you about your child's spending online? [SINGLE]

		Urban/ Rural		Working status				D3 - Social grade
							NET: Not	
		NET: Urban	Rural	Full time	Part time	Student	working/ retired	AB
Weighted Base	% within column	1986	246	1332	430	112	310	625
	N Count							
	Column Comparisons							
Unweighted Base	% within column	1949	256	1376	388	113	286	885
	N Count							
	Column Comparisons							
Column Names	% within column	a	b	a	b	c	d	a
	N Count							
	Column Comparisons							
Not at all concerned	% within column	46%↓	58%↑	41%↓	58%↑	54%	56%↑	37%↓
	N Count	912↓	142↑	547↓	249↑	60	173↑	228↓
	Column Comparisons		a		a	a	a	
A little bit concerned	% within column	25%	21%	26%	22%	25%	22%	28%
	N Count	497	53	349	94	28	67	175
	Column Comparisons							
Moderately concerned	% within column	16%	12%	18%↑	12%	14%	11%	19%↑
	N Count	316	31	242↑	53	16	34	118↑
	Column Comparisons			b d				d
Very concerned	% within column	12%	7%	14%↑	7%↓	7%	8%	17%↑
	N Count	240	18	188↑	31↓	7	25	103↑
	Column Comparisons	b		b c d				b c d
Don't know	% within column	1%	1%	0%↓	1%	1%	4%↑	0%↓
	N Count	21	3	6↓	4	1	12↑	1↓
	Column Comparisons						a b	
NET: Moderately/ Very Concerned	% within column	28%↑	20%↓	32%↑	20%↓	21%	19%↓	35%↑
	N Count	557↑	49↓	430↑	84↓	23	59↓	221↑
	Column Comparisons	b		b c d				b c d
NET: A little bit concerned / Moderately concerned / Very concerned	% within column	53%↑	41%↓	58%↑	41%↓	46%	41%↓	63%↑
	N Count	1,054↑	101↓	779↑	178↓	51	126↓	396↑
	Column Comparisons	b		b c d				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 = 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)

P4 - How concerned, if at all, are you about your child's spending online? [SINGLE]

		D3 - Social grade					Financial wellbeing	
		C1	C2	DE	NET: ABC1	NET: C2DE	Doing well	Getting by
Weighted Base	% within column	580	491	536	1205	1027	401	1152
	N Count							
	Column Comparisons							
Unweighted Base	% within column	483	357	480	1368	837	452	1121
	N Count							
	Column Comparisons							
Column Names	% within column	b	c	d	e	f	a	b
	N Count							
	Column Comparisons							
Not at all concerned	% within column	51%	50%	53%↑	43%↓	52%↑	37%↓	49%
	N Count	294	245	286↑	522↓	531↑	147↓	568
	Column Comparisons	a	a	a	-	-		a
A little bit concerned	% within column	25%	22%	22%	27%	22%	24%	27%↑
	N Count	147	108	120	321	229	97	315↑
	Column Comparisons				-	-		c
Moderately concerned	% within column	14%	16%	12%	17%	14%	17%	15%
	N Count	83	79	67	201	146	70	172
	Column Comparisons				-	-		
Very concerned	% within column	9%	11%	9%	13%	10%	20%↑	8%↓
	N Count	54	53	48	157	101	81↑	92↓
	Column Comparisons				-	-	b c	
Don't know	% within column	1%	1%	3%↑	0%↓	2%↑	1%	1%
	N Count	3	6	14↑	4↓	20↑	5	6
	Column Comparisons		a	a b	-	-		
NET: Moderately/ Very Concerned	% within column	24%	27%	21%↓	30%↑	24%↓	38%↑	23%↓
	N Count	137	132	115↓	358↑	247↓	151↑	264↓
	Column Comparisons				-	-	b c	
NET: A little bit concerned / Moderately concerned / Very concerned	% within column	49%	49%	44%↓	56%↑	46%↓	62%↑	50%
	N Count	284	240	235↓	679↑	476↓	248↑	578
	Column Comparisons				-	-	b c	

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)

P4 - How concerned, if at all, are you about your child's spending online? [SINGLE]

		Financial wellbeing	Ethnicity		Child identified need/ impacting condition			
		Struggling	White British	NET: All other Ethnicities	Neurodiversity	Mental Health	NET: Identified need/ condition	NET: No identified need/ condition
Weighted Base	% within column	655	1742	453	194	109	474	1726
	N Count							
	Column Comparisons							
Unweighted Base	% within column	611	1713	452	182	110	458	1713
	N Count							
	Column Comparisons							
Column Names	% within column	c	a	b	a	b	c	d
	N Count							
	Column Comparisons							
Not at all concerned	% within column	50%	52%↑	30%↓	58%↑	57%	47%	48%
	N Count	325	904↑	136↓	113↑	62	223	820
	Column Comparisons	a	b		d		-	
A little bit concerned	% within column	20%↓	25%	23%	23%	25%	26%	24%
	N Count	132↓	431	105	44	28	121	416
	Column Comparisons						-	
Moderately concerned	% within column	16%	14%↓	21%↑	13%	9%	16%	15%
	N Count	105	245↓	97↑	25	10	76	266
	Column Comparisons			a			-	
Very concerned	% within column	13%	8%↓	24%↑	6%↓	9%	11%	12%
	N Count	84	144↓	111↑	11↓	9	51	204
	Column Comparisons	b		a			-	
Don't know	% within column	1%	1%	1%	1%	0%	1%	1%
	N Count	8	18	5	1	0	4	20
	Column Comparisons						-	
NET: Moderately/ Very Concerned	% within column	29%	22%↓	46%↑	18%↓	18%	27%	27%
	N Count	189	389↓	207↑	36↓	19	127	470
	Column Comparisons	b		a			-	a b
NET: A little bit concerned / Moderately concerned / Very concerned	% within column	49%	47%↓	69%↑	41%↓	43%	52%	51%
	N Count	322	820↓	312↑	80↓	47	248	886
	Column Comparisons			a			-	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; 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)

P4 - How concerned, if at all, are you about your child's spending online? [SINGLE]

		Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits		Parental Controls
		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	234	792	161	2071	925	1200	1865
	N Count							
	Column Comparisons							
Unweighted Base	% within column	238	806	157	2048	883	1222	1839
	N Count							
	Column Comparisons							
Column Names	% within column	a	b	a	b	a	b	a
	N Count							
	Column Comparisons							
Not at all concerned	% within column	49%	51%	44%	47%	46%	49%	43%↓
	N Count	114	404	71	982	427	586	805↓
	Column Comparisons							
A little bit concerned	% within column	27%	24%	24%	25%	25%	24%	26%↑
	N Count	62	189	39	511	232	292	489↑
	Column Comparisons							b
Moderately concerned	% within column	15%	15%	14%	16%	15%	16%	17%↑
	N Count	35	120	22	325	141	190	317↑
	Column Comparisons							b
Very concerned	% within column	8%	9%	16%	11%	12%	10%	13%↑
	N Count	20	75	26	232	113	126	247↑
	Column Comparisons							b
Don't know	% within column	1%	1%	2%	1%	1%	1%	0%↓
	N Count	2	5	2	21	12	7	6↓
	Column Comparisons							
NET: Moderately/ Very Concerned	% within column	23%	25%	30%	27%	27%	26%	30%↑
	N Count	55	195	48	557	254	315	564↑
	Column Comparisons							b
NET: A little bit concerned / Moderately concerned / Very concerned	% within column	50%	48%	54%	52%	53%	51%	56%↑
	N Count	117	384	87	1,068	486	607	1,053↑
	Column Comparisons							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 = 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)

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

P4 - How concerned, if at all, are you about your child's spending online? [SINGLE]

		Time Spent Online (Weekday)		Time Spent Online (Weekend)				
		6+ hrs	NET: 5+ Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6 hrs	NET: 5+ Hours
Weighted Base	% within column	102	380	291	785	622	492	1114
	N Count							
	Column Comparisons							
Unweighted Base	% within column	106	388	281	777	619	489	1108
	N Count							
	Column Comparisons							
Column Names	% within column	d	e	a	b	c	d	e
	N Count							
	Column Comparisons							
Not at all concerned	% within column	32%↓	40%↓	54%	45%	44%	51%	47%
	N Count	32↓	152↓	157	350	276	249	525
	Column Comparisons		-	b c				-
A little bit concerned	% within column	28%	25%	15%↓	26%	28%	24%	26%
	N Count	28	95	45↓	205	175	119	295
	Column Comparisons		-		a	a	a	-
Moderately concerned	% within column	23%	19%	16%	15%	17%	15%	16%
	N Count	24	73	46	122	105	71	177
	Column Comparisons		-					-
Very concerned	% within column	15%	15%	14%	13%	10%	10%	10%↓
	N Count	15	56	41	103	61	48	109↓
	Column Comparisons		-					-
Don't know	% within column	2%	1%	1%	1%	1%	1%	1%
	N Count	2	4	2	6	4	5	9
	Column Comparisons		-					-
NET: Moderately/ Very Concerned	% within column	38%↑	34%↑	30%	29%	27%	24%	26%
	N Count	39↑	129↑	87	225	166	120	286
	Column Comparisons	a b	-					-
NET: A little bit concerned / Moderately concerned / Very concerned	% within column	66%↑	59%↑	45%	55%	55%	49%	52%
	N Count	67↑	224↑	132	429	342	239	581
	Column Comparisons	a	-		a	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; 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)

P4 - How concerned, if at all, are you about your child's spending online? [SINGLE]

		Spent Money					SM purchase category	
		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
Weighted Base	% within column	1289	768	1125	604	943	429	153
	N Count							
	Column Comparisons							
Unweighted Base	% within column	1296	800	1128	632	909	450	165
	N Count							
	Column Comparisons							
Column Names	% within column	a	b	c	d	e	a	b
	N Count							
	Column Comparisons							
Not at all concerned	% within column	37%↓	27%↓	35%↓	21%↓	61%↑	30%	16%↓
	N Count	474↓	207↓	394↓	127↓	579↑	128	24↓
	Column Comparisons					a b c d	b c d	
A little bit concerned	% within column	30%↑	32%↑	30%↑	34%↑	18%↓	31%	32%
	N Count	381↑	246↑	342↑	206↑	169↓	132	49
	Column Comparisons	e	e	e	e			
Moderately concerned	% within column	20%↑	23%↑	20%↑	24%↑	10%↓	23%	25%
	N Count	257↑	175↑	226↑	145↑	90↓	98	38
	Column Comparisons	e	e	e	e			
Very concerned	% within column	13%↑	18%↑	14%↑	20%↑	9%↓	16%	28%↑
	N Count	170↑	135↑	158↑	123↑	88↓	69	42↑
	Column Comparisons	e	e	e	e			a
Don't know	% within column	0%↓	1%	0%↓	0%	2%↑	1%	0%
	N Count	6↓	5	4↓	3	18↑	2	0
	Column Comparisons					a c		
NET: Moderately/ Very Concerned	% within column	33%↑	40%↑	34%↑	44%↑	19%↓	39%	52%↑
	N Count	427↑	310↑	385↑	268↑	178↓	167	80↑
	Column Comparisons	e	e	e	e			a
NET: A little bit concerned / Moderately concerned / Very concerned	% within column	63%↑	72%↑	65%↑	78%↑	37%↓	70%	84%↑
	N Count	809↑	556↑	726↑	474↑	346↓	299	129↑
	Column Comparisons	e	e	e	e			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; 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)

BANNER

P4 - How concerned, if at all, are you about your child's spending online? [SINGLE]

		SM purchase category		Feelings about SM purchase				Gaming Method
		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	216	158	314	556	378	565	1330
	N Count							
	Column Comparisons							
Unweighted Base	% within column	226	171	329	585	402	596	1316
	N Count							
	Column Comparisons							
Column Names	% within column	c	d	a	b	c	d	a
	N Count							
	Column Comparisons							
Not at all concerned	% within column	19%↓	15%↓	15%↓	26%↓	14%↓	24%↓	50%↑
	N Count	41↓	24↓	47↓	146↓	52↓	138↓	670↑
	Column Comparisons				a c		a c	b c
A little bit concerned	% within column	25%	34%	34%↑	31%↑	37%↑	32%↑	25%
	N Count	55	54	106↑	173↑	140↑	179↑	329
	Column Comparisons							
Moderately concerned	% within column	27%	22%	27%↑	23%↑	25%↑	23%↑	15%
	N Count	59	35	85↑	127↑	94↑	131↑	195
	Column Comparisons							
Very concerned	% within column	27%↑	27%↑	23%↑	19%↑	24%↑	20%↑	10%↓
	N Count	59↑	42↑	73↑	106↑	89↑	114↑	130↓
	Column Comparisons	a	a					
Don't know	% within column	1%	2%	1%	1%	1%	0%	0%↓
	N Count	2	3	3	4	3	3	6↓
	Column Comparisons							
NET: Moderately/ Very Concerned	% within column	55%↑	49%↑	50%↑	42%↑	48%↑	43%↑	24%↓
	N Count	118↑	78↑	158↑	233↑	183↑	245↑	324↓
	Column Comparisons	a						
NET: A little bit concerned / Moderately concerned / Very concerned	% within column	80%↑	83%↑	84%↑	73%↑	85%↑	75%↑	49%↓
	N Count	173↑	132↑	264↑	407↑	323↑	424↑	653↓
	Column Comparisons	a	a	b d		b d		

BANNER

P4 - How concerned, if at all, are you about your child's spending online? [SINGLE]

		Gaming Method				Gaming Type		
		Desktop computer, 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	c	d	e	a	b	c
	N Count							
	Column Comparisons							
Not at all concerned	% within column	40%↓	47%	47%	47%↓	44%	43%	40%↓
	N Count	228↓	618	366	998↓	287	315	221↓
	Column Comparisons		b	b	-	d		
A little bit concerned	% within column	28%	25%	22%	25%	23%	26%	27%
	N Count	159	323	175	538	148	188	146
	Column Comparisons	c d			-			
Moderately concerned	% within column	17%	16%	16%	16%	15%	16%	19%↑
	N Count	97	212	124	338	97	116	107↑
	Column Comparisons				-		f	e f
Very concerned	% within column	15%↑	11%	14%↑	12%	17%↑	14%↑	13%
	N Count	86↑	150	110↑	247	112↑	105↑	71
	Column Comparisons	a		a	-	c e f g	e f	
Don't know	% within column	0%	1%	1%	1%	1%	1%	1%
	N Count	3	13	7	20	6	7	3
	Column Comparisons				-			
NET: Moderately/ Very Concerned	% within column	32%↑	28%	30%	27%	32%↑	30%	32%↑
	N Count	183↑	362	234	586	208↑	221	177↑
	Column Comparisons	a	a	a	-	e f	e f	e f
NET: A little bit concerned / Moderately concerned / Very concerned	% within column	60%↑	52%	52%	52%↑	55%	56%	59%↑
	N Count	341↑	685	409	1,123↑	357	409	323↑
	Column Comparisons	a c d	a		-	f	e 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%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, 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

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
Weighted Base	% within column	387	822	1151	557	248	278	728
	N Count							
	Column Comparisons							
Unweighted Base	% within column	395	802	1111	570	266	283	736
	N Count							
	Column Comparisons							
Column Names	% within column	d	e	f	g	h	i	j
	N Count							
	Column Comparisons							
Not at all concerned	% within column	35%↓	49%	52%↑	46%	39%	42%	43%
	N Count	134↓	405	596↑	255	98	118	312
	Column Comparisons		b c d j k	a b c d g h i j k l	d		d	d
A little bit concerned	% within column	29%	25%	25%	26%	24%	26%	26%
	N Count	114	209	284	146	60	73	189
	Column Comparisons							
Moderately concerned	% within column	18%	15%	13%↓	16%	18%	16%	18%
	N Count	71	121	145↓	87	44	44	128
	Column Comparisons	f			f	f		f
Very concerned	% within column	17%↑	10%	10%	12%	17%↑	14%	13%
	N Count	66↑	82	116	66	42↑	40	96
	Column Comparisons	e f				e f		e
Don't know	% within column	1%	1%	1%	1%	2%	1%	0%
	N Count	3	5	8	4	4	3	4
	Column Comparisons							
NET: Moderately/ Very Concerned	% within column	35%↑	25%	23%↓	27%	35%↑	30%	31%
	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 concerned / Very concerned	% within column	65%↑	50%	47%↓	54%	59%	57%	57%↑
	N Count	251↑	413	546↓	298	146	157	412↑
	Column Comparisons	a b e f g i j			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%)

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

P4 - How concerned, if at all, are you about your child's spending online? [SINGLE]		Gaming Type			Gaming Frequency		Gaming Purchase Type	
		Interactive stories	Makeovers	NET: Playing against other people	NET: Daily	Weekly	NET: Character, skins, weapons, armour, tools	NET: Game expansion
Weighted Base	% within column	207	249	1027	1602	460	535	237
	N Count							
	Column Comparisons							
Unweighted Base	% within column	218	257	1009	1567	480	549	250
	N Count							
	Column Comparisons							
Column Names	% within column	k	l	m	a	b	a	b
	N Count							
	Column Comparisons							
Not at all concerned	% within column	38%↓	43%	45%	47%	48%	32%	22%↓
	N Count	78↓	108	466	747	222	170	53↓
	Column Comparisons			-			g	
A little bit concerned	% within column	24%	23%	27%	25%	26%	30%	28%
	N Count	49	58	276	399	119	163	65
	Column Comparisons			-				
Moderately concerned	% within column	20%	18%	16%	16%	13%	22%	30%↑
	N Count	41	45	162	260	61	117	70↑
	Column Comparisons	f	f	-			d	d f
Very concerned	% within column	19%↑	14%	11%	12%	12%	16%	20%↑
	N Count	39↑	36	118	187	54	84	47↑
	Column Comparisons	e f		-				d
Don't know	% within column	0%	1%	1%	1%	1%	0%	1%
	N Count	0	2	6	10	4	1	2
	Column Comparisons			-				
NET: Moderately/ Very Concerned	% within column	39%↑	33%	27%	28%	25%	38%	50%↑
	N Count	80↑	81	280	446	114	201	117↑
	Column Comparisons	e f	f	-			d	a d f h
NET: A little bit concerned / Moderately concerned / Very concerned	% within column	62%↑	56%	54%	53%	51%	68%	77%↑
	N Count	129↑	139	555	845	234	364	183↑
	Column Comparisons	e f	f	-			d	c d 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%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, 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

P4 - How concerned, if at all, are you about your child's spending online? [SINGLE]		Gaming Purchase Type						Feelings about Gaming Purchase
		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
Weighted Base	% within column	151	447	147	302	122	205	346
	N Count							
	Column Comparisons							
Unweighted Base	% within column	158	428	154	320	133	211	356
	N Count							
	Column Comparisons							
Column Names	% within column	c	d	e	f	g	h	a
	N Count							
	Column Comparisons							
Not at all concerned	% within column	32%	42%↑	21%↓	36%	16%↓	26%↓	17%↓
	N Count	48	188↑	31↓	110	20↓	53↓	57↓
	Column Comparisons	b g	a b e g h		b e g h			
A little bit concerned	% within column	26%	30%	27%	28%	30%	38%↑	35%↑
	N Count	39	133	40	83	37	77↑	120↑
	Column Comparisons							b
Moderately concerned	% within column	26%	16%↓	23%	20%	27%	23%	23%↑
	N Count	40	71↓	34	61	33	47	80↑
	Column Comparisons	d				d	d	
Very concerned	% within column	16%	12%	29%↑	16%	25%↑	13%	25%↑
	N Count	24	52	42↑	48	30↑	26	86↑
	Column Comparisons			a c d f h		a d h		d e
Don't know	% within column	0%	1%	0%	0%	1%	1%	1%
	N Count	0	3	0	0	2	2	3
	Column Comparisons							-
NET: Moderately/ Very Concerned	% within column	43%	27%↓	52%↑	36%	52%↑	36%	48%↑
	N Count	64	122↓	76↑	109	63↑	73	166↑
	Column Comparisons	d		d f h	d	d h	d	e
NET: A little bit concerned / Moderately concerned / Very concerned	% within column	68%	57%↓	79%↑	64%	82%↑	73%↑	83%↑
	N Count	103	256↓	116↑	192	101↑	151↑	286↑
	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%)

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

Feelings about Gaming Purchase

P4 - How concerned, if at all, are you about your 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
Weighted Base	% within column	772	445	720	715	449
	N Count					
	Column Comparisons					
Unweighted Base	% within column	777	454	734	710	459
	N Count					
	Column Comparisons					
Column Names	% within column	b	c	d	e	f
	N Count					
	Column Comparisons					
Not at all concerned	% within column	35%↓	18%↓	30%↓	33%↓	24%↓
	N Count	272↓	80↓	215↓	239↓	109↓
	Column Comparisons	a c d f		a c	a c d f	a c
A little bit concerned	% within column	28%↑	36%↑	33%↑	32%↑	31%↑
	N Count	220↑	161↑	236↑	228↑	140↑
	Column Comparisons		b f	b	b	
Moderately concerned	% within column	19%↑	23%↑	21%↑	20%↑	23%↑
	N Count	149↑	104↑	152↑	140↑	105↑
	Column Comparisons					
Very concerned	% within column	17%↑	22%↑	16%↑	15%↑	21%↑
	N Count	128↑	96↑	116↑	105↑	92↑
	Column Comparisons	e	d e			e
Don't know	% within column	0%	1%	0%	0%	1%
	N Count	3	3	3	3	3
	Column Comparisons	-	-	-	-	-
NET: Moderately/ Very Concerned	% within column	36%↑	45%↑	37%↑	34%↑	44%↑
	N Count	277↑	200↑	267↑	245↑	197↑
	Column Comparisons		d e			b e

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)

BANNER

P4 - How concerned, if at all, are you about your child's spending online? [SINGLE]

			Gender of child respondent		Age of child respondent			
		Total	Male	Female	8-9	10-12	13-15	16-17
NET: A little bit concerned / Moderately concerned / Very concerned	% within column	52%	55%↑	48%↓	53%	54%	53%	44%↓
	N Count	1,155	639↑	516↓	238	378	363	176↓
	Column Comparisons	-	b		d	d	d	
NET: Not at all concerned/ A little concerned	% within column	72%	70%	74%	67%	71%	73%	76%
	N Count	1,603	802	801	302	499	497	305
	Column Comparisons	-		a				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; 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)

P4 - How concerned, if at all, are you about your child's spending online? [SINGLE]

		Age of child respondent		Age and gender of child respondent				
		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 concerned / Moderately concerned / Very concerned	% within column	54%	50%	55%	51%	59%↑	49%	56%
	N Count	616	539	125	113	215↑	164	190
	Column Comparisons	-	-	h		h		h
NET: Not at all concerned/ A little concerned	% within column	70%	74%	65%	69%	71%	72%	69%
	N Count	801	802	147	155	255	244	238
	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)

BANNER

Age and gender of child respondent

P4 - How concerned, if at all, are you about your child's spending online? [SINGLE]		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: A little bit concerned / Moderately concerned / Very concerned	% within column	51%	49%	39%↓	58%↑	49%	53%	47%↓
	N Count	172	109	79↓	339↑	277	299	250↓
	Column Comparisons				-	-	-	-
NET: Not at all concerned/ A little concerned	% within column	76%	72%	82%↑	69%	71%	71%	78%↑
	N Count	259	163	165↑	402	399	400	418↑
	Column Comparisons	a		a b c d e	-	-	-	-

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)

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

BANNER

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

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)

P4 - How concerned, if at all, are you about your child's spending online? [SINGLE]

		Financial wellbeing	Ethnicity		Child identified need/ impacting condition			
		Struggling	White British	NET: All other Ethnicities	Neurodiversity	Mental Health	NET: Identified need/ condition	NET: No identified need/ condition
NET: A little bit concerned / Moderately concerned / Very concerned	% within column	49%	47%↓	69%↑	41%↓	43%	52%	51%
	N Count	322	820↓	312↑	80↓	47	248	886
	Column Comparisons			a			-	a
NET: Not at all concerned/ A little concerned	% within column	70%	77%↑	53%↓	81%↑	82%↑	72%	72%
	N Count	458	1,335↑	241↓	157↑	90↑	344	1,236
	Column Comparisons	a	b		d	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 = 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

P4 - How concerned, if at all, are you about your child's spending online? [SINGLE]		Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits		Parental Controls
		NET: Yes	No	Has an EHCP	Don't have an EHCP	NET: Household receives Benefits	No Benefits	NET: Has Parental Controls
NET: A little bit concerned / Moderately concerned / Very concerned	% within column	50%	48%	54%	52%	53%	51%	56%↑
	N Count	117	384	87	1,068	486	607	1,053↑
	Column Comparisons							b
NET: Not at all concerned/ A little concerned	% within column	75%	75%	68%	72%	71%	73%	69%↓
	N Count	177	593	110	1,493	659	878	1,294↓
	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 23 of 32

P4 - How concerned, if at all, are you about your child's spending online? [SINGLE]

		Parental Controls	Parental Concern			Time Spent Online (Weekday)		
		No Controls	Not Concerned	A little Concerned	NET: Moderately / Very Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs
NET: A little bit concerned / Moderately concerned / Very concerned	% within column	28%↓	0%↓	100%↑	100%↑	46%↓	55%	57%
	N Count	96↓	0↓	550↑	605↑	402↓	516	157
	Column Comparisons			a	a		a	a
NET: Not at all concerned/ A little concerned	% within column	87%↑	100%↑	100%↑	0%↓	73%	74%	67%
	N Count	294↑	1,053↑	550↑	0↓	636	693	187
	Column Comparisons	a	c	c		d	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 = 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)

P4 - How concerned, if at all, are you about your child's spending online? [SINGLE]

		Time Spent Online (Weekday)		Time Spent Online (Weekend)				
		6+ hrs	NET: 5+ Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6 hrs	NET: 5+ Hours
NET: A little bit concerned / Moderately concerned / Very concerned	% within column	66%↑	59%↑	45%	55%	55%	49%	52%
	N Count	67↑	224↑	132	429	342	239	581
	Column Comparisons	a	-		a	a		-
NET: Not at all concerned/ A little concerned	% within column	59%↓	65%↓	69%	71%	73%	75%	74%
	N Count	61↓	247↓	201	555	451	368	819
	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)

P4 - How concerned, if at all, are you about your child's spending online? [SINGLE]		Spent Money					SM purchase category	
		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
NET: A little bit concerned / Moderately concerned / Very concerned	% within column	63%↑	72%↑	65%↑	78%↑	37%↓	70%	84%↑
	N Count	809↑	556↑	726↑	474↑	346↓	299	129↑
	Column Comparisons	e	e	e	e			a
NET: Not at all concerned/ A little concerned	% within column	66%↓	59%↓	65%↓	55%↓	79%↑	61%	48%↓
	N Count	855↓	453↓	736↓	333↓	748↑	259	73↓
	Column Comparisons					a b c d	b c	

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)

P4 - How concerned, if at all, are you about your child's spending online? [SINGLE]		SM purchase category		Feelings about SM purchase				Gaming Method
		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
NET: A little bit concerned / Moderately concerned / Very concerned	% within column	80%↑	83%↑	84%↑	73%↑	85%↑	75%↑	49%↓
	N Count	173↑	132↑	264↑	407↑	323↑	424↑	653↓
	Column Comparisons	a	a	b d		b d		
NET: Not at all concerned/ A little concerned	% within column	45%↓	49%↓	49%↓	57%↓	51%↓	56%↓	75%↑
	N Count	96↓	78↓	153↓	319↓	192↓	317↓	999↑
	Column Comparisons							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 = 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)

BANNER

P4 - How concerned, if at all, are you about your child's spending online? [SINGLE]

		Gaming Method				Gaming Type		
		Desktop computer, laptop or netbook	Mobile phone or smartphone	Tablet	NET: Any Gaming	Puzzles or quizzes	Action/ adventure	Shooters
NET: A little bit concerned / Moderately concerned / Very concerned	% within column	60%↑	52%	52%	52%↑	55%	56%	59%↑
	N Count	341↑	685	409	1,123↑	357	409	323↑
	Column Comparisons	a c d	a		-	f	e f	e f
NET: Not at all concerned/ A little concerned	% within column	68%↓	71%	69%	72%	67%↓	69%	67%↓
	N Count	387↓	941	541	1,535	436↓	502	367↓
	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)

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 little bit concerned / Moderately concerned / Very concerned	% within column	65%↑	50%	47%↓	54%	59%	57%	57%↑
	N Count	251↑	413	546↓	298	146	157	412↑
	Column Comparisons	a b e f g i j			f	f	f	e f
NET: Not at all concerned/ A little concerned	% within column	64%↓	75%	77%↑	72%	64%↓	69%	69%
	N Count	247↓	614	881↑	401	158↓	191	501
	Column Comparisons		a b c d h j k	a b c d g h i j k l	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 = 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)

BANNER

P4 - How concerned, if at all, are you about your child's spending online? [SINGLE]		Gaming Type			Gaming Frequency		Gaming Purchase Type	
		Interactive stories	Makeovers	NET: Playing against other people	NET: Daily	Weekly	NET: Character, skins, weapons, armour, tools	NET: Game expansion
NET: A little bit concerned / Moderately concerned / Very concerned	% within column	62%↑	56%	54%	53%	51%	68%	77%↑
	N Count	129↑	139	555	845	234	364	183↑
	Column Comparisons	e f	f	-			d	c d f
NET: Not at all concerned/ A little concerned	% within column	61%↓	67%	72%	72%	74%	62%	50%↓
	N Count	127↓	166	742	1,146	341	333	118↓
	Column Comparisons			-			b 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)

P4 - How concerned, if at all, are you about your child's spending online? [SINGLE]		Gaming Purchase Type						Feelings about Gaming Purchase
		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 / Moderately concerned / Very concerned	% within column	68%	57%↓	79%↑	64%	82%↑	73%↑	83%↑
	N Count	103	256↓	116↑	192	101↑	151↑	286↑
	Column Comparisons	d		d f		c d f	d f	b d e f
NET: Not at all concerned/ A little concerned	% within column	57%	72%↑	48%↓	64%	47%↓	63%	51%↓
	N Count	87	322↑	70↓	193	57↓	130	178↓
	Column Comparisons		a b c e f g h		b e g		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)

Feelings about Gaming Purchase

P4 - How concerned, if at all, are you about your 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
NET: A little bit concerned / Moderately concerned / Very concerned	% within column	64%↑	81%↑	70%↑	66%↑	75%↑
	N Count	497↑	361↑	503↑	474↑	338↑
	Column Comparisons		b d e f	b e		b e
NET: Not at all concerned/ A little concerned	% within column	64%↓	54%↓	62%↓	65%↓	56%↓
	N Count	492↓	242↓	450↓	467↓	249↓
	Column Comparisons	f		c	a 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 = 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)

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

BANNER

		Total	Gender of child respondent		Age of child respondent			
			Male	Female	8-9	10-12	13-15	16-17
Weighted Base	% within column	2232	1153	1079	449	698	684	401
	N Count							
	Column Comparisons							
Unweighted Base	% within column	2205	1100	1105	439	662	659	445
	N Count							
	Column Comparisons							
Column Names	% within column	a	a	b	a	b	c	d
	N Count							
	Column Comparisons							
My child is now more careful about spending money	% within column	29%	28%	30%	25%	27%	32%	33%
	N Count	646	326	320	110	187	218	131
	Column Comparisons	-					a	a
My child purchased or subscribed to something they shouldn't have	% within column	11%	11%	11%	12%	11%	13%	8%
	N Count	249	131	117	53	77	86	32
	Column Comparisons	-						
My child spent more than they should have	% within column	11%	12%	10%	10%	10%	13%	10%
	N Count	242	138	104	46	71	86	40
	Column Comparisons	-						
An argument or friction about spending money online	% within column	9%	10%	8%	11%	8%	10%	9%
	N Count	209	121	88	49	55	68	37
	Column Comparisons	-						
My child regretted or was negatively affected by spending money online	% within column	7%	8%	7%	6%	9%	7%	8%
	N Count	165	94	70	26	61	46	32
	Column Comparisons	-						

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

		Age of child respondent		Age and gender of child respondent				
		NET: 8-12	NET: 13-17	Male 8-9	Female 8-9	Male 10-12	Female 10-12	Male 13-15
Weighted Base	% within column	1147	1085	226	224	361	337	342
	N Count							
	Column Comparisons							
Unweighted Base	% within column	1101	1104	220	219	333	329	324
	N Count							
	Column Comparisons							
Column Names	% within column	e	f	a	b	c	d	e
	N Count							
	Column Comparisons							
My child is now more careful about spending money	% within column	26%↓	32%↑	28%	21%↓	24%	29%	31%
	N Count	297↓	349↑	64	46↓	88	98	105
	Column Comparisons	-	-					
My child purchased or subscribed to something they shouldn't have	% within column	11%	11%	9%	15%	13%	9%	12%
	N Count	130	119	19	34	45	31	42
	Column Comparisons	-	-		h	h		h
My child spent more than they should have	% within column	10%	12%	11%	10%	10%	10%	16%↑
	N Count	117	125	24	22	37	34	54↑
	Column Comparisons	-	-					
An argument or friction about spending money online	% within column	9%	10%	13%	9%	9%	6%	11%
	N Count	104	104	29	21	33	22	36
	Column Comparisons	-	-					
My child regretted or was negatively affected by spending money online	% within column	8%	7%	6%	5%	11%↑	6%	7%
	N Count	87	78	15	11	39↑	22	23
	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)

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

Age and gender of child respondent

		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
Weighted Base	% within column	341	224	201	587	561	567	536
	N Count							
	Column Comparisons							
Unweighted Base	% within column	335	223	253	553	548	547	580
	N Count							
	Column Comparisons							
Column Names	% within column	f	g	h	i	j	k	l
	N Count							
	Column Comparisons							
My child is now more careful about spending money	% within column	33%	30%	35%	26%	26%	31%	34%↑
	N Count	113	68	70	153	144	173	181↑
	Column Comparisons	b		b	-	-	-	-
My child purchased or subscribed to something they shouldn't have	% within column	13%	11%	5%↓	11%	12%	12%	10%
	N Count	45	25	9↓	65	65	66	52
	Column Comparisons	h	h		-	-	-	-
My child spent more than they should have	% within column	9%	10%	8%	10%	10%	14%↑	9%
	N Count	31	23	17	61	56	77↑	48
	Column Comparisons				-	-	-	-
An argument or friction about spending money online	% within column	9%	10%	8%	11%	8%	10%	9%
	N Count	31	22	16	62	42	59	47
	Column Comparisons				-	-	-	-
My child regretted or was negatively affected by spending money online	% within column	7%	8%	8%	9%	6%	7%	7%
	N Count	23	18	15	54	33	41	38
	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 3 of 32

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

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

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

		D3 - Social grade					Financial wellbeing	
		C1	C2	DE	NET: ABC1	NET: C2DE	Doing well	Getting by
Weighted Base	% within column	580	491	536	1205	1027	401	1152
	N Count							
	Column Comparisons							
Unweighted Base	% within column	483	357	480	1368	837	452	1121
	N Count							
	Column Comparisons							
Column Names	% within column	b	c	d	e	f	a	b
	N Count							
	Column Comparisons							
My child is now more careful about spending money	% within column	27%	29%	27%	30%	28%	37%↑	26%↓
	N Count	155	143	143	360	286	149↑	304↓
	Column Comparisons				-	-	b c	
My child purchased or subscribed to something they shouldn't have	% within column	10%	11%	10%	12%	11%	14%	11%
	N Count	59	55	53	140	108	56	121
	Column Comparisons				-	-		
My child spent more than they should have	% within column	8%↓	10%	9%	12%	10%	14%↑	11%
	N Count	46↓	50	49	142	100	57↑	122
	Column Comparisons				-	-	c	
An argument or friction about spending money online	% within column	10%	8%	8%	11%	8%	10%	9%
	N Count	56	37	44	128	81	41	108
	Column Comparisons				-	-		
My child regretted or was negatively affected by spending money online	% within column	7%	6%	6%	8%	6%	7%	8%
	N Count	41	30	34	101	64	30	88
	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)

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

		Financial wellbeing	Ethnicity		Child identified need/ impacting condition			
		Struggling	White British	NET: All other Ethnicities	Neurodiversity	Mental Health	NET: Identified need/ condition	NET: No identified need/ condition
Weighted Base	% within column	655	1742	453	194	109	474	1726
	N Count							
	Column Comparisons							
Unweighted Base	% within column	611	1713	452	182	110	458	1713
	N Count							
	Column Comparisons							
Column Names	% within column	c	a	b	a	b	c	d
	N Count							
	Column Comparisons							
My child is now more careful about spending money	% within column	29%	27%↓	37%↑	24%	30%	27%	29%
	N Count	188	468↓	170↑	46	33	130	508
	Column Comparisons			a			-	
My child purchased or subscribed to something they shouldn't have	% within column	11%	11%	10%	14%	18%↑	13%	10%
	N Count	71	197	47	27	20↑	64	181
	Column Comparisons					d	-	
My child spent more than they should have	% within column	9%	10%	13%	11%	15%	14%↑	10%↓
	N Count	62	175	58	22	16	66↑	168↓
	Column Comparisons						-	
An argument or friction about spending money online	% within column	9%	10%	8%	11%	20%↑	14%↑	8%↓
	N Count	60	170	36	21	21↑	65↑	141↓
	Column Comparisons					a 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 = 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)

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

		Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits		Parental Controls
		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	234	792	161	2071	925	1200	1865
	N Count							
	Column Comparisons							
Unweighted Base	% within column	238	806	157	2048	883	1222	1839
	N Count							
	Column Comparisons							
Column Names	% within column	a	b	a	b	a	b	a
	N Count							
	Column Comparisons							
My child is now more careful about spending money	% within column	33%	33%	32%	29%	32%	28%	31%↑
	N Count	77	258	51	595	292	332	578↑
	Column Comparisons							b
My child purchased or subscribed to something they shouldn't have	% within column	13%	10%	18%↑	11%↓	13%	10%↓	12%↑
	N Count	31	81	29↑	220↓	118	116↓	231↑
	Column Comparisons			b		b		b
My child spent more than they should have	% within column	16%↑	9%↓	15%	11%	12%	10%	12%↑
	N Count	37↑	75↓	24	218	107	120	224↑
	Column Comparisons	b						b
An argument or friction about spending money online	% within column	15%↑	8%↓	14%	9%	10%	9%	11%↑
	N Count	36↑	64↓	22	187	91	114	197↑
	Column Comparisons	b						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 = 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)

BANNER

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

		Parental Controls	Parental Concern			Time Spent Online (Weekday)		
		No Controls	Not Concerned	A little Concerned	NET: Moderately / Very Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs
Weighted Base	% within column	339	1053	550	605	873	938	278
	N Count							
	Column Comparisons							
Unweighted Base	% within column	342	1016	555	614	855	924	282
	N Count							
	Column Comparisons							
Column Names	% within column	b	a	b	c	a	b	c
	N Count							
	Column Comparisons							
My child is now more careful about spending money	% within column	19%↓	21%↓	35%↑	38%↑	30%	27%	30%
	N Count	65↓	221↓	193↑	230↑	262	254	83
	Column Comparisons			a	a			
My child purchased or subscribed to something they shouldn't have	% within column	5%↓	7%↓	14%↑	16%↑	7%↓	13%	15%
	N Count	15↓	69↓	80↑	98↑	65↓	123	42
	Column Comparisons			a	a		a	a
My child spent more than they should have	% within column	5%↓	3%↓	15%↑	21%↑	7%↓	12%	20%↑
	N Count	18↓	34↓	82↑	126↑	57↓	110	55↑
	Column Comparisons			a	a b		a	a b
An argument or friction about spending money online	% within column	3%↓	4%↓	16%↑	14%↑	6%↓	10%	15%↑
	N Count	11↓	39↓	85↑	85↑	49↓	97	41↑
	Column Comparisons			a	a		a	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; 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)

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

		Time Spent Online (Weekday)		Time Spent Online (Weekend)				
		6+ hrs	NET: 5+ Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6 hrs	NET: 5+ Hours
Weighted Base	% within column	102	380	291	785	622	492	1114
	N Count							
	Column Comparisons							
Unweighted Base	% within column	106	388	281	777	619	489	1108
	N Count							
	Column Comparisons							
Column Names	% within column	d	e	a	b	c	d	e
	N Count							
	Column Comparisons							
My child is now more careful about spending money	% within column	41%↑	33%	32%	30%	28%	28%	28%
	N Count	42↑	125	92	235	175	140	315
	Column Comparisons	b	-					-
My child purchased or subscribed to something they shouldn't have	% within column	15%	15%↑	8%	9%	13%	15%↑	13%↑
	N Count	15	57↑	22	72	78	72↑	150↑
	Column Comparisons	a	-				a b	-
My child spent more than they should have	% within column	18%↑	19%↑	7%	7%↓	13%	17%↑	14%↑
	N Count	18↑	73↑	21	58↓	78	83↑	161↑
	Column Comparisons	a	-			a b	a b	-
An argument or friction about spending money online	% within column	20%↑	16%↑	5%↓	7%↓	10%	16%↑	13%↑
	N Count	21↑	61↑	14↓	53↓	63	78↑	141↑
	Column Comparisons	a b	-			a b	a b c	-

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)

BANNER

P5 - Please tell us whether any of the following have occurred with your child as a result of spending money online? [MULTI]		Spent Money					SM purchase category	
		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
Weighted Base	% within column	1289	768	1125	604	943	429	153
	N Count							
	Column Comparisons							
Unweighted Base	% within column	1296	800	1128	632	909	450	165
	N Count							
	Column Comparisons							
Column Names	% within column	a	b	c	d	e	a	b
	N Count							
	Column Comparisons							
My child is now more careful about spending money	% within column	36%↑	40%↑	36%↑	40%↑	19%↓	45%↑	44%
	N Count	467↑	305↑	403↑	242↑	178↓	192↑	67
	Column Comparisons	e	e	e	e			
My child purchased or subscribed to something they shouldn't have	% within column	15%↑	17%↑	15%↑	19%↑	6%↓	18%	19%
	N Count	193↑	134↑	171↑	112↑	55↓	78	29
	Column Comparisons	e	e	e	e			
My child spent more than they should have	% within column	16%↑	20%↑	16%↑	22%↑	4%↓	20%	29%↑
	N Count	205↑	154↑	185↑	134↑	37↓	87	44↑
	Column Comparisons	e	e	e	e			
An argument or friction about spending money online	% within column	13%↑	15%↑	14%↑	17%↑	4%↓	15%	16%
	N Count	168↑	117↑	156↑	104↑	40↓	65	25
	Column Comparisons	e	e	e	e			

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)

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

		SM purchase category		Feelings about SM purchase				Gaming Method
		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	216	158	314	556	378	565	1330
	N Count							
	Column Comparisons							
Unweighted Base	% within column	226	171	329	585	402	596	1316
	N Count							
	Column Comparisons							
Column Names	% within column	c	d	a	b	c	d	a
	N Count							
	Column Comparisons							
My child is now more careful about spending money	% within column	38%	42%	39%↑	40%↑	41%↑	41%↑	28%
	N Count	82	66	123↑	225↑	153↑	230↑	376
	Column Comparisons							
My child purchased or subscribed to something they shouldn't have	% within column	25%↑	22%	21%↑	19%↑	22%↑	19%↑	12%
	N Count	55↑	35	67↑	104↑	84↑	109↑	155
	Column Comparisons							
My child spent more than they should have	% within column	24%	29%↑	24%↑	21%↑	25%↑	23%↑	12%
	N Count	51	46↑	75↑	118↑	95↑	128↑	159
	Column Comparisons							
An argument or friction about spending money online	% within column	22%↑	21%	18%↑	15%↑	19%↑	16%↑	10%
	N Count	48↑	33	58↑	83↑	70↑	93↑	138
	Column Comparisons							

Part 11 of 32

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	c	d	e	a	b	c
	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
An argument or friction about spending money online	% within column	11%	11%↑	9%	10%	8%	10%	14%↑
	N Count	64	142↑	71	207	55	77	75↑
	Column Comparisons				-			a l

Part 12 of 32

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

		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
Weighted Base	% within column	387	822	1151	557	248	278	728
	N Count							
	Column Comparisons							
Unweighted Base	% within column	395	802	1111	570	266	283	736
	N Count							
	Column Comparisons							
Column Names	% within column	d	e	f	g	h	i	j
	N Count							
	Column Comparisons							
My child is now more careful about spending money	% within column	37%↑	28%	27%↓	28%	37%↑	31%	33%↑
	N Count	142↑	234	309↓	155	91↑	86	237↑
	Column Comparisons	e f g						f
My child purchased or subscribed to something they shouldn't have	% within column	17%↑	13%	12%	13%	17%↑	15%	12%
	N Count	66↑	106	134	72	42↑	41	91
	Column Comparisons							
My child spent more than they should have	% within column	16%↑	12%	9%↓	13%	14%	17%↑	13%
	N Count	61↑	100	107↓	73	36	48↑	96
	Column Comparisons	f	f		f		f	f
An argument or friction about spending money online	% within column	14%↑	12%↑	10%	11%	12%	11%	13%↑
	N Count	53↑	100↑	119	63	31	31	92↑
	Column Comparisons	a l						a l

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)

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

Part 14 of 32

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

		Gaming Purchase Type						Feelings about Gaming Purchase
		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
Weighted Base	% within column	151	447	147	302	122	205	346
	N Count							
	Column Comparisons							
Unweighted Base	% within column	158	428	154	320	133	211	356
	N Count							
	Column Comparisons							
Column Names	% within column	c	d	e	f	g	h	a
	N Count							
	Column Comparisons							
My child is now more careful about spending money	% within column	36%	33%	41%	36%	40%	43%	35%↑
	N Count	54	149	61	110	49	87	121↑
	Column Comparisons							
My child purchased or subscribed to something they shouldn't have	% within column	24%↑	18%	13%	20%↑	21%	14%	21%↑
	N Count	37↑	79	18	60↑	26	28	72↑
	Column Comparisons							
My child spent more than they should have	% within column	26%↑	17%	23%↑	19%	24%↑	23%↑	26%↑
	N Count	39↑	74	34↑	57	29↑	46↑	89↑
	Column Comparisons							b d e
An argument or friction about spending money online	% within column	16%	16%	16%	13%	17%	19%	18%↑
	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)

Feelings about Gaming Purchase

P5 - Please tell us whether any of the following have occurred with your child as a result of spending money online? [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
Weighted Base	% within column	772	445	720	715	449
	N Count					
	Column Comparisons					
Unweighted Base	% within column	777	454	734	710	459
	N Count					
	Column Comparisons					
Column Names	% within column	b	c	d	e	f
	N Count					
	Column Comparisons					
My child is now more careful about spending money	% within column	37%↑	37%↑	37%↑	36%↑	37%↑
	N Count	282↑	165↑	267↑	257↑	166↑
	Column Comparisons					
My child purchased or subscribed to something they shouldn't have	% within column	15%↑	19%↑	16%↑	17%↑	17%↑
	N Count	115↑	83↑	117↑	120↑	78↑
	Column Comparisons					
My child spent more than they should have	% within column	16%↑	27%↑	19%↑	18%↑	23%↑
	N Count	123↑	122↑	137↑	128↑	102↑
	Column Comparisons		b d e f	b		b
An argument or friction about spending money online	% within column	13%↑	19%↑	17%↑	17%↑	19%↑
	N Count	100↑	83↑	124↑	125↑	86↑
	Column Comparisons		b	b	b	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 = 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 16 of 32

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

			Gender of child respondent		Age of child respondent			
		Total	Male	Female	8-9	10-12	13-15	16-17
My child regretted or was negatively affected by spending money online	% within column	7%	8%	7%	6%	9%	7%	8%
	N Count	165	94	70	26	61	46	32
	Column Comparisons	-						
Being grounded or not allowed to attend/ do something as a result of child's online spending	% within column	6%	7%	6%	8%	6%	5%	5%
	N Count	136	75	61	35	45	34	22
	Column Comparisons	-						
I felt negatively financially impacted as a result of your child's online spending	% within column	5%	5%	4%	6%	5%	4%	3%
	N Count	102	59	43	26	37	26	13
	Column Comparisons	-						
None of these	% within column	45%	43%	47%	49%	45%	41%	47%
	N Count	1,000	493	507	220	312	281	188
	Column Comparisons	-						
NET: Any	% within column	55%	57%	53%	51%	55%	59%	53%
	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 spending	% within column	14%	16%↑	12%↓	16%	13%	14%	14%
	N Count	320	187↑	133↓	72	93	99	56
	Column Comparisons	-	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 = 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)

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

		Age of child respondent		Age and gender of child respondent				
		NET: 8-12	NET: 13-17	Male 8-9	Female 8-9	Male 10-12	Female 10-12	Male 13-15
My child regretted or was negatively affected by spending money online	% within column	8%	7%	6%	5%	11%↑	6%	7%
	N Count	87	78	15	11	39↑	22	23
	Column Comparisons	-	-					
Being grounded or not allowed to attend/ do something as a result of child's online spending	% within column	7%	5%	9%	7%	6%	7%	5%
	N Count	80	56	20	15	23	22	17
	Column Comparisons	-	-					
I felt negatively financially impacted as a result of your child's online spending	% within column	5%	4%	7%	4%	5%	5%	5%
	N Count	63	39	15	10	19	18	18
	Column Comparisons	-	-					
None of these	% within column	46%	43%	44%	54%↑	42%	47%	39%
	N Count	532	469	99	121↑	152	160	135
	Column Comparisons	-	-		e			
NET: Any	% within column	54%	57%	56%	46%↓	58%	53%	61%
	N Count	616	616	127	103↓	209	177	207
	Column Comparisons	-	-					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 spending	% within column	14%	14%	19%	13%	15%	11%	16%
	N Count	165	155	43	30	55	38	53
	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)

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

Age and gender of child respondent

		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
My child regretted or was negatively affected by spending money online	% within column	7%	8%	8%	9%	6%	7%	7%
	N Count	23	18	15	54	33	41	38
	Column Comparisons				-	-	-	-
Being grounded or not allowed to attend/ do something as a result of child's online spending	% within column	5%	7%	4%	7%	7%	6%	5%
	N Count	17	15	8	43	37	32	25
	Column Comparisons				-	-	-	-
I 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↓
	Column Comparisons				-	-	-	-
None of these	% within column	43%	48%	47%	43%	50%↑	43%	44%
	N Count	146	107	95	251	281↑	242	236
	Column Comparisons				-	-	-	-
NET: Any	% within column	57%	52%	53%	57%	50%↓	57%	56%
	N Count	196	118	106	336	280↓	325	299
	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 spending	% within column	13%	16%	11%	17%	12%	16%	13%
	N Count	46	36	22	98	67	89	68
	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)

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

		Urban/ Rural		Working status				D3 - Social grade
		NET: Urban	Rural	Full time	Part time	Student	NET: Not working/ retired	AB
My child regretted or was negatively affected by spending money online	% within column	7%	7%	9%↑	7%	3%	4%	10%↑
	N Count	147	17	114↑	29	4	14	59↑
	Column Comparisons							
Being grounded or not allowed to attend/ do something as a result of child's online spending	% within column	7%↑	2%↓	8%↑	4%	3%	3%↓	8%↑
	N Count	132↑	4↓	107↑	18	3	8↓	52↑
	Column Comparisons	b		b c d				d
I 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
	Column Comparisons	b						
None of these	% within column	44%↓	55%↑	38%↓	56%↑	45%	55%↑	37%↓
	N Count	865↓	135↑	509↓	242↑	50	169↑	233↓
	Column Comparisons		a		a		a	
NET: Any	% within column	56%↑	45%↓	62%↑	44%↓	55%	45%↓	63%↑
	N Count	1,121↑	110↓	823↑	188↓	62	141↓	392↑
	Column Comparisons	b		b d				b c d
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	% within column	15%	10%	18%↑	10%↓	11%	8%↓	17%↑
	N Count	297	23	237↑	42↓	12	25↓	109↑
	Column Comparisons	b		b d				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 = 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)

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

BANNER

		D3 - Social grade					Financial wellbeing	
		C1	C2	DE	NET: ABC1	NET: C2DE	Doing well	Getting by
My child regretted or was negatively affected by spending money online	% within column	7%	6%	6%	8%	6%	7%	8%
	N Count	41	30	34	101	64	30	88
	Column Comparisons				-	-		
Being grounded or not allowed to attend/ do something as a result of child's online spending	% within column	7%	5%	4%	7%↑	4%↓	10%↑	6%
	N Count	39	23	23	90↑	46↓	42↑	64
	Column Comparisons				-	-	b c	
I felt negatively financially impacted as a result of your child's online spending	% within column	5%	3%	4%	5%	4%	4%	4%
	N Count	31	17	22	64	39	18	44
	Column Comparisons				-	-		
None of these	% within column	47%	45%	50%↑	42%↓	48%↑	35%↓	47%
	N Count	275	223	269↑	507↓	493↑	141↓	542
	Column Comparisons	a	a	a	-	-		a
NET: Any	% within column	53%	55%	50%↓	58%↑	52%↓	65%↑	53%
	N Count	305	268	266↓	698↑	534↓	260↑	610
	Column Comparisons				-	-	b c	
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	% within column	15%	12%	12%	16%↑	12%↓	19%↑	14%
	N Count	89	57	65	198↑	122↓	75↑	160
	Column Comparisons				-	-	b c	

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)

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

		Financial wellbeing	Ethnicity		Child identified need/ impacting condition			
		Struggling	White British	NET: All other Ethnicities	Neurodiversity	Mental Health	NET: Identified need/ condition	NET: No identified need/ condition
My child regretted or was negatively affected by spending money online	% within column	7%	8%	6%	13%↑	14%↑	13%↑	6%↓
	N Count	46	132	28	24↑	16↑	61↑	98↓
	Column Comparisons				d	d	-	
Being grounded or not allowed to attend/ do something as a result of child's online spending	% within column	5%	5%↓	10%↑	2%	7%	7%	6%
	N Count	30	93↓	43↑	5	8	33	103
	Column Comparisons			a			-	
I felt negatively financially impacted as a result of your child's online spending	% within column	6%	4%	5%	6%	8%	8%↑	4%↓
	N Count	41	78	23	12	8	38↑	63↓
	Column Comparisons						-	
None of these	% within column	46%	47%↑	37%↓	46%	38%	38%↓	47%↑
	N Count	300	816↑	168↓	89	42	181↓	808↑
	Column Comparisons	a	b				-	
NET: Any	% within column	54%	53%↓	63%↑	54%	62%	62%↑	53%↓
	N Count	355	926↓	285↑	104	68	293↑	918↓
	Column Comparisons			a			-	
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	% within column	13%	14%	16%	12%	22%	19%↑	13%↓
	N Count	85	244	73	23	24	90↑	227↓
	Column Comparisons					a 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 = 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)

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

		Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits		Parental Controls
		NET: Yes	No	Has an EHCP	Don't have an EHCP	NET: Household receives Benefits	No Benefits	NET: Has Parental Controls
My child regretted or was negatively affected by spending money online	% within column	12%↑	6%↓	14%↑	7%↓	10%↑	6%↓	8%↑
	N Count	27↑	44↓	22↑	143↓	89↑	72↓	155↑
	Column Comparisons	b		b		b		b
Being grounded or not allowed to attend/ do something as a result of child's online spending	% within column	5%	5%	13%↑	6%↓	8%↑	4%↓	7%↑
	N Count	12	43	21↑	115↓	76↑	52↓	135↑
	Column Comparisons			b		b		b
I felt negatively financially impacted as a result of your child's online spending	% within column	6%	3%↓	9%↑	4%↓	5%	4%	5%↑
	N Count	14	22↓	15↑	88↓	50	48	95↑
	Column Comparisons	b		b				b
None of these	% within column	35%↓	46%↑	33%↓	46%↑	41%↓	48%↑	40%↓
	N Count	81↓	365↑	54↓	947↑	375↓	575↑	742↓
	Column Comparisons		a		a		a	
NET: Any	% within column	65%↑	54%↓	67%↑	54%↓	59%↑	52%↓	60%↑
	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 spending	% within column	20%↑	13%	22%↑	14%↓	17%↑	13%↓	16%↑
	N Count	47↑	103	36↑	284↓	155↑	152↓	307↑
	Column Comparisons	b		b		b		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 = 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)

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

		Parental Controls	Parental Concern			Time Spent Online (Weekday)		
		No Controls	Not Concerned	A little Concerned	NET: Moderately / Very Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs
My child regretted or was negatively affected by spending money online	% within column	3%↓	3%↓	12%↑	12%↑	4%↓	8%	14%↑
	N Count	9↓	28↓	65↑	70↑	36↓	77	38↑
	Column Comparisons			a	a		a	a b
Being grounded or not allowed to attend/ do something as a result of child's online spending	% within column	0%↓	1%↓	9%↑	12%↑	3%↓	8%↑	6%
	N Count	1↓	14↓	51↑	70↑	26↓	76↑	16
	Column Comparisons			a	a		a	a
I felt negatively financially impacted as a result of your child's online spending	% within column	2%↓	2%↓	6%	8%↑	3%↓	5%	9%↑
	N Count	7↓	21↓	31	50↑	27↓	42	25↑
	Column Comparisons			a	a			a b
None of these	% within column	69%↑	67%↑	25%↓	23%↓	54%↑	40%↓	35%↓
	N Count	235↑	702↑	140↓	139↓	468↑	376↓	97↓
	Column Comparisons	a	b c			b c d	d	
NET: Any	% within column	31%↓	33%↓	75%↑	77%↑	46%↓	60%↑	65%↑
	N Count	105↓	351↓	410↑	466↑	405↓	562↑	181↑
	Column Comparisons			a	a		a	a
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	% within column	4%↓	5%↓	23%↑	24%↑	8%↓	17%↑	19%↑
	N Count	12↓	50↓	124↑	144↑	71↓	162↑	53↑
	Column Comparisons			a	a		a	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; 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)

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

		Time Spent Online (Weekday)		Time Spent Online (Weekend)				
		6+ hrs	NET: 5+ Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6 hrs	NET: 5+ Hours
My child regretted or was negatively affected by spending money online	% within column	13%	13%↑	5%	6%	9%	10%	9%↑
	N Count	14	51↑	14	48	55	47	102↑
	Column Comparisons	a	-					-
Being grounded or not allowed to attend/ do something as a result of child's online spending	% within column	16%↑	9%	4%	5%	7%	8%↑	8%↑
	N Count	17↑	33	13	39	43	41↑	84↑
	Column Comparisons	a b c	-					-
I felt negatively financially impacted as a result of your child's online spending	% within column	8%	9%↑	4%	4%	4%	6%	5%
	N Count	8	32↑	12	31	27	31	58
	Column Comparisons	a	-					-
None of these	% within column	26%↓	33%↓	51%↑	47%	41%	40%	40%↓
	N Count	26↓	124↓	149↑	371	252	196	448↓
	Column Comparisons		-	c d	c d			-
NET: Any	% within column	74%↑	67%↑	49%↓	53%	59%	60%	60%↑
	N Count	76↑	256↑	142↓	414	370	296	666↑
	Column Comparisons	a b	-			a b	a 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 spending	% within column	31%↑	22%↑	9%↓	11%↓	16%	22%↑	18%↑
	N Count	32↑	85↑	25↓	88↓	98	108↑	206↑
	Column Comparisons	a b c	-			a b	a b c	-

P5 - Please tell us whether any of the following have occurred with your child as a result of spending money online? [MULTI]		Spent Money					SM purchase category	
		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
My child regretted or was negatively affected by spending money online	% within column	11%↑	14%↑	12%↑	16%↑	2%↓	14%	18%
	N Count	146↑	107↑	135↑	96↑	18↓	59	28
	Column Comparisons	e	e	e	e			
Being grounded or not allowed to attend/ do something as a result of child's online spending	% within column	9%↑	13%↑	9%↑	15%↑	2%↓	14%	17%
	N Count	115↑	100↑	104↑	89↑	21↓	59	27
	Column Comparisons	e	c e	e	e			
I felt negatively financially impacted as a result of your child's online spending	% within column	6%↑	9%↑	7%↑	10%↑	2%↓	7%	10%
	N Count	84↑	69↑	77↑	62↑	19↓	31	16
	Column Comparisons	e	e	e	e			
None of these	% within column	28%↓	19%↓	27%↓	15%↓	68%↑	20%	12%
	N Count	358↓	143↓	305↓	89↓	642↑	88	19
	Column Comparisons					a b c d	c d	
NET: Any	% within column	72%↑	81%↑	73%↑	85%↑	32%↓	80%	88%
	N Count	930↑	625↑	820↑	515↑	301↓	341	135
	Column Comparisons	e	e	e	e			
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	% within column	20%↑	25%↑	21%↑	29%↑	6%↓	26%	31%
	N Count	261↑	196↑	240↑	174↑	59↓	110	48
	Column Comparisons	e	e	e	e			

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)

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

		SM purchase category		Feelings about SM purchase				Gaming Method
		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
My child regretted or was negatively affected by spending money online	% within column	14%	21%↑	18%↑	14%↑	18%↑	14%↑	8%
	N Count	29	34↑	56↑	76↑	68↑	77↑	111
	Column Comparisons					b d		
Being grounded or not allowed to attend/ do something as a result of child's online spending	% within column	19%↑	18%	18%↑	14%↑	17%↑	14%↑	7%
	N Count	42↑	28	55↑	76↑	62↑	81↑	88
	Column Comparisons							
I felt negatively financially impacted as a result of your child's online spending	% within column	16%↑	10%	14%↑	10%↑	14%↑	10%↑	4%
	N Count	36↑	15	45↑	54↑	52↑	58↑	53
	Column Comparisons	a						
None of these	% within column	9%↓	7%↓	8%↓	18%↓	8%↓	16%↓	45%
	N Count	20↓	11↓	24↓	98↓	31↓	91↓	601
	Column Comparisons				a c		a c	c
NET: Any	% within column	91%↑	93%↑	92%↑	82%↑	92%↑	84%↑	55%
	N Count	196↑	147↑	290↑	458↑	347↑	475↑	729
	Column Comparisons	a	a	b d		b d		
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	% within column	37%↑	34%↑	32%↑	26%↑	31%↑	27%↑	16%
	N Count	80↑	53↑	99↑	145↑	118↑	154↑	208
	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)

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
My child regretted or was negatively affected by spending money online	% within column	10%↑	8%	6%	8%	7%	10%↑	10%↑
	N Count	58↑	107	51	163	45	71↑	56↑
	Column Comparisons	d			-			
Being grounded or not allowed to attend/ do something as a result of child's online spending	% within column	10%↑	7%	6%	6%	8%	8%↑	10%↑
	N Count	56↑	90	50	134	51	62↑	56↑
	Column Comparisons				-	f	f	f
I felt negatively financially impacted as a result of your child's online spending	% within column	6%	5%	5%	5%	5%	5%	5%
	N Count	35	60	38	100	32	38	27
	Column Comparisons				-			
None of these	% within column	40%↓	42%↓	48%	44%↓	44%	40%↓	36%↓
	N Count	228↓	551↓	373	939↓	284	289↓	199↓
	Column Comparisons			b c	-	c d k l		
NET: Any	% within column	60%↑	58%↑	52%	56%↑	56%	60%↑	64%↑
	N Count	343↑	765↑	410	1,202↑	366	442↑	348↑
	Column Comparisons	d	a d		-		f	a e f g
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	% within column	19%↑	16%↑	14%	15%	15%	17%	22%↑
	N Count	108↑	211↑	109	316	97	125	121↑
	Column Comparisons				-		f	a f l

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)

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

		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
My child regretted or was negatively affected by spending money online	% within column	12%↑	8%	8%	9%	10%	11%↑	9%
	N Count	46↑	69	87	52	26	31↑	65
	Column Comparisons							
Being grounded or not allowed to attend/ do something as a result of child's online spending	% within column	13%↑	8%	4%↓	10%↑	10%↑	11%↑	8%↑
	N Count	49↑	63	50↓	55↑	24↑	31↑	59↑
	Column Comparisons	f	f		f	f	f	f
I felt negatively financially impacted as a result of your child's online spending	% within column	7%↑	6%	4%	6%	7%	7%	4%
	N Count	29↑	46	48	34	16	20	32
	Column Comparisons							
None of these	% within column	33%↓	43%	48%↑	44%	33%↓	39%	40%↓
	N Count	127↓	352	549↑	247	81↓	108	292↓
	Column Comparisons		c d h	b c d e g h i j k l	c d h k			
NET: Any	% within column	67%↑	57%	52%↓	56%	67%↑	61%	60%↑
	N Count	260↑	470	602↓	310	167↑	170	436↑
	Column Comparisons	a e f g	f		f	e f g	f	f
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	% within column	24%↑	18%↑	14%	19%↑	19%	19%	19%↑
	N Count	91↑	145↑	156	104↑	48	53	139↑
	Column Comparisons	a f l	f		f	f	f	a 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 = 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)

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

		Gaming Type			Gaming Frequency		Gaming Purchase Type	
		Interactive stories	Makeovers	NET: Playing against other people	NET: Daily	Weekly	NET: Character, skins, weapons, armour, tools	NET: Game expansion
My child regretted or was negatively affected by spending money online	% within column	12%↑	8%	9%↑	8%	6%	15%↑	18%↑
	N Count	24↑	20	93↑	129	29	81↑	42↑
	Column Comparisons			-			f	f
Being grounded or not allowed to attend/ do something as a result of child's online spending	% within column	16%↑	8%	8%↑	7%	5%	11%	15%↑
	N Count	34↑	21	83↑	105	24	60	36↑
	Column Comparisons	a f l		-				
I felt negatively financially impacted as a result of your child's online spending	% within column	9%↑	5%	6%	4%	5%	8%	12%↑
	N Count	19↑	12	57	71	25	42	29↑
	Column Comparisons			-				
None of these	% within column	31%↓	36%↓	40%↓	42%↓	49%↑	25%	14%↓
	N Count	64↓	88↓	412↓	674↓	225↑	135	34↓
	Column Comparisons			-		a		
NET: Any	% within column	69%↑	64%↑	60%↑	58%↑	51%↓	75%	86%↑
	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 online OR Child was grounded or not allowed to attend/ do something as a result of child's online spending	% within column	25%↑	13%	18%↑	16%	12%	26%↑	29%↑
	N Count	53↑	33	184↑	251	56	138↑	68↑
	Column Comparisons	a f l		-				

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 30 of 32

P5 - Please tell us whether any of the following have occurred with your child as a result of spending money online? [MULTI]		Gaming Purchase Type						Feelings about Gaming Purchase
		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
My child regretted or was negatively affected by spending money online	% within column	18%↑	12%	17%	10%	14%	19%↑	19%↑
	N Count	27↑	54	24	31	17	39↑	66↑
	Column Comparisons						f	b
Being grounded or not allowed to attend/ do something as a result of child's online spending	% within column	16%↑	10%	18%↑	13%	22%↑	15%↑	14%↑
	N Count	24↑	44	26↑	38	27↑	30↑	49↑
	Column Comparisons					d f		
I felt negatively financially impacted as a result of your child's online spending	% within column	13%↑	8%	10%	6%	9%	12%↑	13%↑
	N Count	19↑	38	15	18	12	24↑	46↑
	Column Comparisons							d
None of these	% within column	19%↓	29%	19%↓	28%	16%↓	15%↓	12%↓
	N Count	28↓	130	28↓	85	20↓	31↓	40↓
	Column Comparisons		b g h		b h			
NET: Any	% within column	81%↑	71%	81%↑	72%	84%↑	85%↑	88%↑
	N Count	123↑	317	119↑	218	102↑	175↑	306↑
	Column Comparisons					d	d f	b e
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	% within column	28%	23%	30%↑	24%	34%↑	29%↑	29%↑
	N Count	43	104	44↑	72	41↑	60↑	101↑
	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)

Feelings about Gaming Purchase

P5 - Please tell us whether any of the following have occurred with your child as a result of spending money online? [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
My child regretted or was negatively affected by spending money online	% within column	11%↑	19%↑	14%↑	15%↑	19%↑
	N Count	83↑	82↑	102↑	105↑	83↑
	Column Comparisons		b	b	b	b
Being grounded or not allowed to attend/ do something as a result of child's online spending	% within column	11%↑	15%↑	11%↑	11%↑	13%↑
	N Count	83↑	65↑	79↑	76↑	60↑
	Column Comparisons					
I felt negatively financially impacted as a result of your child's online spending	% within column	7%↑	12%↑	8%↑	9%↑	11%↑
	N Count	57↑	54↑	58↑	62↑	48↑
	Column Comparisons		b d			
None of these	% within column	27%↓	10%↓	21%↓	24%↓	15%↓
	N Count	210↓	44↓	151↓	170↓	67↓
	Column Comparisons	a c d e f		c	a c f	c
NET: Any	% within column	73%↑	90%↑	79%↑	76%↑	85%↑
	N Count	561↑	401↑	570↑	546↑	382↑
	Column Comparisons		b d e f	b	b	b e
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	% within column	22%↑	31%↑	26%↑	26%↑	29%↑
	N Count	168↑	136↑	187↑	185↑	132↑
	Column Comparisons		b	b	b	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 = 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 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]

P4 - How concerned, if at all, are you about your 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	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	I felt negatively financially impacted as a result of your child's online spending	None of these	NET: Any
Weighted Base	% within column	646	249	242	209	165	136	102	1000	1232
	N Count									
	Column Comparisons									
Unweighted Base	% within column	655	249	255	216	167	141	102	967	1238
	N Count									
	Column Comparisons									
Column Names	% within column	a	b	c	d	e	f	g	h	i
	N Count									
	Column Comparisons									
Not at all concerned	% within column	34%↓	28%↓	14%↓	18%↓	17%↓	10%↓	21%↓	70%↑	29%↓
	N Count	221↓	69↓	34↓	39↓	28↓	14↓	21↓	702↑	351↓
	Column Comparisons	c d e f g	c f					f	a b c d e f g	-
A little bit concerned	% within column	30%↑	32%↑	34%↑	41%↑	40%↑	38%↑	30%	14%↓	33%↑
	N Count	193↑	80↑	82↑	85↑	65↑	51↑	31	140↓	410↑
	Column Comparisons	h	h	h	a h	h	h	h		-
Moderately concerned	% within column	20%↑	18%	32%↑	26%↑	26%↑	25%↑	25%↑	8%↓	22%↑
	N Count	131↑	46	77↑	53↑	43↑	34↑	26↑	79↓	267↑
	Column Comparisons	h	h	a b h	h	h	h	h		-
Very concerned	% within column	15%↑	21%↑	20%↑	15%	16%	26%↑	24%↑	6%↓	16%↑
	N Count	99↑	52↑	49↑	32	27	35↑	25↑	60↓	199↑
	Column Comparisons	h	h	h	h	h	a d h	h		-
Don't know	% within column	0%	1%	0%	0%	1%	1%	0%	2%↑	0%↓
	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 spend-ing 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]		
Weighted Base	% within column	320
	N Count	
	Column Comparisons	
Unweighted Base	% within column	328
	N Count	
	Column Comparisons	

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 you about your 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	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	I felt negatively financially impacted as a result of your child's online spending	None of these	NET: Any
	% within column	a	b	c	d	e	f	g	h	i
Column Names	N Count									
	Column Comparisons									
Not at all concerned	% within column	34%↓	28%↓	14%↓	18%↓	17%↓	10%↓	21%↓	70%↑	29%↓
	N Count	221↓	69↓	34↓	39↓	28↓	14↓	21↓	702↑	351↓
	Column Comparisons	c d e f g	c f				f		a b c d e f g	-
A little bit concerned	% within column	30%↑	32%↑	34%↑	41%↑	40%↑	38%↑	30%	14%↓	33%↑
	N Count	193↑	80↑	82↑	85↑	65↑	51↑	31	140↓	410↑
	Column Comparisons	h	h	h	a h	h	h	h		-
Moderately concerned	% within column	20%↑	18%	32%↑	26%↑	26%↑	25%↑	25%↑	8%↓	22%↑
	N Count	131↑	46	77↑	53↑	43↑	34↑	26↑	79↓	267↑
	Column Comparisons	h	h	a b h	h	h	h	h		-
Very concerned	% within column	15%↑	21%↑	20%↑	15%	16%	26%↑	24%↑	6%↓	16%↑
	N Count	99↑	52↑	49↑	32	27	35↑	25↑	60↓	199↑
	Column Comparisons	h	h	h	h	h	a d h	h		-
Don't know	% within column	0%	1%	0%	0%	1%	1%	0%	2%↑	0%↓
	N Count	2	3	0	0	1	2	0	20↑	4↓
	Column Comparisons									-
NET: Moderately/ Very Concerned	% within column	36%↑	39%↑	52%↑	41%↑	43%↑	51%↑	49%↑	14%↓	38%↑
	N Count	230↑	98↑	126↑	85↑	70↑	70↑	50↑	139↓	466↑
	Column Comparisons	h	h	a b d h	h	h	a h	a h		-
NET: A little bit concerned / Moderately concerned / Very concerned	% within column	66%↑	71%↑	86%↑	82%↑	82%↑	89%↑	79%↑	28%↓	71%↑
	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		-

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)

P4 - How concerned, if at all, are you about your child's spending online? [SINGLE]		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 a result of child's online spending
		j
Column Names	% within column	
	N Count	
	Column Comparisons	
Not at all concerned	% within column	16%↓
	N Count	50↓
	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%)

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

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 you about your 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	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	I felt negatively financially impacted as a result of your child's online spending	None of these	NET: Any
A little bit concerned	% within column	30%↑	32%↑	34%↑	41%↑	40%↑	38%↑	30%	14%↓	33%↑
	N Count	193↑	80↑	82↑	85↑	65↑	51↑	31	140↓	410↑
	Column Comparisons	h	h	h	a h	h	h	h		-
Moderately concerned	% within column	20%↑	18%	32%↑	26%↑	26%↑	25%↑	25%↑	8%↓	22%↑
	N Count	131↑	46	77↑	53↑	43↑	34↑	26↑	79↓	267↑
	Column Comparisons	h	h	a b h	h	h	h	h		-
Very concerned	% within column	15%↑	21%↑	20%↑	15%	16%	26%↑	24%↑	6%↓	16%↑
	N Count	99↑	52↑	49↑	32	27	35↑	25↑	60↓	199↑
	Column Comparisons	h	h	h	h	h	a d h	h		-
Don't know	% within column	0%	1%	0%	0%	1%	1%	0%	2%↑	0%↓
	N Count	2	3	0	0	1	2	0	20↑	4↓
	Column Comparisons									-
NET: Moderately/ Very Concerned	% within column	36%↑	39%↑	52%↑	41%↑	43%↑	51%↑	49%↑	14%↓	38%↑
	N Count	230↑	98↑	126↑	85↑	70↑	70↑	50↑	139↓	466↑
	Column Comparisons	h	h	a b d h	h	h	a h	a h		-
NET: A little bit concerned / Moderately concerned / Very concerned	% within column	66%↑	71%↑	86%↑	82%↑	82%↑	89%↑	79%↑	28%↓	71%↑
	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: Not at all concerned/ A little concerned	% within column	64%↓	60%↓	48%↓	59%↓	57%↓	48%↓	51%↓	84%↑	62%↓
	N Count	414↓	148↓	116↓	124↓	93↓	65↓	52↓	841↑	762↓
	Column Comparisons	c f g	c		c				a b c d e 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; 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 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 a result of child's online spending
P4 - How concerned, if at all, are you about your child's spending online? [SINGLE]		
A little bit concerned	% within column	39%↑
	N Count	124↑
	Column Comparisons	-
Moderately concerned	% within column	25%↑
	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]

P4 - How concerned, if at all, are you about your 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	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	I felt negatively financially impacted as a result of your child's online spending	None of these	NET: Any
Very concerned	% within column	15%↑	21%↑	20%↑	15%	16%	26%↑	24%↑	6%↓	16%↑
	N Count	99↑	52↑	49↑	32	27	35↑	25↑	60↓	199↑
	Column Comparisons	h	h	h	h	h	a d h	h		-
Don't know	% within column	0%	1%	0%	0%	1%	1%	0%	2%↑	0%↓
	N Count	2	3	0	0	1	2	0	20↑	4↓
	Column Comparisons									-
NET: Moderately/ Very Concerned	% within column	36%↑	39%↑	52%↑	41%↑	43%↑	51%↑	49%↑	14%↓	38%↑
	N Count	230↑	98↑	126↑	85↑	70↑	70↑	50↑	139↓	466↑
	Column Comparisons	h	h	a b d h	h	h	a h	a h		-
NET: A little bit concerned / Moderately concerned / Very concerned	% within column	66%↑	71%↑	86%↑	82%↑	82%↑	89%↑	79%↑	28%↓	71%↑
	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: Not at all concerned/ A little concerned	% within column	64%↓	60%↓	48%↓	59%↓	57%↓	48%↓	51%↓	84%↑	62%↓
	N Count	414↓	148↓	116↓	124↓	93↓	65↓	52↓	841↑	762↓
	Column Comparisons	c f g	c		c				a b c d e 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; 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)

		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 a result of child's online spending
P4 - How concerned, if at all, are you about your child's spending online? [SINGLE]		
Very concerned	% within column	20%↑
	N Count	64↑
	Column Comparisons	-
Don't know	% within column	0%
	N Count	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 = 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)

P4 - How concerned, if at all, are you about your 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	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	I felt negatively financially impacted as a result of your child's online spending	None of these	NET: Any
NET: Moderately/ Very Concerned	% within column	36%↑	39%↑	52%↑	41%↑	43%↑	51%↑	49%↑	14%↓	38%↑
	N Count	230↑	98↑	126↑	85↑	70↑	70↑	50↑	139↓	466↑
	Column Comparisons	h	h	a b d h	h	h	a h	a h		-
NET: A little bit concerned / Moderately concerned / Very concerned	% within column	66%↑	71%↑	86%↑	82%↑	82%↑	89%↑	79%↑	28%↓	71%↑
	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: Not at all concerned/ A little concerned	% within column	64%↓	60%↓	48%↓	59%↓	57%↓	48%↓	51%↓	84%↑	62%↓
	N Count	414↓	148↓	116↓	124↓	93↓	65↓	52↓	841↑	762↓
	Column Comparisons	c f g	c		c				a b c d e 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; 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 a result of child's online spending
P4 - How concerned, if at all, are you about your child's spending online? [SINGLE]		
NET: Moderately/ Very Concerned	% within column	45%↑
	N Count	144↑
	Column Comparisons	-
NET: A little bit concerned / Moderately concerned / Very concerned	% within column	84%↑
	N Count	268↑
	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%)

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

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 you about your 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	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	I felt negatively financially impacted as a result of your child's online spending	None of these	NET: Any
NET: Not at all concerned/ A little concerned	% within column	64%↓	60%↓	48%↓	59%↓	57%↓	48%↓	51%↓	84%↑	62%↓
	N Count	414↓	148↓	116↓	124↓	93↓	65↓	52↓	841↑	762↓
	Column Comparisons	c f g	c		c				a b c d e 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; 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)

	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]

NET: Not at all concerned/ A little concerned	% within column	55%↓
	N Count	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%)

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

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]		Child said they bought something on either	Bought something while gaming	Child said they bought something on social media	Child said they bought something from both	Not bought from either	Row n	Row Population
Weighted Base	% within column	1289	1125	768	604	808		
	N Count							
	Column Comparisons							
Unweighted Base	% within column	1296	1128	800	632	781		
	N Count							
	Column Comparisons							
Column Names	% within column	a	b	c	d	e		
	N Count							
	Column Comparisons							
Yes – using their own money	% within column	47%↑	48%↑	52%↑	55%↑	8%↓	713	681
	N Count	606↑	540↑	398↑	333↑	68↓		
	Column Comparisons	e	e	e	e			
Yes – using my money or someone else's	% within column	41%↑	43%↑	42%↑	45%↑	8%↓	611	615
	N Count	533↑	479↑	324↑	269↑	68↓		
	Column Comparisons	e	e	e	e			
No	% within column	17%↓	16%↓	12%↓	9%↓	81%↑	938	982
	N Count	219↓	178↓	94↓	53↓	656↑		
	Column Comparisons					a b c d		
Can't remember	% within column	1%	1%	1%	1%	1%	27	28
	N Count	13	11	8	5	10		
	Column Comparisons							
Don't know	% within column	1%	1%	1%	0%↓	1%	31	32
	N Count	18	11	9	2↓	10		
	Column Comparisons							
NET: Yes	% within column	81%↑	82%↑	86%↑	90%↑	16%↓	1,209	1,190
	N Count	1,039↑	925↑	658↑	544↑	131↓		
	Column Comparisons	e	e	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]

		Child said the-y bought somet-hing on either	Bought somet-hing wh-ile gami-ng	Child said the-y bought somet-hing on social media	Child said the-y bought somet-hing fro-m both	Not bought from either	Row n	Row Popula-tion
	% within column	18%↓	17%↓	13%↓	9%↓	83%↑		
NET: No or Don't know	N Count	237↓	189↓	103↓	55↓	667↑	969	1,014
	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 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)

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]		**Child spent money on social media or gaming**						
		Child said the-y bought somet-hing on either	Bought somet-hing wh-ile gami-ng	Child said the-y bought somet-hing on social media	Child said the-y bought somet-hing fro-m both	Not bought from either	Row n	Row Popula-tion
Weighted Base	% of total	1289	1125	768	604	808		
	N Count							
	Column Comparisons							
Unweighted Base	% of total	1296	1128	800	632	781		
	N Count							
	Column Comparisons							
Column Names	% of total	a	b	c	d	e		
	N Count							
	Column Comparisons							
Yes – using their own money	% of total	27%↑	24%↑	18%↑	15%↑	3%↓		
	N Count	606↑	540↑	398↑	333↑	68↓	713	681
	Column Comparisons	e	e	e	e			
Yes – using my money or someone else's	% of total	24%↑	21%↑	14%↑	12%↑	3%↓		
	N Count	533↑	479↑	324↑	269↑	68↓	611	615
	Column Comparisons	e	e	e	e			
No	% of total	10%↓	8%↓	4%↓	2%↓	29%↑		
	N Count	219↓	178↓	94↓	53↓	656↑	938	982
	Column Comparisons					a b c d		
Can't remember	% of total	1%	0%	0%	0%	0%		
	N Count	13	11	8	5	10	27	28
	Column Comparisons							
Don't know	% of total	1%	0%	0%	0%↓	0%		
	N Count	18	11	9	2↓	10	31	32
	Column Comparisons							
NET: Yes	% of total	47%↑	41%↑	29%↑	24%↑	6%↓		
	N Count	1,039↑	925↑	658↑	544↑	131↓	1,209	1,190
	Column Comparisons	e	e	e	e			

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%)

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

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]		Child said they bought something on either	Bought something while gaming	Child said they bought something on social media	Child said they bought something from both	Not bought from either	Row n	Row Population
	% of total	11%↓	8%↓	5%↓	2%↓	30%↑		
NET: No or Don't know	N Count	237↓	189↓	103↓	55↓	667↑	969	1,014
	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 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)

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]

		Total	Gender of child respondent		Age of child respondent				
			Male	Female	8-9	10-12	13-15	16-17	NET: 8-12
Weighted Base	% within column / N Count / Column Comparisons	2232	1153	1079	449	698	684	401	1147
Unweighted Base	% within column / N Count / Column Comparisons	2205	1100	1105	439	662	659	445	1101
Column Names	% within column / N Count / Column Comparisons	a	a	b	a	b	c	d	e
Mobile phone/ smartphone (like an iPhone or Samsung Galaxy)	% within column	82%	82%	82%	55%↓	80%	95%↑	94%↑	70%↓
	N Count	1,831	945	887	247↓	558	650↑	377↑	805↓
	Column Comparisons	-				a	a b	a b	-
Tablet (like an iPad or Amazon Fire)	% within column	54%	49%↓	59%↑	74%↑	60%↑	43%↓	39%↓	66%↑
	N Count	1,206	569↓	636↑	333↑	421↑	294↓	158↓	754↑
	Column Comparisons	-		a	b c d	c d			-
Games console or handheld games player	% within column	48%	61%↑	35%↓	45%	51%	47%	49%	49%
	N Count	1,076	700↑	376↓	201	356	321	198	557
	Column Comparisons	-	b						-
Laptop or netbook	% within column	40%	40%	40%	29%↓	38%	44%↑	48%↑	34%↓
	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 fixed place with a separate screen and keyboard)	% within column	16%	22%↑	11%↓	14%	15%	18%	19%	14%↓
	N Count	367	250↑	117↓	62	105	125	75	166↓
	Column Comparisons	-	b						-
Other type of device - (please type in your answer below)	% within column	1%	1%	1%	2%	1%	1%	1%	1%
	N Count	24	14	10	9	7	5	3	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; 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 1 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							
		Age of child respondent	Age and gender of child respondent						
		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	1085	226	224	361	337	342	341	224
	N Count								
	Column Comparisons								
Unweighted Base	% within column	1104	220	219	333	329	324	335	223
	N Count								
	Column Comparisons								
Column Names	% within column	f	a	b	c	d	e	f	g
	N Count								
	Column Comparisons								
Mobile phone/ smartphone (like an iPhone or Samsung Galaxy)	% within column	95%↑	57%↓	52%↓	79%	81%	93%↑	97%↑	94%↑
	N Count	1,027↑	129↓	117↓	285	273	320↑	330↑	210↑
	Column Comparisons	-			a b	a b	a b c d	a b c d	a b c d
Tablet (like an iPad or Amazon Fire)	% within column	42%↓	68%↑	81%↑	57%	64%↑	38%↓	48%	37%↓
	N Count	452↓	152↑	180↑	206	216↑	129↓	165	82↓
	Column Comparisons	-	c e f g h	a c d e f g h	e f g h	e f g h		e g	
Games console or handheld games player	% within column	48%	55%	34%↓	64%↑	38%↓	62%↑	32%↓	60%↑
	N Count	518	125	76↓	229↑	127↓	211↑	109↓	134↑
	Column Comparisons	-	b d f h		b d f h		b d f h		b d f h
Laptop or netbook	% within column	46%↑	34%	23%↓	36%	40%	45%	43%	43%
	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 fixed place with a separate screen and keyboard)	% within column	18%↑	16%	12%	19%	10%↓	26%↑	11%↓	25%↑
	N Count	200↑	36	26	69	35↓	88↑	37↓	56↑
	Column Comparisons	-			b d f h		a b d f h		a b d f h
Other type of device - (please type in your answer below)	% within column	1%	1%	3%↑	2%	0%	1%	0%	1%
	N Count	8	1	7↑	6	1	4	1	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 = 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)

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]

		Female 16-17	NET: Male 8-12	NET: Female 8-12	NET: Male 13-17	NET: Female 13-17	NET: Urban	Rural	Full time
							Urban/ Rural		**Working status**
Weighted Base	% within column	201	587	561	567	536	1986	246	1332
	N Count								
	Column Comparisons								
Unweighted Base	% within column	253	553	548	547	580	1949	256	1376
	N Count								
	Column Comparisons								
Column Names	% within column	h	i	j	k	l	a	b	a
	N Count								
	Column Comparisons								
Mobile phone/ smartphone (like an iPhone or Samsung Galaxy)	% within column	94%↑	71%↓	70%↓	94%↑	96%↑	82%	84%	83%
	N Count	190↑	415↓	390↓	530↑	513↑	1,626	206	1,108
	Column Comparisons	a b c d	-	-	-	-			
Tablet (like an iPad or Amazon Fire)	% within column	42%↓	61%↑	71%↑	37%↓	46%↓	54%	52%	55%
	N Count	84↓	358↑	396↑	211↓	246↓	1,079	127	737
	Column Comparisons		-	-	-	-			c
Games console or handheld games player	% within column	38%↓	60%↑	36%↓	61%↑	35%↓	48%	49%	50%
	N Count	77↓	354↑	203↓	345↑	185↓	956	120	666
	Column Comparisons		-	-	-	-			
Laptop or netbook	% within column	53%↑	35%	33%↓	44%	47%↑	40%	40%	41%
	N Count	106↑	207	186↓	249	251↑	788	99	549
	Column Comparisons	a b c d f	-	-	-	-			d
Desktop computer (one that is usually in a fixed place with a separate screen and keyboard)	% within column	12%	18%	11%↓	25%↑	11%↓	17%	12%	18%↑
	N Count	24	105	61↓	144↑	59↓	337	29	243↑
	Column Comparisons		-	-	-	-	b		b
Other type of device - (please type in your answer below)	% within column	0%	1%	2%	1%	0%	1%	2%	1%
	N Count	0	7	8	7	1	20	4	12
	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)

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]

| | | Working status | | | D3 - Social grade | | | | |
		Part time	Student	NET: Not working/ 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	c	d	a	b	c	d	e
Mobile phone/ smartphone (like an iPhone or Samsung Galaxy)	% within column	80%	89%	79%	84%	81%	84%	80%	83%
	N Count	343	99	245	523	472	410	426	995
	Column Comparisons								-
Tablet (like an iPad or Amazon Fire)	% within column	54%	38%↓	56%	58%↑	54%	52%	51%	56%
	N Count	234	43↓	174	364↑	311	256	274	675
	Column Comparisons	c		c					-
Games console or handheld games player	% within column	46%	46%	45%	49%	46%	51%	46%	48%
	N Count	198	52	139	307	269	253	247	576
	Column Comparisons								-
Laptop or netbook	% within column	39%	52%↑	33%↓	48%↑	42%	36%	31%↓	45%↑
	N Count	166	58↑	102↓	298↑	244	177	168↓	542↑
	Column Comparisons		b d		c d	d			-
Desktop computer (one that is usually in a fixed place with a separate screen and keyboard)	% within column	11%↓	20%	14%	24%↑	14%	15%	12%↓	19%↑
	N Count	49↓	22	42	149↑	80	73	65↓	229↑
	Column Comparisons				b c d				-
Other type of device - (please type in your answer below)	% within column	1%	1%	2%	0%	1%	2%↑	1%	1%
	N Count	4	1	5	2	7	12↑	3	9
	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 = 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)

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]

		D3 - Social grade	Financial wellbeing			Ethnicity		Child identified need/ impacting condition	
		NET: C2DE	Doing well	Getting by	Struggling	White British	NET: All other Ethnicities	Neurodiversity	Mental Health
Weighted Base	% within column / N Count / Column Comparisons	1027	401	1152	655	1742	453	194	109
Unweighted Base	% within column / N Count / Column Comparisons	837	452	1121	611	1713	452	182	110
Column Names	% within column / N Count / Column Comparisons	f	a	b	c	a	b	a	b
Mobile phone/ smartphone (like an iPhone or Samsung Galaxy)	% within column	81%	80%	83%	81%	83%	80%	78%	93%↑
	N Count	837	321	959	532	1,438	362	151	102↑
	Column Comparisons	-							a d
Tablet (like an iPad or Amazon Fire)	% within column	52%	57%	54%	52%	55%	52%	58%	53%
	N Count	530	229	628	341	960	236	112	59
	Column Comparisons	-							
Games console or handheld games player	% within column	49%	47%	48%	50%	52%↑	34%↓	60%↑	55%
	N Count	500	188	556	325	911↑	153↓	116↑	61
	Column Comparisons	-				b		d	
Laptop or netbook	% within column	34%↓	44%	39%	39%	38%↓	46%↑	42%	43%
	N Count	345↓	178	448	253	670↓	207↑	80	47
	Column Comparisons	-					a		
Desktop computer (one that is usually in a fixed place with a separate screen and keyboard)	% within column	13%↓	24%↑	16%	13%↓	16%	16%	13%	15%
	N Count	137↓	95↑	187	84↓	285	74	26	17
	Column Comparisons	-	b c						
Other type of device - (please type in your answer below)	% within column	1%	0%	1%	2%	1%	2%	1%	3%
	N Count	15	1	12	11	16	8	2	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; 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)

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]

		Child identified need/ impacting condition		Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits	
		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
Weighted Base	% within column	474	1726	234	792	161	2071	925	1200
	N Count								
	Column Comparisons								
Unweighted Base	% within column	458	1713	238	806	157	2048	883	1222
	N Count								
	Column Comparisons								
Column Names	% within column	c	d	a	b	a	b	a	b
	N Count								
	Column Comparisons								
Mobile phone/ smartphone (like an iPhone or Samsung Galaxy)	% within column	82%	82%	93%	95%	82%	82%	82%	83%
	N Count	390	1,415	218	756	132	1,699	758	991
	Column Comparisons	-							
Tablet (like an iPad or Amazon Fire)	% within column	55%	54%	44%	42%	60%	54%	54%	56%
	N Count	263	934	104	334	97	1,108	495	669
	Column Comparisons	-							
Games console or handheld games player	% within column	53%	47%	51%	49%	57%	47%	50%	48%
	N Count	252	813	120	385	92	983	461	576
	Column Comparisons	-				b			
Laptop or netbook	% within column	40%	40%	45%	47%	42%	40%	37%	43%↑
	N Count	191	685	106	369	68	819	344	511↑
	Column Comparisons	-							a
Desktop computer (one that is usually in a fixed place with a separate screen and keyboard)	% within column	18%	16%	20%	18%	18%	16%	18%	16%
	N Count	88	271	47	142	29	337	163	192
	Column Comparisons	-							
Other type of device - (please type in your answer below)	% within column	1%	1%	1%	1%	1%	1%	1%	1%
	N Count	5	19	2	6	1	22	11	13
	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)

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							
		Parental Controls		Parental Concern			Time Spent Online (Weekday)		
		NET: Has Parental Controls	No Controls	Not Concerned	A little Concerned	NET: Moderately/ Very Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs
Weighted Base	% within column	1865	339	1053	550	605	873	938	278
	N Count								
	Column Comparisons								
Unweighted Base	% within column	1839	342	1016	555	614	855	924	282
	N Count								
	Column Comparisons								
Column Names	% within column	a	b	a	b	c	a	b	c
	N Count								
	Column Comparisons								
Mobile phone/ smartphone (like an iPhone or Samsung Galaxy)	% within column	82%	86%	82%	87%↑	79%	72%↓	90%↑	91%↑
	N Count	1,526	292	862	476↑	478	627↓	843↑	253↑
	Column Comparisons				a c			a	a
Tablet (like an iPad or Amazon Fire)	% within column	56%↑	45%↓	54%	54%	54%	57%	53%	49%
	N Count	1,044↑	151↓	571	296	328	496	501	137
	Column Comparisons	b							
Games console or handheld games player	% within column	49%	44%	49%	49%	47%	41%↓	54%↑	57%↑
	N Count	916	151	518	268	283	354↓	504↑	160↑
	Column Comparisons							a	a
Laptop or netbook	% within column	39%	45%	39%	40%	42%	37%	41%	47%
	N Count	726	154	407	220	256	325	383	130
	Column Comparisons		a						a
Desktop computer (one that is usually in a fixed place with a separate screen and keyboard)	% within column	17%	14%	14%↓	18%	19%	12%↓	17%	26%↑
	N Count	314	48	148↓	98	118	108↓	162	73↑
	Column Comparisons					a		a	a b
Other type of device - (please type in your answer below)	% within column	1%	1%	2%	1%	0%	1%	1%	1%
	N Count	21	2	17	4	3	12	7	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 = 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 7 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]

		Time Spent Online (Weekday)		Time Spent Online (Weekend)					Spent Money
		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
Weighted Base	% within column	102	380	291	785	622	492	1114	1289
	N Count								
	Column Comparisons								
Unweighted Base	% within column	106	388	281	777	619	489	1108	1296
	N Count								
	Column Comparisons								
Column Names	% within column	d	e	a	b	c	d	e	a
	N Count								
	Column Comparisons								
Mobile phone/ smartphone (like an iPhone or Samsung Galaxy)	% within column	94%↑	92%↑	69%↓	78%↓	87%↑	95%↑	90%↑	87%↑
	N Count	96↑	349↑	199↓	611↓	541↑	466↑	1,006↑	1,125↑
	Column Comparisons	a	-		a	a b	a b c	-	e
Tablet (like an iPad or Amazon Fire)	% within column	57%	51%	49%	56%	58%	50%	55%	54%
	N Count	58	195	143	440	360	248	609	698
	Column Comparisons		-					-	
Games console or handheld games player	% within column	53%	56%↑	30%↓	44%↓	56%↑	59%↑	57%↑	56%↑
	N Count	54	214↑	88↓	343↓	347↑	292↑	639↑	728↑
	Column Comparisons	a	-		a	a b	a b	-	e
Laptop or netbook	% within column	42%	46%	35%	39%	43%	42%	42%	42%
	N Count	43	173	103	303	268	204	473	538
	Column Comparisons		-					-	e
Desktop computer (one that is usually in a fixed place with a separate screen and keyboard)	% within column	21%	25%↑	12%	15%	19%	19%	19%↑	20%↑
	N Count	22	95↑	34	119	117	94	211↑	263↑
	Column Comparisons	a	-			a	a	-	e
Other type of device - (please type in your answer below)	% within column	1%	1%	2%	1%	1%	1%	1%	1%
	N Count	1	4	6	7	3	6	9	12
	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)

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]

		Spent Money				SM purchase category			
		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	768	1125	604	943	429	153	216	158
	N Count								
	Column Comparisons								
Unweighted Base	% within column	800	1128	632	909	450	165	226	171
	N Count								
	Column Comparisons								
Column Names	% within column	b	c	d	e	a	b	c	d
	N Count								
	Column Comparisons								
Mobile phone/ smartphone (like an iPhone or Samsung Galaxy)	% within column	88%↑	87%↑	88%↑	75%↓	92%↑	87%	89%	83%
	N Count	674↑	981↑	531↑	707↓	397↑	133	193	131
	Column Comparisons	e	e	e		b d			
Tablet (like an iPad or Amazon Fire)	% within column	55%	54%	55%	54%	59%	58%	59%	58%
	N Count	425	604	331	507	251	89	128	92
	Column Comparisons								
Games console or handheld games player	% within column	52%↑	59%↑	56%↑	37%↓	55%	58%	60%↑	54%
	N Count	399↑	666↑	337↑	348↓	236	89	129↑	86
	Column Comparisons	e	b e	e					
Laptop or netbook	% within column	45%↑	41%	45%↑	37%	52%↑	52%	47%	47%
	N Count	347↑	465	273↑	349	221↑	80	102	74
	Column Comparisons	e		e					
Desktop computer (one that is usually in a fixed place with a separate screen and keyboard)	% within column	22%↑	22%↑	25%↑	11%↓	23%	39%↑	27%	34%↑
	N Count	171↑	244↑	152↑	104↓	100	59↑	59	53↑
	Column Comparisons	e	e	e			a		
Other type of device - (please type in your answer below)	% within column	1%	1%	1%	1%	1%	0%	1%	0%
	N Count	6	10	4	12	4	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; 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)

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							
		Feelings about SM purchase				Gaming Method			
		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	314	556	378	565	1330	572	1316	782
Unweighted Base	% within column / N Count / Column Comparisons	329	585	402	596	1316	582	1317	774
Column Names	% within column / N Count / Column Comparisons	a	b	c	d	a	b	c	d
Mobile phone/ smartphone (like an iPhone or Samsung Galaxy)	% within column	87%	89%↑	86%	89%↑	85%↑	85%	96%↑	70%↓
	N Count	272	495↑	326	506↑	1,127↑	484	1,262↑	551↓
	Column Comparisons					d	d	a b d	
Tablet (like an iPad or Amazon Fire)	% within column	51%	56%	56%	57%	57%↑	49%↓	54%	89%↑
	N Count	160	314	211	322	758↑	279↓	710	697↑
	Column Comparisons		a			b c		b	a b c
Games console or handheld games player	% within column	51%	54%↑	50%	52%	71%↑	50%	51%↑	50%
	N Count	161	302↑	189	293	946↑	286	674↑	389
	Column Comparisons					b c d		d	
Laptop or netbook	% within column	42%	46%↑	44%	46%↑	43%↑	65%↑	45%↑	39%
	N Count	132	257↑	167	257↑	575↑	374↑	596↑	305
	Column Comparisons					d	a c d	d	
Desktop computer (one that is usually in a fixed place with a separate screen and keyboard)	% within column	28%↑	23%↑	27%↑	22%↑	18%↑	40%↑	17%	15%
	N Count	89↑	125↑	102↑	123↑	242↑	228↑	229	119
	Column Comparisons					d	a c d	d	
Other type of device - (please type in your answer below)	% within column	1%	1%	0%	1%	1%	1%	1%	1%
	N Count	3	4	1	6	11	7	12	12
	Column Comparisons								

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]

		Gaming Method	Gaming Type						
		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	2140	650	731	547	387	822	1151	557
	N Count								
	Column Comparisons								
Unweighted Base	% within column	2117	662	740	564	395	802	1111	570
	N Count								
	Column Comparisons								
Column Names	% within column	e	a	b	c	d	e	f	g
	N Count								
	Column Comparisons								
Mobile phone/ smartphone (like an iPhone or Samsung Galaxy)	% within column	83%	85%	81%	91%↑	90%↑	88%↑	83%	84%
	N Count	1,777	555	593	500↑	349↑	727↑	949	465
	Column Comparisons	-			a b f g h i j k l	b f g i l	b f g l		
Tablet (like an iPad or Amazon Fire)	% within column	55%	58%	62%↑	53%	57%	54%	62%↑	64%↑
	N Count	1,172	380	454↑	288	219	445	718↑	359↑
	Column Comparisons	-	c	c d e h j				a c d e j	c d e h j
Games console or handheld games player	% within column	50%↑	40%↓	60%↑	69%↑	58%↑	69%↑	55%↑	55%↑
	N Count	1,072↑	262↓	442↑	375↑	223↑	564↑	629↑	305↑
	Column Comparisons	-		a g h i k l	a b d f g h i k l	a l	a b d f g h i k l	a l	a l
Laptop or netbook	% within column	40%	45%↑	47%↑	50%↑	48%↑	42%	44%↑	46%↑
	N Count	858	292↑	342↑	276↑	186↑	346	508↑	258↑
	Column Comparisons	-			e l				
Desktop computer (one that is usually in a fixed place with a separate screen and keyboard)	% within column	17%↑	17%	24%↑	26%↑	27%↑	22%↑	18%	21%↑
	N Count	363↑	109	173↑	143↑	104↑	178↑	206	117↑
	Column Comparisons	-		a f	a f	a f	a		
Other type of device - (please type in your answer below)	% within column	1%	1%	2%	0%	1%	1%	2%↑	1%
	N Count	21	9	11	2	4	11	19↑	5
	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)

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 Type						Gaming Frequency	
		Simulation experience	Fitness and dance	Sports	Interactive stories	Makeovers	NET: Playing against other people	NET: Daily	Weekly
Weighted Base	% within column	248	278	728	207	249	1027	1602	460
	N Count								
	Column Comparisons								
Unweighted Base	% within column	266	283	736	218	257	1009	1567	480
	N Count								
	Column Comparisons								
Column Names	% within column	h	i	j	k	l	m	a	b
	N Count								
	Column Comparisons								
Mobile phone/ smartphone (like an iPhone or Samsung Galaxy)	% within column	86%	82%	86%↑	85%	83%	88%↑	85%↑	80%
	N Count	214	229	627↑	177	207	908↑	1,355↑	367
	Column Comparisons			b f			-	b	
Tablet (like an iPad or Amazon Fire)	% within column	57%	71%↑	54%	66%↑	64%↑	54%	54%	58%
	N Count	142	197↑	391	137↑	158↑	556	871	265
	Column Comparisons		a c d e h j		c e		-		
Games console or handheld games player	% within column	59%↑	57%	66%↑	59%↑	40%↓	64%↑	54%↑	40%↓
	N Count	145↑	157	482↑	122↑	100↓	657↑	867↑	186↓
	Column Comparisons	a l	a l	a b d f g h i k l	a l		-	b	
Laptop or netbook	% within column	54%↑	47%	47%↑	45%	41%	42%	40%	42%
	N Count	133↑	130	339↑	94	101	434	636	192
	Column Comparisons	l					-		
Desktop computer (one that is usually in a fixed place with a separate screen and keyboard)	% within column	31%↑	26%↑	21%↑	27%↑	21%	22%↑	18%	15%
	N Count	77↑	73↑	154↑	57↑	53	222↑	291	67
	Column Comparisons	a f g l	a f	a	a		-		
Other type of device - (please type in your answer below)	% within column	1%	0%	0%	1%	1%	1%	1%	1%
	N Count	3	1	4	3	3	12	16	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 = 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)

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]

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	Early access to a game	Battle Pass
Weighted Base	% within column	535	237	151	447	147	302	122	205
	N Count								
	Column Comparisons								
Unweighted Base	% within column	549	250	158	428	154	320	133	211
	N Count								
	Column Comparisons								
Column Names	% within column	a	b	c	d	e	f	g	h
	N Count								
	Column Comparisons								
Mobile phone/ smartphone (like an iPhone or Samsung Galaxy)	% within column	88%	89%	89%	87%	84%	90%	88%	88%
	N Count	472	211	135	389	123	273	108	181
	Column Comparisons								
Tablet (like an iPad or Amazon Fire)	% within column	58%↑	53%	55%	59%↑	53%	53%	59%	56%
	N Count	311↑	126	83	262↑	77	159	72	115
	Column Comparisons								
Games console or handheld games player	% within column	61%	66%	60%	63%	54%	72%↑	63%	74%↑
	N Count	327	156	91	283	79	218↑	77	152↑
	Column Comparisons	e	e		e		a c e		a c d e g
Laptop or netbook	% within column	43%	52%↑	48%	41%	49%	48%↑	53%↑	45%
	N Count	231	123↑	73	181	72	144↑	65↑	93
	Column Comparisons								
Desktop computer (one that is usually in a fixed place with a separate screen and keyboard)	% within column	27%↑	32%↑	34%↑	19%	26%	27%↑	35%↑	29%↑
	N Count	142↑	75↑	51↑	85	38	83↑	43↑	60↑
	Column Comparisons	d	d	d			d	d	d
Other type of device - (please type in your answer below)	% within column	1%	2%	1%	1%	0%	1%	0%	0%
	N Count	5	5	2	5	0	2	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 = 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)

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]

Feelings about Gaming Purchase

		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	346	772	445	720	715	449
	N Count						
	Column Comparisons						
Unweighted Base	% within column	356	777	454	734	710	459
	N Count						
	Column Comparisons						
Column Names	% within column	a	b	c	d	e	f
	N Count						
	Column Comparisons						
Mobile phone/ smartphone (like an iPhone or Samsung Galaxy)	% within column	87%↑	88%↑	88%↑	88%↑	87%↑	86%
	N Count	303↑	679↑	392↑	632↑	625↑	385
	Column Comparisons						
Tablet (like an iPad or Amazon Fire)	% within column	49%	54%	54%	57%	56%	55%
	N Count	168	417	238	408	399	248
	Column Comparisons				a	a	
Games console or handheld games player	% within column	52%	61%↑	51%	59%↑	60%↑	54%↑
	N Count	180	471↑	225	427↑	429↑	243↑
	Column Comparisons		a c f		c	a c f	
Laptop or netbook	% within column	41%	41%	41%	42%	41%	40%
	N Count	142	313	184	303	295	181
	Column Comparisons						
Desktop computer (one that is usually in a fixed place with a separate screen and keyboard)	% within column	25%↑	22%↑	25%↑	23%↑	22%↑	23%↑
	N Count	87↑	173↑	110↑	168↑	158↑	102↑
	Column Comparisons						
Other type of device - (please type in your answer below)	% within column	0%	1%	1%	1%	1%	0%
	N Count	2	9	2	6	9	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 = 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)

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]

| | | Total | Gender of child respondent | | Age of child respondent | | | | |
			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		-

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)

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]

		Age of child respondent	BANNER						
			Age and gender of child respondent						
		NET: 13-17	Male 8-9	Female 8-9	Male 10-12	Female 10-12	Male 13-15	Female 13-15	Male 16-17
None of these/ I do not go online	% within column	0%↓	2%	1%	1%	2%	0%	0%	0%
	N Count	1↓	5	3	3	5	1	0	0
	Column Comparisons	-							
Don't know	% within column	0%	0%	0%	0%	1%	0%	0%	1%
	N Count	3	0	0	0	2	0	0	2
	Column Comparisons	-							
NET: Any	% within column	100%↑	98%	99%	99%	98%	100%	100%	99%
	N Count	1,080↑	221	221	358	329	341	341	222
	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)

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]

		Age and gender of child respondent					Urban/ Rural		Working status
		Female 16-17	NET: Male 8-12	NET: Female 8-12	NET: Male 13-17	NET: Female 13-17	NET: Urban	Rural	Full time
None of these/ I do not go online	% within column	0%	1%	2%	0%	0%	1%	1%	0%
	N Count	0	7	9	1	0	15	2	6
	Column Comparisons		-	-	-	-			
Don't know	% within column	0%	0%	0%	0%	0%	0%	0%	0%
	N Count	1	0	2	2	1	5	1	3
	Column Comparisons		-	-	-	-			
NET: Any	% within column	100%	99%	98%	99%	100%	99%	99%	99%
	N Count	200	579	550	563	535	1,967	242	1,323
	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 17 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]

		Working status			D3 - Social grade				
		Part time	Student	NET: Not working/ retired	AB	C1	C2	DE	NET: ABC1
None of these/ I do not go online	% within column	1%	0%	2%	0%	0%	1%	2%↑	0%↓
	N Count	4	0	5	2	1	5	10↑	3↓
	Column Comparisons							a b	-
Don't know	% within column	0%	0%	0%	0%	0%	0%	1%	0%
	N Count	1	0	1	0	3	0	3	3
	Column Comparisons								-
NET: Any	% within column	99%	100%	98%	100%	99%	99%	98%↓	100%↑
	N Count	425	112	304	623	577	486	523↓	1,200↑
	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 = 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)

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]

		D3 - Social grade	Financial wellbeing			Ethnicity		Child identified need/ impacting condition	
		NET: C2DE	Doing well	Getting by	Struggling	White British	NET: All other Ethnicities	Neurodiversity	Mental Health
None of these/ I do not go online	% within column	1%↑	1%	1%	0%	1%	1%	0%	1%
	N Count	14↑	6	7	3	12	4	0	1
	Column Comparisons	-							
Don't know	% within column	0%	0%	0%	1%	0%	0%	0%	0%
	N Count	3	0	1	5	4	1	0	0
	Column Comparisons	-							
NET: Any	% within column	98%↓	99%	99%	99%	99%	99%	100%	99%
	N Count	1,009↓	395	1,144	647	1,726	447	194	108
	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)

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

		Child identified need/ impacting condition		Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits	
		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
None of these/ I do not go online	% within column	0%	1%	0%	0%	2%	1%	1%	0%
	N Count	1	16	0	1	3	14	11	5
	Column Comparisons	-							
Don't know	% within column	0%	0%	0%	0%	0%	0%	0%	0%
	N Count	0	5	0	1	0	6	2	3
	Column Comparisons	-							
NET: Any	% within column	100%	99%	100%	100%	98%	99%	99%	99%
	N Count	473	1,705	234	790	158	2,051	912	1,192
	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)

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							
		Parental Controls		Parental Concern			Time Spent Online (Weekday)		
		NET: Has Parental Controls	No Controls	Not Concerned	A little Concerned	NET: Moderately/ Very Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs
None of these/ I do not go online	% within column	1%	1%	1%	0%	1%	0%	0%	0%
	N Count	11	3	9	2	4	0	0	0
	Column Comparisons						-	-	-
Don't know	% within column	0%↓	0%	0%	0%	0%	0%	0%	0%
	N Count	2↓	1	2	0	2	1	1	0
	Column Comparisons								
NET: Any	% within column	99%↑	99%	99%	100%	99%	100%	100%	100%
	N Count	1,851↑	335	1,042	548	599	872	937	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 = 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)

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]

		Time Spent Online (Weekday)		Time Spent Online (Weekend)					Spent Money
		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
None of these/ I do not go online	% within column	0%	0%	0%	0%	0%	0%	0%	0%↓
	N Count	0	0	0	0	0	0	0	0↓
	Column Comparisons	-	-	-	-	-	-	-	
Don't know	% within column	0%	0%	1%	0%	0%	0%	0%	0%
	N Count	0	0	2	1	0	0	0	1
	Column Comparisons		-						-
NET: Any	% within column	100%	100%	99%	100%	100%	100%	100%	100%↑
	N Count	102	380	288	784	622	492	1,114	1,288↑
	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 = 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)

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]

		Bought something on social media	Bought something while Gaming	Bought something from both	Not bought from either	Product	Activity	Subscription/ Upgrade	NET: Gift
		Spent Money				**SM purchase category**			
None of these/ I do not go online	% within column	0%↓	0%↓	0%	2%↑	0%	0%	0%	0%
	N Count	0↓	0↓	0	17↑	0	0	0	0
	Column Comparisons				a b c d	-	-	-	-
Don't know	% within column	0%	0%	0%	1%	0%	1%	0%	0%
	N Count	1	0	0	5	0	1	0	0
	Column Comparisons								
NET: Any	% within column	100%↑	100%↑	100%↑	98%↓	100%	99%	100%	100%
	N Count	767↑	1,125↑	604↑	921↓	429	152	216	158
	Column Comparisons	e	e	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 = 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)

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]

		Feelings about SM purchase				Gaming Method			
		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
None of these/ I do not go online	% within column	0%	0%	0%	0%	0%	0%	0%	0%
	N Count	0	0	0	0	0	0	0	0
	Column Comparisons	-	-	-	-	-	-	-	-
Don't know	% within column	0%	0%	0%	0%	0%	0%	0%	0%
	N Count	0	1	1	1	1	1	1	1
	Column Comparisons								
NET: Any	% within column	100%	100%	100%	100%↑	100%	100%	100%	100%
	N Count	314	555	377	564↑	1,329	571	1,315	781
	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)

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]

		Gaming Method	Gaming Type						
		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
None of these/ I do not go online	% within column	0%	0%	0%	0%	0%	0%	0%	0%
	N Count	0	0	0	0	0	0	0	0
	Column Comparisons	-	-	-	-	-	-	-	-
Don't know	% within column	0%	0%	0%	0%	0%	0%	0%	0%
	N Count	6	0	0	0	0	0	0	0
	Column Comparisons	-							
NET: Any	% within column	100%	100%	100%	100%	100%	100%	100%	100%
	N Count	2,135	650	731	547	387	822	1,151	557
	Column Comparisons	-	ı	ı			ı	ı	ı

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)

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 Type						Gaming Frequency	
		Simulation experience	Fitness and dance	Sports	Interactive stories	Makeovers	NET: Playing against other people	NET: Daily	Weekly
None of these/ I do not go online	% within column	0%	0%	0%	0%	0%	0%	0%	0%
	N Count	0	0	0	0	0	0	0	0
	Column Comparisons	-	-	-	-	-	-	-	-
Don't know	% within column	0%	0%	0%	0%	1%	0%	0%	0%
	N Count	0	0	1	0	2	0	4	0
	Column Comparisons					a b e f g	-		
NET: Any	% within column	100%	100%	100%	100%	99%	100%	100%	100%
	N Count	248	278	727	207	246	1,027	1,598	460
	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)

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

		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
None of these/ I do not go online	% within column	0%	0%	0%	0%	0%	0%	0%	0%
	N Count	0	0	0	0	0	0	0	0
	Column Comparisons	-	-	-	-	-	-	-	-
Don't know	% within column	0%	0%	0%	0%	0%	0%	0%	0%
	N Count	0	0	0	0	0	0	0	0
	Column Comparisons	-	-	-	-	-	-	-	-
NET: Any	% within column	100%	100%	100%	100%	100%	100%	100%	100%
	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)

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]

Feelings about Gaming Purchase

		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
None of these/ I do not go online	% within column	0%	0%↓	0%	0%↓	0%↓	0%
	N Count	0	0↓	0	0↓	0↓	0
	Column Comparisons	-	-	-	-	-	-
Don't know	% within column	0%	0%	0%	0%	0%	0%
	N Count	0	0	0	0	0	0
	Column Comparisons	-	-	-	-	-	-
NET: Any	% within column	100%	100%↑	100%	100%↑	100%↑	100%
	N Count	346	772↑	445	720↑	715↑	449
	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 28 of 28

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]

		BANNER								
			Gender of child respondent		Age of child respondent					
		Total	Male	Female	8-9	10-12	13-15	16-17	NET: 8-12	NET: 13-17
Weighted Base	% within column	2209	1142	1067	442	687	682	398	1129	1080
	N Count									
	Column Comparisons									
Unweighted Base	% within column	2184	1091	1093	431	653	658	442	1084	1100
	N Count									
	Column Comparisons									
Column Names	% within column	a	a	b	a	b	c	d	e	f
	N Count									
	Column Comparisons									
0 - 2hrs (1)	% within column	13%	13%	14%	20%↑	13%	11%	10%	16%↑	10%↓
	N Count	288	144	144	87↑	88	74	38	176↑	113↓
	Column Comparisons	-			b c d				-	-
3 - 4hrs (3.5)	% within column	35%	36%	35%	41%	39%	32%	29%↓	40%↑	31%↓
	N Count	784	407	377	180	269	220	115↓	449↑	335↓
	Column Comparisons	-			c d	c d			-	-
5 - 6hrs (5.5)	% within column	28%	28%	28%	25%	27%	30%	32%	26%	30%
	N Count	622	325	297	111	183	202	126	295	327
	Column Comparisons	-							-	-
6+ hrs (7.5)	% within column	22%	22%	22%	14%↓	20%	26%↑	29%↑	18%↓	27%↑
	N Count	492	256	236	60↓	139	177↑	117↑	199↓	294↑
	Column Comparisons	-				a	a b	a b	-	-
NET: 5+ Hours	% within column	50%	51%	50%	39%↓	47%	55%↑	61%↑	44%↓	57%↑
	N Count	1,114	581	533	171↓	322	379↑	242↑	493↓	621↑
	Column Comparisons	-				a	a b	a b	-	-
Don't know	% within column	1%	1%	1%	1%	1%	1%	0%	1%	1%
	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↑

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%)

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

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]

		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 Base	% within column	221	221	358	329	341	341	222	200	579
	N Count									
	Column Comparisons									
Unweighted Base	% within column	216	215	331	322	323	335	221	252	547
	N Count									
	Column Comparisons									
Column Names	% within column	a	b	c	d	e	f	g	h	i
	N Count									
	Column Comparisons									
0 - 2hrs (1)	% within column	18%	22%↑	11%	15%	12%	10%	11%	8%	14%
	N Count	39	48↑	39	49	42	33	24	16	78
	Column Comparisons	f h	c e f g h							-
3 - 4hrs (3.5)	% within column	40%	41%	39%	39%	32%	33%	31%	27%↓	40%
	N Count	90	90	141	128	108	112	69	55↓	231
	Column Comparisons	h	h	h	h					-
5 - 6hrs (5.5)	% within column	27%	23%	27%	26%	30%	30%	30%	31%	27%
	N Count	60	51	97	86	101	101	67	62	158
	Column Comparisons									-
6+ hrs (7.5)	% within column	14%↓	13%↓	21%	19%	25%	27%	28%	32%↑	19%
	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	-
NET: 5+ Hours	% within column	42%↓	36%↓	49%	45%	55%	56%	58%	64%↑	46%
	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	-
Don't know	% within column	0%	2%	1%	1%	2%	1%	0%	1%	1%
	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↑	5.0↑	5.2↑	4.4

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]

		Age and gender of child respondent			Urban/ Rural		Working status			
		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	550	563	535	1967	242	1323	425	112	304
	N Count									
	Column Comparisons									
Unweighted Base	% within column	537	544	579	1931	253	1368	383	113	280
	N Count									
	Column Comparisons									
Column Names	% within column	j	k	l	a	b	a	b	c	d
	N Count									
	Column Comparisons									
0 - 2hrs (1)	% within column	18%↑	12%	9%↓	13%	13%	13%	12%	14%	14%
	N Count	97↑	66	49↓	258	31	174	51	15	41
	Column Comparisons	-	-	-						
3 - 4hrs (3.5)	% within column	40%	31%	31%	36%	35%	37%	37%	27%	31%
	N Count	218	176	166	700	84	484	159	31	95
	Column Comparisons	-	-	-						
5 - 6hrs (5.5)	% within column	25%	30%	30%	28%	27%	28%	29%	29%	27%
	N Count	137	168	162	557	65	373	122	32	83
	Column Comparisons	-	-	-						
6+ hrs (7.5)	% within column	16%↓	26%↑	28%↑	22%	25%	21%	21%	28%	25%
	N Count	90↓	148↑	152↑	432	61	284	90	31	77
	Column Comparisons	-	-	-						
NET: 5+ Hours	% within column	41%↓	56%↑	59%↑	50%	52%	50%	50%	57%	53%
	N Count	227↓	315↑	314↑	988	126	657	211	63	160
	Column Comparisons	-	-	-						
Don't know	% within column	1%	1%	1%	1%	1%	1%	1%	2%	3%↑
	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

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%)

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

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]

		D3 - Social grade						Financial wellbeing		
		AB	C1	C2	DE	NET: ABC1	NET: C2DE	Doing well	Getting by	Struggling
Weighted Base	% within column	623	577	486	523	1200	1009	395	1144	647
	N Count									
	Column Comparisons									
Unweighted Base	% within column	882	480	354	468	1362	822	447	1113	604
	N Count									
	Column Comparisons									
Column Names	% within column	a	b	c	d	e	f	a	b	c
	N Count									
	Column Comparisons									
0 - 2hrs (1)	% within column	13%	14%	13%	12%	13%	13%	13%	14%	12%
	N Count	84	78	62	65	162	126	50	155	77
	Column Comparisons					-	-			
3 - 4hrs (3.5)	% within column	38%	38%	35%	31%	38%	33%	41%↑	35%	34%
	N Count	234	217	169	163	451	333	163↑	395	217
	Column Comparisons					-	-	b c		
5 - 6hrs (5.5)	% within column	29%	27%	30%	27%	28%	28%	27%	29%	28%
	N Count	181	153	147	141	334	288	105	332	180
	Column Comparisons					-	-			
6+ hrs (7.5)	% within column	20%	21%	22%	27%↑	20%	25%	19%	22%	26%
	N Count	122	121	106	143↑	243	249	75	247	167
	Column Comparisons				a	-	-			a
NET: 5+ Hours	% within column	49%	48%	52%	54%	48%	53%	46%	51%	54%
	N Count	303	275	253	283	578	536	180	579	347
	Column Comparisons					-	-			a
Don't know	% within column	0%↓	1%	0%	2%↑	1%	1%	0%	1%	1%
	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↑

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%)

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

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]

		Ethnicity		Child identified need/ impacting condition				Disability/ Condition in HH		Educational Health Care Plan (EHCP)
		White British	NET: All other Ethnicities	Neurodiversity	Mental Health	NET: Identified need/ condition	NET: No identified need/ condition	NET: Yes	No	Has an EHCP
Weighted Base	% within column	1726	447	194	108	473	1705	234	790	158
	N Count									
	Column Comparisons									
Unweighted Base	% within column	1698	448	182	109	457	1694	238	804	154
	N Count									
	Column Comparisons									
Column Names	% within column	a	b	a	b	c	d	a	b	a
	N Count									
	Column Comparisons									
0 - 2hrs (1)	% within column	12%↓	17%↑	6%↓	4%↓	8%↓	15%↑	6%↓	12%	10%
	N Count	205↓	78↑	12↓	4↓	36↓	248↑	13↓	92	16
	Column Comparisons		a			-	a b		a	
3 - 4hrs (3.5)	% within column	35%	37%	28%	25%	31%	37%	24%↓	34%↑	26%↓
	N Count	608	163	54	27	145	629	56↓	265↑	41↓
	Column Comparisons					-	a b		a	
5 - 6hrs (5.5)	% within column	29%	27%	30%	29%	32%	27%	34%	29%	32%
	N Count	494	121	59	31	152	465	79	231	51
	Column Comparisons					-				
6+ hrs (7.5)	% within column	23%	18%	34%↑	40%↑	28%↑	21%↓	36%↑	25%↓	30%
	N Count	402	82	65↑	44↑	134↑	350↓	83↑	196↓	48
	Column Comparisons	b		d	d	-		b		b
NET: 5+ Hours	% within column	52%↑	45%	64%↑	69%↑	60%↑	48%↓	69%↑	54%↓	63%↑
	N Count	896↑	203	124↑	75↑	286↑	814↓	162↑	428↓	99↑
	Column Comparisons	b		d	d	-		b		b
Don't know	% within column	1%	1%	2%	2%	1%	1%	1%	1%	2%
	N Count	18	3	4	3	6	14	3	5	2
	Column Comparisons					-				
Mean		4.7↑	4.3↓	5.2↑	5.5↑	5.0↑	4.5↓	5.4↑	4.8↓	5.1↑

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%)

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

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]

		Educational Health Care Plan (EHCP)	Benefits		Parental Controls		Parental Concern			Time Spent Online (Week-day)
		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
Weighted Base	% within column	2051	912	1192	1851	335	1042	548	599	872
	N Count									
	Column Comparisons									
Unweighted Base	% within column	2030	872	1214	1826	338	1005	554	608	854
	N Count									
	Column Comparisons									
Column Names	% within column	b	a	b	a	b	a	b	c	a
	N Count									
	Column Comparisons									
0 - 2hrs (1)	% within column	13%	8%↓	16%↑	13%	15%	15%	8%↓	15%	28%↑
	N Count	273	75↓	195↑	234	50	154	45↓	87	245↑
	Column Comparisons			a			b		b	b c d
3 - 4hrs (3.5)	% within column	36%↑	33%	37%	36%	31%	34%	37%	37%	53%↑
	N Count	743↑	301	447	674	102	350	205	223	458↑
	Column Comparisons	a		a	b					b c d
5 - 6hrs (5.5)	% within column	28%	31%	26%	29%	25%	26%	32%	28%	17%↓
	N Count	571	279	311	535	84	276	175	166	145↓
	Column Comparisons		b							
6+ hrs (7.5)	% within column	22%	27%↑	19%↓	22%	27%	24%	22%	20%	2%↓
	N Count	444	246↑	231↓	398	90	249	119	120	18↓
	Column Comparisons		b			a				
NET: 5+ Hours	% within column	49%↓	58%↑	45%↓	50%	52%	50%	54%	48%	19%↓
	N Count	1,015↓	525↑	542↓	933	174	525	295	286	163↓
	Column Comparisons		b							
Don't know	% within column	1%	1%	1%	1%↓	3%↑	1%	1%	0%	1%
	N Count	20	11	8	10↓	9↑	13	4	2	6
	Column Comparisons					a				
Mean		4.6↓	4.9↑	4.4↓	4.6	4.6	4.6	4.8↑	4.5	3.2↓

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%)

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

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]

		BANNER								
		Time Spent Online (Weekday)				Time Spent Online (Weekend)				
		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	937	278	102	380	288	784	622	492	1114
	N Count									
	Column Comparisons									
Unweighted Base	% within column	923	282	106	388	279	776	619	489	1108
	N Count									
	Column Comparisons									
Column Names	% within column	b	c	d	e	a	b	c	d	e
	N Count									
	Column Comparisons									
0 - 2hrs (1)	% within column	4%↓	1%↓	1%↓	1%↓	100%↑	0%↓	0%↓	0%↓	0%↓
	N Count	37↓	3↓	1↓	4↓	288↑	0↓	0↓	0↓	0↓
	Column Comparisons	c			-	b c d				-
3 - 4hrs (3.5)	% within column	31%↓	12%↓	5%↓	10%↓	0%↓	100%↑	0%↓	0%↓	0%↓
	N Count	287↓	32↓	5↓	37↓	0↓	784↑	0↓	0↓	0↓
	Column Comparisons	c d			-		a c d			-
5 - 6hrs (5.5)	% within column	42%↑	25%	13%↓	22%↓	0%↓	0%↓	100%↑	0%↓	56%↑
	N Count	392↑	69	14↓	82↓	0↓	0↓	622↑	0↓	622↑
	Column Comparisons	a c d	a d		-			a b d		-
6+ hrs (7.5)	% within column	23%	62%↑	79%↑	67%↑	0%↓	0%↓	0%↓	100%↑	44%↑
	N Count	218	173↑	81↑	253↑	0↓	0↓	0↓	492↑	492↑
	Column Comparisons	a	a b	a b c	-				a b c	-
NET: 5+ Hours	% within column	65%↑	87%↑	93%↑	88%↑	0%↓	0%↓	100%↑	100%↑	100%↑
	N Count	610↑	241↑	94↑	336↑	0↓	0↓	622↑	492↑	1,114↑
	Column Comparisons	a	a b	a b	-			a b	a b	-
Don't know	% within column	0%↓	0%	1%	1%	0%	0%↓	0%↓	0%	0%↓
	N Count	3↓	1	1	2	0	0↓	0↓	0	0↓
	Column Comparisons				-	-	-	-	-	-
Mean		5.2↑	6.4↑	6.9↑	6.6↑	1.0↓	3.5↓	5.5↑	7.5↑	6.4↑

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]

		BANNER								
		Spent Money					**SM purchase category**			
		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
Weighted Base	% within column	1288	767	1125	604	921	429	152	216	158
	N Count									
	Column Comparisons									
Unweighted Base	% within column	1295	799	1128	632	889	450	164	226	171
	N Count									
	Column Comparisons									
Column Names	% within column	a	b	c	d	e	a	b	c	d
	N Count									
	Column Comparisons									
0 - 2hrs (1)	% within column	9%↓	10%↓	9%↓	9%↓	18%↑	9%	10%	9%	12%
	N Count	119↓	77↓	99↓	56↓	169↑	37	16	20	19
	Column Comparisons					a b c d				
3 - 4hrs (3.5)	% within column	33%↓	32%	34%	34%	39%↑	29%	36%	29%	35%
	N Count	426↓	248	380	203	358↑	123	55	62	55
	Column Comparisons					a b c		a		
5 - 6hrs (5.5)	% within column	30%↑	32%↑	30%	32%	25%↓	34%	33%	33%	35%
	N Count	391↑	242↑	341	191	231↓	145	50	71	55
	Column Comparisons	e	e	e	e					
6+ hrs (7.5)	% within column	27%↑	26%↑	27%↑	25%	16%↓	28%	21%	29%	18%
	N Count	346↑	199↑	301↑	153	146↓	122	32	63	29
	Column Comparisons	e	e	e	e		b		d	
NET: 5+ Hours	% within column	57%↑	57%↑	57%↑	57%↑	41%↓	62%↑	54%	62%	53%
	N Count	737↑	440↑	641↑	345↑	377↓	268↑	82	134	84
	Column Comparisons	e	e	e	e		b			
Don't know	% within column	0%↓	0%↓	0%↓	0%↓	2%↑	0%	0%	0%	0%
	N Count	6↓	2↓	5↓	1↓	17↑	2	0	0	0
	Column Comparisons					a b c d				
Mean		4.9↑	4.9↑	4.9↑	4.9↑	4.1↓	5.1↑	4.7	5.1	4.6

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%)

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

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]

		Feelings about SM purchase				Gaming Method				
		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	NET: Any Gaming
Weighted Base	% within column	314	555	377	564	1329	571	1315	781	2135
	N Count									
	Column Comparisons									
Unweighted Base	% within column	329	584	401	595	1315	581	1316	773	2112
	N Count									
	Column Comparisons									
Column Names	% within column	a	b	c	d	a	b	c	d	e
	N Count									
	Column Comparisons									
0 - 2hrs (1)	% within column	12%	10%	11%	9%↓	10%↓	12%	9%↓	13%	13%↓
	N Count	38	57	41	50↓	130↓	70	120↓	104	270↓
	Column Comparisons					a c		a c		-
3 - 4hrs (3.5)	% within column	40%	30%↓	36%	33%	33%↓	33%	33%	39%	36%
	N Count	124	168↓	135	185	440↓	186	438	303	759
	Column Comparisons							a b c		-
5 - 6hrs (5.5)	% within column	29%	32%	30%	31%	31%↑	30%	30%	26%	29%
	N Count	90	177	111	175	408↑	171	394	201	609
	Column Comparisons					d		d		-
6+ hrs (7.5)	% within column	20%	27%↑	23%	27%↑	26%↑	24%	27%↑	21%	22%
	N Count	62	152↑	88	153↑	339↑	138	352↑	165	479
	Column Comparisons					d		b d		-
NET: 5+ Hours	% within column	48%	59%↑	53%	58%↑	56%↑	54%	57%↑	47%	51%↑
	N Count	152	329↑	199	328↑	747↑	310	745↑	366	1,088↑
	Column Comparisons					b d	d	b d		-
Don't know	% within column	0%	0%	0%	0%	1%	1%	1%	1%	1%↓
	N Count	0	1	1	2	11	5	11	8	18↓
	Column Comparisons									-
Mean		4.6	5.0↑	4.7	5.0↑	4.9↑	4.7	4.9↑	4.5	4.6↑

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%)

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

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]

		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
Weighted Base	% within column	650	731	547	387	822	1151	557	248	278
	N Count									
	Column Comparisons									
Unweighted Base	% within column	662	740	564	395	802	1111	570	266	283
	N Count									
	Column Comparisons									
Column Names	% within column	a	b	c	d	e	f	g	h	i
	N Count									
	Column Comparisons									
0 - 2hrs (1)	% within column	14%	12%	8%↓	9%↓	8%↓	10%↓	10%	15%	13%
	N Count	92	86	44↓	34↓	62↓	111↓	55	38	36
	Column Comparisons	c e f g j	e						c d e f g j	e
3 - 4hrs (3.5)	% within column	36%	34%	30%↓	34%	28%↓	34%	39%	33%	35%
	N Count	237	248	167↓	131	234↓	388	217	82	98
	Column Comparisons	e	e					c e		
5 - 6hrs (5.5)	% within column	26%	30%	31%	32%	32%	31%	28%	22%	27%
	N Count	171	220	172	124	260	353	157	55	75
	Column Comparisons			h						
6+ hrs (7.5)	% within column	23%	23%	29%↑	25%	32%↑	25%↑	23%	29%↑	24%
	N Count	147	170	161↑	97	261↑	287↑	126	72↑	66
	Column Comparisons			a b g j		a b c d f g i j k				
NET: 5+ Hours	% within column	49%	53%	61%↑	57%↑	63%↑	56%↑	51%	51%	51%
	N Count	318	390	333↑	221↑	522↑	640↑	283	128	141
	Column Comparisons			a b g h i j l	a	a b c d f g h i j l	a g			
Don't know	% within column	1%	1%	1%	0%	1%	1%	0%	0%	1%
	N Count	3	7	4	2	4	11	2	1	3
	Column Comparisons									
Mean		4.6	4.7	5.1↑	4.9↑	5.2↑	4.8↑	4.7	4.7	4.6

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]

		Gaming Type				Gaming Frequency		Gaming Purchase Type		
		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
Weighted Base	% within column	727	207	246	1027	1598	460	535	237	151
	N Count									
	Column Comparisons									
Unweighted Base	% within column	735	218	255	1009	1564	480	549	250	158
	N Count									
	Column Comparisons									
Column Names	% within column	j	k	l	m	a	b	a	b	c
	N Count									
	Column Comparisons									
0 - 2hrs (1)	% within column	10%↓	9%	12%	9%↓	10%↓	21%↑	7%	8%	7%
	N Count	72↓	19	30	90↓	156↓	97↑	40	19	11
	Column Comparisons			e	-		a			
3 - 4hrs (3.5)	% within column	37%	31%	37%	30%↓	34%↓	44%↑	34%	34%	33%
	N Count	267	64	90	311↓	538↓	201↑	179	80	50
	Column Comparisons	c e		e	-		a			
5 - 6hrs (5.5)	% within column	30%	33%	24%	31%↑	30%	23%↓	31%	32%	34%
	N Count	218	68	58	323↑	479	107↓	165	76	51
	Column Comparisons				-	b				
6+ hrs (7.5)	% within column	23%	27%	27%	29%↑	26%↑	11%↓	27%	26%	26%
	N Count	168	56	66	297↑	415↑	51↓	147	63	39
	Column Comparisons				-	b				
NET: 5+ Hours	% within column	53%	60%↑	50%	60%↑	56%↑	34%↓	58%	59%	59%
	N Count	386	123↑	124	620↑	894↑	157↓	312	139	90
	Column Comparisons		a		-	b				
Don't know	% within column	0%	0%	1%	1%	1%	1%	1%	0%	1%
	N Count	2	0	2	6	10	5	4	0	1
	Column Comparisons				-					
Mean		4.8↑	5.0↑	4.7	5.0↑	4.9↑	3.8↓	5.0	5.0	5.0

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%)

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

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]

		Gaming Purchase Type					Feelings about Gaming Purchase			
		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	447	147	302	122	205	346	772	445	720
	N Count									
	Column Comparisons									
Unweighted Base	% within column	428	154	320	133	211	356	777	454	734
	N Count									
	Column Comparisons									
Column Names	% within column	d	e	f	g	h	a	b	c	d
	N Count									
	Column Comparisons									
0 - 2hrs (1)	% within column	7%	14%	8%	8%	9%	10%	9%↓	10%	9%↓
	N Count	31	20	24	9	19	35	67↓	46	62↓
	Column Comparisons									
3 - 4hrs (3.5)	% within column	29%	29%	26%↓	42%	30%	42%↑	34%	34%	33%
	N Count	131	43	78↓	51	63	146↑	265	149	241
	Column Comparisons				d f		c d f			
5 - 6hrs (5.5)	% within column	29%	31%	32%	23%	30%	27%	30%	32%	30%
	N Count	132	46	95	28	62	95	234	140	220
	Column Comparisons									
6+ hrs (7.5)	% within column	33%↑	26%	34%↑	28%	29%	21%	26%↑	24%	27%↑
	N Count	149↑	38	104↑	34	61	71	203↑	109	195↑
	Column Comparisons									
NET: 5+ Hours	% within column	63%↑	57%	66%↑	50%	59%	48%	57%↑	56%↑	58%↑
	N Count	281↑	83	199↑	62	122	166	437↑	249↑	415↑
	Column Comparisons	g		g						
Don't know	% within column	1%	0%	0%	0%	1%	0%	0%	0%	0%
	N Count	4	0	2	0	2	0	3	0	3
	Column Comparisons									
Mean		5.2↑	4.8	5.3↑	4.9	5.0	4.6	4.9↑	4.9↑	5.0↑

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%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, 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 13

Page 542

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]

		Feelings about Gaming Purchase	
		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	715	449
	N Count		
	Column Comparisons		
Unweighted Base	% within column	710	459
	N Count		
	Column Comparisons		
Column Names	% within column	e	f
	N Count		
	Column Comparisons		
0 - 2hrs (1)	% within column	8%↓	10%
	N Count	57↓	44
	Column Comparisons		
3 - 4hrs (3.5)	% within column	35%	33%
	N Count	250	146
	Column Comparisons		
5 - 6hrs (5.5)	% within column	32%	35%↑
	N Count	226	159↑
	Column Comparisons		a
6+ hrs (7.5)	% within column	25%	22%
	N Count	178	99
	Column Comparisons		
NET: 5+ Hours	% within column	56%↑	57%↑
	N Count	404↑	258↑
	Column Comparisons		a
Don't know	% within column	0%	0%
	N Count	4	1
	Column Comparisons		
Mean		4.9↑	4.8↑

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]

		Total	Gender of child respondent		Age of child respondent						Age and gender of child respondent	
			Male	Female	8-9	10-12	13-15	16-17	NET: 8-12	NET: 13-17	Male 8-9	Female 8-9
Weighted Base	% within column	2215	1145	1070	442	690	682	401	1131	1083	221	221
	N Count											
	Column Comparisons											
Unweighted Base	% within column	2189	1093	1096	431	655	658	445	1086	1103	216	215
	N Count											
	Column Comparisons											
Column Names	% within column	a	a	b	a	b	c	d	e	f	a	b
	N Count											
	Column Comparisons											
0 - 2hrs (1)	% within column	39%	40%	39%	56%↑	43%↑	32%↓	27%↓	48%↑	30%↓	54%↑	59%↑
	N Count	873	458	415	249↑	299↑	218↓	107↓	548↑	325↓	119↑	129↑
	Column Comparisons	-			b c d	c d			-	-	c d e f g h	c d e f g h
3 - 4hrs (3.5)	% within column	42%	42%	42%	33%↓	43%	46%	45%	39%↓	45%↑	36%	30%↓
	N Count	938	486	453	147↓	299	312	180	446↓	492↑	80	66↓
	Column Comparisons	-				a	a	a	-	-		
5 - 6hrs (5.5)	% within column	13%	13%	13%	7%↓	9%↓	17%↑	18%↑	8%↓	17%↑	7%↓	7%↓
	N Count	278	144	134	31↓	60↓	114↑	73↑	91↓	187↑	16↓	15↓
	Column Comparisons	-					a b	a b	-	-		
6+ hrs (7.5)	% within column	5%	5%	5%	2%↓	3%	5%	9%↑	3%↓	6%↑	2%	2%
	N Count	102	52	50	10↓	24	33	35↑	33↓	68↑	5	4
	Column Comparisons	-					a	a b c	-	-		
Don't know	% within column	1%	0%↓	2%↑	1%	1%	1%	1%	1%	1%	0%	2%
	N Count	23	5↓	18↑	5	7	5	6	12	11	0	5
	Column Comparisons	-		a					-	-		
NET: 5+ Hours	% within column	17%	17%	17%	9%↓	12%↓	22%↑	27%↑	11%↓	24%↑	10%↓	9%↓
	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↓	3.2↑	3.5↑	2.5↓	3.3↑	2.4↓	2.2↓

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%)

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

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]

BANNER

Age and gender of child respondent | Urban/ Rural

		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	NET: Female 13-17	NET: Urban
Weighted Base	% within column	358	332	341	341	224	201	579	552	565	536	1971
	N Count											
	Column Comparisons											
Unweighted Base	% within column	331	324	323	335	223	253	547	539	546	580	1935
	N Count											
	Column Comparisons											
Column Names	% within column	c	d	e	f	g	h	i	j	k	l	a
	N Count											
	Column Comparisons											
0 - 2hrs (1)	% within column	43%	44%	35%	29%↓	29%↓	26%↓	47%↑	50%↑	33%↓	28%↓	39%
	N Count	154	145	119	99↓	65↓	52↓	274↑	274↑	184↓	148↓	773
	Column Comparisons	f g h	e f g h	h				-	-	-	-	
3 - 4hrs (3.5)	% within column	46%	41%	42%	49%↑	43%	46%	42%	37%↓	43%	48%↑	43%
	N Count	164	136	144	168↑	98	93	244	202↓	242	257↑	839
	Column Comparisons	b		b	a b	b	b	-	-	-	-	
5 - 6hrs (5.5)	% within column	8%↓	10%	18%↑	15%	17%	19%↑	8%↓	8%↓	18%↑	17%↑	13%
	N Count	29↓	32	62↑	52	38	38↑	45↓	47↓	100↑	91↑	250
	Column Comparisons			a b c d	a b c	a b c d	a b c d	-	-	-	-	
6+ hrs (7.5)	% within column	3%	4%	4%	6%	10%↑	7%	3%↓	3%	6%↑	6%	4%
	N Count	10	14	14	19	22↑	14	15↓	18	36↑	33	88
	Column Comparisons					a b c d	b	-	-	-	-	
Don't know	% within column	0%	2%	0%	1%	1%	2%	0%	2%	1%	1%	1%
	N Count	1	5	2	4	2	4	1	11	4	7	21
	Column Comparisons							-	-	-	-	
NET: 5+ Hours	% within column	11%↓	14%	22%↑	21%	27%↑	26%↑	10%↓	12%↓	24%↑	23%↑	17%
	N Count	39↓	45	76↑	71	60↑	53↑	60↓	65↓	136↑	124↑	339
	Column Comparisons			a b c d	a b c d	a b c d	a b c d	-	-	-	-	
Mean		2.7↓	2.7↓	3.1↑	3.3↑	3.5↑	3.5↑	2.6↓	2.5↓	3.3↑	3.3↑	2.9

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%)

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

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]

		Urban/ Rural	Working status				D3 - Social grade					
		Rural	Full time	Part time	Student	NET: Not working/ retired	AB	C1	C2	DE	NET: ABC1	NET: C2DE
Weighted Base	% within column	244	1326	426	112	305	623	580	486	526	1202	1013
	N Count											
	Column Comparisons											
Unweighted Base	% within column	254	1370	384	113	281	882	482	354	471	1364	825
	N Count											
	Column Comparisons											
Column Names	% within column	b	a	b	c	d	a	b	c	d	e	f
	N Count											
	Column Comparisons											
0 - 2hrs (1)	% within column	41%	40%	40%	36%	39%	41%	46%↑	37%	33%↓	43%↑	35%↓
	N Count	100	524	169	40	120	253	264↑	182	174↓	518↑	356↓
	Column Comparisons						d	c d			-	-
3 - 4hrs (3.5)	% within column	41%	43%	43%	39%	40%	41%	39%	46%	43%	40%	45%
	N Count	100	569	184	44	122	257	229	226	227	485	453
	Column Comparisons										-	-
5 - 6hrs (5.5)	% within column	11%	13%	12%	16%	11%	13%	10%	13%	14%	12%	14%
	N Count	28	171	49	18	35	82	59	65	73	141	137
	Column Comparisons										-	-
6+ hrs (7.5)	% within column	6%	4%	3%	8%	6%	5%	4%	2%↓	7%↑	5%	5%
	N Count	14	59	14	8	19	30	25	11↓	36↑	55	47
	Column Comparisons									c	-	-
Don't know	% within column	1%	0%↓	2%	1%	3%↑	0%↓	1%	1%	3%↑	0%↓	2%↑
	N Count	3	3↓	9	1	9↑	1↓	3	4	16↑	4↓	20↑
	Column Comparisons			a		a				a b c	-	-
NET: 5+ Hours	% within column	17%	17%	15%	24%	18%	18%	14%	15%	21%↑	16%	18%
	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↑

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%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, 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 10

Page 546

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]

		Financial wellbeing			Ethnicity		Child identified need/ impacting condition				Disability/ Condition in HH	
		Doing well	Getting by	Struggling	White British	NET: All other Ethnicities	Neurodiversity	Mental Health	NET: Identified need/ condition	NET: No identified need/ condition	NET: Yes	No
Weighted Base	% within column	395	1145	652	1730	448	194	108	473	1710	234	791
	N Count											
	Column Comparisons											
Unweighted Base	% within column	447	1114	608	1701	449	182	109	457	1698	238	805
	N Count											
	Column Comparisons											
Column Names	% within column	a	b	c	a	b	a	b	c	d	a	b
	N Count											
	Column Comparisons											
0 - 2hrs (1)	% within column	41%	41%	35%↓	38%↓	47%↑	34%	20%↓	29%↓	43%↑	21%↓	33%↑
	N Count	161	473	227↓	651↓	211↑	65	22↓	137↓	727↑	49↓	259↑
	Column Comparisons		c			a	b		-	a b		a
3 - 4hrs (3.5)	% within column	41%	42%	45%	44%↑	37%↓	38%	43%	44%	42%	42%	47%
	N Count	161	477	295	759↑	165↓	74	46	208	718	99	371
	Column Comparisons				b				-			
5 - 6hrs (5.5)	% within column	13%	12%	14%	13%	11%	20%↑	25%↑	18%↑	11%↓	25%↑	15%↓
	N Count	53	133	91	223	48	38↑	27↑	87↑	184↓	58↑	119↓
	Column Comparisons						d	d	-		b	
6+ hrs (7.5)	% within column	5%	5%	4%	4%	5%	6%	11%↑	8%↑	4%↓	11%↑	5%↓
	N Count	20	53	27	78	23	11	12↑	37↑	64↓	27↑	37↓
	Column Comparisons							d	-		b	
Don't know	% within column	0%	1%	2%↑	1%	0%	3%	1%	1%	1%	1%	1%
	N Count	0	9	13↑	20	1	5	1	5	17	1	5
	Column Comparisons			a					-			
NET: 5+ Hours	% within column	18%	16%	18%	17%	16%	25%↑	36%↑	26%↑	14%↓	36%↑	20%↓
	N Count	73	186	118	300	71	49↑	39↑	124↑	247↓	85↑	156↓
	Column Comparisons						d	d	-		b	
Mean		2.9	2.9	3.0	3.0↑	2.7	3.2	3.9↑	3.4↑	2.8↓	3.9↑	3.1↓

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]

		Educational Health Care Plan (EHCP)		Benefits		Parental Controls		Parental Concern			Time Spent Online (Weekday)	
		Has an EHCP	Don't have an EHCP	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	3 - 4hrs
Weighted Base	% within column	158	2057	915	1195	1853	336	1045	548	601	873	938
	N Count											
	Column Comparisons											
Unweighted Base	% within column	154	2035	874	1216	1828	339	1007	554	610	855	924
	N Count											
	Column Comparisons											
Column Names	% within column	a	b	a	b	a	b	a	b	c	a	b
	N Count											
	Column Comparisons											
0 - 2hrs (1)	% within column	29%↓	40%↑	30%↓	47%↑	40%	36%	44%↑	32%↓	38%	100%↑	0%↓
	N Count	46↓	827↑	276↓	557↑	741	120	462↑	173↓	229	873↑	0↓
	Column Comparisons		a		a			b c		b	b c d	
3 - 4hrs (3.5)	% within column	42%	42%	45%	40%	43%	42%	40%	50%↑	40%	0%↓	100%↑
	N Count	66	872	415	479	793	140	417	276↑	240	0↓	938↑
	Column Comparisons			b					a c			a c d
5 - 6hrs (5.5)	% within column	17%	12%	17%↑	9%↓	12%	15%	11%	12%	15%	0%↓	0%↓
	N Count	26	252	156↑	110↓	226	50	120	67	90	0↓	0↓
	Column Comparisons			b								
6+ hrs (7.5)	% within column	12%↑	4%↓	6%↑	4%	4%	6%	3%↓	5%	6%↑	0%↓	0%↓
	N Count	18↑	83↓	55↑	44	83	19	32↓	28	39↑	0↓	0↓
	Column Comparisons	b		b						a		
Don't know	% within column	1%	1%	1%	0%↓	1%↓	2%↑	1%	1%	0%	0%↓	0%↓
	N Count	1	22	13	6↓	10↓	8↑	13	4	2	0↓	0↓
	Column Comparisons			b			a				-	-
NET: 5+ Hours	% within column	28%↑	16%↓	23%↑	13%↓	17%	20%	15%↓	17%	22%↑	0%↓	0%↓
	N Count	45↑	335↓	211↑	153↓	309	69	152↓	95	129↑	0↓	0↓
	Column Comparisons	b		b						a		
Mean		3.5↑	2.9↓	3.3↑	2.6↓	2.9	3.0	2.7↓	3.1↑	3.1↑	1.0↓	3.5↑

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%)

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

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]

		Time Spent Online (Weekday)			Time Spent Online (Weekend)					Spent Money		
		5 - 6hrs	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
Weighted Base	% within column	278	102	380	291	785	622	492	1114	1289	768	1125
	N Count											
	Column Comparisons											
Unweighted Base	% within column	282	106	388	281	777	619	489	1108	1296	800	1128
	N Count											
	Column Comparisons											
Column Names	% within column	c	d	e	a	b	c	d	e	a	b	c
	N Count											
	Column Comparisons											
0 - 2hrs (1)	% within column	0%↓	0%↓	0%↓	85%↑	58%↑	23%↓	4%↓	15%↓	29%↓	25%↓	29%↓
	N Count	0↓	0↓	0↓	246↑	458↑	145↓	18↓	163↓	371↓	191↓	321↓
	Column Comparisons			-	b c d	c d	d		-			
3 - 4hrs (3.5)	% within column	0%↓	0%↓	0%↓	13%↓	37%↓	63%↑	44%	55%↑	49%↑	49%↑	49%↑
	N Count	0↓	0↓	0↓	37↓	288↓	392↑	218	610↑	629↑	380↑	547↑
	Column Comparisons			-		a	a b d	a b	-	e	e	e
5 - 6hrs (5.5)	% within column	100%↑	0%↓	73%↑	1%↓	4%↓	11%	35%↑	22%↑	16%↑	18%↑	16%↑
	N Count	278↑	0↓	278↑	3↓	32↓	69	173↑	241↑	205↑	141↑	182↑
	Column Comparisons	a b d		-		a	a b	a b c	-	e	e	e
6+ hrs (7.5)	% within column	0%↓	100%↑	27%↑	0%↓	1%↓	2%↓	16%↑	8%↑	6%↑	7%↑	6%↑
	N Count	0↓	102↑	102↑	1↓	5↓	14↓	81↑	94↑	78↑	54↑	70↑
	Column Comparisons		a b c	-			b	a b c	-	e	e	e
Don't know	% within column	0%	0%	0%	1%	0%↓	0%	1%	0%↓	0%↓	0%↓	0%↓
	N Count	0	0	0	3	1↓	2	3	5↓	5↓	3↓	4↓
	Column Comparisons	-	-	-					-			
NET: 5+ Hours	% within column	100%↑	100%↑	100%↑	1%↓	5%↓	13%↓	51%↑	30%↑	22%↑	25%↑	22%↑
	N Count	278↑	102↑	380↑	4↓	37↓	82↓	253↑	336↑	283↑	195↑	253↑
	Column Comparisons	a b	a b	-		a	a b	a b c	-	e	e	e
Mean		5.5↑	7.5↑	6.0↑	1.4↓	2.1↓	3.2↑	4.7↑	3.9↑	3.3↑	3.5↑	3.3↑

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]

		Spent Money		SM purchase category				Feelings about SM purchase				Gaming Method
		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
Weighted Base	% within column	604	926	429	153	216	158	314	556	378	565	1330
	N Count											
	Column Comparisons											
Unweighted Base	% within column	632	893	450	165	226	171	329	585	402	596	1316
	N Count											
	Column Comparisons											
Column Names	% within column	d	e	a	b	c	d	a	b	c	d	a
	N Count											
	Column Comparisons											
0 - 2hrs (1)	% within column	23%↓	54%↑	24%	18%	18%↓	22%	23%↓	23%↓	23%↓	23%↓	37%↓
	N Count	141↓	502↑	104	28	39↓	35	72↓	129↓	86↓	132↓	493↓
	Column Comparisons		a b c d									c
3 - 4hrs (3.5)	% within column	49%↑	33%↓	49%	45%	51%	43%	47%	51%↑	48%	48%↑	44%
	N Count	298↑	309↓	210	69	109	68	149	286↑	180	273↑	585
	Column Comparisons	e										
5 - 6hrs (5.5)	% within column	20%↑	8%↓	18%	29%↑	25%↑	24%	22%↑	18%↑	20%↑	20%↑	13%
	N Count	118↑	73↓	78	44↑	53↑	37	69↑	101↑	77↑	116↑	177
	Column Comparisons	e										d
6+ hrs (7.5)	% within column	8%↑	3%↓	8%	8%	7%	11%↑	8%↑	7%↑	9%↑	7%↑	5%
	N Count	46↑	24↓	35	12	15	18↑	24↑	39↑	33↑	41↑	66
	Column Comparisons	e										
Don't know	% within column	0%↓	2%↑	0%	1%	0%	0%	0%	0%	0%	0%	1%
	N Count	1↓	18↑	2	1	0	0	0	2	2	3	9
	Column Comparisons		a b c d									
NET: 5+ Hours	% within column	27%↑	10%↓	26%	36%↑	31%↑	35%↑	30%↑	25%↑	29%↑	28%↑	18%
	N Count	164↑	97↓	113	55↑	68↑	55↑	93↑	140↑	110↑	157↑	243
	Column Comparisons	e										d
Mean		3.6↑	2.3↓	3.6	3.9↑	3.8↑	3.9↑	3.7↑	3.5↑	3.7↑	3.6↑	3.0↑

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]

BANNER

		Gaming Method				Gaming Type						
		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
Weighted Base	% within column	572	1316	782	2140	650	731	547	387	822	1151	557
	N Count											
	Column Comparisons											
Unweighted Base	% within column	582	1317	774	2117	662	740	564	395	802	1111	570
	N Count											
	Column Comparisons											
Column Names	% within column	b	c	d	e	a	b	c	d	e	f	g
	N Count											
	Column Comparisons											
0 - 2hrs (1)	% within column	38%	34%↓	45%↑	39%	42%	38%	27%↓	28%↓	28%↓	38%	39%
	N Count	216	451↓	349↑	839	271	281	150↓	108↓	233↓	439	215
	Column Comparisons	c		a b c	-	c d e k	c d e				c d e	c d e
3 - 4hrs (3.5)	% within column	42%	45%↑	40%	43%	40%	42%	49%↑	49%↑	50%↑	43%	42%
	N Count	242	597↑	310	912	257	306	270↑	188↑	412↑	498	233
	Column Comparisons		d		-			a b g h i j l	a b f g i l	a b f g h i j l		
5 - 6hrs (5.5)	% within column	14%	14%↑	10%↓	13%	12%	13%	15%	16%	15%	13%	15%
	N Count	83	189↑	79↓	271	81	98	83	61	122	154	82
	Column Comparisons	d	d		-							
6+ hrs (7.5)	% within column	5%	5%	4%	5%	6%	6%	8%↑	7%↑	6%↑	4%	4%
	N Count	26	69	34	99	36	42	42↑	27↑	51↑	49	24
	Column Comparisons				-							
Don't know	% within column	1%	1%	1%	1%↓	1%	1%	0%	0%	1%	1%	0%
	N Count	5	10	11	19↓	5	5	2	2	5	12	2
	Column Comparisons				-							
NET: 5+ Hours	% within column	19%	20%↑	14%↓	17%	18%	19%	23%↑	23%↑	21%↑	18%	19%
	N Count	109	258↑	112↓	371	117	140	125↑	88↑	173↑	202	107
	Column Comparisons	d	d		-							
Mean		3.0	3.1↑	2.7↓	2.9	2.9	3.0	3.4↑	3.4↑	3.3↑	2.9	3.0

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 = 2034 (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)

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]

		Gaming Type						Gaming Frequency		Gaming Purchase Type		
		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
Weighted Base	% within column	248	278	728	207	249	1027	1602	460	535	237	151
	N Count											
	Column Comparisons											
Unweighted Base	% within column	266	283	736	218	257	1009	1567	480	549	250	158
	N Count											
	Column Comparisons											
Column Names	% within column	h	i	j	k	l	m	a	b	a	b	c
	N Count											
	Column Comparisons											
0 - 2hrs (1)	% within column	36%	39%	37%	32%	35%	29%↓	34%↓	55%↑	25%↓	23%	22%
	N Count	89	108	268	65	86	301↓	552↓	255↑	134↓	54	34
	Column Comparisons	c d e	c d e	c e		c e	-		a			
3 - 4hrs (3.5)	% within column	41%	39%	44%	40%	38%	49%↑	45%↑	34%↓	50%	45%	49%
	N Count	102	107	320	82	95	504↑	720↑	157↓	270	108	74
	Column Comparisons						-	b				
5 - 6hrs (5.5)	% within column	15%	15%	14%	20%↑	18%↑	15%↑	14%↑	7%↓	17%	22%↑	20%
	N Count	38	41	100	40↑	44↑	152↑	232↑	33↓	93	52↑	30
	Column Comparisons						-	b				
6+ hrs (7.5)	% within column	8%↑	7%	5%	9%↑	9%↑	6%↑	5%↑	2%↓	7%	10%↑	8%
	N Count	19↑	18	38	19↑	21↑	64↑	84↑	11↓	35	24↑	13
	Column Comparisons						-	b			d	
Don't know	% within column	0%	1%	0%	0%	1%	1%	1%	1%	1%	0%	1%
	N Count	1	3	2	0	2	7	13	4	4	0	1
	Column Comparisons						-					
NET: 5+ Hours	% within column	23%↑	22%	19%	29%↑	26%↑	21%↑	20%↑	10%↓	24%	32%↑	28%
	N Count	57↑	60	138	59↑	65↑	216↑	317↑	44↓	128	76↑	43
	Column Comparisons						-	b				
Mean		3.2↑	3.1	3.1↑	3.5↑	3.3↑	3.3↑	3.1↑	2.3↓	3.5	3.8↑	3.7↑

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%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, 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										
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]		Gaming Purchase Type					Feelings about Gaming Purchase					
		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 money in games
Weighted Base	% within column	447	147	302	122	205	346	772	445	720	715	449
	N Count											
	Column Comparisons											
Unweighted Base	% within column	428	154	320	133	211	356	777	454	734	710	459
	N Count											
	Column Comparisons											
Column Names	% within column	d	e	f	g	h	a	b	c	d	e	f
	N Count											
	Column Comparisons											
0 - 2hrs (1)	% within column	26%	30%	22%↓	19%↓	24%	26%↓	28%↓	24%↓	29%↓	28%↓	25%↓
	N Count	114	44	68↓	24↓	50	89↓	217↓	105↓	209↓	201↓	111↓
	Column Comparisons											
3 - 4hrs (3.5)	% within column	51%	43%	46%	48%	46%	49%↑	50%↑	49%↑	47%↑	48%↑	50%↑
	N Count	228	63	138	59	94	171↑	387↑	216↑	338↑	345↑	222↑
	Column Comparisons											
5 - 6hrs (5.5)	% within column	19%	17%	22%↑	20%	20%	19%↑	16%↑	19%↑	17%↑	17%↑	19%↑
	N Count	86	26	65↑	24	42	66↑	122↑	86↑	122↑	122↑	85↑
	Column Comparisons											
6+ hrs (7.5)	% within column	4%↓	10%	10%↑	13%↑	9%	6%	6%	8%↑	7%↑	6%	7%↑
	N Count	16↓	14	30↑	15↑	18	20	43	37↑	49↑	43	30↑
	Column Comparisons		d	d	d	d			a			
Don't know	% within column	1%	0%	0%	0%	1%	0%	0%↓	0%↓	0%	0%	0%↓
	N Count	3	0	2	0	2	0	3↓	0↓	3	4	1↓
	Column Comparisons											
NET: 5+ Hours	% within column	23%	27%	31%↑	32%↑	29%↑	25%↑	21%↑	28%↑	24%↑	23%↑	26%↑
	N Count	102	40	95↑	39↑	60↑	86↑	165↑	123↑	171↑	166↑	115↑
	Column Comparisons											
Mean		3.4	3.5	3.7↑	3.9↑	3.6↑	3.5↑	3.3↑	3.6↑	3.4↑	3.4↑	3.5↑

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%)

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

J1 - What are your three favourite things to do in your free time? [MULTI]

			Gender of child respondent		Age of child respondent			
		Total	Male	Female	8-9	10-12	13-15	16-17
Weighted Base	% within column	2232	1153	1079	449	698	684	401
	N Count							
	Column Comparisons							
Unweighted Base	% within column	2205	1100	1105	439	662	659	445
	N Count							
	Column Comparisons							
Column Names	% within column	a	a	b	a	b	c	d
	N Count							
	Column Comparisons							
Gaming	% within column	46%	62%↑	28%↓	47%	49%	46%	39%↓
	N Count	1,020	715↑	304↓	211	339	312	158↓
	Column Comparisons	-	b			d		
Watching TV or films	% within column	35%	36%	35%	35%	35%	36%	36%
	N Count	792	415	377	159	245	244	145
	Column Comparisons	-						
Playing or hanging out with friends in person	% within column	28%	28%	26%	25%	29%	26%	30%
	N Count	614	328	286	113	205	177	119
	Column Comparisons	-						
Being with family	% within column	26%	23%↓	30%↑	37%↑	28%	20%↓	22%
	N Count	589	270↓	319↑	166↑	197	140↓	86
	Column Comparisons	-		a	b c d	c d		
Playing or listening to music	% within column	24%	19%↓	29%↑	16%↓	21%	26%	33%↑
	N Count	536	222↓	313↑	72↓	149	181	134↑
	Column Comparisons	-		a		a	a b	a b c
Chatting with friends on calls or video games	% within column	23%	21%	25%	14%↓	25%	28%↑	22%
	N Count	516	242	274	63↓	176	190↑	87
	Column Comparisons	-		a		a	a d	a
Sports	% within column	22%	34%↑	10%↓	21%	20%	24%	24%
	N Count	493	390↑	103↓	93	140	162	97
	Column Comparisons	-	b					
Browsing social media	% within column	18%	14%↓	22%↑	8%↓	13%↓	25%↑	25%↑
	N Count	401	166↓	234↑	37↓	93↓	171↑	99↑
	Column Comparisons	-		a		a	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 = 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)

J1 - What are your three favourite things to do in your free time? [MULTI]

		Age of child respondent		Age and gender of child respondent				
		NET: 8-12	NET: 13-17	Male 8-9	Female 8-9	Male 10-12	Female 10-12	Male 13-15
Weighted Base	% within column	1147	1085	226	224	361	337	342
	N Count							
	Column Comparisons							
Unweighted Base	% within column	1101	1104	220	219	333	329	324
	N Count							
	Column Comparisons							
Column Names	% within column	e	f	a	b	c	d	e
	N Count							
	Column Comparisons							
Gaming	% within column	48%	43%	60%↑	34%↓	62%↑	34%↓	68%↑
	N Count	550	470	135↑	76↓	225↑	114↓	234↑
	Column Comparisons	-	-	b d f h	f h	b d f h	f h	b d f g h
Watching TV or films	% within column	35%	36%	36%	34%	35%	35%	37%
	N Count	404	388	82	77	128	118	125
	Column Comparisons	-	-					
Playing or hanging out with friends in person	% within column	28%	27%	31%	19%↓	27%	32%	27%
	N Count	318	296	70	42↓	98	107	92
	Column Comparisons	-	-				b	
Being with family	% within column	32%↑	21%↓	32%	42%↑	27%	29%	18%↓
	N Count	362↑	226↓	72	94↑	97	99	61↓
	Column Comparisons	-	-	e g	c d e f g h	e g	e g	
Playing or listening to music	% within column	19%↓	29%↑	11%↓	21%	16%↓	27%	22%
	N Count	221↓	315↑	26↓	46	57↓	92	76
	Column Comparisons	-	-		a	a c	a	a
Chatting with friends on calls or video games	% within column	21%	26%	15%↓	13%↓	23%	28%	23%
	N Count	239	277	33↓	30↓	82	94	79
	Column Comparisons	-	-			b	a b	b
Sports	% within column	20%	24%	32%↑	9%↓	32%↑	8%↓	35%↑
	N Count	233	260	72↑	21↓	114↑	26↓	119↑
	Column Comparisons	-	-	b d f h		b d f h		b d f h
Browsing social media	% within column	11%↓	25%↑	7%↓	9%↓	10%↓	17%	20%
	N Count	131↓	270↑	16↓	21↓	38↓	56	68
	Column Comparisons	-	-				a b c	a b c

J1 - What are your three favourite things to do in your free time? [MULTI]

Age and gender of child respondent

		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
Weighted Base	% within column	341	224	201	587	561	567	536
	N Count							
	Column Comparisons							
Unweighted Base	% within column	335	223	253	553	548	547	580
	N Count							
	Column Comparisons							
Column Names	% within column	f	g	h	i	j	k	l
	N Count							
	Column Comparisons							
Gaming	% within column	23%↓	54%	25%↓	61%↑	34%↓	63%↑	23%↓
	N Count	78↓	121	49↓	360↑	189↓	355↑	125↓
	Column Comparisons		b d f h		-	-	-	-
Watching TV or films	% within column	35%	36%	38%	36%	35%	36%	36%
	N Count	119	80	77	210	194	205	192
	Column Comparisons				-	-	-	-
Playing or hanging out with friends in person	% within column	25%	31%	29%	29%	27%	28%	26%
	N Count	85	69	59	168	150	160	141
	Column Comparisons				-	-	-	-
Being with family	% within column	23%	18%↓	26%	29%	34%↑	18%↓	24%
	N Count	79	39↓	52	169	193↑	101↓	130
	Column Comparisons				-	-	-	-
Playing or listening to music	% within column	31%↑	28%	41%↑	14%↓	25%	25%	34%↑
	N Count	105↑	64	81↑	82↓	138	140	181↑
	Column Comparisons	a b c e	a c	a b c d e f g	-	-	-	-
Chatting with friends on calls or video games	% within column	32%↑	21%	21%	20%	22%	22%	28%↑
	N Count	111↑	47	43	115	124	127	151↑
	Column Comparisons	a b c e g h			-	-	-	-
Sports	% within column	13%↓	38%↑	10%↓	32%↑	8%↓	36%↑	12%↓
	N Count	43↓	84↑	20↓	186↑	47↓	203↑	63↓
	Column Comparisons		b d f h		-	-	-	-
Browsing social media	% within column	30%↑	20%	28%↑	9%↓	14%↓	20%	30%↑
	N Count	103↑	45	56↑	54↓	77↓	112	159↑
	Column Comparisons	a b c d e g	a b c	a b c d 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 = 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 3 of 48

Page 556

J1 - What are your three favourite things to do in your free time? [MULTI]		Urban/ Rural		Working status				D3 - Social grade
		NET: Urban	Rural	Full time	Part time	Student	NET: Not working/ retired	AB
Weighted Base	% within column	1986	246	1332	430	112	310	625
	N Count							
	Column Comparisons							
Unweighted Base	% within column	1949	256	1376	388	113	286	885
	N Count							
	Column Comparisons							
Column Names	% within column	a	b	a	b	c	d	a
	N Count							
	Column Comparisons							
Gaming	% within column	46%	46%	46%	44%	40%	49%	45%
	N Count	906	113	617	189	45	151	280
	Column Comparisons							
Watching TV or films	% within column	36%	32%	37%	32%	30%	35%	38%
	N Count	714	78	495	136	34	110	237
	Column Comparisons							
Playing or hanging out with friends in person	% within column	27%	34%	27%	29%	25%	28%	25%
	N Count	530	85	360	125	28	87	158
	Column Comparisons		a					
Being with family	% within column	26%	26%	22%↓	32%↑	28%	33%↑	22%↓
	N Count	526	63	298↓	137↑	31	102↑	137↓
	Column Comparisons				a		a	
Playing or listening to music	% within column	24%	21%	24%	23%	27%	26%	21%
	N Count	485	50	318	97	30	80	131
	Column Comparisons							
Chatting with friends on calls or video games	% within column	23%	25%	23%	23%	28%	22%	21%
	N Count	456	61	307	97	31	69	128
	Column Comparisons							
Sports	% within column	22%	22%	25%↑	21%	20%	14%↓	28%↑
	N Count	439	54	331↑	91	23	43↓	174↑
	Column Comparisons			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 = 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 4 of 48

BANNER

J1 - What are your three favourite things to do in your free time? [MULTI]

		D3 - Social grade					Financial wellbeing	
		C1	C2	DE	NET: ABC1	NET: C2DE	Doing well	Getting by
Weighted Base	% within column	580	491	536	1205	1027	401	1152
	N Count							
	Column Comparisons							
Unweighted Base	% within column	483	357	480	1368	837	452	1121
	N Count							
	Column Comparisons							
Column Names	% within column	b	c	d	e	f	a	b
	N Count							
	Column Comparisons							
Gaming	% within column	47%	43%	48%	46%	46%	45%	46%
	N Count	271	211	258	551	469	180	531
	Column Comparisons				-	-		
Watching TV or films	% within column	33%	37%	34%	35%	36%	32%	37%
	N Count	190	182	183	427	365	127	423
	Column Comparisons				-	-		
Playing or hanging out with friends in person	% within column	32%↑	26%	26%	29%	26%	23%	29%
	N Count	187↑	129	140	345	269	93	329
	Column Comparisons	a			-	-		
Being with family	% within column	26%	25%	33%↑	24%↓	29%↑	24%	25%
	N Count	150	122	179↑	288↓	301↑	97	285
	Column Comparisons			a b c	-	-		
Playing or listening to music	% within column	25%	24%	27%	23%	25%	20%	25%
	N Count	143	118	144	274	261	81	286
	Column Comparisons				-	-		
Chatting with friends on calls or video games	% within column	23%	26%	23%	22%	25%	20%	24%
	N Count	136	129	123	264	252	79	274
	Column Comparisons				-	-		
Sports	% within column	24%	21%	15%↓	26%↑	18%↓	27%	23%
	N Count	137	103	80↓	311↑	182↓	107	267
	Column Comparisons	d	d		-	-	c	c

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)

J1 - What are your three favourite things to do in your free time? [MULTI]

		Financial wellbeing	Ethnicity		Child identified need/ impacting condition			
				NET: All other			NET: Identified	NET: No identified
		Struggling	White British	Ethnicities	Neurodiversity	Mental Health	need/ condition	need/ condition
Weighted Base	% within column	655	1742	453	194	109	474	1726
	N Count							
	Column Comparisons							
Unweighted Base	% within column	611	1713	452	182	110	458	1713
	N Count							
	Column Comparisons							
Column Names	% within column	c	a	b	a	b	c	d
	N Count							
	Column Comparisons							
Gaming	% within column	46%	46%	45%	56%↑	42%	48%	45%
	N Count	302	805	202	108↑	46	228	780
	Column Comparisons				b d		-	
Watching TV or films	% within column	36%	34%↓	42%↑	32%	26%	30%↓	37%↑
	N Count	235	591↓	188↑	61	28	140↓	643↑
	Column Comparisons			a			-	
Playing or hanging out with friends in person	% within column	28%	29%	23%	24%	26%	25%	28%
	N Count	185	500	103	46	28	118	488
	Column Comparisons		b				-	
Being with family	% within column	30%↑	25%	30%	25%	32%	26%	27%
	N Count	199↑	441	137	49	35	122	457
	Column Comparisons	b		a			-	
Playing or listening to music	% within column	25%	26%↑	18%↓	28%	40%↑	30%↑	23%↓
	N Count	165	449↑	81↓	54	44↑	140↑	390↓
	Column Comparisons		b			a d	-	
Chatting with friends on calls or video games	% within column	24%	24%	20%	30%	29%	28%↑	22%
	N Count	159	422	89	57	32	133↑	377
	Column Comparisons						-	
Sports	% within column	17%↓	22%	23%	12%↓	13%	16%↓	24%↑
	N Count	112↓	382	103	24↓	14	77↓	407↑
	Column Comparisons						-	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 = 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 6 of 48

BANNER

J1 - What are your three favourite things to do in your free time? [MULTI]		Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits		Parental Controls
		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	234	792	161	2071	925	1200	1865
	N Count							
	Column Comparisons							
Unweighted Base	% within column	238	806	157	2048	883	1222	1839
	N Count							
	Column Comparisons							
Column Names	% within column	a	b	a	b	a	b	a
	N Count							
	Column Comparisons							
Gaming	% within column	45%	43%	51%	45%	47%	46%	47%↑
	N Count	106	343	82	938	435	549	880↑
	Column Comparisons							b
Watching TV or films	% within column	26%↓	39%↑	40%	35%	34%	37%	35%
	N Count	60↓	312↑	64	728	311	448	650
	Column Comparisons		a					
Playing or hanging out with friends in person	% within column	24%	29%	25%	28%	27%	28%	27%
	N Count	56	226	41	573	247	339	507
	Column Comparisons							
Being with family	% within column	22%	20%	23%	27%	27%	25%	27%
	N Count	52	159	37	551	254	299	499
	Column Comparisons							
Playing or listening to music	% within column	35%	28%	22%	24%	26%	22%	22%↓
	N Count	82	218	35	501	239	269	414↓
	Column Comparisons	b						
Chatting with friends on calls or video games	% within column	29%	25%	22%	23%	23%	22%	23%
	N Count	67	199	35	481	211	270	429
	Column Comparisons							
Sports	% within column	21%	25%	19%	22%	19%↓	24%↑	23%
	N Count	48	201	30	462	175↓	294↑	422
	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 = 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 7 of 48

J1 - What are your three favourite things to do in your free time? [MULTI]		Parental Controls	Parental Concern			Time Spent Online (Weekday)		
		No Controls	Not Concerned	A little Concerned	NET: Moderately/ Very Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs
Weighted Base	% within column	339	1053	550	605	873	938	278
	N Count							
	Column Comparisons							
Unweighted Base	% within column	342	1016	555	614	855	924	282
	N Count							
	Column Comparisons							
Column Names	% within column	b	a	b	c	a	b	c
	N Count							
	Column Comparisons							
Gaming	% within column	39%↓	44%	48%	47%	39%↓	52%↑	48%
	N Count	131↓	465	262	285	343↓	491↑	132
	Column Comparisons						a d	a
Watching TV or films	% within column	40%	35%	34%	39%	40%↑	32%↓	36%
	N Count	135	367	185	237	346↑	297↓	99
	Column Comparisons					b		
Playing or hanging out with friends in person	% within column	30%	30%↑	27%	23%	27%	31%↑	21%↓
	N Count	103	320↑	149	142	236	288↑	58↓
	Column Comparisons		c				c	
Being with family	% within column	25%	31%↑	23%	21%↓	31%↑	25%	19%↓
	N Count	85	325↑	128	129↓	272↑	230	54↓
	Column Comparisons		b c			b c d		
Playing or listening to music	% within column	33%↑	25%	25%	22%	22%	24%	28%
	N Count	112↑	263	138	130	191	227	79
	Column Comparisons	a						
Chatting with friends on calls or video games	% within column	24%	25%	25%	18%↓	15%↓	27%↑	30%↑
	N Count	81	266	139	108↓	135↓	256↑	85↑
	Column Comparisons		c	c			a	a
Sports	% within column	20%	23%	20%	23%	26%↑	20%	20%
	N Count	67	237	113	138	226↑	187	57
	Column Comparisons					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 = 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)

J1 - What are your three favourite things to do in your free time? [MULTI]

		Time Spent Online (Weekday)		Time Spent Online (Weekend)				
		6+ hrs	NET: 5+ Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6 hrs	NET: 5+ Hours
Weighted Base	% within column	102	380	291	785	622	492	1114
	N Count							
	Column Comparisons							
Unweighted Base	% within column	106	388	281	777	619	489	1108
	N Count							
	Column Comparisons							
Column Names	% within column	d	e	a	b	c	d	e
	N Count							
	Column Comparisons							
Gaming	% within column	39%	45%	27%↓	44%	51%↑	55%↑	52%↑
	N Count	39	172	77↓	345	315↑	269↑	584↑
	Column Comparisons		-		a	a b	a b	-
Watching TV or films	% within column	35%	35%	40%	37%	34%	33%	33%
	N Count	35	134	115	294	210	161	370
	Column Comparisons		-					-
Playing or hanging out with friends in person	% within column	23%	21%↓	21%	28%	29%	30%	29%
	N Count	23	81↓	62	217	178	147	325
	Column Comparisons		-					-
Being with family	% within column	20%	20%↓	39%↑	27%	25%	18%↓	22%↓
	N Count	20	74↓	114↑	216	157	90↓	247↓
	Column Comparisons		-	b c d	d	d		-
Playing or listening to music	% within column	32%	29%	22%	21%	25%	29%↑	27%↑
	N Count	32	111	65	164	155	142↑	297↑
	Column Comparisons		-				b	-
Chatting with friends on calls or video games	% within column	30%	30%↑	13%↓	16%↓	27%	36%↑	31%↑
	N Count	30	115↑	38↓	128↓	165	177↑	342↑
	Column Comparisons	a	-			a b	a b c	-
Sports	% within column	17%	19%	25%	24%	23%	17%↓	20%
	N Count	17	74	73	189	141	82↓	223
	Column Comparisons		-	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 = 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)

J1 - What are your three favourite things to do in your free time? [MULTI]		Spent Money					SM purchase category	
		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
Weighted Base	% within column	1289	768	1125	604	943	429	153
	N Count							
	Column Comparisons							
Unweighted Base	% within column	1296	800	1128	632	909	450	165
	N Count							
	Column Comparisons							
Column Names	% within column	a	b	c	d	e	a	b
	N Count							
	Column Comparisons							
Gaming	% within column	51%↑	44%	55%↑	49%	38%↓	42%	39%
	N Count	661↑	339	620↑	298	358↓	182	59
	Column Comparisons	e	e	b e	e			
Watching TV or films	% within column	31%↓	31%↓	32%↓	32%	41%↑	33%	36%
	N Count	406↓	240↓	358↓	193	386↑	140	54
	Column Comparisons					a b c d		
Playing or hanging out with friends in person	% within column	27%	24%↓	26%	21%↓	29%	26%	20%
	N Count	345	181↓	291	127↓	269	111	30
	Column Comparisons					d		
Being with family	% within column	22%↓	21%↓	21%↓	19%↓	32%↑	20%	18%
	N Count	290↓	165↓	240↓	115↓	299↑	87	27
	Column Comparisons					a b c d		
Playing or listening to music	% within column	23%	25%	22%	24%	25%	28%	20%
	N Count	300	193	251	143	235	119	31
	Column Comparisons							
Chatting with friends on calls or video games	% within column	25%	23%	24%	21%	21%	24%	20%
	N Count	319	178	267	126	198	104	30
	Column Comparisons							
Sports	% within column	23%	23%	24%	24%	21%	20%	29%
	N Count	293	173	265	145	200	86	45
	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 = 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)

J1 - What are your three favourite things to do in your free time? [MULTI]		SM purchase category		Feelings about SM purchase				Gaming Method
		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	216	158	314	556	378	565	1330
	N Count							
	Column Comparisons							
Unweighted Base	% within column	226	171	329	585	402	596	1316
	N Count							
	Column Comparisons							
Column Names	% within column	c	d	a	b	c	d	a
	N Count							
	Column Comparisons							
Gaming	% within column	49%	46%	44%	45%	45%	44%	56%↑
	N Count	105	73	137	248	171	250	742↑
	Column Comparisons							b c d
Watching TV or films	% within column	34%	29%	33%	31%	32%	33%	35%
	N Count	73	46	103	174	122	187	464
	Column Comparisons							
Playing or hanging out with friends in person	% within column	26%	17%	18%↓	23%	19%↓	21%↓	30%↑
	N Count	56	27	58↓	130	70↓	120↓	398↑
	Column Comparisons							b
Being with family	% within column	16%	10%↓	19%↓	20%↓	17%↓	20%↓	24%↓
	N Count	35	17↓	59↓	112↓	64↓	112↓	321↓
	Column Comparisons							
Playing or listening to music	% within column	21%	24%	22%	27%	24%	26%	25%
	N Count	44	38	69	147	91	145	326
	Column Comparisons							
Chatting with friends on calls or video games	% within column	26%	19%	20%	22%	21%	24%	24%
	N Count	56	30	63	121	78	133	325
	Column Comparisons							
Sports	% within column	28%	26%	28%	23%	23%	24%	26%↑
	N Count	60	41	86	126	89	134	348↑
	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 = 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)

J1 - What are your three favourite things to do in your free time? [MULTI]		Gaming Method				Gaming Type		
		Desktop computer, 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	c	d	e	a	b	c
	N Count							
	Column Comparisons							
Gaming	% within column	54%↑	46%	44%	47%↑	35%↓	55%↑	62%↑
	N Count	308↑	606	347	1,010↑	225↓	405↑	341↑
	Column Comparisons	c d			-		a g i k l	a b d f g h i k l
Watching TV or films	% within column	35%	35%	36%	35%	38%	37%	36%
	N Count	200	462	281	747	249	274	198
	Column Comparisons				-			
Playing or hanging out with friends in person	% within column	26%	28%	28%	28%	26%	27%	28%
	N Count	148	373	222	593	170	195	152
	Column Comparisons				-			
Being with family	% within column	23%	24%	32%↑	26%↓	28%	23%	17%↓
	N Count	131	320	248↑	552↓	184	171	92↓
	Column Comparisons			a b c	-	b c e j	c	
Playing or listening to music	% within column	23%	25%	23%	24%	27%	23%	26%
	N Count	133	331	178	517	174	166	144
	Column Comparisons				-			
Chatting with friends on calls or video games	% within column	26%	27%↑	21%	23%	22%	21%	24%
	N Count	148	349↑	168	499	142	154	133
	Column Comparisons		d		-			
Sports	% within column	20%	20%	17%↓	22%	18%↓	25%	29%↑
	N Count	116	268	134↓	478	115↓	181	161↑
	Column Comparisons				-		a f g i k l	a d f g h i k l

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)

BANNER

Gaming Type

J1 - What are your three favourite things to 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
Weighted Base	% within column	387	822	1151	557	248	278	728
	N Count							
	Column Comparisons							
Unweighted Base	% within column	395	802	1111	570	266	283	736
	N Count							
	Column Comparisons							
Column Names	% within column	d	e	f	g	h	i	j
	N Count							
	Column Comparisons							
Gaming	% within column	52%	62%↑	51%↑	45%	54%	34%↓	61%↑
	N Count	201	509↑	592↑	253	134	93↓	443↑
	Column Comparisons	a i l	a b d f g h i k l	a i l	a i l	a g i l		a b d f g h i k l
Watching TV or films	% within column	35%	31%↓	33%	37%	36%	32%	35%
	N Count	136	257↓	380	203	90	88	253
	Column Comparisons							
Playing or hanging out with friends in person	% within column	25%	31%	30%	28%	25%	25%	31%
	N Count	98	252	344	153	63	68	223
	Column Comparisons							
Being with family	% within column	22%	20%↓	28%	28%	21%	28%	19%↓
	N Count	85	165↓	320	153	52	78	142↓
	Column Comparisons	c		b c e j	c e j		c e j	
Playing or listening to music	% within column	22%	24%	24%	25%	23%	28%	22%
	N Count	86	195	271	139	57	76	164
	Column Comparisons							
Chatting with friends on calls or video games	% within column	27%	30%↑	27%↑	21%	23%	24%	20%
	N Count	105	248↑	314↑	115	58	67	149
	Column Comparisons	g j	a b c g h j	a b g j				
Sports	% within column	23%	26%↑	17%↓	18%↓	21%	18%	44%↑
	N Count	90	215↑	195↓	98↓	52	51	320↑
	Column Comparisons	a f g k l	a f g i k l		l	f l	l	a b c d e f g h i k l

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)

J1 - What are your three favourite things to do in your free time? [MULTI]		Gaming Type			Gaming Frequency		Gaming Purchase Type	
		Interactive stories	Makeovers	NET: Playing against other people	NET: Daily	Weekly	NET: Character, skins, weapons, armour, tools	NET: Game expansion
Weighted Base	% within column	207	249	1027	1602	460	535	237
	N Count							
	Column Comparisons							
Unweighted Base	% within column	218	257	1009	1567	480	549	250
	N Count							
	Column Comparisons							
Column Names	% within column	k	l	m	a	b	a	b
	N Count							
	Column Comparisons							
Gaming	% within column	53%	33%↓	58%↑	55%↑	28%↓	58%	52%
	N Count	109	81↓	601↑	874↑	128↓	312	124
	Column Comparisons	a i l		-	b		b e	
Watching TV or films	% within column	38%	30%	32%	33%↓	40%↑	32%	33%
	N Count	78	74	332	533↓	186↑	169	79
	Column Comparisons			-		a		
Playing or hanging out with friends in person	% within column	21%	28%	29%	28%	28%	26%	20%
	N Count	43	70	297	451	127	141	47
	Column Comparisons			-				
Being with family	% within column	27%	30%	21%↓	25%	30%	19%	15%
	N Count	56	75	216↓	394	137	100	36
	Column Comparisons	c e j	c d e h j	-		a		
Playing or listening to music	% within column	26%	29%	23%	23%↓	28%	23%	20%
	N Count	54	72	238	363↓	131	124	47
	Column Comparisons			-		a		
Chatting with friends on calls or video games	% within column	23%	24%	29%↑	26%↑	17%↓	22%	21%
	N Count	48	61	301↑	415↑	76↓	120	50
	Column Comparisons			-	b			
Sports	% within column	17%	11%↓	25%↑	22%	23%	25%	28%
	N Count	35	28↓	260↑	356	105	135	66
	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)

J1 - What are your three favourite things to do in your free time? [MULTI]		Gaming Purchase Type						Feelings about Gaming Purchase
		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
Weighted Base	% within column	151	447	147	302	122	205	346
	N Count							
	Column Comparisons							
Unweighted Base	% within column	158	428	154	320	133	211	356
	N Count							
	Column Comparisons							
Column Names	% within column	c	d	e	f	g	h	a
	N Count							
	Column Comparisons							
Gaming	% within column	57%	63%↑	47%	61%	54%	66%↑	43%
	N Count	87	283↑	69	185	66	136↑	149
	Column Comparisons		b e		b e		b e g	
Watching TV or films	% within column	42%↑	30%	40%	33%	35%	37%	33%
	N Count	64↑	135	59	100	43	76	116
	Column Comparisons							
Playing or hanging out with friends in person	% within column	25%	28%	26%	26%	24%	23%	19%↓
	N Count	38	127	38	78	29	48	66↓
	Column Comparisons							
Being with family	% within column	16%	23%	18%	20%	17%	16%	19%↓
	N Count	24	103	26	61	21	33	64↓
	Column Comparisons							
Playing or listening to music	% within column	20%	20%	24%	24%	17%	20%	25%
	N Count	30	91	35	72	21	41	85
	Column Comparisons							
Chatting with friends on calls or video games	% within column	23%	27%	19%	23%	25%	27%	23%
	N Count	35	123	28	69	30	55	79
	Column Comparisons							
Sports	% within column	30%	20%	29%	28%	29%	27%	24%
	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)

Feelings about Gaming Purchase

J1 - What are your three favourite things to do in your free time? [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
Weighted Base	% within column					
	N Count	772	445	720	715	449
	Column Comparisons					
Unweighted Base	% within column					
	N Count	777	454	734	710	459
	Column Comparisons					
Column Names	% within column	b	c	d	e	f
	N Count					
	Column Comparisons					
Gaming	% within column	57%↑	50%	57%↑	55%↑	52%↑
	N Count	438↑	224	409↑	394↑	233↑
	Column Comparisons	a c		a c	a	a
Watching TV or films	% within column	34%	34%	33%	33%	33%
	N Count	260	152	236	237	147
	Column Comparisons					
Playing or hanging out with friends in person	% within column	25%	19%↓	23%↓	25%	22%↓
	N Count	195	86↓	168↓	177	97↓
	Column Comparisons					
Being with family	% within column	22%↓	16%↓	20%↓	20%↓	19%↓
	N Count	167↓	73↓	144↓	145↓	85↓
	Column Comparisons					
Playing or listening to music	% within column	22%	22%	21%	21%	24%
	N Count	172	98	155	152	108
	Column Comparisons					
Chatting with friends on calls or video games	% within column	23%	22%	24%	22%	22%
	N Count	177	98	171	158	99
	Column Comparisons					
Sports	% within column	23%	26%	25%	27%↑	24%
	N Count	179	117	178	192↑	107
	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)

J1 - What are your three favourite things to do in your free time? [MULTI]		Total	Gender of child respondent		Age of child respondent			
			Male	Female	8-9	10-12	13-15	16-17
Browsing social media	% within column	18%	14%↓	22%↑	8%↓	13%↓	25%↑	25%↑
	N Count	401	166↓	234↑	37↓	93↓	171↑	99↑
	Column Comparisons	-		a		a	a b	a b
Being with pets/ animals	% within column	13%	9%↓	17%↑	14%	12%	12%	11%
	N Count	282	102↓	180↑	64	87	85	46
	Column Comparisons	-		a				
Reading comics or books	% within column	11%	10%	12%	16%↑	14%	9%	6%↓
	N Count	250	121	129	70↑	96	60	24↓
	Column Comparisons	-			c d	c d		
Being creative	% within column	11%	7%↓	15%↑	18%↑	13%	7%↓	6%↓
	N Count	247	86↓	161↑	80↑	94	49↓	26↓
	Column Comparisons	-		a	c d	c d		
Nature/ being outside	% within column	10%	10%	10%	17%↑	8%	8%	7%
	N Count	221	117	105	78↑	59	56	29
	Column Comparisons	-			b c d			
Cooking	% within column	7%	5%↓	9%↑	7%	6%	7%	9%
	N Count	159	61↓	97↑	32	39	51	36
	Column Comparisons	-		a				
Sleeping/ napping	% within column	7%	5%↓	9%↑	3%↓	4%↓	10%↑	12%↑
	N Count	156	58↓	97↑	15↓	26↓	67↑	48↑
	Column Comparisons	-		a			a b	a b
Dance	% within column	7%	2%↓	12%↑	10%↑	9%	5%	3%↓
	N Count	154	26↓	128↑	45↑	61	37	11↓
	Column Comparisons	-		a	c d	c d	d	
Something else	% within column	1%	1%	1%	0%	1%	1%	1%
	N Count	16	8	8	2	6	6	3
	Column Comparisons	-						
None of these	% within column	0%	0%	0%	1%	0%	1%	0%
	N Count	7	4	3	3	0	4	0
	Column Comparisons	-						
Don't know	% within column	0%	0%	0%	0%	0%	0%	0%
	N Count	5	2	3	1	3	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 17 of 48

Page 570

J1 - What are your three favourite things to do in your free time? [MULTI]

		Age of child respondent		Age and gender of child respondent				
		NET: 8-12	NET: 13-17	Male 8-9	Female 8-9	Male 10-12	Female 10-12	Male 13-15
Browsing social media	% within column	11%↓	25%↑	7%↓	9%↓	10%↓	17%	20%
	N Count	131↓	270↑	16↓	21↓	38↓	56	68
	Column Comparisons	-	-				a b c	a b c
Being with pets/ animals	% within column	13%	12%	11%	18%	9%	16%	8%↓
	N Count	151	131	24	40	34	53	27↓
	Column Comparisons	-	-		c e g		c e g	
Reading comics or books	% within column	14%↑	8%↓	16%	16%	14%	13%	6%↓
	N Count	166↑	84↓	36	35	52	43	20↓
	Column Comparisons	-	-	e g h	e g h	e g h	e g h	
Being creative	% within column	15%↑	7%↓	10%	26%↑	9%	18%↑	5%↓
	N Count	173↑	74↓	22	58↑	34	60↑	17↓
	Column Comparisons	-	-		a c e f g h		a c e f g h	
Nature/ being outside	% within column	12%↑	8%↓	17%↑	17%↑	9%	7%	9%
	N Count	137↑	85↓	39↑	39↑	33	25	30
	Column Comparisons	-	-	c d e f g h	c d e f g h			
Cooking	% within column	6%	8%	6%	8%	4%↓	8%	6%
	N Count	71	87	14	18	13↓	26	20
	Column Comparisons	-	-					
Sleeping/ napping	% within column	4%↓	11%↑	4%	3%	3%↓	4%	6%
	N Count	41↓	115↑	9	6	11↓	15	20
	Column Comparisons	-	-					
Dance	% within column	9%↑	4%↓	3%	17%↑	2%↓	16%↑	3%↓
	N Count	106↑	48↓	6	38↑	8↓	53↑	9↓
	Column Comparisons	-	-		a c e f g h		a c e f g h	
Something else	% within column	1%	1%	1%	0%	1%	1%	1%
	N Count	7	9	2	0	3	3	3
	Column Comparisons	-	-					
None of these	% within column	0%	0%	1%	1%	0%	0%	1%
	N Count	3	4	2	1	0	0	3
	Column Comparisons	-	-					
Don't know	% within column	0%	0%	0%	1%	0%	0%	0%
	N Count	4	1	0	1	1	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%)

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

J1 - What are your three favourite things to do in your free time? [MULTI]

Age and gender of child respondent

		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
Browsing social media	% within column	30%↑	20%	28%↑	9%↓	14%↓	20%	30%↑
	N Count	103↑	45	56↑	54↓	77↓	112	159↑
	Column Comparisons	a b c d e g	a b c	a b c d e	-	-	-	-
Being with pets/ animals	% within column	17%	7%	17%	10%	17%↑	8%↓	17%↑
	N Count	58	17	35	58	93↑	44↓	92↑
	Column Comparisons	c e g		c e g	-	-	-	-
Reading comics or books	% within column	12%	6%↓	5%↓	15%↑	14%	6%↓	9%
	N Count	40	13↓	11↓	88↑	78	33↓	51
	Column Comparisons	e g h			-	-	-	-
Being creative	% within column	9%	6%	7%	9%	21%↑	5%↓	8%
	N Count	32	13	13	56	118↑	30↓	44
	Column Comparisons				-	-	-	-
Nature/ being outside	% within column	8%	7%	8%	12%	11%	8%	8%
	N Count	26	15	17	73	64	44	42
	Column Comparisons				-	-	-	-
Cooking	% within column	9%	6%	11%↑	5%	8%	6%	10%↑
	N Count	31	14	23↑	27	44	34	54↑
	Column Comparisons			c	-	-	-	-
Sleeping/ napping	% within column	14%↑	8%	15%↑	3%↓	4%↓	7%	14%↑
	N Count	47↑	18	30↑	20↓	21↓	38	77↑
	Column Comparisons	a b c d e	c	a b c d e	-	-	-	-
Dance	% within column	8%	1%↓	4%	2%↓	16%↑	2%↓	7%
	N Count	29	3↓	9	14↓	92↑	12↓	37
	Column Comparisons	a c e g			-	-	-	-
Something else	% within column	1%	0%	1%	1%	0%	1%	1%
	N Count	3	1	2	5	3	4	5
	Column Comparisons				-	-	-	-
None of these	% within column	0%	0%	0%	0%	0%	0%	0%
	N Count	1	0	0	2	1	3	1
	Column Comparisons				-	-	-	-
Don't know	% within column	0%	1%	0%	0%	0%	0%	0%
	N Count	0	1	0	1	3	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%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, 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 48

Page 572

J1 - What are your three favourite things to do in your free time? [MULTI]		Urban/ Rural		Working status				D3 - Social grade
							NET: Not working/	
		NET: Urban	Rural	Full time	Part time	Student	retired	AB
Browsing social media	% within column	18%	15%	19%	16%	28%↑	12%↓	21%↑
	N Count	364	36	256	70	31↑	37↓	133↑
	Column Comparisons			d		b d		
Being with pets/ animals	% within column	12%	18%	11%↓	17%↑	18%	12%	12%
	N Count	239	43	142↓	74↑	20	39	77
	Column Comparisons		a		a			
Reading comics or books	% within column	11%	10%	12%	10%	9%	10%	14%
	N Count	226	24	159	43	10	31	85
	Column Comparisons							d
Being creative	% within column	11%	12%	10%	15%	6%	14%	12%
	N Count	218	29	130	62	6	45	72
	Column Comparisons				a c		a c	
Nature/ being outside	% within column	9%	15%	10%	9%	7%	13%	10%
	N Count	186	36	133	38	8	40	60
	Column Comparisons		a					
Cooking	% within column	7%	5%	8%	5%	9%	7%	7%
	N Count	147	12	105	20	10	21	43
	Column Comparisons							
Sleeping/ napping	% within column	7%	5%	7%	6%	9%	8%	6%
	N Count	143	13	93	24	10	26	37
	Column Comparisons							
Dance	% within column	7%	5%	7%	7%	6%	4%	9%↑
	N Count	142	12	99	31	6	12	57↑
	Column Comparisons							d
Something else	% within column	1%	1%	0%	1%	2%	1%	1%
	N Count	15	2	6	6	2	2	7
	Column Comparisons							
None of these	% within column	0%	0%	0%	0%	1%	0%	0%
	N Count	7	0	4	1	1	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%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, 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

Page 573

J1 - What are your three favourite things to do in your free time? [MULTI]

		D3 - Social grade					Financial wellbeing	
		C1	C2	DE	NET: ABC1	NET: C2DE	Doing well	Getting by
Browsing social media	% within column	18%	17%	16%	20%	16%	22%↑	17%
	N Count	102	81	84	235	166	90↑	193
	Column Comparisons				-	-	b	
Being with pets/ animals	% within column	12%	13%	14%	12%	13%	11%	13%
	N Count	69	62	74	146	136	46	151
	Column Comparisons				-	-		
Reading comics or books	% within column	12%	12%	7%↓	13%	9%	16%↑	12%
	N Count	69	59	37↓	154	96	64↑	141
	Column Comparisons	d	d		-	-	c	c
Being creative	% within column	11%	11%	11%	11%	11%	12%	12%
	N Count	64	54	57	137	111	48	138
	Column Comparisons				-	-		
Nature/ being outside	% within column	8%	12%	11%	9%	11%	9%	11%
	N Count	46	57	58	106	115	37	122
	Column Comparisons				-	-		
Cooking	% within column	6%	7%	8%	7%	8%	8%	6%
	N Count	36	37	42	80	79	33	71
	Column Comparisons				-	-		
Sleeping/ napping	% within column	6%	7%	9%	6%	8%	4%↓	6%
	N Count	34	34	51	71	84	16↓	75
	Column Comparisons				-	-		
Dance	% within column	8%	6%	5%	8%↑	5%↓	10%	6%
	N Count	44	28	26	100↑	54↓	39	70
	Column Comparisons				-	-	b	
Something else	% within column	0%	1%	1%	1%	1%	1%	1%
	N Count	1	4	4	8	8	2	9
	Column Comparisons				-	-		
None of these	% within column	1%	1%	0%	0%	0%	1%	0%
	N Count	4	3	0	4	3	3	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)

J1 - What are your three favourite things to do in your free time? [MULTI]		Financial wellbeing	Ethnicity		Child identified need/ impacting condition			
		Struggling	White British	NET: All other Ethnicities	Neurodiversity	Mental Health	NET: Identified need/ condition	NET: No identified need/ condition
Browsing social media	% within column	18%	17%	22%↑	12%	19%	16%	19%
	N Count	117	293	101↑	24	21	74	321
	Column Comparisons			a			-	
Being with pets/ animals	% within column	13%	14%↑	6%↓	17%	18%	13%	13%
	N Count	84	251↑	26↓	32	20	60	218
	Column Comparisons		b				-	
Reading comics or books	% within column	7%↓	9%↓	18%↑	8%	8%	9%	12%
	N Count	43↓	163↓	84↑	16	9	44	203
	Column Comparisons			a			-	
Being creative	% within column	9%	11%	12%	21%↑	13%	14%	10%
	N Count	60	190	53	41↑	14	64	179
	Column Comparisons				d		-	
Nature/ being outside	% within column	9%	11%↑	6%↓	10%	4%	9%	10%
	N Count	58	188↑	28↓	20	4	43	174
	Column Comparisons		b		b		-	b
Cooking	% within column	8%	7%	7%	5%	8%	10%	6%
	N Count	52	123	33	10	9	45	110
	Column Comparisons						-	
Sleeping/ napping	% within column	9%↑	7%	6%	9%	19%↑	9%	6%
	N Count	62↑	125	28	17	20↑	45	109
	Column Comparisons	a b				a d	-	
Dance	% within column	7%	6%	9%	4%	3%	7%	7%
	N Count	44	113	39	8	3	32	121
	Column Comparisons						-	
Something else	% within column	1%	1%	0%	1%	1%	2%	1%
	N Count	5	14	2	2	2	7	9
	Column Comparisons						-	
None of these	% within column	0%	0%	0%	0%	0%	0%	0%
	N Count	2	6	0	0	0	0	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; 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)

BANNER

J1 - What are your three favourite things to do in your free time? [MULTI]		Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits		Parental Controls
		NET: Yes	No	Has an EHCP	Don't have an EHCP	NET: Household receives Benefits	No Benefits	NET: Has Parental Controls
Browsing social media	% within column	22%	26%	15%	18%	16%	20%↑	17%
	N Count	52	204	23	377	146	243↑	322
	Column Comparisons						a	
Being with pets/ animals	% within column	13%	12%	13%	13%	14%	12%	13%
	N Count	30	92	22	260	126	148	233
	Column Comparisons							
Reading comics or books	% within column	10%	7%	12%	11%	10%	11%	12%
	N Count	22	59	20	230	95	136	222
	Column Comparisons							
Being creative	% within column	9%	6%	16%	11%	12%	11%	12%
	N Count	21	50	26	221	115	126	217
	Column Comparisons			b				
Nature/ being outside	% within column	8%	8%	9%	10%	10%	10%	11%
	N Count	18	64	15	207	89	124	197
	Column Comparisons							b
Cooking	% within column	9%	7%	12%	7%	9%	6%	7%
	N Count	21	58	20	139	81	70	133
	Column Comparisons			b		b		
Sleeping/ napping	% within column	15%↑	9%↓	7%	7%	8%	6%	6%↓
	N Count	36↑	68↓	11	144	75	73	117↓
	Column Comparisons	b						
Dance	% within column	3%	5%	8%	7%	6%	7%	8%↑
	N Count	6	39	12	142	56	89	143↑
	Column Comparisons							b
Something else	% within column	1%	1%	1%	1%	0%	1%	1%
	N Count	3	6	2	14	4	9	12
	Column Comparisons							
None of these	% within column	0%	0%	0%	0%	0%	0%	0%↓
	N Count	0	3	0	7	0	4	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)

J1 - What are your three favourite things to do in your free time? [MULTI]		Parental Controls	Parental Concern			Time Spent Online (Weekday)		
		No Controls	Not Concerned	A little Concerned	NET: Moderately/ Very Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs
Browsing social media	% within column	22%	15%↓	19%	22%↑	13%↓	20%	24%
	N Count	76	159↓	106	134↑	116↓	191	66
	Column Comparisons	a			a		a	a
Being with pets/ animals	% within column	14%	14%	12%	11%	14%	12%	12%
	N Count	48	146	69	66	120	112	34
	Column Comparisons							
Reading comics or books	% within column	8%	10%	10%	15%↑	15%↑	9%↓	7%↓
	N Count	28	100	55	93↑	135↑	81↓	18↓
	Column Comparisons				a b	b c		
Being creative	% within column	8%	12%	11%	10%	16%↑	8%↓	9%
	N Count	27	126	61	60	135↑	73↓	25
	Column Comparisons					b c		
Nature/ being outside	% within column	6%	10%	9%	9%	12%↑	8%↓	8%
	N Count	20	110	51	52	107↑	73↓	23
	Column Comparisons					b		
Cooking	% within column	5%	5%↓	8%	8%	6%	8%	7%
	N Count	18	58↓	45	51	55	71	21
	Column Comparisons							
Sleeping/ napping	% within column	10%↑	7%	6%	8%	4%↓	7%	11%
	N Count	35↑	74	31	46	35↓	70	30
	Column Comparisons	a					a	a
Dance	% within column	2%↓	6%	7%	7%	7%	7%	7%
	N Count	8↓	64	41	45	65	61	20
	Column Comparisons							
Something else	% within column	1%	1%	1%	1%	1%	1%	1%
	N Count	4	7	4	5	5	7	3
	Column Comparisons							
None of these	% within column	2%↑	0%	1%	0%	0%	0%	0%
	N Count	6↑	1	3	3	4	3	0
	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 = 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)

J1 - What are your three favourite things to do in your free time? [MULTI]		Time Spent Online (Weekday)		Time Spent Online (Weekend)				
		6+ hrs	NET: 5+ Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6 hrs	NET: 5+ Hours
Browsing social media	% within column	27%	24%↑	12%↓	17%	19%	24%↑	21%↑
	N Count	27	93↑	34↓	130	118	117↑	236↑
	Column Comparisons	a	-			a	a b	-
Being with pets/ animals	% within column	9%	11%	13%	15%	12%	10%	11%
	N Count	9	43	37	117	75	48	123
	Column Comparisons		-					-
Reading comics or books	% within column	12%	8%	18%↑	12%	11%	6%↓	9%↓
	N Count	12	31	52↑	96	66	32↓	98↓
	Column Comparisons		-	b c d	d	d		-
Being creative	% within column	9%	9%	14%	12%	10%	9%	9%
	N Count	9	34	42	95	64	42	106
	Column Comparisons		-					-
Nature/ being outside	% within column	9%	9%	14%↑	12%	8%	6%↓	7%↓
	N Count	9	32	42↑	92	50	27↓	77↓
	Column Comparisons		-	c d	c d			-
Cooking	% within column	7%	7%	9%	8%	7%	5%	6%
	N Count	7	28	26	63	43	22	65
	Column Comparisons		-					-
Sleeping/ napping	% within column	13%	11%↑	6%	5%	6%	11%↑	8%↑
	N Count	13	43↑	17	39	39	54↑	93↑
	Column Comparisons	a	-				a b c	-
Dance	% within column	6%	7%	8%	8%	6%	5%	6%↓
	N Count	6	26	25	66	36	26	61↓
	Column Comparisons		-					-
Something else	% within column	1%	1%	0%	1%	0%	2%↑	1%
	N Count	1	4	1	5	2	8↑	11
	Column Comparisons		-					-
None of these	% within column	0%	0%	1%	0%	0%	0%	0%
	N Count	0	0	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%)

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

J1 - What are your three favourite things to do in your free time? [MULTI]		Spent Money					SM purchase category	
		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
Browsing social media	% within column	20%↑	23%↑	19%	22%↑	15%↓	29%↑	21%
	N Count	262↑	179↑	215	132↑	139↓	123↑	32
	Column Comparisons	e	c e	e	e		b	
Being with pets/ animals	% within column	13%	12%	13%	12%	13%	13%	12%
	N Count	163	91	147	75	119	56	18
	Column Comparisons							
Reading comics or books	% within column	11%	10%	12%	11%	12%	10%	14%
	N Count	141	78	130	67	109	43	21
	Column Comparisons							
Being creative	% within column	9%↓	11%	9%	12%	13%↑	10%	14%
	N Count	122↓	87	107	72	126↑	43	21
	Column Comparisons					a c		
Nature/ being outside	% within column	8%↓	9%	9%	10%	12%↑	7%	11%
	N Count	109↓	68	101	61	113↑	30	17
	Column Comparisons					a		
Cooking	% within column	8%	11%↑	7%	10%↑	6%	9%	14%
	N Count	100	83↑	76	59↑	58	40	21
	Column Comparisons		c e		e			
Sleeping/ napping	% within column	7%	8%	6%	7%	7%	9%	9%
	N Count	90	60	73	43	66	40	13
	Column Comparisons							
Dance	% within column	8%	9%↑	7%	10%↑	6%	9%	10%
	N Count	97	72↑	84	58↑	57	39	15
	Column Comparisons		e		e			
Something else	% within column	1%	1%	1%	1%	1%	1%	1%
	N Count	9	5	8	4	7	2	2
	Column Comparisons							
None of these	% within column	0%	0%	0%	0%	1%	0%	0%
	N Count	1	1	1	1	6	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%)

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

J1 - What are your three favourite things to do in your free time? [MULTI]		SM purchase category		Feelings about SM purchase				Gaming Method
		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
Browsing social media	% within column	23%	25%	20%	23%↑	24%↑	25%↑	17%
	N Count	50	39	64	128↑	91↑	144↑	226
	Column Comparisons							
Being with pets/ animals	% within column	8%	15%	11%	13%	10%	12%	12%
	N Count	16	24	34	72	38	70	160
	Column Comparisons						c	
Reading comics or books	% within column	12%	14%	9%	10%	11%	9%	9%↓
	N Count	27	23	29	56	40	50	125↓
	Column Comparisons							
Being creative	% within column	14%	15%	11%	11%	11%	10%	10%
	N Count	31	23	34	62	42	59	135
	Column Comparisons							
Nature/ being outside	% within column	6%	11%	9%	8%	9%	8%	8%↓
	N Count	13	18	29	45	34	48	104↓
	Column Comparisons							
Cooking	% within column	10%	14%	14%↑	12%↑	13%↑	11%↑	5%↓
	N Count	22	22	43↑	64↑	51↑	62↑	70↓
	Column Comparisons							
Sleeping/ napping	% within column	6%	8%	9%	7%	9%	8%	6%
	N Count	14	13	29	40	33	44	79
	Column Comparisons							
Dance	% within column	7%	8%	11%↑	11%↑	10%	10%↑	6%↓
	N Count	16	13	35↑	59↑	37	58↑	74↓
	Column Comparisons							
Something else	% within column	0%	1%	0%	1%	1%	1%	1%
	N Count	0	2	1	4	3	5	10
	Column Comparisons							
None of these	% within column	0%	0%	0%	0%	0%	0%	0%
	N Count	0	0	1	1	1	1	1
	Column Comparisons			-	-	-	-	

J1 - What are your three favourite things to do in your free time? [MULTI]		Gaming Method				Gaming Type		
		Desktop computer, laptop or netbook	Mobile phone or smartphone	Tablet	NET: Any Gaming	Puzzles or quizzes	Action/ adventure	Shooters
Browsing social media	% within column	20%	22%↑	14%↓	18%	23%↑	17%	22%
	N Count	114	288↑	108↓	389	147↑	125	119
	Column Comparisons	d	a d		-	b e		
Being with pets/ animals	% within column	13%	13%	15%	13%	15%	12%	10%
	N Count	73	173	115	268	95	85	57
	Column Comparisons				-	j		
Reading comics or books	% within column	13%	11%	14%↑	11%	14%↑	15%↑	10%
	N Count	75	148	109↑	237	93↑	108↑	57
	Column Comparisons	a	a	a c	-	d e j	c d e g j	
Being creative	% within column	11%	10%	15%↑	11%	14%	12%	7%↓
	N Count	61	134	114↑	234	88	91	39↓
	Column Comparisons			a b c	-	c e j	c e j	
Nature/ being outside	% within column	9%	9%	12%	9%	9%	10%	8%
	N Count	50	113	90	203	59	73	44
	Column Comparisons			a c	-			
Cooking	% within column	8%	6%	6%	7%	8%	5%	6%
	N Count	45	77	43	147	54	39	30
	Column Comparisons	a c			-	j		
Sleeping/ napping	% within column	6%	7%	5%	7%↓	7%	5%	6%
	N Count	33	95	41	142↓	43	39	32
	Column Comparisons		d		-			
Dance	% within column	5%	7%	9%↑	7%	9%↑	5%↓	3%↓
	N Count	27	89	74↑	149	60↑	35↓	18↓
	Column Comparisons			a b c	-	b c e j		
Something else	% within column	1%	1%	1%	1%	1%	1%	1%
	N Count	4	9	6	16	3	7	3
	Column Comparisons				-			
None of these	% within column	0%	0%	0%	0%	0%	0%	0%
	N Count	2	4	0	6	0	0	0
	Column Comparisons				-			

Gaming Type

J1 - What are your three favourite things to 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
Browsing social media	% within column	27%↑	17%	18%	18%	20%	20%	18%
	N Count	103↑	142	204	101	50	57	130
	Column Comparisons	b e f g j						
Being with pets/ animals	% within column	12%	11%	13%	18%↑	12%	15%	9%↓
	N Count	48	88	149	101↑	30	41	65↓
	Column Comparisons	j		j	b c d e h j		j	
Reading comics or books	% within column	10%	9%↓	12%	11%	18%↑	13%	10%
	N Count	38	71↓	134	61	46↑	35	70
	Column Comparisons			e		c d e g j		
Being creative	% within column	10%	9%↓	13%↑	13%	13%	15%	6%↓
	N Count	37	71↓	150↑	74	32	42	44↓
	Column Comparisons	j		c d e j	c e j	c j	c e j	
Nature/ being outside	% within column	7%	7%↓	10%	11%	9%	9%	7%↓
	N Count	28	59↓	110	59	22	25	52↓
	Column Comparisons							
Cooking	% within column	7%	6%	6%	7%	6%	7%	4%↓
	N Count	26	45	66	38	15	19	28↓
	Column Comparisons							
Sleeping/ napping	% within column	5%	6%	6%	7%	4%	5%	4%↓
	N Count	19	47	63	38	11	15	31↓
	Column Comparisons							
Dance	% within column	8%	5%↓	7%	9%	8%	21%↑	3%↓
	N Count	31	38↓	79	48	19	59↑	21↓
	Column Comparisons	b c e j		c j	b c e j	c j	a b c d e f g h j k l	
Something else	% within column	1%	1%	1%	1%	1%	0%	0%
	N Count	2	4	11	6	1	1	3
	Column Comparisons							
None of these	% within column	0%	0%	0%	0%	0%	0%	0%
	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%)

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

J1 - What are your three favourite things to do in your free time? [MULTI]		Gaming Type			Gaming Frequency		Gaming Purchase Type	
		Interactive stories	Makeovers	NET: Playing against other people	NET: Daily	Weekly	NET: Character, skins, weapons, armour, tools	NET: Game expansion
Browsing social media	% within column	24%	22%	19%	19%	15%	21%	25%
	N Count	49	54	192	298	71	111	58
	Column Comparisons			-				
Being with pets/ animals	% within column	13%	18%↑	11%	13%	13%	14%	14%
	N Count	28	44↑	111	205	58	74	34
	Column Comparisons		b c e j	-				
Reading comics or books	% within column	18%↑	14%	9%↓	10%	13%	11%	15%
	N Count	37↑	35	91↓	167	61	59	35
	Column Comparisons	c d e j	e	-				
Being creative	% within column	12%	15%	9%↓	9%↓	15%↑	10%	8%
	N Count	25	36	89↓	150↓	70↑	52	18
	Column Comparisons	c j	c e j	-		a		
Nature/ being outside	% within column	6%	8%	8%	8%↓	13%↑	10%	11%
	N Count	13	19	80	134↓	61↑	52	26
	Column Comparisons			-		a		
Cooking	% within column	5%	6%	6%	6%	8%	6%	8%
	N Count	10	15	63	103	37	33	19
	Column Comparisons			-				
Sleeping/ napping	% within column	3%	9%	6%	6%	8%	6%	7%
	N Count	6	22	61	102	36	33	17
	Column Comparisons		k	-				
Dance	% within column	10%	16%↑	6%	7%	9%	7%	9%
	N Count	20	39↑	57	106	42	40	21
	Column Comparisons	b c e j	a b c d e f g h j	-				
Something else	% within column	1%	0%	0%	1%	1%	1%	1%
	N Count	1	1	5	9	6	3	2
	Column Comparisons			-				
None of these	% within column	0%	0%	0%	0%	0%	0%	0%
	N Count	0	0	1	0	1	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%)

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

J1 - What are your three favourite things to do in your free time? [MULTI]		Gaming Purchase Type						Feelings about Gaming Purchase
		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
Browsing social media	% within column	19%	16%	23%	18%	25%	25%	23%
	N Count	28	73	34	56	31	51	78
	Column Comparisons						d	b f
Being with pets/ animals	% within column	12%	14%	14%	11%	6%↓	10%	14%
	N Count	19	61	20	34	7↓	20	47
	Column Comparisons							
Reading comics or books	% within column	11%	11%	14%	13%	19%↑	10%	11%
	N Count	17	49	20	38	23↑	20	38
	Column Comparisons							
Being creative	% within column	9%	12%	9%	9%	10%	6%	11%
	N Count	13	53	13	27	12	12	37
	Column Comparisons							
Nature/ being outside	% within column	10%	7%	11%	9%	10%	8%	11%
	N Count	14	33	17	26	13	17	37
	Column Comparisons							
Cooking	% within column	8%	6%	7%	7%	6%	5%	11%↑
	N Count	12	25	10	20	7	11	40↑
	Column Comparisons							b d
Sleeping/ napping	% within column	6%	6%	3%	6%	2%↓	4%	8%
	N Count	10	27	4	19	2↓	8	27
	Column Comparisons							
Dance	% within column	6%	7%	5%	5%	8%	4%	8%
	N Count	8	31	8	16	9	9	28
	Column Comparisons							
Something else	% within column	0%	1%	0%	1%	0%	0%	0%
	N Count	0	3	0	3	0	0	2
	Column Comparisons							
None of these	% within column	0%	0%	1%↑	0%	0%	0%	0%
	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)

		Feelings about Gaming Purchase				
J1 - What are your three favourite things to do in your free time? [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
Browsing social media	% within column	18%	22%	21%	18%	18%
	N Count	141	98	151	132	81
	Column Comparisons		b e	b		
Being with pets/ animals	% within column	13%	13%	13%	14%	14%
	N Count	101	60	94	99	63
	Column Comparisons					
Reading comics or books	% within column	12%	10%	11%	11%	11%
	N Count	93	43	80	78	49
	Column Comparisons					
Being creative	% within column	10%	10%	10%	9%	11%
	N Count	74	46	69	65	50
	Column Comparisons					
Nature/ being outside	% within column	9%	9%	9%	8%	10%
	N Count	72	40	65	61	44
	Column Comparisons					
Cooking	% within column	6%	10%	7%	8%	10%↑
	N Count	49	43	49	55	47↑
	Column Comparisons		b			b d
Sleeping/ napping	% within column	5%	7%	6%	7%	7%
	N Count	41	29	43	51	33
	Column Comparisons					
Dance	% within column	8%	10%	8%	8%	8%
	N Count	63	42	58	57	38
	Column Comparisons					
Something else	% within column	1%	0%	0%	1%	0%
	N Count	6	2	2	5	2
	Column Comparisons					
None of these	% within column	0%	0%	0%	0%	0%
	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%)

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

J1 - What are your three favourite things to do in your free time? [MULTI]		Total	Gender of child respondent		Age of child respondent			
			Male	Female	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	-						

J1 - What are your three favourite things to do in your free time? [MULTI]		Age of child respondent		Age and gender of child respondent					
		NET: 8-12	NET: 13-17	Male 8-9	Female 8-9	Male 10-12	Female 10-12	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	-	-					

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)

J1 - What are your three favourite things to do in your free time? [MULTI]

Age and gender of child respondent

		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				-	-	-	-

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)

J1 - What are your three favourite things to do in your free time? [MULTI]		Urban/ Rural		Working status				D3 - Social grade
		NET: Urban	Rural	Full time	Part time	Student	NET: Not working/ retired	AB
	% within column	0%	0%	0%	0%	0%	1%↑	0%
Don't know	N Count	4	1	1	0	0	4↑	0
	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 = 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)

J1 - What are your three favourite things to do in your free time? [MULTI]		D3 - Social grade					Financial wellbeing	
		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				-	-		

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)

J1 - What are your three favourite things to do in your free time? [MULTI]		Financial wellbeing	Ethnicity		Child identified need/ impacting condition			
		Struggling	White British	NET: All other Ethnicities	Neurodiversity	Mental Health	NET: Identified need/ condition	NET: No identified 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						-	

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)

BANNER

J1 - What are your three favourite things to do in your free time? [MULTI]		Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits		Parental Controls
		NET: Yes	No	Has an EHCP	Don't have an EHCP	NET: Household receives Benefits	No Benefits	NET: Has Parental Controls
	% within column	0%	0%	0%	0%	0%	0%	0%↓
Don't know 1↓	N Count	0	0	0	5	4	0	1↓
	Column Comparisons	-	-			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 = 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)

J1 - What are your three favourite things to do in your free time? [MULTI]		Parental Controls	Parental Concern			Time Spent Online (Weekday)		
		No Controls	Not Concerned	A little Concerned	NET: Moderately/ 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							

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)

J1 - What are your three favourite things to do in your free time? [MULTI]		Time Spent Online (Weekday)		Time Spent Online (Weekend)				
		6+ hrs	NET: 5+ Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6 hrs	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		-					-

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 41 of 48

BANNER

J1 - What are your three favourite things to do in your free time? [MULTI]		Spent Money					SM purchase category	
		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	0%	0%	0%	0%	0%	0%	1%
Don't know	N Count	1	1	1	1	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 = 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)

J1 - What are your three favourite things to do in your free time? [MULTI]		SM purchase category		Feelings about SM purchase				Gaming Method
		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	0%	0%	0%	0%	0%	0%	0%
Don't know	N Count	0	0	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%)

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

J1 - What are your three favourite things to do in your free time? [MULTI]		Gaming Method				Gaming Type		
		Desktop computer, laptop or netbook	Mobile phone or 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				-			

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)

	BANNER						
				Gaming Type			
J1 - What are your three favourite things to 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							

J1 - What are your three favourite things to do in your free time? [MULTI]		Gaming Type			Gaming Frequency		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	0%	0%	0%	0%	0%	0%	0%
Don't know	N Count	0	0	0	3	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%)

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

J1 - What are your three favourite things to do in your free time? [MULTI]		Gaming Purchase Type						Feelings about Gaming Purchase
		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
Don't know	% within column	0%	0%	0%	0%	1%↑	0%	0%
	N Count	0	0	0	0	1↑	0	0
	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 = 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)

		BANNER				
		Feelings about Gaming Purchase				
J1 - What are your three favourite things to do in your free time? [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	0%	0%	0%	0%	0%
Don't know	N Count	1	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%)

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

Child spent money on social media or gaming

		Total	Gender of child respondent		Age of child respondent			
			Male	Female	8-9	10-12	13-15	16-17
Weighted Base	% within column	2232	1153	1079	449	698	684	401
	N Count							
	Column Comparisons							
Unweighted Base	% within column	2205	1100	1105	439	662	659	445
	N Count							
	Column Comparisons							
Column Names	% within column	a	a	b	a	b	c	d
	N Count							
	Column Comparisons							
Child said they bought something on either	% within column	58%	63%↑	52%↓	51%↓	57%	64%↑	58%
	N Count	1,289	724↑	564↓	227↓	394	436↑	231
	Column Comparisons	-	b				a b	
Bought something while gaming	% within column	50%	59%↑	41%↓	45%↓	51%	55%↑	47%
	N Count	1,125	681↑	444↓	202↓	358	377↑	188
	Column Comparisons	-	b				a d	
Child said they bought something on social media	% within column	34%	32%↓	37%↑	30%	32%	38%↑	35%
	N Count	768	365↓	402↑	137	227	263↑	141
	Column Comparisons	-		a			a	
Child said they bought something from both	% within column	27%	28%	26%	25%	27%	30%	25%
	N Count	604	322	282	111	190	204	99
	Column Comparisons	-						
Not bought from either	% within column	36%	33%↓	40%↑	39%	39%	31%↓	37%
	N Count	808	380↓	427↑	177	269	214↓	148
	Column Comparisons	-		a	c	c		

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)

Child spent money on social media or gaming

		Age of child respondent		Age and gender of child respondent				
		NET: 8-12	NET: 13-17	Male 8-9	Female 8-9	Male 10-12	Female 10-12	Male 13-15
Weighted Base	% within column	1147	1085	226	224	361	337	342
	N Count							
	Column Comparisons							
Unweighted Base	% within column	1101	1104	220	219	333	329	324
	N Count							
	Column Comparisons							
Column Names	% within column	e	f	a	b	c	d	e
	N Count							
	Column Comparisons							
Child said they bought something on either	% within column	54%↓	62%↑	54%	47%↓	63%	50%↓	70%↑
	N Count	622↓	667↑	122	105↓	226	168↓	239↑
	Column Comparisons	-	-			b d		a b d f h
Bought something while gaming	% within column	49%	52%	52%	37%↓	58%↑	44%↓	66%↑
	N Count	560	565	118	84↓	209↑	149↓	225↑
	Column Comparisons	-	-	b h		b d f h	h	a b d f h
Child said they bought something on social media	% within column	32%↓	37%↑	27%↓	34%	32%	33%	35%
	N Count	363↓	405↑	61↓	75	114	113	119
	Column Comparisons	-	-					
Child said they bought something from both	% within column	26%	28%	25%	24%	27%	28%	31%
	N Count	301	303	57	54	97	93	105
	Column Comparisons	-	-					
Not bought from either	% within column	39%↑	33%↓	38%	41%	33%	44%↑	28%↓
	N Count	446↑	362↓	85	92	119	150↑	95↓
	Column Comparisons	-	-		e		c e	

Part 2 of 16

Child spent money on social media or gaming

BANNER

Age and gender of child respondent

		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
Weighted Base	% within column	341	224	201	587	561	567	536
	N Count							
	Column Comparisons							
Unweighted Base	% within column	335	223	253	553	548	547	580
	N Count							
	Column Comparisons							
Column Names	% within column	f	g	h	i	j	k	l
	N Count							
	Column Comparisons							
Child said they bought something on either	% within column	58%	61%	53%	59%	49%↓	66%↑	56%
	N Count	197	137	107	348	273↓	376↑	300
	Column Comparisons		b d		-	-	-	-
Bought something while gaming	% within column	44%↓	57%↑	34%↓	56%↑	41%↓	63%↑	41%↓
	N Count	152↓	129↑	68↓	327↑	233↓	354↑	217↓
	Column Comparisons	h	b d f h		-	-	-	-
Child said they bought something on social media	% within column	42%↑	32%	39%	30%↓	34%	34%	41%↑
	N Count	144↑	71	79	175↓	188	190	221↑
	Column Comparisons	a			-	-	-	-
Child said they bought something from both	% within column	29%	28%	20%↓	26%	26%	30%	26%
	N Count	99	63	40↓	154	147	168	138
	Column Comparisons				-	-	-	-
Not bought from either	% within column	35%	36%	39%	35%	43%↑	31%↓	36%
	N Count	118	80	78	205	241↑	176↓	194
	Column Comparisons			e	-	-	-	-

Part 3 of 16

BANNER

Child spent money on social media or gaming

		Urban/ Rural		Working status				D3 - Social grade
		NET: Urban	Rural	Full time	Part time	Student	NET: Not working/ retired	AB
Weighted Base	% within column	1986	246	1332	430	112	310	625
	N Count							
	Column Comparisons							
Unweighted Base	% within column	1949	256	1376	388	113	286	885
	N Count							
	Column Comparisons							
Column Names	% within column	a	b	a	b	c	d	a
	N Count							
	Column Comparisons							
Child said they bought something on either	% within column	59%↑	48%↓	64%↑	50%↓	55%	45%↓	66%↑
	N Count	1,171↑	118↓	849↑	213↓	61	141↓	414↑
	Column Comparisons	b		b d				b c d
Bought something while gaming	% within column	52%↑	39%↓	57%↑	42%↓	42%	37%↓	59%↑
	N Count	1,029↑	96↓	757↑	180↓	47	116↓	370↑
	Column Comparisons	b		b c d				b c d
Child said they bought something on social media	% within column	35%↑	27%↓	42%↑	26%↓	32%	20%↓	46%↑
	N Count	703↑	65↓	554↑	113↓	35	62↓	286↑
	Column Comparisons	b		b d		d		b c d
Child said they bought something from both	% within column	28%↑	18%↓	35%↑	19%↓	19%	12%↓	39%↑
	N Count	561↑	43↓	461↑	80↓	21	37↓	242↑
	Column Comparisons	b		b c d	d			b c d
Not bought from either	% within column	35%↓	44%↑	31%↓	43%↑	41%	48%↑	29%↓
	N Count	700↓	107↑	411↓	185↑	45	148↑	184↓
	Column Comparisons		a		a		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 = 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)

Child spent money on social media or gaming

		D3 - Social grade					Financial wellbeing	
		C1	C2	DE	NET: ABC1	NET: C2DE	Doing well	Getting by
Weighted Base	% within column	580	491	536	1205	1027	401	1152
	N Count							
	Column Comparisons							
Unweighted Base	% within column	483	357	480	1368	837	452	1121
	N Count							
	Column Comparisons							
Column Names	% within column	b	c	d	e	f	a	b
	N Count							
	Column Comparisons							
Child said they bought something on either	% within column	54%↓	56%	54%	60%↑	55%↓	69%↑	56%↓
	N Count	312↓	273	290	726↑	563↓	277↑	640↓
	Column Comparisons				-	-	b c	
Bought something while gaming	% within column	47%	46%↓	48%	53%↑	47%↓	61%↑	48%
	N Count	274	224↓	257	644↑	481↓	245↑	558
	Column Comparisons				-	-	b c	
Child said they bought something on social media	% within column	30%↓	36%	25%↓	38%↑	30%↓	52%↑	31%↓
	N Count	175↓	175	132↓	461↑	307↓	209↑	353↓
	Column Comparisons		d		-	-	b c	
Child said they bought something from both	% within column	24%	26%	19%↓	31%↑	22%↓	44%↑	24%↓
	N Count	137	126	100↓	378↑	225↓	178↑	272↓
	Column Comparisons		d		-	-	b c	
Not bought from either	% within column	40%↑	37%	39%	35%	38%	26%↓	39%↑
	N Count	233↑	181	210	417	390	104↓	448↑
	Column Comparisons	a	a	a	-	-		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 = 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)

Child spent money on social media or gaming

		Financial wellbeing	Ethnicity		Child identified need/ impacting condition			
		Struggling	White British	NET: All other Ethnicities	Neurodiversity	Mental Health	NET: Identified need/ condition	NET: No identified need/ condition
Weighted Base	% within column	655	1742	453	194	109	474	1726
	N Count							
	Column Comparisons							
Unweighted Base	% within column	611	1713	452	182	110	458	1713
	N Count							
	Column Comparisons							
Column Names	% within column	c	a	b	a	b	c	d
	N Count							
	Column Comparisons							
Child said they bought something on either	% within column	56%	57%	59%	57%	69%↑	67%↑	55%↓
	N Count	366	1,000	266	111	76↑	317↑	951↓
	Column Comparisons					d	-	
Bought something while gaming	% within column	48%	50%	51%	50%	54%	57%↑	48%↓
	N Count	316	873	231	96	59	272↑	834↓
	Column Comparisons						-	
Child said they bought something on social media	% within column	31%↓	33%	39%↑	26%↓	42%	43%↑	32%↓
	N Count	201↓	579	176↑	50↓	46	205↑	551↓
	Column Comparisons			a		a d	-	
Child said they bought something from both	% within column	23%↓	26%	31%↑	18%↓	27%	34%↑	25%↓
	N Count	151↓	452	141↑	35↓	29	160↑	434↓
	Column Comparisons			a			-	
Not bought from either	% within column	37%	37%	35%	39%	28%	30%↓	38%↑
	N Count	244	639	160	76	31	143↓	658↑
	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 = 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)

Child spent money on social media or gaming

		Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits		Parental Controls
		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	234	792	161	2071	925	1200	1865
	N Count							
	Column Comparisons							
Unweighted Base	% within column	238	806	157	2048	883	1222	1839
	N Count							
	Column Comparisons							
Column Names	% within column	a	b	a	b	a	b	a
	N Count							
	Column Comparisons							
Child said they bought something on either	% within column	70%↑	59%↓	70%↑	57%↓	64%↑	53%↓	62%↑
	N Count	163↑	465↓	113↑	1,176↓	588↑	641↓	1,161↑
	Column Comparisons	b		b		b		b
Bought something while gaming	% within column	60%↑	49%↓	63%↑	49%↓	55%↑	47%↓	55%↑
	N Count	140↑	391↓	101↑	1,024↓	513↑	562↓	1,033↑
	Column Comparisons	b		b		b		b
Child said they bought something on social media	% within column	46%↑	34%↓	43%↑	34%↓	41%↑	30%↓	37%↑
	N Count	109↑	267↓	70↑	698↓	376↑	358↓	693↑
	Column Comparisons	b		b		b		b
Child said they bought something from both	% within column	37%↑	24%↓	36%↑	26%↓	33%↑	23%↓	30%↑
	N Count	85↑	194↓	58↑	546↓	301↑	279↓	565↑
	Column Comparisons	b		b		b		b
Not bought from either	% within column	28%	36%↑	27%↓	37%↑	32%↓	39%↑	33%↓
	N Count	66	286↑	44↓	763↑	298↓	472↑	610↓
	Column Comparisons		a		a		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 = 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)

Child spent money on social media or gaming

		Parental Controls	Parental Concern			Time Spent Online (Weekday)		
		No Controls	Not Concerned	A little Concerned	NET: Moderately / Very Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs
Weighted Base	% within column	339	1053	550	605	873	938	278
	N Count							
	Column Comparisons							
Unweighted Base	% within column	342	1016	555	614	855	924	282
	N Count							
	Column Comparisons							
Column Names	% within column	b	a	b	c	a	b	c
	N Count							
	Column Comparisons							
Child said they bought something on either	% within column	36%↓	45%↓	69%↑	71%↑	42%↓	67%↑	74%↑
	N Count	123↓	474↓	381↑	427↑	371↓	629↑	205↑
	Column Comparisons			a	a		a	a
Bought something while gaming	% within column	26%↓	37%↓	62%↑	64%↑	37%↓	58%↑	66%↑
	N Count	90↓	394↓	342↑	385↑	321↓	547↑	182↑
	Column Comparisons			a	a		a	a
Child said they bought something on social media	% within column	21%↓	20%↓	45%↑	51%↑	22%↓	40%↑	51%↑
	N Count	72↓	207↓	246↑	310↑	191↓	380↑	141↑
	Column Comparisons			a	a b		a	a b
Child said they bought something from both	% within column	11%↓	12%↓	37%↑	44%↑	16%↓	32%↑	42%↑
	N Count	39↓	127↓	206↑	268↑	141↓	298↑	118↑
	Column Comparisons			a	a b		a	a b
Not bought from either	% within column	54%↑	47%↑	27%↓	25%↓	50%↑	29%↓	24%↓
	N Count	184↑	499↑	148↓	149↓	438↑	272↓	67↓
	Column Comparisons	a	b c			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 = 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)

Child spent money on social media or gaming

		Time Spent Online (Weekday)		Time Spent Online (Weekend)				
		6+ hrs	NET: 5+ Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6 hrs	NET: 5+ Hours
Weighted Base	% within column	102	380	291	785	622	492	1114
	N Count							
	Column Comparisons							
Unweighted Base	% within column	106	388	281	777	619	489	1108
	N Count							
	Column Comparisons							
Column Names	% within column	d	e	a	b	c	d	e
	N Count							
	Column Comparisons							
Child said they bought something on either	% within column	76%↑	74%↑	41%↓	54%↓	63%↑	70%↑	66%↑
	N Count	78↑	283↑	119↓	426↓	391↑	346↑	737↑
	Column Comparisons	a	-		a	a b	a b c	-
Bought something while gaming	% within column	69%↑	66%↑	34%↓	48%	55%↑	61%↑	58%↑
	N Count	70↑	253↑	99↓	380	341↑	301↑	641↑
	Column Comparisons	a	-		a	a b	a b c	-
Child said they bought something on social media	% within column	53%↑	51%↑	26%↓	32%↓	39%↑	40%↑	40%↑
	N Count	54↑	195↑	77↓	248↓	242↑	199↑	440↑
	Column Comparisons	a b	-			a b	a b	-
Child said they bought something from both	% within column	45%↑	43%↑	19%↓	26%	31%↑	31%↑	31%↑
	N Count	46↑	164↑	56↓	203	191↑	153↑	345↑
	Column Comparisons	a b	-			a	a	-
Not bought from either	% within column	21%↓	23%↓	46%↑	41%↑	34%	27%↓	31%↓
	N Count	21↓	88↓	135↑	319↑	210	134↓	344↓
	Column Comparisons		-	c d	c 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 = 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)

Child spent money on social media or gaming		Spent Money					SM purchase category	
		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
Weighted Base	% within column	1289	768	1125	604	943	429	153
	N Count							
	Column Comparisons							
Unweighted Base	% within column	1296	800	1128	632	909	450	165
	N Count							
	Column Comparisons							
Column Names	% within column	a	b	c	d	e	a	b
	N Count							
	Column Comparisons							
Child said they bought something on either	% within column	100%↑	100%↑	100%↑	100%↑	0%↓	100%	100%
	N Count	1,289↑	768↑	1,125↑	604↑	0↓	429	153
	Column Comparisons	e	e	e	e		-	-
Bought something while gaming	% within column	87%↑	79%↑	100%↑	100%↑	0%↓	72%↓	90%↑
	N Count	1,125↑	604↑	1,125↑	604↑	0↓	309↓	138↑
	Column Comparisons	e	e	b e	e			a
Child said they bought something on social media	% within column	60%↑	100%↑	54%↑	100%↑	0%↓	100%	100%
	N Count	768↑	768↑	604↑	604↑	0↓	429	153
	Column Comparisons	e	c e	e	e		-	-
Child said they bought something from both	% within column	47%↑	79%↑	54%↑	100%↑	0%↓	72%↓	90%↑
	N Count	604↑	604↑	604↑	604↑	0↓	309↓	138↑
	Column Comparisons	e	e	e	e			a
Not bought from either	% within column	0%↓	0%↓	0%↓	0%↓	86%↑	0%	0%
	N Count	0↓	0↓	0↓	0↓	808↑	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 = 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)

Child spent money on social media or gaming		SM purchase category		Feelings about SM purchase				Gaming Method
		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	216	158	314	556	378	565	1330
	N Count							
	Column Comparisons							
Unweighted Base	% within column	226	171	329	585	402	596	1316
	N Count							
	Column Comparisons							
Column Names	% within column	c	d	a	b	c	d	a
	N Count							
	Column Comparisons							
Child said they bought something on either	% within column	100%	100%	100%↑	100%↑	100%↑	100%↑	63%↑
	N Count	216	158	314↑	556↑	378↑	565↑	838↑
	Column Comparisons	-	-	-	-	-	-	d
Bought something while gaming	% within column	90%↑	93%↑	89%↑	80%↑	89%↑	81%↑	57%↑
	N Count	195↑	148↑	279↑	447↑	337↑	456↑	761↑
	Column Comparisons	a	a	b d		b d		c d
Child said they bought something on social media	% within column	100%	100%	100%↑	100%↑	100%↑	100%↑	32%↓
	N Count	216	158	314↑	556↑	378↑	565↑	432↓
	Column Comparisons	-	-	-	-	-	-	
Child said they bought something from both	% within column	90%↑	93%↑	89%↑	80%↑	89%↑	81%↑	27%
	N Count	195↑	148↑	279↑	447↑	337↑	456↑	355
	Column Comparisons	a	a	b d		b d		
Not bought from either	% within column	0%	0%	0%↓	0%↓	0%↓	0%↓	35%
	N Count	0	0	0↓	0↓	0↓	0↓	467
	Column Comparisons	-	-	-	-	-	-	

BANNER

Child spent money on social media or gaming		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	c	d	e	a	b	c
	N Count							
	Column Comparisons							
Child said they bought something on either	% within column	65%↑	63%↑	58%	60%↑	56%	65%↑	75%↑
	N Count	374↑	825↑	451	1,276↑	365	472↑	408↑
	Column Comparisons	d	d		-		a f	a b f g i j k l
Bought something while gaming	% within column	60%↑	55%↑	51%	53%↑	47%↓	60%↑	70%↑
	N Count	345↑	717↑	401	1,125↑	306↓	439↑	383↑
	Column Comparisons	d	d		-		a f	a b f g i j k l
Child said they bought something on social media	% within column	38%↑	37%↑	35%	35%↑	41%↑	38%	42%↑
	N Count	220↑	490↑	277	755↑	265↑	276	230↑
	Column Comparisons		a d		-	e f	f	e f j
Child said they bought something from both	% within column	33%↑	29%↑	29%	28%↑	32%↑	33%↑	38%↑
	N Count	190↑	382↑	227	604↑	207↑	243↑	205↑
	Column Comparisons				-	f	f	e f j
Not bought from either	% within column	33%↓	36%	39%	38%↑	43%↑	34%↓	25%↓
	N Count	187↓	468	303	808↑	280↑	247↓	137↓
	Column Comparisons			a b c	-	b c d e g h i j k l	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)

Gaming Type

Child spent money on social media or gaming		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	387	822	1151	557	248	278	728
	N Count							
	Column Comparisons							
Unweighted Base	% within column	395	802	1111	570	266	283	736
	N Count							
	Column Comparisons							
Column Names	% within column	d	e	f	g	h	i	j
	N Count							
	Column Comparisons							
Child said they bought something on either	% within column	73%↑	70%↑	59%	65%↑	72%↑	67%↑	66%↑
	N Count	282↑	573↑	677	364↑	178↑	185↑	483↑
	Column Comparisons	a b f	a b f g		a f	a f	a f	a f
Bought something while gaming	% within column	68%↑	65%↑	52%	60%↑	68%↑	60%↑	62%↑
	N Count	263↑	537↑	600	332↑	170↑	167↑	451↑
	Column Comparisons	a b f g i l	a b f g i l	a	a f	a f l	a f	a f l
Child said they bought something on social media	% within column	53%↑	35%	32%↓	41%↑	49%↑	51%↑	36%
	N Count	203↑	287	363↓	228↑	122↑	140↑	263
	Column Comparisons	a b c e f g j	f		f	b e f j	a b e f g j	f
Child said they bought something from both	% within column	48%↑	31%	25%↓	35%↑	46%↑	44%↑	32%↑
	N Count	185↑	252	286↓	196↑	114↑	123↑	232↑
	Column Comparisons	a b c e f g j l	f		f	a b e f j	a e f j	f
Not bought from either	% within column	26%↓	30%↓	39%	33%↓	27%↓	30%↓	33%↓
	N Count	102↓	244↓	451	186↓	66↓	83↓	237↓
	Column Comparisons			b c d e g h i j l	c e			c

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)

Child spent money on social media or gaming

		Gaming Type			Gaming Frequency		Gaming Purchase Type	
		Interactive stories	Makeovers	NET: Playing against other people	NET: Daily	Weekly	NET: Character, skins, weapons, armour, tools	NET: Game expansion
Weighted Base	% within column	207	249	1027	1602	460	535	237
	N Count							
	Column Comparisons							
Unweighted Base	% within column	218	257	1009	1567	480	549	250
	N Count							
	Column Comparisons							
Column Names	% within column	k	l	m	a	b	a	b
	N Count							
	Column Comparisons							
Child said they bought something on either	% within column	71%↑	67%↑	69%↑	64%↑	46%↓	100%	100%
	N Count	147↑	167↑	705↑	1,031↑	214↓	535	237
	Column Comparisons	a	a f	-	b		-	-
Bought something while gaming	% within column	66%↑	55%	64%↑	58%↑	38%↓	100%	100%
	N Count	138↑	136	659↑	935↑	173↓	535	237
	Column Comparisons	a l	a	-	b		-	-
Child said they bought something on social media	% within column	51%↑	51%↑	38%↑	37%↑	30%↓	57%	77%↑
	N Count	105↑	127↑	392↑	587↑	139↓	303	182↑
	Column Comparisons	b e f	a b e f g j	-	b		d	a c d e f h
Child said they bought something from both	% within column	46%↑	38%↑	34%↑	31%↑	21%↓	57%	77%↑
	N Count	95↑	96↑	347↑	491↑	98↓	303	182↑
	Column Comparisons	a b e f g	a f	-	b		d	a c d e f h
Not bought from either	% within column	28%↓	31%↓	31%↓	35%↓	51%↑	0%	0%
	N Count	58↓	77↓	315↓	554↓	233↑	0	0
	Column Comparisons	c	c	-		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 = 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)

BANNER

Child spent money on social media or gaming		Gaming Purchase Type						Feelings about Gaming Purchase
		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
Weighted Base	% within column	151	447	147	302	122	205	346
	N Count							
	Column Comparisons							
Unweighted Base	% within column	158	428	154	320	133	211	356
	N Count							
	Column Comparisons							
Column Names	% within column	c	d	e	f	g	h	a
	N Count							
	Column Comparisons							
Child said they bought something on either	% within column	100%	100%	100%	100%	100%	100%	100%↑
	N Count	151	447	147	302	122	205	346↑
	Column Comparisons	-	-	-	-	-	-	-
Bought something while gaming	% within column	100%	100%	100%	100%	100%	100%	100%↑
	N Count	151	447	147	302	122	205	346↑
	Column Comparisons	-	-	-	-	-	-	-
Child said they bought something on social media	% within column	64%↑	47%↓	64%↑	56%	76%↑	59%	74%↑
	N Count	97↑	212↓	94↑	170	93↑	120	256↑
	Column Comparisons	d		d	d	d f h	d	b d e
Child said they bought something from both	% within column	64%↑	47%↓	64%↑	56%	76%↑	59%	74%↑
	N Count	97↑	212↓	94↑	170	93↑	120	256↑
	Column Comparisons	d		d	d	d f h	d	b d e
Not bought from either	% within column	0%	0%	0%	0%	0%	0%	0%↓
	N Count	0	0	0	0	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 = 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)

Feelings about Gaming Purchase

Child spent money on social media or gaming		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	772	445	720	715	449
	N Count					
	Column Comparisons					
Unweighted Base	% within column	777	454	734	710	459
	N Count					
	Column Comparisons					
Column Names	% within column	b	c	d	e	f
	N Count					
	Column Comparisons					
Child said they bought something on either	% within column	100%↑	100%↑	100%↑	100%↑	100%↑
	N Count	772↑	445↑	720↑	715↑	449↑
	Column Comparisons	-	-	-	-	-
Bought something while gaming	% within column	100%↑	100%↑	100%↑	100%↑	100%↑
	N Count	772↑	445↑	720↑	715↑	449↑
	Column Comparisons	-	-	-	-	-
Child said they bought something on social media	% within column	57%↑	73%↑	60%↑	57%↑	69%↑
	N Count	438↑	326↑	432↑	404↑	311↑
	Column Comparisons		b d e	e		b d e
Child said they bought something from both	% within column	57%↑	73%↑	60%↑	57%↑	69%↑
	N Count	438↑	326↑	432↑	404↑	311↑
	Column Comparisons		b d e	e		b d e
Not bought from either	% within column	0%↓	0%↓	0%↓	0%↓	0%↓
	N Count	0↓	0↓	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 = 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 16 of 16

Gaming Questions

G1 - Now we have some questions about gaming. Do you play games at home or elsewhere in any of these ways? [MULTI]

		Total	Gender of child respondent		Age of child respondent			
			Male	Female	8-9	10-12	13-15	16-17
Weighted Base	% within column	2215	1145	1070	442	690	682	401
	N Count							
	Column Comparisons							
Unweighted Base	% within column	2189	1093	1096	431	655	658	445
	N Count							
	Column Comparisons							
Column Names	% within column	a	a	b	a	b	c	d
	N Count							
	Column Comparisons							
On a games console or games player (e.g. PlayStation, Xbox or Nintendo Switch)	% within column	60%	72%↑	47%↓	56%	60%	60%	63%
	N Count	1,330	825↑	505↓	248	415	412	254
	Column Comparisons	-	b					
On a mobile phone or smartphone	% within column	59%	56%↓	63%↑	44%↓	62%	66%↑	62%
	N Count	1,316	637↓	679↑	195↓	425	448↑	248
	Column Comparisons	-		a		a	a	a
On a tablet	% within column	35%	31%↓	40%↑	59%↑	41%↑	25%↓	18%↓
	N Count	782	353↓	429↑	262↑	280↑	169↓	72↓
	Column Comparisons	-		a	b c d	c d	d	
On a desktop computer, laptop, or netbook	% within column	26%	29%↑	22%↓	23%	26%	27%	26%
	N Count	572	334↑	238↓	101	182	185	104
	Column Comparisons	-	b					
On a virtual reality gaming headset/device (e.g. Oculus, Samsung Gear VR)	% within column	13%	16%↑	9%↓	10%	14%	14%	10%
	N Count	277	182↑	95↓	44	99	95	40
	Column Comparisons	-	b					
Through an app on a smart TV	% within column	11%	12%	10%	15%↑	11%	10%	9%
	N Count	244	135	109	65↑	75	69	35
	Column Comparisons	-			d			
Using wearable technology like a smartwatch (such as an Apple Watch)	% within column	5%	5%	5%	5%	4%	7%	5%
	N Count	111	60	51	20	28	44	19
	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)

G1 - Now we have some questions about gaming. Do you play games at home or elsewhere in any of these ways? [MULTI]

		Age of child respondent		Age and gender of child respondent				
		NET: 8-12	NET: 13-17	Male 8-9	Female 8-9	Male 10-12	Female 10-12	Male 13-15
Weighted Base	% within column	1131	1083	221	221	358	332	341
	N Count							
	Column Comparisons							
Unweighted Base	% within column	1086	1103	216	215	331	324	323
	N Count							
	Column Comparisons							
Column Names	% within column	e	f	a	b	c	d	e
	N Count							
	Column Comparisons							
On a games console or games player (e.g. PlayStation, Xbox or Nintendo Switch)	% within column	59%	62%	67%	46%↓	72%↑	47%↓	74%↑
	N Count	663	667	148	101↓	260↑	155↓	251↑
	Column Comparisons	-	-	b d f h		b d f h		b d f h
On a mobile phone or smartphone	% within column	55%↓	64%↑	45%↓	43%↓	57%	66%↑	60%
	N Count	620↓	697↑	99↓	96↓	206	219↑	204
	Column Comparisons	-	-			a b	a b	a b
On a tablet	% within column	48%↑	22%↓	52%↑	66%↑	36%	46%↑	21%↓
	N Count	542↑	241↓	116↑	146↑	129	151↑	73↓
	Column Comparisons	-	-	c e f g h	a c d e f g h	e f g h	c e f g h	
On a desktop computer, laptop, or netbook	% within column	25%	27%	26%	20%	28%	25%	33%↑
	N Count	283	288	57	45	99	83	112↑
	Column Comparisons	-	-					b f h
On a virtual reality gaming headset/device (e.g. Oculus, Samsung Gear VR)	% within column	13%	12%	11%	9%	19%↑	9%	19%↑
	N Count	142	135	24	20	68↑	31	64↑
	Column Comparisons	-	-			b d f h		b d f h
Through an app on a smart TV	% within column	12%	10%	13%	16%↑	12%	10%	11%
	N Count	140	104	29	36↑	43	32	38
	Column Comparisons	-	-	h	h	h		
Using wearable technology like a smartwatch (such as an Apple Watch)	% within column	4%	6%	4%	5%	3%↓	6%	9%↑
	N Count	48	63	9	11	9↓	19	31↑
	Column Comparisons	-	-					c

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)

G1 - Now we have some questions about gaming. Do you play games at home or elsewhere in any of these ways? [MULTI]

Age and gender of child respondent

		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
Weighted Base	% within column	341	224	201	579	552	565	536
	N Count							
	Column Comparisons							
Unweighted Base	% within column	335	223	253	547	539	546	580
	N Count							
	Column Comparisons							
Column Names	% within column	f	g	h	i	j	k	l
	N Count							
	Column Comparisons							
On a games console or games player (e.g. PlayStation, Xbox or Nintendo Switch)	% within column	47%↓	74%↑	51%↓	70%↑	46%↓	74%↑	49%↓
	N Count	161↓	167↑	103↓	407↑	256↓	418↑	263↓
	Column Comparisons		b d f h		-	-	-	-
On a mobile phone or smartphone	% within column	72%↑	57%	67%↑	53%↓	57%	59%	70%↑
	N Count	245↑	129	134↑	305↓	315	333	374↑
	Column Comparisons	a b c e g	a b	a b c	-	-	-	-
On a tablet	% within column	28%↓	16%↓	20%↓	42%↑	54%↑	19%↓	25%↓
	N Count	96↓	35↓	40↓	244↑	297↑	109↓	135↓
	Column Comparisons	g h			-	-	-	-
On a desktop computer, laptop, or netbook	% within column	21%	29%	22%	27%	23%	31%↑	21%↓
	N Count	73	66	44	156	127	178↑	115↓
	Column Comparisons				-	-	-	-
On a virtual reality gaming headset/device (e.g. Oculus, Samsung Gear VR)	% within column	9%	12%	8%	16%↑	9%↓	16%↑	9%↓
	N Count	31	26	17	92↑	50↓	90↑	48↓
	Column Comparisons				-	-	-	-
Through an app on a smart TV	% within column	9%	11%	5%↓	12%	12%	11%	8%↓
	N Count	32	25	10↓	72	68	62	42↓
	Column Comparisons				-	-	-	-
Using wearable technology like a smartwatch (such as an Apple Watch)	% within column	4%	5%	4%	3%↓	5%	7%↑	4%
	N Count	13	10	9	18↓	30	42↑	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; 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)

G1 - Now we have some questions about gaming. Do you play games at home or elsewhere in any of these ways? [MULTI]

		Urban/ Rural		Working status				D3 - Social grade
		NET: Urban	Rural	Full time	Part time	Student	NET: Not work-ing/ retired	AB
Weighted Base	% within column	1971	244	1326	426	112	305	623
	N Count							
	Column Comparisons							
Unweighted Base	% within column	1935	254	1370	384	113	281	882
	N Count							
	Column Comparisons							
Column Names	% within column	a	b	a	b	c	d	a
	N Count							
	Column Comparisons							
On a games console or games player (e.g. PlayStation, Xbox or Nintendo Switch)	% within column	60%	60%	61%	59%	57%	58%	61%
	N Count	1,184	146	812	251	64	176	381
	Column Comparisons							
On a mobile phone or smartphone	% within column	59%	61%	60%	56%	64%	60%	61%
	N Count	1,168	148	796	238	71	183	378
	Column Comparisons							
On a tablet	% within column	35%	41%	35%	36%	25%	40%	39%↑
	N Count	682	101	466	151	28	122	246↑
	Column Comparisons		a					b
On a desktop computer, laptop, or netbook	% within column	26%	26%	27%	21%↓	35%	23%	33%↑
	N Count	507	64	357	87↓	40	71	203↑
	Column Comparisons			b		b d		b c d
On a virtual reality gaming headset/device (e.g. Oculus, Samsung Gear VR)	% within column	13%	12%	15%↑	9%↓	11%	7%↓	16%↑
	N Count	248	30	200↑	37↓	13	23↓	100↑
	Column Comparisons			b d				b d
Through an app on a smart TV	% within column	12%↑	5%↓	12%	10%	12%	8%	14%↑
	N Count	233↑	11↓	162	43	13	24	85↑
	Column Comparisons	b						
Using wearable technology like a smartwatch (such as an Apple Watch)	% within column	5%	3%	7%↑	3%	4%	1%↓	9%↑
	N Count	104	8	89↑	14	5	3↓	56↑
	Column Comparisons			d				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 = 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)

G1 - Now we have some questions about gaming. Do you play games at home or elsewhere in any of these ways? [MULTI]

BANNER

		D3 - Social grade					Financial wellbeing	
		C1	C2	DE	NET: ABC1	NET: C2DE	Doing well	Getting by
Weighted Base	% within column	580	486	526	1202	1013	395	1145
	N Count							
	Column Comparisons							
Unweighted Base	% within column	482	354	471	1364	825	447	1114
	N Count							
	Column Comparisons							
Column Names	% within column	b	c	d	e	f	a	b
	N Count							
	Column Comparisons							
On a games console or games player (e.g. PlayStation, Xbox or Nintendo Switch)	% within column	60%	58%	61%	60%	60%	57%	62%
	N Count	345	281	323	726	604	223	706
	Column Comparisons				-	-		
On a mobile phone or smartphone	% within column	58%	62%	57%	59%	59%	57%	61%
	N Count	337	301	301	715	601	226	701
	Column Comparisons				-	-		
On a tablet	% within column	32%	35%	35%	36%	35%	39%	35%
	N Count	184	168	185	429	353	155	403
	Column Comparisons				-	-		
On a desktop computer, laptop, or netbook	% within column	26%	22%	21%↓	29%↑	22%↓	33%↑	25%
	N Count	148	108	113↓	351↑	221↓	131↑	291
	Column Comparisons				-	-	b c	
On a virtual reality gaming headset/device (e.g. Oculus, Samsung Gear VR)	% within column	9%↓	16%	9%↓	13%	12%	17%↑	12%
	N Count	54↓	77	45↓	155	122	67↑	138
	Column Comparisons		b d		-	-	b c	
Through an app on a smart TV	% within column	10%	10%	10%	12%	10%	16%↑	10%
	N Count	57	47	55	142	102	64↑	119
	Column Comparisons				-	-	b c	
Using wearable technology like a smartwatch (such as an Apple Watch)	% within column	3%↓	5%	3%↓	6%	4%	10%↑	4%
	N Count	15↓	25	16↓	70	41	39↑	52
	Column Comparisons				-	-	b c	

BANNER

G1 - Now we have some questions about gaming. Do you play games at home or elsewhere in any of these ways? [MULTI]

		Financial wellbeing	Ethnicity		Child identified need/ impacting condition			
		Struggling	White British	NET: All other Ethnicities	Neurodiversity	Mental Health	NET: Identified need/ condition	NET: No identified need/ condition
Weighted Base	% within column	652	1730	448	194	108	473	1710
	N Count							
	Column Comparisons							
Unweighted Base	% within column	608	1701	449	182	109	457	1698
	N Count							
	Column Comparisons							
Column Names	% within column	c	a	b	a	b	c	d
	N Count							
	Column Comparisons							
On a games console or games player (e.g. PlayStation, Xbox or Nintendo Switch)	% within column	60%	65%↑	45%↓	75%↑	68%	63%	60%
	N Count	392	1,117↑	203↓	145↑	74	298	1,022
	Column Comparisons		b		d		-	
On a mobile phone or smartphone	% within column	58%	59%	62%	59%	78%↑	60%	59%
	N Count	377	1,017	278	115	85↑	283	1,017
	Column Comparisons					a d	-	
On a tablet	% within column	34%	34%	39%	44%↑	31%	38%	35%
	N Count	219	596	177	85↑	33	178	596
	Column Comparisons				b d		-	
On a desktop computer, laptop, or netbook	% within column	23%	25%	29%	27%	29%	28%	25%
	N Count	148	430	132	51	31	135	427
	Column Comparisons						-	
On a virtual reality gaming headset/device (e.g. Oculus, Samsung Gear VR)	% within column	10%	13%↑	9%↓	14%	14%	17%↑	11%↓
	N Count	68	231↑	40↓	26	15	79↑	192↓
	Column Comparisons		b				-	
Through an app on a smart TV	% within column	9%	10%↓	17%↑	6%	11%	12%	11%
	N Count	62	165↓	76↑	12	12	56	186
	Column Comparisons			a			-	
Using wearable technology like a smartwatch (such as an Apple Watch)	% within column	3%↓	5%	4%	4%	4%	8%↑	4%↓
	N Count	20↓	88	20	7	5	40↑	68↓
	Column Comparisons						-	

BANNER

G1 - Now we have some questions about gaming. Do you play games at home or elsewhere in any of these ways? [MULTI]		Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits		Parental Controls
		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	234	791	158	2057	915	1195	1853
	N Count							
	Column Comparisons							
Unweighted Base	% within column	238	805	154	2035	874	1216	1828
	N Count							
	Column Comparisons							
Column Names	% within column	a	b	a	b	a	b	a
	N Count							
	Column Comparisons							
On a games console or games player (e.g. PlayStation, Xbox or Nintendo Switch)	% within column	64%	63%	65%	60%	61%	60%	60%
	N Count	151	499	103	1,226	555	719	1,120
	Column Comparisons							
On a mobile phone or smartphone	% within column	64%	65%	59%	59%	61%	58%	60%
	N Count	150	516	93	1,223	560	695	1,111
	Column Comparisons							
On a tablet	% within column	26%	20%	44%	35%	38%	34%	37%↑
	N Count	62	162	69	713	345	406	690↑
	Column Comparisons			b				b
On a desktop computer, laptop, or netbook	% within column	31%	25%	28%	26%	26%	26%	26%
	N Count	72	202	45	527	238	305	488
	Column Comparisons							
On a virtual reality gaming headset/device (e.g. Oculus, Samsung Gear VR)	% within column	17%↑	11%	22%↑	12%↓	15%↑	11%	13%
	N Count	40↑	90	35↑	242↓	138↑	134	246
	Column Comparisons	b		b		b		b
Through an app on a smart TV	% within column	10%	9%	15%	11%	12%	10%	12%
	N Count	24	73	23	221	111	118	218
	Column Comparisons							b
Using wearable technology like a smartwatch (such as an Apple Watch)	% within column	8%	5%	12%↑	5%↓	7%↑	4%↓	6%↑
	N Count	19	39	19↑	93↓	63↑	46↓	104↑
	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%)

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

G1 - Now we have some questions about gaming. Do you play games at home or elsewhere in any of these ways? [MULTI]

		Parental Controls	Parental Concern			Time Spent Online (Weekday)		
		No Controls	Not Concerned	A little Concerned	NET: Moderately/ Very Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs
Weighted Base	% within column	336	1045	548	601	873	938	278
	N Count							
	Column Comparisons							
Unweighted Base	% within column	339	1007	554	610	855	924	282
	N Count							
	Column Comparisons							
Column Names	% within column	b	a	b	c	a	b	c
	N Count							
	Column Comparisons							
On a games console or games player (e.g. PlayStation, Xbox or Nintendo Switch)	% within column	60%	64%↑	60%	54%↓	56%↓	62%	64%
	N Count	203	670↑	329	324↓	493↓	585	177
	Column Comparisons		c					
On a mobile phone or smartphone	% within column	58%	59%	59%	60%	52%↓	64%↑	68%↑
	N Count	194	618	323	362	451↓	597↑	189↑
	Column Comparisons						a	a
On a tablet	% within column	25%↓	35%	32%	39%	40%↑	33%	28%↓
	N Count	83↓	366	175	234	349↑	310	79↓
	Column Comparisons					b c		
On a desktop computer, laptop, or netbook	% within column	24%	22%↓	29%	30%↑	25%	26%	30%
	N Count	80	228↓	159	183↑	216	242	83
	Column Comparisons			a	a			
On a virtual reality gaming headset/device (e.g. Oculus, Samsung Gear VR)	% within column	9%	10%↓	15%	15%	8%↓	14%	21%↑
	N Count	30	105↓	81	90	66↓	135	58↑
	Column Comparisons			a	a		a	a b
Through an app on a smart TV	% within column	7%↓	7%↓	14%↑	16%↑	9%↓	10%	16%↑
	N Count	24↓	69↓	76↑	96↑	78↓	98	45↑
	Column Comparisons			a	a			a b
Using wearable technology like a smartwatch (such as an Apple Watch)	% within column	2%↓	2%↓	5%	10%↑	2%↓	6%	10%↑
	N Count	6↓	22↓	28	59↑	19↓	52	29↑
	Column Comparisons			a	a b		a	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 = 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)

G1 - Now we have some questions about gaming. Do you play games at home or elsewhere in any of these ways? [MULTI]

		Time Spent Online (Weekday)		Time Spent Online (Weekend)				
		6+ hrs	NET: 5+ Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6 hrs	NET: 5+ Hours
Weighted Base	% within column	102	380	291	785	622	492	1114
	N Count							
	Column Comparisons							
Unweighted Base	% within column	106	388	281	777	619	489	1108
	N Count							
	Column Comparisons							
Column Names	% within column	d	e	a	b	c	d	e
	N Count							
	Column Comparisons							
On a games console or games player (e.g. PlayStation, Xbox or Nintendo Switch)	% within column	64%	64%	45%↓	56%↓	66%↑	69%↑	67%↑
	N Count	66	243	132↓	440↓	408↑	339↑	747↑
	Column Comparisons	-		a	a b	a b		-
On a mobile phone or smartphone	% within column	68%	68%↑	41%↓	56%↓	63%	71%↑	67%↑
	N Count	69	258↑	120↓	438↓	394	352↑	745↑
	Column Comparisons	a	-	a	a b	a b c		-
On a tablet	% within column	33%	30%↓	36%	39%↑	32%	34%	33%↓
	N Count	34	112↓	106	303↑	201	165	366↓
	Column Comparisons		-					-
On a desktop computer, laptop, or netbook	% within column	25%	29%	24%	24%	28%	28%	28%
	N Count	26	109	70	187	171	138	310
	Column Comparisons		-					-
On a virtual reality gaming headset/device (e.g. Oculus, Samsung Gear VR)	% within column	17%	20%↑	7%↓	10%↓	14%	18%↑	16%↑
	N Count	17	75↑	22↓	78↓	89	87↑	177↑
	Column Comparisons	a	-			a b	a b	-
Through an app on a smart TV	% within column	20%↑	17%↑	10%	11%	12%	11%	11%
	N Count	20↑	65↑	29	87	72	55	127
	Column Comparisons	a b	-					-
Using wearable technology like a smartwatch (such as an Apple Watch)	% within column	11%↑	11%↑	5%	5%	7%	3%	5%
	N Count	12↑	40↑	15	39	42	16	57
	Column Comparisons	a b	-			d		-

		Spent Money					SM purchase category	
G1 - Now we have some questions about gaming. Do you play games at home or elsewhere in any of these ways? [MULTI]		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
Weighted Base	% within column	1289	768	1125	604	926	429	153
	N Count							
	Column Comparisons							
Unweighted Base	% within column	1296	800	1128	632	893	450	165
	N Count							
	Column Comparisons							
Column Names	% within column	a	b	c	d	e	a	b
	N Count							
	Column Comparisons							
On a games console or games player (e.g. PlayStation, Xbox or Nintendo Switch)	% within column	65%↑	56%↓	68%↑	59%	53%↓	61%↑	62%
	N Count	838↑	432↓	761↑	355	492↓	261↑	95
	Column Comparisons	e		b e	e		d	d
On a mobile phone or smartphone	% within column	64%↑	64%↑	64%↑	63%	53%↓	71%↑	62%
	N Count	825↑	490↑	717↑	382	491↓	303↑	95
	Column Comparisons	e	e	e	e		b d	
On a tablet	% within column	35%	36%	36%	38%	36%	39%	37%
	N Count	451	277	401	227	331	169	56
	Column Comparisons							
On a desktop computer, laptop, or netbook	% within column	29%↑	29%	31%↑	32%↑	21%↓	29%	36%
	N Count	374↑	220	345↑	190↑	198↓	126	55
	Column Comparisons	e	e	b e	e			
On a virtual reality gaming headset/device (e.g. Oculus, Samsung Gear VR)	% within column	17%↑	20%↑	18%↑	23%↑	6%↓	19%	28%↑
	N Count	221↑	151↑	207↑	137↑	56↓	80	43↑
	Column Comparisons	e	e	e	e			
Through an app on a smart TV	% within column	14%↑	18%↑	15%↑	21%↑	7%↓	18%	40%↑
	N Count	183↑	140↑	171↑	128↑	61↓	78	61↑
	Column Comparisons	e	e	e	e			a c
Using wearable technology like a smartwatch (such as an Apple Watch)	% within column	8%↑	12%↑	9%↑	14%↑	1%↓	11%	20%↑
	N Count	105↑	89↑	103↑	87↑	7↓	45	31↑
	Column Comparisons	e	e	e	e			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 = 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)

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 Method
		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	216	158	314	556	378	565	1330
	N Count							
	Column Comparisons							
Unweighted Base	% within column	226	171	329	585	402	596	1316
	N Count							
	Column Comparisons							
Column Names	% within column	c	d	a	b	c	d	a
	N Count							
	Column Comparisons							
On a games console or games player (e.g. PlayStation, Xbox or Nintendo Switch)	% within column	58%	50%	51%↓	58%	51%↓	56%	100%↑
	N Count	125	78	161↓	321	194↓	319	1,330↑
	Column Comparisons							b c d
On a mobile phone or smartphone	% within column	66%	54%↓	55%	65%↑	60%	64%↑	60%
	N Count	143	86↓	173	363↑	228	361↑	800
	Column Comparisons	d			a			
On a tablet	% within column	36%	33%	34%	37%	35%	38%	34%
	N Count	79	52	106	206	132	214	449
	Column Comparisons							
On a desktop computer, laptop, or netbook	% within column	33%	38%↑	29%	29%	32%↑	27%	25%
	N Count	71	60↑	89	161	119↑	151	326
	Column Comparisons					d		
On a virtual reality gaming headset/device (e.g. Oculus, Samsung Gear VR)	% within column	27%↑	36%↑	21%↑	21%↑	23%↑	20%↑	16%↑
	N Count	59↑	57↑	66↑	115↑	85↑	114↑	211↑
	Column Comparisons		a					c d
Through an app on a smart TV	% within column	21%	33%↑	24%↑	19%↑	23%↑	19%↑	11%
	N Count	44	52↑	74↑	104↑	87↑	109↑	142
	Column Comparisons		a c					
Using wearable technology like a smartwatch (such as an Apple Watch)	% within column	20%↑	26%↑	19%↑	13%↑	17%↑	12%↑	4%
	N Count	43↑	42↑	60↑	73↑	65↑	65↑	56
	Column Comparisons	a	a	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 = 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)

G1 - Now we have some questions about gaming. Do you play games at home or elsewhere in any of these ways? [MULTI]		Gaming Method				Gaming Type		
		Desktop computer, 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	c	d	e	a	b	c
	N Count							
	Column Comparisons							
On a games console or games player (e.g. PlayStation, Xbox or Nintendo Switch)	% within column	57%	61%	57%	62%↑	52%↓	77%↑	81%↑
	N Count	326	800	449	1,330↑	338↓	564↑	443↑
	Column Comparisons		b d		-		a d f g h i k l	a d f g h i k l
On a mobile phone or smartphone	% within column	64%↑	100%↑	60%	61%↑	76%↑	66%↑	68%↑
	N Count	366↑	1,316↑	471	1,316↑	494↑	482↑	374↑
	Column Comparisons		a b d		-	b c e f g j		
On a tablet	% within column	32%	36%	100%↑	37%↑	44%↑	43%↑	32%↓
	N Count	183	471	782↑	782↑	289↑	315↑	175↓
	Column Comparisons		b	a b c	-	c d e j	c d e j	
On a desktop computer, laptop, or netbook	% within column	100%↑	28%↑	23%	27%↑	30%	31%↑	35%↑
	N Count	572↑	366↑	183	572↑	195	226↑	194↑
	Column Comparisons	a c d	a d		-			
On a virtual reality gaming headset/device (e.g. Oculus, Samsung Gear VR)	% within column	20%↑	14%↑	13%	13%↑	10%↓	18%↑	23%↑
	N Count	112↑	185↑	100	277↑	67↓	135↑	124↑
	Column Comparisons	c d	d		-		a	a j l
Through an app on a smart TV	% within column	13%	11%	15%↑	11%↑	14%↑	17%↑	17%↑
	N Count	76	149	118↑	244↑	94↑	126↑	91↑
	Column Comparisons			a	-		e f j	e f
Using wearable technology like a smartwatch (such as an Apple Watch)	% within column	7%↑	5%	5%	5%	6%	7%↑	7%↑
	N Count	42↑	61	41	111	41	53↑	39↑
	Column Comparisons	a c			-		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 = 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)

G1 - Now we have some questions about gaming. Do you play games at home or elsewhere in any of these ways? [MULTI]

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
Weighted Base	% within column	387	822	1151	557	248	278	728
	N Count							
	Column Comparisons							
Unweighted Base	% within column	395	802	1111	570	266	283	736
	N Count							
	Column Comparisons							
Column Names	% within column	d	e	f	g	h	i	j
	N Count							
	Column Comparisons							
On a games console or games player (e.g. PlayStation, Xbox or Nintendo Switch)	% within column	67%	81%↑	67%↑	69%↑	69%	71%↑	82%↑
	N Count	259	664↑	772↑	385↑	171	196↑	595↑
	Column Comparisons	a k l	a b d f g h i k l	a k l	a k l	a k l	a k l	a b d f g h i k l
On a mobile phone or smartphone	% within column	72%↑	65%	66%↑	66%↑	73%↑	71%↑	63%
	N Count	280↑	532	758↑	370↑	182↑	198↑	460
	Column Comparisons							
On a tablet	% within column	37%	33%↓	44%↑	46%↑	45%↑	49%↑	33%
	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	
On a desktop computer, laptop, or netbook	% within column	37%↑	30%↑	31%↑	31%↑	41%↑	33%↑	30%
	N Count	143↑	244↑	353↑	175↑	102↑	93↑	217
	Column Comparisons					l		
On a virtual reality gaming headset/device (e.g. Oculus, Samsung Gear VR)	% within column	21%↑	20%↑	15%↑	19%↑	26%↑	21%↑	16%↑
	N Count	83↑	165↑	178↑	105↑	64↑	59↑	120↑
	Column Comparisons	a	a f j l	a	a	a l	a	a
Through an app on a smart TV	% within column	23%↑	12%	11%	18%↑	22%↑	22%↑	13%
	N Count	88↑	100	132	99↑	55↑	61↑	98
	Column Comparisons	a e f j			e f	e f j	e f j	
Using wearable technology like a smartwatch (such as an Apple Watch)	% within column	12%↑	5%	4%	7%	12%↑	14%↑	8%↑
	N Count	45↑	44	49	39	30↑	39↑	57↑
	Column Comparisons	a c e f g			f	a e f g	a b c e f g	e 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 = 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)

BANNER

G1 - Now we have some questions about gaming. Do you play games at home or elsewhere in any of these ways? [MULTI]

		Gaming Type			Gaming Frequency		Gaming Purchase Type	
		Interactive stories	Makeovers	NET: Playing against other people	NET: Daily	Weekly	NET: Character, skins, weapons, armour, tools	NET: Game expansion
Weighted Base	% within column	207	249	1027	1602	460	535	237
	N Count							
	Column Comparisons							
Unweighted Base	% within column	218	257	1009	1567	480	549	250
	N Count							
	Column Comparisons							
Column Names	% within column	k	l	m	a	b	a	b
	N Count							
	Column Comparisons							
On a games console or games player (e.g. PlayStation, Xbox or Nintendo Switch)	% within column	60%	53%↓	76%↑	63%	62%	71%	70%
	N Count	124	131↓	776↑	1,015	287	378	165
	Column Comparisons	a		-			c e	
On a mobile phone or smartphone	% within column	72%↑	74%↑	66%↑	65%↑	52%↓	66%	64%
	N Count	150↑	183↑	673↑	1,034↑	240↓	352	152
	Column Comparisons			-	b			
On a tablet	% within column	45%↑	53%↑	33%↓	38%	33%	36%	36%
	N Count	94↑	131↑	341↓	606	154	194	85
	Column Comparisons	c e j	c d e j	-				
On a desktop computer, laptop, or netbook	% within column	33%	27%	30%↑	27%	27%	36%↑	40%↑
	N Count	69	67	309↑	429	122	191↑	95↑
	Column Comparisons			-				
On a virtual reality gaming headset/device (e.g. Oculus, Samsung Gear VR)	% within column	25%↑	16%	19%↑	15%↑	7%↓	21%	30%↑
	N Count	52↑	41	193↑	240↑	32↓	113	71↑
	Column Comparisons	a l	a	-	b			
Through an app on a smart TV	% within column	27%↑	21%↑	14%↑	12%	8%↓	18%↑	28%↑
	N Count	57↑	53↑	145↑	196	37↓	98↑	66↑
	Column Comparisons	a e f j	e f	-	b			d
Using wearable technology like a smartwatch (such as an Apple Watch)	% within column	16%↑	10%↑	6%	5%	5%	10%	16%↑
	N Count	32↑	25↑	61	86	21	55	37↑
	Column Comparisons	a b c e f g	a f	-				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 = 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 14 of 32

Page 632

G1 - Now we have some questions about gaming. Do you play games at home or elsewhere in any of these ways? [MULTI]

		Gaming Purchase Type						Feelings about Gaming Purchase
		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
Weighted Base	% within column	151	447	147	302	122	205	346
	N Count							
	Column Comparisons							
Unweighted Base	% within column	158	428	154	320	133	211	356
	N Count							
	Column Comparisons							
Column Names	% within column	c	d	e	f	g	h	a
	N Count							
	Column Comparisons							
On a games console or games player (e.g. PlayStation, Xbox or Nintendo Switch)	% within column	66%	69%	63%	83%↑	70%	75%↑	54%
	N Count	99	307	92	250↑	86	154↑	188
	Column Comparisons				a b c d e g h		e	
On a mobile phone or smartphone	% within column	64%	69%↑	63%	67%	71%	65%	59%
	N Count	96	309↑	92	203	86	133	203
	Column Comparisons							
On a tablet	% within column	41%	40%↑	40%	32%	44%	39%	36%
	N Count	62	180↑	59	95	54	80	123
	Column Comparisons							
On a desktop computer, laptop, or netbook	% within column	39%↑	32%	44%↑	35%	47%↑	38%↑	30%
	N Count	59↑	141	64↑	104	57↑	77↑	104
	Column Comparisons							
On a virtual reality gaming headset/device (e.g. Oculus, Samsung Gear VR)	% within column	23%	20%	24%	26%↑	27%↑	28%↑	20%↑
	N Count	35	90	35	78↑	33↑	58↑	71↑
	Column Comparisons							
Through an app on a smart TV	% within column	22%↑	14%	24%↑	21%↑	27%↑	21%↑	22%↑
	N Count	34↑	63	36↑	62↑	33↑	43↑	77↑
	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 = 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)

BANNER

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]

		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	772	445	720	715	449
	N Count					
	Column Comparisons					
Unweighted Base	% within column	777	454	734	710	459
	N Count					
	Column Comparisons					
Column Names	% within column	b	c	d	e	f
	N Count					
	Column Comparisons					
On a games console or games player (e.g. PlayStation, Xbox or Nintendo Switch)	% within column	67%↑	58%	68%↑	66%↑	63%
	N Count	521↑	256	492↑	472↑	282
	Column Comparisons	a c		a c	a c	a c
On a mobile phone or smartphone	% within column	63%↑	59%	62%	64%↑	62%
	N Count	489↑	264	448	456↑	276
	Column Comparisons					
On a tablet	% within column	38%	35%	37%	36%	36%
	N Count	292	157	269	259	162
	Column Comparisons					
On a desktop computer, laptop, or netbook	% within column	30%↑	33%↑	32%↑	30%↑	32%↑
	N Count	232↑	148↑	230↑	217↑	145↑
	Column Comparisons					
On a virtual reality gaming headset/device (e.g. Oculus, Samsung Gear VR)	% within column	20%↑	22%↑	20%↑	19%↑	21%↑
	N Count	152↑	97↑	143↑	139↑	95↑
	Column Comparisons					
Through an app on a smart TV	% within column	17%↑	22%↑	17%↑	15%↑	20%↑
	N Count	133↑	97↑	123↑	107↑	89↑
	Column Comparisons		e			e

G1 - Now we have some questions about gaming. Do you play games at home or elsewhere in any of these ways? [MULTI]

BANNER

		Total	Gender of child respondent		Age of child respondent			
			Male	Female	8-9	10-12	13-15	16-17
Using wearable technology like a smartwatch (such as an Apple Watch)	% within column	5%	5%	5%	5%	4%	7%	5%
	N Count	111	60	51	20	28	44	19
	Column Comparisons	-						
No, I never play games in these ways	% within column	3%	1%↓	6%↑	4%	2%↓	4%	4%
	N Count	74	14↓	60↑	20	13↓	26	16
	Column Comparisons	-		a				
NET: Any Gaming	% within column	97%	99%↑	94%↓	96%	98%↑	96%	96%
	N Count	2,140	1,130↑	1,010↓	422	677↑	656	385
	Column Comparisons	-	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%)

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

G1 - Now we have some questions about gaming. Do you play games at home or elsewhere in any of these ways? [MULTI]

		Age of child respondent		Age and gender of child respondent				
		NET: 8-12	NET: 13-17	Male 8-9	Female 8-9	Male 10-12	Female 10-12	Male 13-15
Using wearable technology like a smartwatch (such as an Apple Watch)	% within column	4%	6%	4%	5%	3%↓	6%	9%↑
	N Count	48	63	9	11	9↓	19	31↑
	Column Comparisons	-	-					c
No, I never play games in these ways	% within column	3%	4%	3%	6%↑	2%	2%	0%↓
	N Count	32	42	6	14↑	5	7	2↓
	Column Comparisons	-	-		c e g			
NET: Any Gaming	% within column	97%	96%	97%	94%↓	98%	98%	100%↑
	N Count	1,099	1,041	215	207↓	353	324	339↑
	Column Comparisons	-	-	h		b f h	f h	b f 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 = 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 18 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]

Age and gender of child respondent

		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
Using wearable technology like a smartwatch (such as an Apple Watch)	% within column	4%	5%	4%	3%↓	5%	7%↑	4%
	N Count	13	10	9	18↓	30	42↑	22
	Column Comparisons				-	-	-	-
No, I never play games in these ways	% within column	7%↑	1%↓	8%↑	2%	4%	1%↓	7%↑
	N Count	24↑	1↓	17↑	11	21	3↓	40↑
	Column Comparisons	c d e g		a c d e g	-	-	-	-
NET: Any Gaming	% within column	93%↓	99%↑	92%↓	98%	96%	99%↑	93%↓
	N Count	317↓	223↑	184↓	568	531	562↑	496↓
	Column Comparisons		b f 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 = 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)

G1 - Now we have some questions about gaming. Do you play games at home or elsewhere in any of these ways? [MULTI]

		Urban/ Rural		Working status				D3 - Social grade
		NET: Urban	Rural	Full time	Part time	Student	NET: Not work-ing/ retired	AB
Using wearable technology like a smartwatch (such as an Apple Watch)	% within column	5%	3%	7%↑	3%	4%	1%↓	9%↑
	N Count	104	8	89↑	14	5	3↓	56↑
	Column Comparisons			d				b d
No, I never play games in these ways	% within column	3%	4%	3%	4%	1%	3%	3%
	N Count	64	11	46	15	2	10	16
	Column Comparisons							
NET: Any Gaming	% within column	97%	96%	97%	96%	99%	97%	97%
	N Count	1,908	233	1,280	411	110	295	606
	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)

G1 - Now we have some questions about gaming. Do you play games at home or elsewhere in any of these ways? [MULTI]

BANNER

		D3 - Social grade					Financial wellbeing	
		C1	C2	DE	NET: ABC1	NET: C2DE	Doing well	Getting by
Using wearable technology like a smartwatch (such as an Apple Watch)	% within column	3%↓	5%	3%↓	6%	4%	10%↑	4%
	N Count	15↓	25	16↓	70	41	39↑	52
	Column Comparisons				-	-	b c	
No, I never play games in these ways	% within column	4%	5%	3%	3%	4%	3%	3%
	N Count	21	23	15	37	37	12	37
	Column Comparisons				-	-		
NET: Any Gaming	% within column	96%	95%	97%	97%	96%	97%	97%
	N Count	559	464	511	1,165	975	383	1,108
	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)

BANNER

G1 - Now we have some questions about gaming. Do you play games at home or elsewhere in any of these ways? [MULTI]		Financial wellbeing	Ethnicity		Child identified need/ impacting condition			
		Struggling	White British	NET: All other Ethnicities	Neurodiversity	Mental Health	NET: Identified need/ condition	NET: No identified need/ condition
Using wearable technology like a smartwatch (such as an Apple Watch)	% within column	3%↓	5%	4%	4%	4%	8%↑	4%↓
	N Count	20↓	88	20	7	5	40↑	68↓
	Column Comparisons						-	
No, I never play games in these ways	% within column	4%	3%	4%	2%	2%	1%↓	4%
	N Count	24	53	17	5	2	7↓	63
	Column Comparisons						-	
NET: Any Gaming	% within column	96%	97%	96%	98%	98%	99%↑	96%
	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)

G1 - Now we have some questions about gaming. Do you play games at home or elsewhere in any of these ways? [MULTI]

		Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits		Parental Controls
						NET: Household receives		NET: Has Parental
		NET: Yes	No	Has an EHCP	Don't have an EHCP	Benefits	No Benefits	Controls
Using wearable technology like a smartwatch (such as an Apple Watch)	% within column	8%	5%	12%↑	5%↓	7%↑	4%↓	6%↑
	N Count	19	39	19↑	93↓	63↑	46↓	104↑
	Column Comparisons			b		b		b
No, I never play games in these ways	% within column	1%	4%	0%↓	4%↑	2%↓	4%↑	3%
	N Count	3	33	1↓	74↑	20↓	52↑	56
	Column Comparisons		a		a		a	
NET: Any Gaming	% within column	99%	96%	100%↑	96%↓	98%↑	96%↓	97%
	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%)

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

G1 - Now we have some questions about gaming. Do you play games at home or elsewhere in any of these ways? [MULTI]

		Parental Controls	Parental Concern			Time Spent Online (Weekday)		
		No Controls	Not Concerned	A little Concerned	NET: Moderately/ Very Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs
Using wearable technology like a smartwatch (such as an Apple Watch)	% within column	2%↓	2%↓	5%	10%↑	2%↓	6%	10%↑
	N Count	6↓	22↓	28	59↑	19↓	52	29↑
	Column Comparisons			a	a b		a	a b
No, I never play games in these ways	% within column	5%	5%↑	2%	3%	4%	3%	2%
	N Count	16	47↑	11	15	34	27	7
	Column Comparisons		b					
NET: Any Gaming	% within column	95%	95%↓	98%	97%	96%	97%	98%
	N Count	321	998↓	538	586	839	912	271
	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 = 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)

G1 - Now we have some questions about gaming. Do you play games at home or elsewhere in any of these ways? [MULTI]

		Time Spent Online (Weekday)		Time Spent Online (Weekend)				
		6+ hrs	NET: 5+ Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6 hrs	NET: 5+ Hours
Using wearable technology like a smartwatch (such as an Apple Watch)	% within column	11%↑	11%↑	5%	5%	7%	3%	5%
	N Count	12↑	40↑	15	39	42	16	57
	Column Comparisons	a b	-			d		-
No, I never play games in these ways	% within column	2%	2%	6%↑	3%	2%	3%	2%↓
	N Count	2	9	19↑	25	13	13	26↓
	Column Comparisons		-	c d				-
NET: Any Gaming	% within column	98%	98%	94%↓	97%	98%	97%	98%↑
	N Count	99	371	272↓	760	609	479	1,088↑
	Column Comparisons		-			a	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 = 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)

G1 - Now we have some questions about gaming. Do you play games at home or elsewhere in any of these ways? [MULTI]

		BANNER					SM purchase category	
		Spent Money						
		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
Using wearable technology like a smartwatch (such as an Apple Watch)	% within column	8%↑	12%↑	9%↑	14%↑	1%↓	11%	20%↑
	N Count	105↑	89↑	103↑	87↑	7↓	45	31↑
	Column Comparisons	e	e	e	e			a
No, I never play games in these ways	% within column	1%↓	2%↓	0%↓	0%↓	7%↑	2%	1%
	N Count	13↓	13↓	0↓	0↓	62↑	7	2
	Column Comparisons		c			a b c d		
NET: Any Gaming	% within column	99%↑	98%↑	100%↑	100%↑	93%↓	98%	99%
	N Count	1,276↑	755↑	1,125↑	604↑	864↓	422	151
	Column Comparisons	e	e	b e	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 = 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)

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 Method
		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
Using wearable technology like a smartwatch (such as an Apple Watch)	% within column	20%↑	26%↑	19%↑	13%↑	17%↑	12%↑	4%
	N Count	43↑	42↑	60↑	73↑	65↑	65↑	56
	Column Comparisons	a	a	d		d		
No, I never play games in these ways	% within column	1%	1%	1%	1%↓	2%	2%	0%↓
	N Count	2	2	4	8↓	6	11	0↓
	Column Comparisons							-
NET: Any Gaming	% within column	99%	99%	99%	99%↑	98%	98%	100%↑
	N Count	214	157	310	548↑	372	555	1,330↑
	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)

BANNER

G1 - Now we have some questions about gaming. Do you play games at home or elsewhere in any of these ways? [MULTI]		Gaming Method				Gaming Type		
		Desktop computer, laptop or netbook	Mobile phone or smartphone	Tablet	NET: Any Gaming	Puzzles or quizzes	Action/ adventure	Shooters
Using wearable technology like a smartwatch (such as an Apple Watch)	% within column	7%↑	5%	5%	5%	6%	7%↑	7%↑
	N Count	42↑	61	41	111	41	53↑	39↑
	Column Comparisons	a c			-		f	f
No, I never play games in these ways	% within column	0%↓	0%↓	0%↓	0%↓	0%	0%	0%
	N Count	0↓	0↓	0↓	0↓	0	0	0
	Column Comparisons	-	-	-	-	-	-	-
NET: Any Gaming	% within column	100%↑	100%↑	100%↑	100%↑	100%	100%	100%
	N Count	572↑	1,316↑	782↑	2,140↑	650	731	547
	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)

G1 - Now we have some questions about gaming. Do you play games at home or elsewhere in any of these ways? [MULTI]

		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
Using wearable technology like a smartwatch (such as an Apple Watch)	% within column	12%↑	5%	4%	7%	12%↑	14%↑	8%↑
	N Count	45↑	44	49	39	30↑	39↑	57↑
	Column Comparisons	a c e f g			f	a e f g	a b c e f g	e f
No, I never play games in these ways	% within column	0%	0%	0%	0%	0%	0%	0%
	N Count	0	0	0	0	0	0	0
	Column Comparisons	-	-	-	-	-	-	-
NET: Any Gaming	% within column	100%	100%	100%	100%	100%	100%	100%
	N Count	387	822	1,151	557	248	278	728
	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)

G1 - Now we have some questions about gaming. Do you play games at home or elsewhere in any of these ways? [MULTI]

		Gaming Type			Gaming Frequency		Gaming Purchase Type	
		Interactive stories	Makeovers	NET: Playing against other people	NET: Daily	Weekly	NET: Character, skins, weapons, armour, tools	NET: Game expansion
Using wearable technology like a smartwatch (such as an Apple Watch)	% within column	16%↑	10%↑	6%	5%	5%	10%	16%↑
	N Count	32↑	25↑	61	86	21	55	37↑
	Column Comparisons	a b c e f g	a f	-				d f
No, I never play games in these ways	% within column	0%	0%	0%	0%	0%	0%	0%
	N Count	0	0	0	0	0	0	0
	Column Comparisons	-	-	-	-	-	-	-
NET: Any Gaming	% within column	100%	100%	100%	100%	100%	100%	100%
	N Count	207	249	1,027	1,602	460	535	237
	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)

		Gaming Purchase Type						Feelings about Gaming Purch- ase
G1 - Now we have some questions about gaming. Do you play games at home or elsewhere in any of these ways? [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
Using wearable technology like a smartwatch (such as an Apple Watch)	% within column	18%↑	8%	17%↑	9%	17%↑	13%↑	17%↑
	N Count	28↑	36	25↑	27	21↑	28↑	60↑
	Column Comparisons	a d f		d f		f		d e
No, I never play games in these ways	% within column	0%	0%	0%	0%	0%	0%	0%↓
	N Count	0	0	0	0	0	0	0↓
	Column Comparisons	-	-	-	-	-	-	-
NET: Any Gaming	% within column	100%	100%	100%	100%	100%	100%	100%↑
	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; 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)

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]		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
Using wearable technology like a smartwatch (such as an Apple Watch)	% within column	10%↑	16%↑	10%↑	10%↑	13%↑
	N Count	79↑	71↑	72↑	71↑	58↑
	Column Comparisons		b d e			
No, I never play games in these ways	% within column	0%↓	0%↓	0%↓	0%↓	0%↓
	N Count	0↓	0↓	0↓	0↓	0↓
	Column Comparisons	-	-	-	-	-
NET: Any Gaming	% within column	100%↑	100%↑	100%↑	100%↑	100%↑
	N Count	772↑	445↑	720↑	715↑	449↑
	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)

BANNER

G2 - Which of the following types of games do you play? [MULTI]

		Total	Gender of child respondent		Age of child respondent		
			Male	Female	8-9	10-12	13-15
Weighted Base	% within column	2140	1130	1010	422	677	656
	N Count						
	Column Comparisons						
Unweighted Base	% within column	2117	1080	1037	413	643	636
	N Count						
	Column Comparisons						
Column Names	% within column	a	a	b	a	b	c
	N Count						
	Column Comparisons						
Creative and building games (e.g. Roblox, Minecraft)	% within column	54%	52%	56%	64%↑	59%↑	52%
	N Count	1,151	587	564	268↑	400↑	343
	Column Comparisons	-			c d	c d	d
Playing against multiple people/ teams (e.g. Fortnite, Fall Guys, Among Us)	% within column	38%	48%↑	28%↓	35%	35%	40%
	N Count	822	540↑	282↓	149	239	264
	Column Comparisons	-	b				
Action/adventure (Super Mario Odyssey, Legend of Zelda: Breath of the Wild, Subway Surfer)	% within column	34%	39%↑	29%↓	42%↑	36%	29%↓
	N Count	731	441↑	289↓	179↑	241	193↓
	Column Comparisons	-	b		b c d	c	
Sports (e.g. FIFA, EA Sports FC, NBA, Rocket League)	% within column	34%	50%↑	17%↓	29%↓	32%	36%
	N Count	728	560↑	168↓	121↓	218	239
	Column Comparisons	-	b				a
Puzzles or quizzes (e.g. Trivia 360, Sudoku, Candy Crush)	% within column	30%	20%↓	42%↑	31%	27%	32%
	N Count	650	227↓	423↑	132	186	212
	Column Comparisons	-		a			
Playing in a virtual world (e.g. Animal Crossing, World of Warcraft, Sims)	% within column	26%	19%↓	33%↑	32%↑	27%	24%
	N Count	557	220↓	337↑	134↑	185	157
	Column Comparisons	-		a	c d		
Shooters (e.g. Star Wars: Battlefront, Call of Duty)	% within column	26%	36%↑	14%↓	16%↓	22%↓	31%↑
	N Count	547	409↑	138↓	67↓	149↓	204↑
	Column Comparisons	-	b			a	a b
Playing against one other person (e.g. Words with Friends, Online chess)	% within column	18%	19%	17%	16%	18%	20%
	N Count	387	211	176	68	122	131
	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)

BANNER

G2 - Which of the following types of games do you play? [MULTI]

		Age of child respondent			Age and gender of child respondent		
		16-17	NET: 8-12	NET: 13-17	Male 8-9	Female 8-9	Male 10-12
Weighted Base	% within column	385	1099	1041	215	207	353
	N Count						
	Column Comparisons						
Unweighted Base	% within column	425	1056	1061	211	202	326
	N Count						
	Column Comparisons						
Column Names	% within column	d	e	f	a	b	c
	N Count						
	Column Comparisons						
Creative and building games (e.g. Roblox, Minecraft)	% within column	36%↓	61%↑	46%↓	60%	67%↑	60%↑
	N Count	140↓	668↑	483↓	130	138↑	212↑
	Column Comparisons		-	-	g h	e f g h	g h
Playing against multiple people/ teams (e.g. Fortnite, Fall Guys, Among Us)	% within column	44%↑	35%↓	42%↑	44%	26%↓	46%↑
	N Count	170↑	388↓	434↑	96	54↓	161↑
	Column Comparisons	a b	-	-	b d f		b d f h
Action/adventure (Super Mario Odyssey, Legend of Zelda: Breath of the Wild, Subway Surfer)	% within column	31%	38%↑	30%↓	50%↑	34%	39%
	N Count	119	419↑	311↓	109↑	70	138
	Column Comparisons		-	-	b c d e f g h		f h
Sports (e.g. FIFA, EA Sports FC, NBA, Rocket League)	% within column	39%	31%↓	37%↑	44%↑	13%↓	45%↑
	N Count	149	340↓	388↑	94↑	27↓	160↑
	Column Comparisons	a	-	-	b d f h		b d f h
Puzzles or quizzes (e.g. Trivia 360, Sudoku, Candy Crush)	% within column	31%	29%	32%	24%	39%↑	19%↓
	N Count	121	318	332	51	81↑	68↓
	Column Comparisons		-	-		a c e g	
Playing in a virtual world (e.g. Animal Crossing, World of Warcraft, Sims)	% within column	21%↓	29%↑	23%↓	26%	37%↑	20%↓
	N Count	82↓	318↑	239↓	57	77↑	70↓
	Column Comparisons		-	-	g	c e g	
Shooters (e.g. Star Wars: Battlefront, Call of Duty)	% within column	33%↑	20%↓	32%↑	21%	11%↓	33%↑
	N Count	127↑	216↓	331↑	45	22↓	117↑
	Column Comparisons	a b	-	-	b d		a b d f h
Playing against one other person (e.g. Words with Friends, Online chess)	% within column	17%	17%	19%	17%	15%	18%
	N Count	65	190	197	37	31	64
	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)

G2 - Which of the following types of games do you play? [MULTI]

Age and gender of child respondent

		Female 10-12	Male 13-15	Female 13-15	Male 16-17	Female 16-17	NET: Male 8-12
Weighted Base	% within column	324	339	317	223	184	568
	N Count						
	Column Comparisons						
Unweighted Base	% within column	317	322	314	221	233	537
	N Count						
	Column Comparisons						
Column Names	% within column	d	e	f	g	h	i
	N Count						
	Column Comparisons						
Creative and building games (e.g. Roblox, Minecraft)	% within column	58%	52%	53%	31%↓	45%↓	60%↑
	N Count	187	175	168	69↓	83↓	343↑
	Column Comparisons	g h	g	g		g	-
Playing against multiple people/ teams (e.g. Fortnite, Fall Guys, Among Us)	% within column	24%↓	50%↑	30%↓	51%↑	34%	45%↑
	N Count	78↓	170↑	94↓	113↑	63	256↑
	Column Comparisons		b d f h		b d f h	d	-
Action/adventure (Super Mario Odyssey, Legend of Zelda: Breath of the Wild, Subway Surfer)	% within column	32%	34%	25%↓	36%	25%↓	43%↑
	N Count	102	114	78↓	80	46↓	247↑
	Column Comparisons		f		f h		-
Sports (e.g. FIFA, EA Sports FC, NBA, Rocket League)	% within column	18%↓	56%↑	16%↓	52%↑	21%↓	45%↑
	N Count	58↓	189↑	50↓	116↑	39↓	254↑
	Column Comparisons		a b c d f h		b d f h		-
Puzzles or quizzes (e.g. Trivia 360, Sudoku, Candy Crush)	% within column	36%↑	20%↓	45%↑	18%↓	47%↑	21%↓
	N Count	118↑	68↓	144↑	40↓	87↑	119↓
	Column Comparisons	a c e g		a c d e g		a c d e g	-
Playing in a virtual world (e.g. Animal Crossing, World of Warcraft, Sims)	% within column	36%↑	18%↓	30%	14%↓	30%	22%
	N Count	115↑	62↓	95	31↓	56	126
	Column Comparisons	c e g		c e g		c e g	-
Shooters (e.g. Star Wars: Battlefront, Call of Duty)	% within column	10%↓	46%↑	16%↓	41%↑	22%	29%
	N Count	32↓	155↑	49↓	92↑	40	162
	Column Comparisons		a b c d f h	d	a b d f h	b d	-
Playing against one other person (e.g. Words with Friends, Online chess)	% within column	18%	20%	20%	19%	16%	18%
	N Count	58	69	62	41	29	101
	Column Comparisons						-

G2 - Which of the following types of games do you play? [MULTI]

		Age and gender of child respondent			Urban/ Rural		Working status
		NET: Female 8-12	NET: Male 13-17	NET: Female 13-17	NET: Urban	Rural	Full time
Weighted Base	% within column	531	562	496	1908	233	1280
	N Count						
	Column Comparisons						
Unweighted Base	% within column	519	543	540	1876	241	1327
	N Count						
	Column Comparisons						
Column Names	% within column	j	k	l	a	b	a
	N Count						
	Column Comparisons						
Creative and building games (e.g. Roblox, Minecraft)	% within column	61%↑	43%↓	50%	53%	59%	49%↓
	N Count	325↑	244↓	247	1,013	138	629↓
	Column Comparisons	-	-	-			
Playing against multiple people/ teams (e.g. Fortnite, Fall Guys, Among Us)	% within column	25%↓	50%↑	31%↓	38%	44%	38%
	N Count	132↓	284↑	156↓	720	102	483
	Column Comparisons	-	-	-			
Action/adventure (Super Mario Odyssey, Legend of Zelda: Breath of the Wild, Subway Surfer)	% within column	33%	35%	25%↓	35%↑	24%↓	38%↑
	N Count	173	195	124↓	674↑	57↓	491↑
	Column Comparisons	-	-	-	b		b d
Sports (e.g. FIFA, EA Sports FC, NBA, Rocket League)	% within column	16%↓	54%↑	18%↓	35%	29%	38%↑
	N Count	85↓	306↑	89↓	660	68	490↑
	Column Comparisons	-	-	-			b d
Puzzles or quizzes (e.g. Trivia 360, Sudoku, Candy Crush)	% within column	37%↑	19%↓	46%↑	31%	27%	31%
	N Count	198↑	108↓	228↑	586	64	402
	Column Comparisons	-	-	-			
Playing in a virtual world (e.g. Animal Crossing, World of Warcraft, Sims)	% within column	36%↑	17%↓	30%↑	26%	23%	27%
	N Count	192↑	93↓	150↑	503	54	343
	Column Comparisons	-	-	-			
Shooters (e.g. Star Wars: Battlefront, Call of Duty)	% within column	10%↓	44%↑	18%↓	26%	22%	30%↑
	N Count	54↓	247↑	88↓	496	51	378↑
	Column Comparisons	-	-	-			b d
Playing against one other person (e.g. Words with Friends, Online chess)	% within column	17%	20%	18%	19%	13%	21%↑
	N Count	89	110	91	356	31	271↑
	Column Comparisons	-	-	-	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 = 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)

G2 - Which of the following types of games do you play? [MULTI]

		Working status			D3 - Social grade		
		Part time	Student	NET: Not working/ retired	AB	C1	C2
Weighted Base	% within column	411	110	295	606	559	464
	N Count						
	Column Comparisons						
Unweighted Base	% within column	368	111	272	858	464	338
	N Count						
	Column Comparisons						
Column Names	% within column	b	c	d	a	b	c
	N Count						
	Column Comparisons						
Creative and building games (e.g. Roblox, Minecraft)	% within column	63%↑	45%	62%↑	49%↓	57%	55%
	N Count	257↑	49	184↑	297↓	319	255
	Column Comparisons	a c		a c		a	
Playing against multiple people/ teams (e.g. Fortnite, Fall Guys, Among Us)	% within column	40%	42%	37%	36%	39%	42%
	N Count	165	47	108	220	217	197
	Column Comparisons						
Action/adventure (Super Mario Odyssey, Legend of Zelda: Breath of the Wild, Subway Surfer)	% within column	26%↓	31%	29%	41%↑	31%	32%
	N Count	108↓	34	86	252↑	174	150
	Column Comparisons				b c d		
Sports (e.g. FIFA, EA Sports FC, NBA, Rocket League)	% within column	31%	34%	22%↓	42%↑	35%	29%↓
	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 Crush)	% within column	27%	33%	30%	34%↑	32%	29%
	N Count	110	36	88	206↑	177	134
	Column Comparisons				d		
Playing in a virtual world (e.g. Animal Crossing, World of Warcraft, Sims)	% within column	25%	29%	23%	31%↑	22%↓	26%
	N Count	105	32	69	190↑	122↓	121
	Column Comparisons				b d		
Shooters (e.g. Star Wars: Battlefront, Call of Duty)	% within column	18%↓	27%	20%↓	33%↑	22%	21%↓
	N Count	75↓	30	58↓	201↑	124	96↓
	Column Comparisons				b c d		

Part 5 of 38

G2 - Which of the following types of games do you play? [MULTI]

		D3 - Social grade			Financial wellbeing		
		DE	NET: ABC1	NET: C2DE	Doing well	Getting by	Struggling
Weighted Base	% within column	511	1165	975	383	1108	628
	N Count						
	Column Comparisons						
Unweighted Base	% within column	457	1322	795	436	1079	584
	N Count						
	Column Comparisons						
Column Names	% within column	d	e	f	a	b	c
	N Count						
	Column Comparisons						
Creative and building games (e.g. Roblox, Minecraft)	% within column	55%	53%	55%	46%↓	55%	58%↑
	N Count	281	615	535	175↓	604	365↑
	Column Comparisons		-	-		a	a
Playing against multiple people/ teams (e.g. Fortnite, Fall Guys, Among Us)	% within column	37%	38%	39%	37%	39%	39%
	N Count	188	437	385	141	430	246
	Column Comparisons		-	-			
Action/adventure (Super Mario Odyssey, Legend of Zelda: Breath of the Wild, Subway Surfer)	% within column	30%	37%↑	31%↓	41%↑	36%	28%↓
	N Count	155	426↑	305↓	159↑	395	176↓
	Column Comparisons		-	-	b c	c	
Sports (e.g. FIFA, EA Sports FC, NBA, Rocket League)	% within column	28%↓	39%↑	28%↓	42%↑	34%	31%
	N Count	144↓	452↑	277↓	160↑	371	192
	Column Comparisons		-	-	b c		
Puzzles or quizzes (e.g. Trivia 360, Sudoku, Candy Crush)	% within column	26%↓	33%↑	27%↓	35%↑	30%	29%
	N Count	133↓	383↑	267↓	135↑	331	180
	Column Comparisons		-	-			
Playing in a virtual world (e.g. Animal Crossing, World of Warcraft, Sims)	% within column	24%	27%	25%	28%	27%	24%
	N Count	125	312	245	108	295	151
	Column Comparisons		-	-			
Shooters (e.g. Star Wars: Battlefront, Call of Duty)	% within column	24%	28%↑	23%↓	32%↑	24%	24%
	N Count	125	325↑	222↓	121↑	270	152
	Column Comparisons		-	-	b c		

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)

G2 - Which of the following types of games do you play? [MULTI]		Ethnicity		Child identified need/ impacting condition			
		White British	NET: All other Ethnicities	Neurodiversity	Mental Health	NET: Identified need/ condition	NET: No identified need/ condition
Weighted Base	% within column	1677	431	189	106	467	1646
	N Count						
	Column Comparisons						
Unweighted Base	% within column	1648	435	177	107	450	1638
	N Count						
	Column Comparisons						
Column Names	% within column	a	b	a	b	c	d
	N Count						
	Column Comparisons						
Creative and building games (e.g. Roblox, Minecraft)	% within column	54%	53%	71%↑	64%	58%	52%
	N Count	904	228	133↑	68	271	863
	Column Comparisons			d	d	-	
Playing against multiple people/ teams (e.g. Fortnite, Fall Guys, Among Us)	% within column	41%↑	31%↓	44%	46%	43%	37%
	N Count	681↑	133↓	83	49	199	616
	Column Comparisons	b				-	
Action/adventure (Super Mario Odyssey, Legend of Zelda: Breath of the Wild, Subway Surfer)	% within column	33%	39%↑	34%	28%	32%	35%
	N Count	556	169↑	65	30	148	578
	Column Comparisons		a			-	
Sports (e.g. FIFA, EA Sports FC, NBA, Rocket League)	% within column	34%	35%	22%↓	27%	25%↓	37%↑
	N Count	568	152	42↓	29	118↓	603↑
	Column Comparisons					-	a
Puzzles or quizzes (e.g. Trivia 360, Sudoku, Candy Crush)	% within column	28%↓	40%↑	25%	37%	26%	32%↑
	N Count	473↓	171↑	48	39	122	523↑
	Column Comparisons		a			-	
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↓
	Column Comparisons	b			a d	-	
Shooters (e.g. Star Wars: Battlefront, Call of Duty)	% within column	26%	26%	22%	27%	26%	25%
	N Count	429	114	42	29	123	420
	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 7 of 38

G2 - Which of the following types of games do you play? [MULTI]

		Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits	
		NET: Yes	No	Has an EHCP	Don't have an EHCP	NET: Household receives Benefits	No Benefits
Weighted Base	% within column	231	758	157	1983	894	1143
	N Count						
	Column Comparisons						
Unweighted Base	% within column	234	774	153	1964	854	1166
	N Count						
	Column Comparisons						
Column Names	% within column	a	b	a	b	a	b
	N Count						
	Column Comparisons						
Creative and building games (e.g. Roblox, Minecraft)	% within column	53%	45%	62%	53%	55%	54%
	N Count	122	344	97	1,053	488	612
	Column Comparisons	b		b			
Playing against multiple people/ teams (e.g. Fortnite, Fall Guys, Among Us)	% within column	46%	41%	39%	38%	39%	38%
	N Count	107	309	62	761	350	433
	Column Comparisons						
Action/adventure (Super Mario Odyssey, Legend of Zelda: Breath of the Wild, Subway Surfer)	% within column	24%↓	33%↑	39%	34%	32%	36%
	N Count	55↓	250↑	61	670	288	406
	Column Comparisons		a				
Sports (e.g. FIFA, EA Sports FC, NBA, Rocket League)	% within column	28%↓	40%↑	29%	34%	31%↓	36%↑
	N Count	64↓	307↑	46	682	276↓	416↑
	Column Comparisons		a				a
Puzzles or quizzes (e.g. Trivia 360, Sudoku, Candy Crush)	% within column	32%	32%	29%	30%	30%	30%
	N Count	73	244	45	605	272	345
	Column Comparisons						
Playing in a virtual world (e.g. Animal Crossing, World of Warcraft, Sims)	% within column	29%	22%	37%↑	25%↓	28%	26%
	N Count	67	169	58↑	499↓	249	298
	Column Comparisons	b		b			
Shooters (e.g. Star Wars: Battlefront, Call of Duty)	% within column	34%	32%	30%	25%	26%	25%
	N Count	78	245	47	500	236	284
	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)

G2 - Which of the following types of games do you play? [MULTI]		Parental Controls		Parental Concern			Time Spent Online (Weekday)
		NET: Has Parental Controls	No Controls	Not Concerned	A little Concerned	NET: Moderately/ Very Concerned	0 - 2hrs
Weighted Base	% within column	1797	321	998	538	586	839
	N Count						
	Column Comparisons						
Unweighted Base	% within column	1775	322	960	544	596	820
	N Count						
	Column Comparisons						
Column Names	% within column	a	b	a	b	c	a
	N Count						
	Column Comparisons						
Creative and building games (e.g. Roblox, Minecraft)	% within column	54%	52%	60%↑	53%	45%↓	52%
	N Count	975	168	596↑	284	262↓	439
	Column Comparisons			b c	c		
Playing against multiple people/ teams (e.g. Fortnite, Fall Guys, Among Us)	% within column	39%	37%	41%	39%	35%	28%↓
	N Count	696	119	405	209	204	233↓
	Column Comparisons						
Action/adventure (Super Mario Odyssey, Legend of Zelda: Breath of the Wild, Subway Surfer)	% within column	35%	29%	32%	35%	38%	33%
	N Count	631	94	315	188	221	281
	Column Comparisons					a	
Sports (e.g. FIFA, EA Sports FC, NBA, Rocket League)	% within column	34%	33%	31%↓	35%	38%↑	32%
	N Count	618	105	312↓	189	224↑	268
	Column Comparisons					a	
Puzzles or quizzes (e.g. Trivia 360, Sudoku, Candy Crush)	% within column	31%	30%	29%	28%	36%↑	32%
	N Count	549	97	287	148	208↑	271
	Column Comparisons					a b	
Playing in a virtual world (e.g. Animal Crossing, World of Warcraft, Sims)	% within column	27%	24%	26%	27%	26%	26%
	N Count	478	77	255	146	153	215
	Column Comparisons						
Shooters (e.g. Star Wars: Battlefront, Call of Duty)	% within column	25%	26%	22%↓	27%	30%↑	18%↓
	N Count	458	84	221↓	146	177↑	150↓
	Column Comparisons					a	

G2 - Which of the following types of games do you play? [MULTI]

		Time Spent Online (Weekday)				Time Spent Online (Weekend)	
		3 - 4hrs	5 - 6hrs	6+ hrs	NET: 5+ Hours	0 - 2hrs	3 - 4hrs
Weighted Base	% within column	912	271	99	371	272	760
	N Count						
	Column Comparisons						
Unweighted Base	% within column	900	276	103	379	262	753
	N Count						
	Column Comparisons						
Column Names	% within column	b	c	d	e	a	b
	N Count						
	Column Comparisons						
Creative and building games (e.g. Roblox, Minecraft)	% within column	55%	57%	49%	55%	41%↓	51%
	N Count	498	154	49	202	111↓	388
	Column Comparisons				-		a
Playing against multiple people/ teams (e.g. Fortnite, Fall Guys, Among Us)	% within column	45%↑	45%	51%↑	47%↑	23%↓	31%↓
	N Count	412↑	122	51↑	173↑	62↓	234↓
	Column Comparisons	a	a	a	-		a
Action/adventure (Super Mario Odyssey, Legend of Zelda: Breath of the Wild, Subway Surfer)	% within column	34%	36%	42%	38%	31%	33%
	N Count	306	98	42	140	86	248
	Column Comparisons				-		
Sports (e.g. FIFA, EA Sports FC, NBA, Rocket League)	% within column	35%	37%	38%	37%	27%↓	35%
	N Count	320	100	38	138	74↓	267
	Column Comparisons				-		
Puzzles or quizzes (e.g. Trivia 360, Sudoku, Candy Crush)	% within column	28%	30%	36%	32%	34%	31%
	N Count	257	81	36	117	92	237
	Column Comparisons				-		
Playing in a virtual world (e.g. Animal Crossing, World of Warcraft, Sims)	% within column	26%	30%	25%	29%	20%	29%
	N Count	233	82	24	107	55	217
	Column Comparisons				-		
Shooters (e.g. Star Wars: Battlefront, Call of Duty)	% within column	30%↑	31%	42%↑	34%↑	16%↓	22%↓
	N Count	270↑	83	42↑	125↑	44↓	167↓
	Column Comparisons	a	a	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 = 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)

G2 - Which of the following types of games do you play? [MULTI]

		Time Spent Online (Weekend)			Spent Money		
		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
Weighted Base	% within column	609	479	1088	1276	755	1125
	N Count						
	Column Comparisons						
Unweighted Base	% within column	606	477	1083	1283	787	1128
	N Count						
	Column Comparisons						
Column Names	% within column	c	d	e	a	b	c
	N Count						
	Column Comparisons						
Creative and building games (e.g. Roblox, Minecraft)	% within column	58%↑	60%↑	59%↑	53%	48%↓	53%
	N Count	353↑	287↑	640↑	677	363↓	600
	Column Comparisons	a b	a b	-			
Playing against multiple people/ teams (e.g. Fortnite, Fall Guys, Among Us)	% within column	43%↑	54%↑	48%↑	45%↑	38%	48%↑
	N Count	260↑	261↑	522↑	573↑	287	537↑
	Column Comparisons	a b	a b c	-	e	e	b e
Action/adventure (Super Mario Odyssey, Legend of Zelda: Breath of the Wild, Subway Surfer)	% within column	36%	35%	36%	37%↑	37%	39%↑
	N Count	220	170	390	472↑	276	439↑
	Column Comparisons			-	e	e	b e
Sports (e.g. FIFA, EA Sports FC, NBA, Rocket League)	% within column	36%	35%	35%	38%↑	35%	40%↑
	N Count	218	168	386	483↑	263	451↑
	Column Comparisons			-	e	e	b e
Puzzles or quizzes (e.g. Trivia 360, Sudoku, Candy Crush)	% within column	28%	31%	29%	29%	35%↑	27%↓
	N Count	171	147	318	365	265↑	306↓
	Column Comparisons			-		c	
Playing in a virtual world (e.g. Animal Crossing, World of Warcraft, Sims)	% within column	26%	26%	26%	29%↑	30%↑	29%↑
	N Count	157	126	283	364↑	228↑	332↑
	Column Comparisons			-	e	e	e
Shooters (e.g. Star Wars: Battlefront, Call of Duty)	% within column	28%	34%↑	31%↑	32%↑	30%↑	34%↑
	N Count	172	161↑	333↑	408↑	230↑	383↑
	Column Comparisons	a b	a b	-	e	e	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 = 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)

G2 - Which of the following types of games do you play? [MULTI]

		Spent Money		SM purchase category			
		Bought something from both	Not bought from either	Product	Activity	Subscription/ Upgrade	NET: Gift
Weighted Base	% within column	604	864	422	151	214	157
	N Count						
	Column Comparisons						
Unweighted Base	% within column	632	834	443	163	224	169
	N Count						
	Column Comparisons						
Column Names	% within column	d	e	a	b	c	d
	N Count						
	Column Comparisons						
Creative and building games (e.g. Roblox, Minecraft)	% within column	47%↓	55%	54%↑	40%	45%	40%
	N Count	286↓	473	230↑	61	97	63
	Column Comparisons		b d	b c d			
Playing against multiple people/ teams (e.g. Fortnite, Fall Guys, Among Us)	% within column	42%	29%↓	39%	37%	44%	40%
	N Count	252	249↓	164	55	94	63
	Column Comparisons	e					
Action/adventure (Super Mario Odyssey, Legend of Zelda: Breath of the Wild, Subway Surfer)	% within column	40%↑	30%↓	35%	51%↑	41%	44%
	N Count	243↑	259↓	149	76↑	88	68
	Column Comparisons	e			a		
Sports (e.g. FIFA, EA Sports FC, NBA, Rocket League)	% within column	38%↑	28%↓	37%	43%↑	43%↑	41%
	N Count	232↑	245↓	158	65↑	93↑	65
	Column Comparisons	e					
Puzzles or quizzes (e.g. Trivia 360, Sudoku, Candy Crush)	% within column	34%↑	33%	40%↑	41%	35%	37%
	N Count	207↑	285	167↑	62	74	58
	Column Comparisons		c				
Playing in a virtual world (e.g. Animal Crossing, World of Warcraft, Sims)	% within column	32%↑	22%↓	31%	33%	37%↑	43%↑
	N Count	196↑	193↓	130	49	79↑	68↑
	Column Comparisons	e					
Shooters (e.g. Star Wars: Battlefront, Call of Duty)	% within column	34%↑	16%↓	32%	39%↑	35%	39%↑
	N Count	205↑	139↓	136	59↑	74	61↑
	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 = 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)

BANNER

G2 - Which of the following types of games do you play? [MULTI]

		Feelings about SM purchase				Gaming Method	
		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	310	548	372	555	1330	572
	N Count						
	Column Comparisons						
Unweighted Base	% within column	325	578	396	585	1316	582
	N Count						
	Column Comparisons						
Column Names	% within column	a	b	c	d	a	b
	N Count						
	Column Comparisons						
Creative and building games (e.g. Roblox, Minecraft)	% within column	38%↓	48%↓	42%↓	48%↓	58%↑	62%↑
	N Count	117↓	262↓	155↓	265↓	772↑	353↑
	Column Comparisons						
Playing against multiple people/ teams (e.g. Fortnite, Fall Guys, Among Us)	% within column	36%	39%	36%	38%	50%↑	43%↑
	N Count	113	215	133	209	664↑	244↑
	Column Comparisons					b c d	d
Action/adventure (Super Mario Odyssey, Legend of Zelda: Breath of the Wild, Subway Surfer)	% within column	38%	37%	39%↑	38%	42%↑	39%↑
	N Count	117	204	147↑	210	564↑	226↑
	Column Comparisons					b c d	
Sports (e.g. FIFA, EA Sports FC, NBA, Rocket League)	% within column	35%	37%	36%	36%	45%↑	38%
	N Count	108	204	133	202	595↑	217
	Column Comparisons					b c d	d
Puzzles or quizzes (e.g. Trivia 360, Sudoku, Candy Crush)	% within column	35%	37%↑	34%	37%↑	25%↓	34%
	N Count	107	205↑	126	207↑	338↓	195
	Column Comparisons						a
Playing in a virtual world (e.g. Animal Crossing, World of Warcraft, Sims)	% within column	32%↑	33%↑	34%↑	32%↑	29%↑	31%↑
	N Count	99↑	178↑	127↑	178↑	385↑	175↑
	Column Comparisons						
Shooters (e.g. Star Wars: Battlefront, Call of Duty)	% within column	29%	33%↑	32%↑	31%↑	33%↑	34%↑
	N Count	90	178↑	121↑	172↑	443↑	194↑
	Column Comparisons					b c 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%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, 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 - Which of the following types of games do you play? [MULTI]

		Gaming Method			Gaming Type		
		Mobile phone or smartphone	Tablet	NET: Any Gaming	Puzzles or quizzes	Action/ adventure	Shooters
Weighted Base	% within column	1316	782	2140	650	731	547
	N Count						
	Column Comparisons						
Unweighted Base	% within column	1317	774	2117	662	740	564
	N Count						
	Column Comparisons						
Column Names	% within column	c	d	e	a	b	c
	N Count						
	Column Comparisons						
Creative and building games (e.g. Roblox, Minecraft)	% within column	58%↑	64%↑	54%	50%↓	57%	49%↓
	N Count	758↑	503↑	1,151	324↓	417	267↓
	Column Comparisons			-		a c d j	
Playing against multiple people/ teams (e.g. Fortnite, Fall Guys, Among Us)	% within column	40%	34%↓	38%	30%↓	42%	55%↑
	N Count	532	268↓	822	197↓	304	299↑
	Column Comparisons	d		-		a i k l	a b d g h i k l
Action/adventure (Super Mario Odyssey, Legend of Zelda: Breath of the Wild, Subway Surfer)	% within column	37%↑	40%↑	34%	36%	100%↑	46%↑
	N Count	482↑	315↑	731	231	731↑	253↑
	Column Comparisons			-		a c d e f g h i j k l	a e f j l
Sports (e.g. FIFA, EA Sports FC, NBA, Rocket League)	% within column	35%	31%	34%	33%	39%↑	57%↑
	N Count	460	241	728	212	286↑	314↑
	Column Comparisons	d		-	l	a f g i k l	a b d e f g h i k l
Puzzles or quizzes (e.g. Trivia 360, Sudoku, Candy Crush)	% within column	38%↑	37%↑	30%	100%↑	32%	27%
	N Count	494↑	289↑	650	650↑	231	150
	Column Comparisons	a b d	a	-	b c d e f g h i j k l	c e	
Playing in a virtual world (e.g. Animal Crossing, World of Warcraft, Sims)	% within column	28%↑	33%↑	26%	34%↑	33%↑	28%
	N Count	370↑	255↑	557	218↑	241↑	156
	Column Comparisons			-	c e j	c e j	j
Shooters (e.g. Star Wars: Battlefront, Call of Duty)	% within column	28%↑	22%↓	26%	23%	35%↑	100%↑
	N Count	374↑	175↓	547	150	253↑	547↑
	Column Comparisons	d		-		a f g i l	a b d e f g h i j k l

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)

Gaming Type

G2 - Which of the following types of games do you play? [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
Weighted Base	% within column	387	822	1151	557	248	278
	N Count						
	Column Comparisons						
Unweighted Base	% within column	395	802	1111	570	266	283
	N Count						
	Column Comparisons						
Column Names	% within column	d	e	f	g	h	i
	N Count						
	Column Comparisons						
Creative and building games (e.g. Roblox, Minecraft)	% within column	51%	62%↑	100%↑	60%↑	58%	56%
	N Count	199	512↑	1,151↑	337↑	143	157
	Column Comparisons		a b c d j l	a b c d e g h i j k l	a c d j l		
Playing against multiple people/ teams (e.g. Fortnite, Fall Guys, Among Us)	% within column	47%↑	100%↑	44%↑	41%	42%	34%
	N Count	182↑	822↑	512↑	227	106	93
	Column Comparisons	a h i k l	a b c d f g h i j k l	a b g i k l	a i l	a i l	
Action/adventure (Super Mario Odyssey, Legend of Zelda: Breath of the Wild, Subway Surfer)	% within column	48%↑	37%	36%	43%↑	48%↑	47%↑
	N Count	185↑	304	417	241↑	120↑	130↑
	Column Comparisons	a e f l	l		a l	l	a l
Sports (e.g. FIFA, EA Sports FC, NBA, Rocket League)	% within column	43%↑	45%↑	31%↓	30%	48%↑	31%
	N Count	167↑	370↑	353↓	169	120↑	86
	Column Comparisons	a f g i k l	a b d f g i k l	l	l	a f g i k l	l
Puzzles or quizzes (e.g. Trivia 360, Sudoku, Candy Crush)	% within column	40%↑	24%↓	28%↓	39%↑	44%↑	47%↑
	N Count	156↑	197↓	324↓	218↑	110↑	130↑
	Column Comparisons	c e f j		e	b c e f j	c e j	b c e f j
Playing in a virtual world (e.g. Animal Crossing, World of Warcraft, Sims)	% within column	33%↑	28%	29%↑	100%↑	41%↑	45%↑
	N Count	129↑	227	337↑	557↑	101↑	125↑
	Column Comparisons	j	j	c j	a b c d e f h i j k l	c j	a c d e f j
Shooters (e.g. Star Wars: Battlefront, Call of Duty)	% within column	38%↑	36%↑	23%↓	28%	45%↑	23%
	N Count	146↑	299↑	267↓	156	111↑	64
	Column Comparisons	a f g i l	a d f g i k l		a i l	a f g i l	

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)

G2 - Which of the following types of games do you play? [MULTI]

		Gaming Type				Gaming Frequency	
		Sports	Interactive stories	Makeovers	NET: Playing against other people	NET: Daily	Weekly
Weighted Base	% within column	728	207	249	1027	1602	460
	N Count						
	Column Comparisons						
Unweighted Base	% within column	736	218	257	1009	1567	480
	N Count						
	Column Comparisons						
Column Names	% within column	j	k	l	m	a	b
	N Count						
	Column Comparisons						
Creative and building games (e.g. Roblox, Minecraft)	% within column	48%↓	59%	53%	57%↑	57%↑	47%↓
	N Count	353↓	123	131	590↑	908↑	215↓
	Column Comparisons		c		-	b	
Playing against multiple people/ teams (e.g. Fortnite, Fall Guys, Among Us)	% within column	51%↑	39%	29%↓	80%↑	43%↑	27%↓
	N Count	370↑	82	73↓	822↑	686↑	126↓
	Column Comparisons	a b d g h i k l	a l		-	b	
Action/adventure (Super Mario Odyssey, Legend of Zelda: Breath of the Wild, Subway Surfer)	% within column	39%↑	51%↑	32%	38%↑	35%	36%
	N Count	286↑	107↑	81	393↑	556	164
	Column Comparisons	l	a l		-		
Sports (e.g. FIFA, EA Sports FC, NBA, Rocket League)	% within column	100%↑	34%	20%↓	42%↑	36%↑	29%↓
	N Count	728↑	71	50↓	431↑	583↑	135↓
	Column Comparisons	a b c d e f g h i k l	l		-	b	
Puzzles or quizzes (e.g. Trivia 360, Sudoku, Candy Crush)	% within column	29%	45%↑	49%↑	27%↓	30%	33%
	N Count	212	93↑	121↑	277↓	482	154
	Column Comparisons	e	b c e f j	b c e f j	-		
Playing in a virtual world (e.g. Animal Crossing, World of Warcraft, Sims)	% within column	23%	46%↑	43%↑	27%	27%	24%
	N Count	169	96↑	107↑	276	434	110
	Column Comparisons		a c d e j	c e j	-		
Shooters (e.g. Star Wars: Battlefront, Call of Duty)	% within column	43%↑	38%↑	20%	34%↑	28%↑	20%↓
	N Count	314↑	79↑	50	347↑	448↑	91↓
	Column Comparisons	a b d e f g h i k l	a f i l		-	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 = 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)

Gaming Purchase Type

G2 - Which of the following types of games do you play? [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
Weighted Base	% within column	535	237	151	447	147	302
	N Count						
	Column Comparisons						
Unweighted Base	% within column	549	250	158	428	154	320
	N Count						
	Column Comparisons						
Column Names	% within column	a	b	c	d	e	f
	N Count						
	Column Comparisons						
Creative and building games (e.g. Roblox, Minecraft)	% within column	55%	44%↓	56%	69%↑	46%	52%
	N Count	292	105↓	85	307↑	67	158
	Column Comparisons	g		g	a b c e f g h		
Playing against multiple people/ teams (e.g. Fortnite, Fall Guys, Among Us)	% within column	54%↑	43%	51%	56%↑	47%	61%↑
	N Count	290↑	103	77	251↑	69	184↑
	Column Comparisons	b c g			b c e g		b c e g
Action/adventure (Super Mario Odyssey, Legend of Zelda: Breath of the Wild, Subway Surfer)	% within column	42%	51%↑	46%	41%	46%	45%↑
	N Count	223	122↑	69	185	67	137↑
	Column Comparisons						
Sports (e.g. FIFA, EA Sports FC, NBA, Rocket League)	% within column	46%↑	46%	42%	34%↓	49%↑	53%↑
	N Count	247↑	109	64	152↓	72↑	160↑
	Column Comparisons	d	d			d	d
Puzzles or quizzes (e.g. Trivia 360, Sudoku, Candy Crush)	% within column	28%	32%	27%	25%	38%↑	31%
	N Count	152	75	41	112	56↑	94
	Column Comparisons					d h	
Playing in a virtual world (e.g. Animal Crossing, World of Warcraft, Sims)	% within column	35%↑	35%	36%	30%	35%	31%
	N Count	185↑	84	55	136	52	95
	Column Comparisons						
Shooters (e.g. Star Wars: Battlefront, Call of Duty)	% within column	38%↑	47%↑	43%↑	30%	44%↑	44%↑
	N Count	205↑	112↑	66↑	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%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, 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 - Which of the following types of games do you play? [MULTI]

		Gaming Purchase Type		Feelings about Gaming Purchase			
		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	122	205	346	772	445	720
	N Count						
	Column Comparisons						
Unweighted Base	% within column	133	211	356	777	454	734
	N Count						
	Column Comparisons						
Column Names	% within column	g	h	a	b	c	d
	N Count						
	Column Comparisons						
Creative and building games (e.g. Roblox, Minecraft)	% within column	43%↓	50%	44%↓	54%	44%↓	53%
	N Count	52↓	103	152↓	413	195↓	380
	Column Comparisons						
Playing against multiple people/ teams (e.g. Fortnite, Fall Guys, Among Us)	% within column	41%	59%↑	40%	48%↑	42%	48%↑
	N Count	51	121↑	139	374↑	185	347↑
	Column Comparisons		b e g				
Action/adventure (Super Mario Odyssey, Legend of Zelda: Breath of the Wild, Subway Surfer)	% within column	54%↑	45%	38%	39%↑	38%	40%↑
	N Count	66↑	93	130	301↑	170	291↑
	Column Comparisons						
Sports (e.g. FIFA, EA Sports FC, NBA, Rocket League)	% within column	51%↑	48%↑	38%	42%↑	41%↑	43%↑
	N Count	62↑	99↑	131	325↑	183↑	312↑
	Column Comparisons	d	d				
Puzzles or quizzes (e.g. Trivia 360, Sudoku, Candy Crush)	% within column	44%↑	23%	31%	27%	29%	28%
	N Count	54↑	48	108	210	127	203
	Column Comparisons	c d h					
Playing in a virtual world (e.g. Animal Crossing, World of Warcraft, Sims)	% within column	39%↑	39%↑	32%↑	30%↑	32%↑	31%↑
	N Count	48↑	80↑	112↑	228↑	143↑	222↑
	Column Comparisons						
Shooters (e.g. Star Wars: Battlefront, Call of Duty)	% within column	45%↑	47%↑	29%	35%↑	32%↑	36%↑
	N Count	55↑	97↑	102	268↑	143↑	261↑
	Column Comparisons	d	d				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 = 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)

BANNER

Feelings about Gaming Purchase

G2 - Which of the following types of games do you play? [MULTI]		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	715	449
	N Count		
	Column Comparisons		
Unweighted Base	% within column	710	459
	N Count		
	Column Comparisons		
Column Names	% within column	e	f
	N Count		
	Column Comparisons		
Creative and building games (e.g. Roblox, Minecraft)	% within column	54%	46%↓
	N Count	383	207↓
	Column Comparisons		
Playing against multiple people/ teams (e.g. Fortnite, Fall Guys, Among Us)	% within column	50%↑	43%
	N Count	355↑	194
	Column Comparisons	a c	
Action/adventure (Super Mario Odyssey, Legend of Zelda: Breath of the Wild, Subway Surfer)	% within column	38%↑	37%
	N Count	271↑	167
	Column Comparisons		
Sports (e.g. FIFA, EA Sports FC, NBA, Rocket League)	% within column	39%↑	39%↑
	N Count	280↑	177↑
	Column Comparisons		
Puzzles or quizzes (e.g. Trivia 360, Sudoku, Candy Crush)	% within column	26%↓	29%
	N Count	189↓	129
	Column Comparisons		
Playing in a virtual world (e.g. Animal Crossing, World of Warcraft, Sims)	% within column	28%	34%↑
	N Count	202	151↑
	Column Comparisons		
Shooters (e.g. Star Wars: Battlefront, Call of Duty)	% within column	33%↑	29%
	N Count	237↑	132
	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)

Page 669

G2 - Which of the following types of games do you play? [MULTI]

		Total	Gender of child respondent		Age of child respondent		
			Male	Female	8-9	10-12	13-15
Playing against one other person (e.g. Words with Friends, Online chess)	% within column	18%	19%	17%	16%	18%	20%
	N Count	387	211	176	68	122	131
	Column Comparisons	-					
Fitness and dance (e.g. Wii Fit, Just Dance etc.)	% within column	13%	7%↓	20%↑	15%	14%	11%
	N Count	278	80↓	198↑	65	97	73
	Column Comparisons	-		a			
Makeovers (e.g. Glamm'd, Homescapes)	% within column	12%	3%↓	21%↑	13%	13%	12%
	N Count	249	37↓	211↑	56	85	78
	Column Comparisons	-		a	d	d	
Simulation experience (e.g. flying a plane)	% within column	12%	13%	10%	10%	13%	11%
	N Count	248	143	106	44	85	74
	Column Comparisons	-					
Interactive stories (e.g. Episode, Chapters)	% within column	10%	8%↓	11%↑	11%	10%	10%
	N Count	207	93↓	114↑	45	68	68
	Column Comparisons	-		a			
Other type of games	% within column	1%	0%↓	1%↑	1%	1%	0%↓
	N Count	15	3↓	12↑	5	9	1↓
	Column Comparisons	-		a	c d	c d	
Don't know	% within column	1%	1%	1%	1%	1%	1%
	N Count	23	10	14	6	4	9
	Column Comparisons	-					
NET: Playing against other people / competitive	% within column	48%	57%↑	38%↓	44%	45%	51%
	N Count	1,027	647↑	381↓	188	307	333
	Column Comparisons	-	b				
NET: Any	% within column	99%	99%	99%	99%	99%	99%
	N Count	2,117	1,121	996	416	673	648
	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)

G2 - Which of the following types of games do you play? [MULTI]

		Age of child respondent			Age and gender of child respondent		
		16-17	NET: 8-12	NET: 13-17	Male 8-9	Female 8-9	Male 10-12
Playing against one other person (e.g. Words with Friends, Online chess)	% within column	17%	17%	19%	17%	15%	18%
	N Count	65	190	197	37	31	64
	Column Comparisons		-	-			
Fitness and dance (e.g. Wii Fit, Just Dance etc.)	% within column	11%	15%↑	11%↓	10%	21%↑	7%↓
	N Count	43	161↑	116↓	21	44↑	26↓
	Column Comparisons		-	-		a c e g	
Makeovers (e.g. Glamm'd, Homescapes)	% within column	8%↓	13%	10%	3%↓	23%↑	3%↓
	N Count	30↓	140	108	7↓	48↑	10↓
	Column Comparisons		-	-		a c e g h	
Simulation experience (e.g. flying a plane)	% within column	12%	12%	11%	13%	8%	14%
	N Count	45	129	119	28	16	49
	Column Comparisons		-	-			
Interactive stories (e.g. Episode, Chapters)	% within column	7%	10%	9%	9%	12%	8%
	N Count	26	113	94	20	24	27
	Column Comparisons		-	-			
Other type of games	% within column	0%↓	1%↑	0%↓	1%	2%	0%
	N Count	0↓	14↑	1↓	2	4	1
	Column Comparisons		-	-			
Don't know	% within column	1%	1%	1%	1%	2%	0%
	N Count	5	10	14	1	5	1
	Column Comparisons		-	-			
NET: Playing against other people / competitive	% within column	52%	45%↓	51%↑	53%	36%↓	56%↑
	N Count	199	494↓	533↑	114	74↓	197↑
	Column Comparisons		-	-	b d f h		b d f h
NET: Any	% within column	99%	99%	99%	99%	98%	100%
	N Count	380	1,089	1,028	214	202	351
	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 21 of 38

G2 - Which of the following types of games do you play?
[MULTI]

Age and gender of child respondent

		Female 10-12	Male 13-15	Female 13-15	Male 16-17	Female 16-17	NET: Male 8-12
Playing against one other person (e.g. Words with Friends, Online chess)	% within column	18%	20%	20%	19%	16%	18%
	N Count	58	69	62	41	29	101
	Column Comparisons						-
Fitness and dance (e.g. Wii Fit, Just Dance etc.)	% within column	22%↑	6%↓	16%	5%↓	19%↑	8%↓
	N Count	71↑	21↓	52	12↓	34↑	47↓
	Column Comparisons	a c e g		c e g		a c e g	-
Makeovers (e.g. Glamm'd, Homescapes)	% within column	23%↑	4%↓	21%↑	3%↓	14%	3%↓
	N Count	75↑	13↓	66↑	8↓	26	17↓
	Column Comparisons	a c e g h		a c e g		a c e g	-
Simulation experience (e.g. flying a plane)	% within column	11%	11%	12%	13%	11%	14%
	N Count	36	38	37	29	20	77
	Column Comparisons						-
Interactive stories (e.g. Episode, Chapters)	% within column	13%	10%	11%	6%	9%	8%
	N Count	41	33	35	13	17	47
	Column Comparisons						-
Other type of games	% within column	2%↑	0%	0%	0%	0%	1%
	N Count	7↑	0	1	0	0	3
	Column Comparisons						-
Don't know	% within column	1%	1%	2%	1%	1%	0%
	N Count	2	4	5	3	2	3
	Column Comparisons						-
NET: Playing against other people / competitive	% within column	34%↓	60%↑	41%↓	59%↑	41%	55%↑
	N Count	110↓	204↑	129↓	132↑	76	311↑
	Column Comparisons		b d f h		b d f h		-
NET: Any	% within column	99%	99%	98%	99%	99%	100%
	N Count	322	336	312	220	182	565
	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)

G2 - Which of the following types of games do you play? [MULTI]

		Age and gender of child respondent			Urban/ Rural		Working status
		NET: Female 8-12	NET: Male 13-17	NET: Female 13-17	NET: Urban	Rural	Full time
Playing against one other person (e.g. Words with Friends, Online chess)	% within column	17%	20%	18%	19%	13%	21%↑
	N Count	89	110	91	356	31	271↑
	Column Comparisons	-	-	-	b		b d
Fitness and dance (e.g. Wii Fit, Just Dance etc.)	% within column	22%↑	6%↓	17%↑	13%	9%	14%
	N Count	115↑	33↓	84↑	256	21	184
	Column Comparisons	-	-	-			
Makeovers (e.g. Glamm'd, Homescapes)	% within column	23%↑	4%↓	18%↑	12%	11%	12%
	N Count	123↑	20↓	90↑	222	26	150
	Column Comparisons	-	-	-			
Simulation experience (e.g. flying a plane)	% within column	10%	12%	11%	12%	10%	13%↑
	N Count	52	66	55	226	22	171↑
	Column Comparisons	-	-	-			
Interactive stories (e.g. Episode, Chapters)	% within column	12%	8%	10%	10%	8%	11%↑
	N Count	65	46	50	188	19	142↑
	Column Comparisons	-	-	-			d
Other type of games	% within column	2%↑	0%	0%	1%	1%	0%↓
	N Count	11↑	0	1	12	2	2↓
	Column Comparisons	-	-	-			
Don't know	% within column	1%	1%	1%	1%	0%	1%
	N Count	7	7	7	22	1	9
	Column Comparisons	-	-	-			
NET: Playing against other people / competitive	% within column	35%↓	60%↑	41%↓	48%	50%	49%
	N Count	184↓	336↑	205↓	910	117	627
	Column Comparisons	-	-	-			
NET: Any	% within column	99%	99%	99%	99%	100%	99%
	N Count	524	555	489	1,885	232	1,271
	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 = 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 23 of 38

G2 - Which of the following types of games do you play? [MULTI]

		Working status			D3 - Social grade		
		Part time	Student	NET: Not working/ retired	AB	C1	C2
Playing against one other person (e.g. Words with Friends, Online chess)	% within column	13%↓	17%	13%	23%↑	16%	16%
	N Count	53↓	19	40	139↑	92	73
	Column Comparisons				b c d		
Fitness and dance (e.g. Wii Fit, Just Dance etc.)	% within column	11%	14%	8%↓	14%	14%	11%
	N Count	47	16	24↓	86	78	50
	Column Comparisons						
Makeovers (e.g. Glamm'd, Homescapes)	% within column	13%	13%	9%	14%	11%	12%
	N Count	55	15	27	85	64	55
	Column Comparisons						
Simulation experience (e.g. flying a plane)	% within column	9%	14%	8%	18%↑	9%	10%
	N Count	36	15	25	111↑	50	45
	Column Comparisons				b c d		
Interactive stories (e.g. Episode, Chapters)	% within column	8%	7%	5%↓	14%↑	7%↓	9%
	N Count	34	8	16↓	84↑	38↓	41
	Column Comparisons				b c d		
Other type of games	% within column	2%	0%	2%	1%	0%	1%
	N Count	6	0	5	4	1	4
	Column Comparisons	a		a			
Don't know	% within column	1%	2%	3%↑	1%	1%	0%
	N Count	3	2	9↑	3	5	1
	Column Comparisons			a			
NET: Playing against other people / competitive	% within column	48%	47%	43%	48%	48%	51%
	N Count	198	52	127	289	266	235
	Column Comparisons						
NET: Any	% within column	99%	98%	97%↓	99%	99%	100%
	N Count	407	108	286↓	603	554	462
	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; 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)

G2 - Which of the following types of games do you play? [MULTI]

		D3 - Social grade			Financial wellbeing		
		DE	NET: ABC1	NET: C2DE	Doing well	Getting by	Struggling
Playing against one other person (e.g. Words with Friends, Online chess)	% within column	16%	20%	16%	28%↑	16%↓	16%
	N Count	84	230	157	108↑	178↓	101
	Column Comparisons		-	-	b c		
Fitness and dance (e.g. Wii Fit, Just Dance etc.)	% within column	12%	14%	12%	20%↑	12%	12%
	N Count	64	164	114	75↑	128	73
	Column Comparisons		-	-	b c		
Makeovers (e.g. Glamm'd, Homescapes)	% within column	9%	13%	10%	13%	12%	11%
	N Count	46	148	101	51	127	69
	Column Comparisons		-	-			
Simulation experience (e.g. flying a plane)	% within column	8%↓	14%↑	9%↓	16%↑	12%	9%↓
	N Count	42↓	161↑	88↓	60↑	132	56↓
	Column Comparisons		-	-	c		
Interactive stories (e.g. Episode, Chapters)	% within column	8%	11%	9%	14%↑	8%	10%
	N Count	43	122	84	52↑	92	64
	Column Comparisons		-	-	b		
Other type of games	% within column	1%	0%	1%	1%	0%	1%
	N Count	5	5	9	2	5	7
	Column Comparisons		-	-			
Don't know	% within column	3%↑	1%	2%	1%	1%	1%
	N Count	14↑	8	15	2	10	8
	Column Comparisons	a c	-	-			
NET: Playing against other people / competitive	% within column	46%	48%	48%	51%	47%	49%
	N Count	236	555	472	196	519	306
	Column Comparisons		-	-			
NET: Any	% within column	97%↓	99%	98%	99%	99%	99%
	N Count	497↓	1,157	960	381	1,098	620
	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)

G2 - Which of the following types of games do you play? [MULTI]		Ethnicity		Child identified need/ impacting condition			
		White British	NET: All other Ethnicities	Neurodiversity	Mental Health	NET: Identified need/ condition	NET: No identified need/ condition
Playing against one other person (e.g. Words with Friends, Online chess)	% within column	17%↓	24%↑	11%↓	18%	16%	19%
	N Count	279↓	102↑	21↓	20	73	308
	Column Comparisons		a			-	
Fitness and dance (e.g. Wii Fit, Just Dance etc.)	% within column	13%	13%	11%	18%	16%	12%
	N Count	218	57	20	19	72	203
	Column Comparisons					-	
Makeovers (e.g. Glamm'd, Homescapes)	% within column	12%	10%	10%	17%	14%	11%
	N Count	198	45	18	18	64	179
	Column Comparisons					-	
Simulation experience (e.g. flying a plane)	% within column	11%	14%	12%	13%	12%	11%
	N Count	180	62	23	14	55	187
	Column Comparisons		a			-	
Interactive stories (e.g. Episode, Chapters)	% within column	9%	12%	9%	18%↑	12%	9%
	N Count	152	53	17	19↑	57	149
	Column Comparisons				a d	-	
Other type of games	% within column	1%	1%	1%	1%	1%	1%
	N Count	12	3	2	1	4	10
	Column Comparisons					-	
Don't know	% within column	1%	1%	0%	0%	1%	1%
	N Count	16	5	0	0	6	16
	Column Comparisons					-	
NET: Playing against other people / competitive	% within column	49%	45%	49%	55%	50%	48%
	N Count	822	193	93	59	232	785
	Column Comparisons					-	
NET: Any	% within column	99%	99%	100%	100%	99%	99%
	N Count	1,661	427	189	106	461	1,630
	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)

G2 - Which of the following types of games do you play? [MULTI]

		Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits	
		NET: Yes	No	Has an EHCP	Don't have an EHCP	NET: Household receives Benefits	No Benefits
Playing against one other person (e.g. Words with Friends, Online chess)	% within column	14%	20%	21%	18%	20%	17%
	N Count	33	152	34	353	176	193
	Column Comparisons						
Fitness and dance (e.g. Wii Fit, Just Dance etc.)	% within column	16%↑	10%↓	17%	13%	13%	13%
	N Count	38↑	74↓	27	251	113	146
	Column Comparisons	b					
Makeovers (e.g. Glamm'd, Homescapes)	% within column	13%	10%	16%	11%	14%↑	10%↓
	N Count	30	72	25	223	125↑	115↓
	Column Comparisons					b	
Simulation experience (e.g. flying a plane)	% within column	11%	11%	17%	11%	12%	11%
	N Count	26	85	27	221	111	128
	Column Comparisons			b			
Interactive stories (e.g. Episode, Chapters)	% within column	12%	8%	14%	9%	11%	9%
	N Count	27	62	23	184	100	100
	Column Comparisons			b			
Other type of games	% within column	0%↑	0%	1%	1%	1%	1%
	N Count	1↑	0	2	12	6	8
	Column Comparisons	b					
Don't know	% within column	0%	1%	1%	1%	1%	1%
	N Count	1	7	1	22	9	7
	Column Comparisons						
NET: Playing against other people / competitive	% within column	54%	51%	49%	48%	50%	47%
	N Count	124	386	77	950	448	532
	Column Comparisons						
NET: Any	% within column	100%	99%	99%	99%	99%	99%
	N Count	230	752	156	1,961	885	1,136
	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)

G2 - Which of the following types of games do you play? [MULTI]

		Parental Controls		Parental Concern			Time Spent Online (Weekday)
		NET: Has Parental Controls	No Controls	Not Concerned	A little Concerned	NET: Moderately/ Very Concerned	0 - 2hrs
Playing against one other person (e.g. Words with Friends, Online chess)	% within column	19%	14%	13%↓	21%	23%↑	13%↓
	N Count	338	46	134↓	114	137↑	108↓
	Column Comparisons				a	a	
Fitness and dance (e.g. Wii Fit, Just Dance etc.)	% within column	14%	9%	12%	14%	14%	13%
	N Count	246	30	118	73	84	108
	Column Comparisons	b					
Makeovers (e.g. Glamm'd, Homescapes)	% within column	12%	12%	11%	11%	14%	10%
	N Count	211	38	108	58	81	86
	Column Comparisons						
Simulation experience (e.g. flying a plane)	% within column	12%	8%↓	10%↓	11%	15%↑	11%
	N Count	221	24↓	98↓	60	86↑	89
	Column Comparisons	b				a	
Interactive stories (e.g. Episode, Chapters)	% within column	11%↑	5%↓	8%↓	9%	14%↑	8%
	N Count	191↑	15↓	78↓	49	80↑	65
	Column Comparisons	b				a b	
Other type of games	% within column	1%	0%	1%	0%	1%	1%
	N Count	15	0	9	1	5	6
	Column Comparisons						
Don't know	% within column	1%↓	1%	1%	1%	2%	1%
	N Count	12↓	5	5	4	11	12
	Column Comparisons					a	
NET: Playing against other people / competitive	% within column	49%	44%	47%	51%	48%	36%↓
	N Count	877	140	466	276	280	301↓
	Column Comparisons						
NET: Any	% within column	99%↑	99%	99%	99%	98%	99%
	N Count	1,785↑	316	992	534	575	827
	Column Comparisons			c			

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)

G2 - Which of the following types of games do you play? [MULTI]

		Time Spent Online (Weekday)				Time Spent Online (Weekend)	
		3 - 4hrs	5 - 6hrs	6+ hrs	NET: 5+ Hours	0 - 2hrs	3 - 4hrs
Playing against one other person (e.g. Words with Friends, Online chess)	% within column	21%↑	23%	27%↑	24%↑	12%↓	17%
	N Count	188↑	61	27↑	88↑	34↓	131
	Column Comparisons	a	a	a	-		
Fitness and dance (e.g. Wii Fit, Just Dance etc.)	% within column	12%	15%	18%	16%	13%	13%
	N Count	107	41	18	60	36	98
	Column Comparisons				-		
Makeovers (e.g. Glamm'd, Homescapes)	% within column	10%	16%↑	22%↑	18%↑	12%	12%
	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				-		
Interactive stories (e.g. Episode, Chapters)	% within column	9%	15%↑	19%↑	16%↑	7%	8%
	N Count	82	40↑	19↑	59↑	19	64
	Column Comparisons		a b	a b	-		
Other type of games	% within column	1%	1%	0%	1%	1%	1%
	N Count	5	2	0	2	4	4
	Column Comparisons				-		
Don't know	% within column	1%	0%	2%	1%	3%↑	1%
	N Count	7	1	2	3	7↑	8
	Column Comparisons				-	c d	
NET: Playing against other people / competitive	% within column	55%↑	56%↑	65%↑	58%↑	33%↓	41%↓
	N Count	504↑	152↑	64↑	216↑	90↓	311↓
	Column Comparisons	a	a	a	-		a
NET: Any	% within column	99%	100%	98%	99%	97%↓	99%
	N Count	905	270	98	368	265↓	752
	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)

G2 - Which of the following types of games do you play? [MULTI]

		Time Spent Online (Weekend)			Spent Money		
		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 Friends, Online chess)	% within column	20%	20%	20%↑	22%↑	27%↑	23%↑
	N Count	124	97	221↑	282↑	203↑	263↑
	Column Comparisons	a	a	-	e	e	e
Fitness and dance (e.g. Wii Fit, Just Dance etc.)	% within column	12%	14%	13%	14%↑	19%↑	15%↑
	N Count	75	66	141	185↑	140↑	167↑
	Column Comparisons			-	e	e	e
Makeovers (e.g. Glamm'd, Homescapes)	% within column	10%	14%	11%	13%↑	17%↑	12%
	N Count	58	66	124	167↑	127↑	136
	Column Comparisons			-	e	c e	
Simulation experience (e.g. flying a plane)	% within column	9%	15%↑	12%	14%↑	16%↑	15%↑
	N Count	55	72↑	128	178↑	122↑	170↑
	Column Comparisons		c	-	e	e	b e
Interactive stories (e.g. Episode, Chapters)	% within column	11%	12%	11%↑	12%↑	14%↑	12%↑
	N Count	68	56	123↑	147↑	105↑	138↑
	Column Comparisons			-	e	e	e
Other type of games	% within column	0%	1%	1%	0%↓	0%	0%
	N Count	2	4	6	4↓	3	4
	Column Comparisons			-			
Don't know	% within column	1%	0%	0%↓	1%	1%	0%↓
	N Count	3	2	5↓	10	10	0↓
	Column Comparisons			-		c	
NET: Playing against other people / competitive	% within column	53%↑	62%↑	57%↑	55%↑	52%↑	59%↑
	N Count	323↑	297↑	620↑	705↑	392↑	659↑
	Column Comparisons	a b	a b c	-	e	e	b e
NET: Any	% within column	99%	100%	100%↑	99%	99%	100%↑
	N Count	606	478	1,083↑	1,266	745	1,125↑
	Column Comparisons	a	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 = 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)

G2 - Which of the following types of games do you play? [MULTI]

		Spent Money		SM purchase category			
		Bought something from both	Not bought from either	Product	Activity	Subscription/ 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	e					
Fitness and dance (e.g. Wii Fit, Just Dance etc.)	% within column	20%↑	11%↓	20%	32%↑	20%	31%↑
	N Count	123↑	93↓	86	48↑	42	48↑
	Column Comparisons	e			c		c
Makeovers (e.g. Glamm'd, Homescapes)	% within column	16%↑	9%↓	19%	19%	15%	22%
	N Count	96↑	82↓	79	29	33	35
	Column Comparisons	e					
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	e					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	e					
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	0↓	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	e					
NET: Any	% within column	100%↑	98%	100%↑	99%	99%	100%
	N Count	604↑	851	420↑	149	212	157
	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 = 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)

G2 - Which of the following types of games do you play? [MULTI]

		Feelings about SM purchase				Gaming Method	
		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
Playing against one other person (e.g. Words with Friends, Online chess)	% within column	30%↑	27%↑	30%↑	28%↑	20%	25%↑
	N Count	94↑	150↑	112↑	156↑	259	143↑
	Column Comparisons						d
Fitness and dance (e.g. Wii Fit, Just Dance etc.)	% within column	25%↑	21%↑	21%↑	20%↑	15%↑	16%↑
	N Count	77↑	113↑	78↑	111↑	196↑	93↑
	Column Comparisons						
Makeovers (e.g. Glamm'd, Homescapes)	% within column	18%↑	17%↑	19%↑	19%↑	10%↓	12%
	N Count	56↑	93↑	69↑	105↑	131↓	67
	Column Comparisons						
Simulation experience (e.g. flying a plane)	% within column	17%↑	17%↑	20%↑	16%↑	13%	18%↑
	N Count	53↑	96↑	73↑	88↑	171	102↑
	Column Comparisons						
Interactive stories (e.g. Episode, Chapters)	% within column	15%↑	14%↑	15%↑	16%↑	9%	12%
	N Count	47↑	78↑	55↑	86↑	124	69
	Column Comparisons						
Other type of games	% within column	0%	0%	0%	0%	1%	0%
	N Count	0	1	1	3	9	2
	Column Comparisons						
Don't know	% within column	1%	1%	1%	1%	0%↓	0%
	N Count	3	4	2	5	5↓	1
	Column Comparisons						
NET: Playing against other people / competitive	% within column	53%	53%↑	53%	52%	58%↑	54%↑
	N Count	164	291↑	196	286	776↑	309↑
	Column Comparisons						b c d	d
NET: Any	% within column	99%	99%	99%	99%	100%↑	100%
	N Count	307	544	369	550	1,325↑	571
	Column Comparisons						

G2 - Which of the following types of games do you play? [MULTI]

		Gaming Method			Gaming Type		
		Mobile phone or smartphone	Tablet	NET: Any Gaming	Puzzles or quizzes	Action/ adventure	Shooters
Playing against one other person (e.g. Words with Friends, Online chess)	% within column	21%↑	18%	18%	24%↑	25%↑	27%↑
	N Count	280↑	144	387	156↑	185↑	146↑
	Column Comparisons	d		-	f	f	f
Fitness and dance (e.g. Wii Fit, Just Dance etc.)	% within column	15%↑	17%↑	13%	20%↑	18%↑	12%
	N Count	198↑	135↑	278	130↑	130↑	64
	Column Comparisons			-	c e f j	c e f j	
Makeovers (e.g. Glamm'd, Homescapes)	% within column	14%↑	17%↑	12%	19%↑	11%	9%
	N Count	183↑	131↑	249	121↑	81	50
	Column Comparisons	a b	a b	-	b c e f j	j	j
Simulation experience (e.g. flying a plane)	% within column	14%↑	14%↑	12%	17%↑	16%↑	20%↑
	N Count	182↑	113↑	248	110↑	120↑	111↑
	Column Comparisons			-		e	e f
Interactive stories (e.g. Episode, Chapters)	% within column	11%↑	12%↑	10%	14%↑	15%↑	14%↑
	N Count	150↑	94↑	207	93↑	107↑	79↑
	Column Comparisons	a		-	e j	e f j	e j
Other type of games	% within column	1%	1%	1%	1%	1%	0%
	N Count	9	7	15	5	5	0
	Column Comparisons			-			
Don't know	% within column	1%	1%	1%	0%↓	0%↓	0%↓
	N Count	14	8	23	0↓	0↓	0↓
	Column Comparisons			-	-	-	-
NET: Playing against other people / competitive	% within column	51%↑	44%↓	48%	43%↓	54%↑	63%↑
	N Count	673↑	341↓	1,027	277↓	393↑	347↑
	Column Comparisons	d		-		a g i l	a b f g h i k l
NET: Any	% within column	99%	99%	99%	100%↑	100%↑	100%↑
	N Count	1,302	775	2,117	650↑	731↑	547↑
	Column Comparisons			-	-	-	-

Part 33 of 38

G2 - Which of the following types of games do you play? [MULTI]

		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
Playing against one other person (e.g. Words with Friends, Online chess)	% within column	100%↑	22%↑	17%	23%↑	38%↑	30%↑
	N Count	387↑	182↑	199	129↑	95↑	82↑
	Column Comparisons	a b c e f g h i j k l	f		f	a e f g j l	f
Fitness and dance (e.g. Wii Fit, Just Dance etc.)	% within column	21%↑	11%	14%	22%↑	24%↑	100%↑
	N Count	82↑	93	157	125↑	59↑	278↑
	Column Comparisons	c e j		j	c e f j	c e f j	a b c d e f g h j k l
Makeovers (e.g. Glamm'd, Homescapes)	% within column	17%↑	9%↓	11%	19%↑	17%↑	26%↑
	N Count	66↑	73↓	131	107↑	43↑	72↑
	Column Comparisons	b c e j		c e j	b c e f j	c e j	b c d e f h j
Simulation experience (e.g. flying a plane)	% within column	25%↑	13%	12%	18%↑	100%↑	21%↑
	N Count	95↑	106	143	101↑	248↑	59↑
	Column Comparisons	a e f l			e f	a b c d e f g i j k l	f
Interactive stories (e.g. Episode, Chapters)	% within column	19%↑	10%	11%	17%↑	23%↑	22%↑
	N Count	74↑	82	123	96↑	57↑	62↑
	Column Comparisons	e j		j	e f j	c e f j	e f j
Other type of games	% within column	0%	0%	1%	1%	0%	0%
	N Count	0	3	8	4	0	1
	Column Comparisons						
Don't know	% within column	0%	0%↓	0%↓	0%↓	0%	0%
	N Count	0	0↓	0↓	0↓	0	0
	Column Comparisons	-	-	-	-	-	-
NET: Playing against other people / competitive	% within column	100%↑	100%↑	51%↑	50%	58%↑	49%
	N Count	387↑	822↑	590↑	276	144↑	136
	Column Comparisons	a b c f g h i j k l	a b c f g h i j k l	a l	a l	a i l	
NET: Any	% within column	100%	100%↑	100%↑	100%↑	100%	100%
	N Count	387	822↑	1,151↑	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

G2 - Which of the following types of games do you play? [MULTI]

		Gaming Type				Gaming Frequency	
		Sports	Interactive stories	Makeovers	NET: Playing against other people	NET: Daily	Weekly
Playing against one other person (e.g. Words with Friends, Online chess)	% within column	23%↑	36%↑	27%↑	38%↑	20%↑	14%↓
	N Count	167↑	74↑	66↑	387↑	320↑	63↓
	Column Comparisons	f	f		-	b	
Fitness and dance (e.g. Wii Fit, Just Dance etc.)	% within column	12%	30%↑	29%↑	13%	12%	15%
	N Count	86	62↑	72↑	136	200	67
	Column Comparisons		b c e f j	b c e f j	-		
Makeovers (e.g. Glamm'd, Homescapes)	% within column	7%↓	28%↑	100%↑	10%	12%	10%
	N Count	50↓	57↑	249↑	106	199	48
	Column Comparisons		b c d e f h j	a b c d e f g h i j k	-		
Simulation experience (e.g. flying a plane)	% within column	17%↑	28%↑	17%↑	14%↑	12%	10%
	N Count	120↑	57↑	43↑	144↑	197	48
	Column Comparisons	e	e f l		-		
Interactive stories (e.g. Episode, Chapters)	% within column	10%	100%↑	23%↑	11%	11%	6%↓
	N Count	71	207↑	57↑	114	170	29↓
	Column Comparisons		a b c d e f g h i j l	a e f j	-	b	
Other type of games	% within column	0%	2%	0%	0%	1%	1%
	N Count	1	3	0	3	8	5
	Column Comparisons				-		
Don't know	% within column	0%↓	0%	0%	0%↓	0%	0%
	N Count	0↓	0	0	0↓	0	0
	Column Comparisons	-	-	-	-	-	-
NET: Playing against other people / competitive	% within column	59%↑	55%	43%	100%↑	52%↑	38%↓
	N Count	431↑	114	106	1,027↑	840↑	175↓
	Column Comparisons	a b f g h i k l	a l		-	b	
NET: Any	% within column	100%↑	100%	100%	100%↑	100%	100%
	N Count	728↑	207	249	1,027↑	1,602	460
	Column Comparisons	-	-	-	-	-	-

Part 35 of 38

Gaming Purchase Type

G2 - Which of the following types of games do you play? [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
Playing against one other person (e.g. Words with Friends, Online chess)	% within column	28%↑	40%↑	37%↑	23%	30%	35%↑
	N Count	150↑	94↑	55↑	103	44	106↑
	Column Comparisons	d	d e h	d			d
Fitness and dance (e.g. Wii Fit, Just Dance etc.)	% within column	15%	28%↑	22%↑	15%	20%	18%
	N Count	83	67↑	33↑	68	30	54
	Column Comparisons		a d f h				
Makeovers (e.g. Glamm'd, Homescapes)	% within column	13%	18%↑	19%↑	13%	17%	12%
	N Count	71	42↑	28↑	57	24	38
	Column Comparisons						
Simulation experience (e.g. flying a plane)	% within column	18%↑	24%↑	20%	18%	22%↑	19%
	N Count	95↑	56↑	31	78	33↑	58
	Column Comparisons						
Interactive stories (e.g. Episode, Chapters)	% within column	16%↑	18%↑	22%↑	12%	20%↑	17%↑
	N Count	86↑	43↑	33↑	54	29↑	52↑
	Column Comparisons						
Other type of games	% within column	0%	1%	0%	1%	0%	0%
	N Count	2	1	0	3	0	1
	Column Comparisons						
Don't know	% within column	0%	0%	0%	0%	0%	0%
	N Count	0	0	0	0	0	0
	Column Comparisons	-	-	-	-	-	-
NET: Playing against other people / competitive	% within column	64%↑	62%	66%	64%↑	61%	73%↑
	N Count	343↑	147	100	286↑	90	220↑
	Column Comparisons					b	
NET: Any	% within column	100%	100%	100%	100%	100%	100%
	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)

G2 - Which of the following types of games do you play? [MULTI]

		Gaming Purchase Type		Feelings about Gaming Purchase			
		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
Playing against one other person (e.g. Words with Friends, Online chess)	% within column	42%↑	29%	28%↑	25%↑	29%↑	26%↑
	N Count	52↑	60	95↑	195↑	128↑	189↑
	Column Comparisons	d					
Fitness and dance (e.g. Wii Fit, Just Dance etc.)	% within column	27%↑	16%	18%↑	16%↑	18%↑	17%↑
	N Count	33↑	32	62↑	125↑	81↑	121↑
	Column Comparisons						
Makeovers (e.g. Glamm'd, Homescapes)	% within column	19%↑	12%	18%↑	13%	14%	13%
	N Count	23↑	24	61↑	100	63	92
	Column Comparisons						
Simulation experience (e.g. flying a plane)	% within column	27%↑	21%↑	18%↑	16%↑	16%↑	15%↑
	N Count	33↑	44↑	63↑	127↑	71↑	110↑
	Column Comparisons						
Interactive stories (e.g. Episode, Chapters)	% within column	21%↑	20%↑	16%↑	12%↑	15%↑	13%↑
	N Count	26↑	41↑	54↑	95↑	67↑	96↑
	Column Comparisons						
Other type of games	% within column	0%	0%	0%	0%	0%	0%
	N Count	0	0	0	3	2	2
	Column Comparisons						
Don't know	% within column	0%	0%	0%	0%↓	0%↓	0%↓
	N Count	0	0	0	0↓	0↓	0↓
	Column Comparisons	-	-	-	-	-	-
NET: Playing against other people / competitive	% within column	63%	70%↑	54%	60%↑	57%↑	60%↑
	N Count	77	145↑	187	462↑	252↑	433↑
	Column Comparisons						
NET: Any	% within column	100%	100%	100%	100%↑	100%↑	100%↑
	N Count	122	205	346	772↑	445↑	720↑
	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)

G2 - Which of the following types of games do you play? [MULTI]

		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
		BANNER	
		Feelings about Gaming Purchase	
Playing against one other person (e.g. Words with Friends, Online chess)	% within column	23%↑	27%↑
	N Count	168↑	123↑
	Column Comparisons		
Fitness and dance (e.g. Wii Fit, Just Dance etc.)	% within column	16%↑	17%↑
	N Count	113↑	74↑
	Column Comparisons		
Makeovers (e.g. Glamm'd, Homescapes)	% within column	13%	16%↑
	N Count	92	71↑
	Column Comparisons		
Simulation experience (e.g. flying a plane)	% within column	15%↑	16%↑
	N Count	106↑	71↑
	Column Comparisons		
Interactive stories (e.g. Episode, Chapters)	% within column	12%↑	12%
	N Count	89↑	55
	Column Comparisons		
Other type of games	% within column	0%	0%
	N Count	3	1
	Column Comparisons		
Don't know	% within column	0%↓	0%↓
	N Count	0↓	0↓
	Column Comparisons	-	-
NET: Playing against other people / competitive	% within column	60%↑	56%↑
	N Count	430↑	252↑
	Column Comparisons		
NET: Any	% within column	100%↑	100%↑
	N Count	715↑	449↑
	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)

G3 - How often do you play games? [SINGLE]

		Total	Gender of child respondent		Age of child respondent						Age and gender of child respondent		
			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
Weighted Base	% within column	2117	1121	996	416	673	648	380	1089	1028	214	202	351
	N Count												
	Column Comparisons												
Unweighted Base	% within column	2096	1072	1024	408	640	628	420	1048	1048	210	198	325
	N Count												
	Column Comparisons												
Column Names	% within column	a	a	b	a	b	c	d	e	f	a	b	c
	N Count												
	Column Comparisons												
Several times a day	% within column	29%	33%↑	24%↓	26%	32%	29%	26%	30%	28%	26%	27%	36%↑
	N Count	613	375↑	238↓	110	213	190	100	323	290	55	55	125↑
	Column Comparisons	-	b						-	-			f h
At least once a day	% within column	47%	48%	46%	46%	47%	49%	43%	47%	47%	49%	43%	47%
	N Count	990	533	456	191	317	317	165	508	482	105	86	166
	Column Comparisons	-							-	-			
At least once a week	% within column	22%	18%↓	26%↑	24%	20%	19%	28%↑	21%	22%	23%	25%	16%↓
	N Count	460	199↓	261↑	100	132	123	105↑	232	228	49	51	56↓
	Column Comparisons	-		a				b c	-	-	e	c e	
At least once a month	% within column	2%	0%↓	4%↑	3%	1%	3%	1%	2%	2%	1%	4%	0%
	N Count	42	5↓	37↑	11	8	17	5	20	23	3	9	2
	Column Comparisons	-		a					-	-		c e	
Less than once a month	% within column	0%	0%	0%	0%	0%	0%	1%↑	0%	1%	0%	0%	0%
	N Count	7	5	3	1	1	1	5↑	2	5	1	0	1
	Column Comparisons	-						c	-	-			
Never	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
	N Count	3	3	0	2	2	0	0	3	0	2	0	2
	Column Comparisons	-							-	-			
Don't know	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%↑	0%
	N Count	1	0	1	1	0	0	0	1	0	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 = 1909 (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

G3 - How often do you play games? [SINGLE]		Age and gender of child respondent									Urban/ Rural		Working status
		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	NET: Female 13-17	NET: Urban	Rural	Full time
Weighted Base	% within column	322	336	312	220	182	565	524	555	489	1885	232	1271
	N Count												
	Column Comparisons												
Unweighted Base	% within column	315	319	309	218	231	535	513	537	533	1856	240	1319
	N Count												
	Column Comparisons												
Column Names	% within column	d	e	f	g	h	i	j	k	l	a	b	a
	N Count												
	Column Comparisons												
Several times a day	% within column	27%	37%↑	21%↓	32%	21%↓	32%	27%	35%↑	20%↓	29%	29%	28%
	N Count	88	125↑	65↓	71	38↓	180	143	195↑	100↓	546	67	356
	Column Comparisons		a d f h		f h		-	-	-	-			
At least once a day	% within column	47%	50%	48%	43%	41%	48%	45%	47%	46%	47%	45%	47%
	N Count	151	168	149	95	75	271	237	262	223	886	104	603
	Column Comparisons						-	-	-	-			
At least once a week	% within column	24%	13%↓	26%	23%	34%↑	19%	24%	17%↓	29%↑	22%	22%	22%
	N Count	76	43↓	80	51	63↑	105	127	94↓	143↑	410	50	286
	Column Comparisons	c e		c e	e	a c d e g	-	-	-	-			
At least once a month	% within column	2%	0%↓	6%↑	1%	2%	1%	3%	0%↓	4%↑	2%	3%	2%
	N Count	7	0↓	17↑	1	4	4	16	1↓	21↑	35	7	20
	Column Comparisons			c e g		e	-	-	-	-			
Less than once a month	% within column	0%	0%	0%	1%	1%↑	0%	0%	0%	1%	0%	0%	0%
	N Count	0	1	0	2	3↑	2	0	3	3	7	1	4
	Column Comparisons						-	-	-	-			
Never	% within column	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%
	N Count	0	0	0	0	0	3	0	0	0	2	2	3
	Column Comparisons						-	-	-	-			
Don't know	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%↓	1%↑	0%
	N Count	0	0	0	0	0	0	1	0	0	0↓	1↑	0
	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 = 1909 (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)

G3 - How often do you play games? [SINGLE]

		Working status			D3 - Social grade						Financial wellbeing		
		Part time	Student	NET: Not working/ retired	AB	C1	C2	DE	NET: ABC1	NET: C2DE	Doing well	Getting by	Struggling
Weighted Base	% within column	407	108	286	603	554	462	497	1157	960	381	1098	620
	N Count												
	Column Comparisons												
Unweighted Base	% within column	365	109	264	854	460	337	445	1314	782	434	1070	577
	N Count												
	Column Comparisons												
Column Names	% within column	b	c	d	a	b	c	d	e	f	a	b	c
	N Count												
	Column Comparisons												
Several times a day	% within column	27%	21%	39%↑	28%	27%	26%	35%↑	27%	31%	33%	26%↓	33%
	N Count	112	22	112↑	169	149	120	174↑	318	295	127	282↓	202
	Column Comparisons			a b c				a b c	-	-	b		b
At least once a day	% within column	47%	49%	40%	46%	47%	50%	45%	46%	48%	44%	49%	43%
	N Count	193	53	116	275	258	233	223	533	456	169	539	269
	Column Comparisons								-	-			
At least once a week	% within column	22%	25%	18%	25%↑	24%	19%	17%↓	25%↑	18%↓	21%	23%	20%
	N Count	91	27	50	152↑	133	90	85↓	285↑	175↓	80	252	126
	Column Comparisons				d	d			-	-			
At least once a month	% within column	2%	5%	2%	1%↓	2%	3%	3%	1%	3%	0%	2%	3%
	N Count	10	6	6	5↓	11	13	14	16	27	2	24	16
	Column Comparisons						a	a	-	-			
Less than once a month	% within column	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%
	N Count	1	0	2	2	3	1	1	5	2	3	2	3
	Column Comparisons								-	-			
Never	% within column	0%	0%	0%	0%	0%	1%↑	0%	0%	0%	0%	0%	1%
	N Count	0	0	0	0	0	3↑	0	0	3	0	0	3
	Column Comparisons								-	-			
Don't know	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	N Count	1	0	0	0	0	1	0	0	1	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 = 1909 (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)

G3 - How often do you play games? [SINGLE]

		Ethnicity		Child identified need/ impacting condition				Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits	
		White B-ritish	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
Weighted Base	% within column	1661	427	189	106	461	1630	230	752	156	1961	885	1136
	N Count												
	Column Comparisons												
Unweighted Base	% within column	1634	431	177	107	445	1624	233	768	152	1944	845	1160
	N Count												
	Column Comparisons												
Column Names	% within column	a	b	a	b	c	d	a	b	a	b	a	b
	N Count												
	Column Comparisons												
Several times a day	% within column	30%↑	23%↓	35%	38%	33%	28%	32%	26%	43%↑	28%↓	34%↑	25%↓
	N Count	504↑	98↓	66	40	151	451	73	198	67↑	545↓	301↑	287↓
	Column Comparisons	b				-				b		b	
At least once a day	% within column	47%	46%	46%	38%	44%	48%	47%	47%	45%	47%	47%	47%
	N Count	779	196	87	40	204	775	107	355	70	920	414	532
	Column Comparisons					-							
At least once a week	% within column	20%↓	29%↑	15%	18%	17%	23%	16%↓	25%↑	11%↓	23%↑	17%↓	25%↑
	N Count	333↓	122↑	28	19	80	376	36↓	185↑	18↓	442↑	147↓	287↑
	Column Comparisons		a			-			a		a		a
At least once a month	% within column	2%	2%	3%	6%↑	5%↑	1%↓	5%↑	1%↓	1%	2%	2%	2%
	N Count	34	9	7	7↑	23↑	19↓	12↑	9↓	1	41	19	22
	Column Comparisons			d	d	-		b					
Less than once a month	% within column	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%
	N Count	6	1	0	0	1	6	1	4	0	7	2	5
	Column Comparisons					-							
Never	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	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%)

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

G3 - How often do you play games? [SINGLE]

		Parental Controls		Parental Concern			Time Spent Online (Weekday)					Time Spent Online (Weekend)	
		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
Weighted Base	% within column	1785	316	992	534	575	827	905	270	98	368	265	752
	N Count												
	Column Comparisons												
Unweighted Base	% within column	1764	318	955	541	586	810	894	275	101	376	256	746
	N Count												
	Column Comparisons												
Column Names	% within column	a	b	a	b	c	a	b	c	d	e	a	b
	N Count												
	Column Comparisons												
Several times a day	% within column	29%	29%	28%	29%	30%	16%↓	32%	51%↑	52%↑	51%↑	13%↓	21%↓
	N Count	514	92	279	152	175	135↓	286	137↑	51↑	187↑	35↓	158↓
	Column Comparisons							a	a b	a b	-		a
At least once a day	% within column	48%↑	38%↓	47%	46%	47%	50%	48%	35%↓	35%	35%↓	47%	51%
	N Count	863↑	121↓	468	246	271	417	434	95↓	34	129↓	124	382
	Column Comparisons	b					c d	c d			-	d	d
At least once a week	% within column	21%↓	28%↑	22%	22%	20%	31%↑	17%↓	12%↓	12%	12%↓	36%↑	27%↑
	N Count	368↓	88↑	222	119	114	255↑	157↓	33↓	11	44↓	97↑	201↑
	Column Comparisons		a				b c d				-	b c d	c d
At least once a month	% within column	2%	3%	2%	3%	2%	1%	3%	2%	2%	2%	1%	1%
	N Count	33	9	16	15	10	11	25	4	2	6	3	10
	Column Comparisons										-		
Less than once a month	% within column	0%	1%	1%	0%	0%	1%	0%	0%	0%	0%	1%↑	0%
	N Count	4	3	6	1	1	5	1	1	0	1	3↑	1
	Column Comparisons		a								-	b c	
Never	% within column	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	1%↑	0%
	N Count	2	2	0	0	3	3	0	0	0	0	3↑	0
	Column Comparisons										-	b c	

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%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, 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

G3 - How often do you play games? [SINGLE]		Time Spent Online (Weekend)			Spent Money					SM purchase category			
		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	Subscription/ Upgrade	NET: Gift
Weighted Base	% within column	606	478	1083	1266	745	1125	604	851	420	149	212	157
	N Count												
	Column Comparisons												
Unweighted Base	% within column	603	475	1078	1274	778	1128	632	822	441	161	222	169
	N Count												
	Column Comparisons												
Column Names	% within column	c	d	e	a	b	c	d	e	a	b	c	d
	N Count												
	Column Comparisons												
Several times a day	% within column	29%	50%↑	38%↑	33%↑	33%↑	35%↑	36%↑	22%↓	28%↓	36%	41%↑	38%
	N Count	175	240↑	415↑	422↑	243↑	394↑	215↑	191↓	119↓	54	86↑	60
	Column Comparisons	a b	a b c	-	e	e	b e	e				a	
At least once a day	% within column	50%	37%↓	44%	48%	46%	48%	46%	45%	50%	48%	44%	43%
	N Count	304	175↓	479	610	345	542	276	380	208	71	93	67
	Column Comparisons	d		-									
At least once a week	% within column	18%↓	11%↓	15%↓	17%↓	19%	15%↓	16%↓	29%↑	20%	15%	12%↓	16%
	N Count	107↓	51↓	157↓	214↓	139	173↓	98↓	247↑	84	23	26↓	26
	Column Comparisons	d		-		c			a b c d				
At least once a month	% within column	3%	2%	3%	2%	2%	1%	2%	3%	2%	1%	3%	3%
	N Count	18	10	29	20	18	17	14	23	8	1	7	4
	Column Comparisons			-									
Less than once a month	% within column	0%	0%	0%	0%	0%	0%↓	0%	1%	0%	0%	0%	0%
	N Count	1	1	2	1	1	0↓	0	6	1	0	0	0
	Column Comparisons			-					a c d				
Never	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	N Count	0	0	0	0	0	0	0	3	0	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 = 1909 (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)

G3 - How often do you play games? [SINGLE]

		Feelings about SM purchase				Gaming Method					Gaming Type		
		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
Weighted Base	% within column	307	544	369	550	1325	571	1302	775	2117	650	731	547
	N Count												
	Column Comparisons												
Unweighted Base	% within column	322	574	393	580	1312	581	1304	767	2096	662	740	564
	N Count												
	Column Comparisons												
Column Names	% within column	a	b	c	d	a	b	c	d	e	a	b	c
	N Count												
	Column Comparisons												
Several times a day	% within column	35%	33%	35%↑	34%↑	30%	28%	31%	32%	29%	28%	30%	37%↑
	N Count	107	180	131↑	187↑	401	160	402	246	613	183	217	200↑
	Column Comparisons									-			a
At least once a day	% within column	41%	47%	43%	47%	46%	47%	49%	47%	47%	46%	46%	45%
	N Count	126	256	160	258	614	269	632	360	990	298	339	248
	Column Comparisons									-			
At least once a week	% within column	21%	17%↓	18%	17%↓	22%	21%	18%↓	20%	22%	24%	22%	17%↓
	N Count	66	94↓	66	91↓	287	122	240↓	154	460	154	164	91↓
	Column Comparisons	d				c	c			-	c d e f j k	c e f	
At least once a month	% within column	2%	2%	3%	2%	1%	2%	2%	1%	2%	2%	1%	1%
	N Count	7	13	10	12	18	14	23	12	42	13	8	6
	Column Comparisons						a			-			
Less than once a month	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	N Count	1	1	1	1	4	2	2	2	7	1	1	2
	Column Comparisons	-	-	-	-					-			f
Never	% within column	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
	N Count	0	0	0	0	0	3	2	0	3	0	0	0
	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 = 1909 (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)

G3 - How often do you play games? [SINGLE]

		Gaming Type										Gaming Frequency	
		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	387	822	1151	557	248	278	728	207	249	1027	1602	460
	N Count												
	Column Comparisons												
Unweighted Base	% within column	395	802	1111	570	266	283	736	218	257	1009	1567	480
	N Count												
	Column Comparisons												
Column Names	% within column	d	e	f	g	h	i	j	k	l	m	a	b
	N Count												
	Column Comparisons												
Several times a day	% within column	36%↑	35%↑	32%↑	32%	29%	31%	31%	35%	34%	34%↑	38%↑	0%↓
	N Count	138↑	289↑	367↑	176	73	86	226	73	85	345↑	613↑	0↓
	Column Comparisons		a b								-	b	
At least once a day	% within column	47%	48%	47%	46%	50%	41%	49%	47%	46%	48%	62%↑	0%↓
	N Count	182	397	541	258	124	114	357	97	114	495	990↑	0↓
	Column Comparisons										-	b	
At least once a week	% within column	16%↓	15%↓	19%↓	20%	19%	24%	19%	14%↓	19%	17%↓	0%↓	100%↑
	N Count	63↓	126↓	215↓	110	48	67	135	29↓	48	175↓	0↓	460↑
	Column Comparisons				e		c d e k				-		a
At least once a month	% within column	1%	1%	2%	2%	1%	3%	1%	3%	0%	1%↓	0%↓	0%↓
	N Count	3	9	24	13	1	9	8	6	0	11↓	0↓	0↓
	Column Comparisons										-	-	-
Less than once a month	% within column	0%	0%	0%↓	0%	0%	1%	0%	0%	1%	0%	0%↓	0%
	N Count	1	1	0↓	0	1	2	2	1	2	1	0↓	0
	Column Comparisons					f	f		f	f	-	-	-
Never	% within column	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%
	N Count	0	0	2	0	2	0	0	0	0	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 = 1909 (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 8 of 20

G3 - How often do you play games? [SINGLE]		Gaming Purchase Type								Feelings about Gaming Purchase			
		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	535	237	151	447	147	302	122	205	346	772	445	720
	N Count												
	Column Comparisons												
Unweighted Base	% within column	549	250	158	428	154	320	133	211	356	777	454	734
	N Count												
	Column Comparisons												
Column Names	% within column	a	b	c	d	e	f	g	h	a	b	c	d
	N Count												
	Column Comparisons												
Several times a day	% within column	39%	34%	41%	41%↑	33%	40%	36%	40%	36%↑	37%↑	37%↑	38%↑
	N Count	208	80	62	181↑	48	121	44	81	124↑	282↑	165↑	275↑
	Column Comparisons												
At least once a day	% within column	47%	52%	47%	46%	43%	47%	48%	46%	43%	49%	43%	47%
	N Count	250	122	72	206	63	142	58	94	150	379	193	338
	Column Comparisons												
At least once a week	% within column	13%	12%	9%	12%	23%↑	12%	15%	13%	18%	13%↓	17%	14%↓
	N Count	71	29	14	54	34↑	37	18	27	62	103↓	78	102↓
	Column Comparisons					a b c d f h						b d	
At least once a month	% within column	1%	2%	2%	1%	1%	1%	2%	1%	3%	1%	2%	1%↓
	N Count	7	5	4	6	1	3	2	3	11	8	9	6↓
	Column Comparisons									b d e f		d e	
Less than once a month	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	N Count	0	0	0	0	0	0	0	0	0	0	0	0
	Column Comparisons	-	-	-	-	-	-	-	-	-	-	-	-
Never	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	N Count	0	0	0	0	0	0	0	0	0	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 = 1909 (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 9 of 20

BANNER

G3 - How often do you play games? [SINGLE]		Feelings about Gaming Purchase	
		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	715	449
	N Count		
	Column Comparisons		
Unweighted Base	% within column	710	459
	N Count		
	Column Comparisons		
Column Names	% within column	e	f
	N Count		
	Column Comparisons		
Several times a day	% within column	38%↑	37%↑
	N Count	268↑	164↑
	Column Comparisons		
At least once a day	% within column	47%	43%
	N Count	337	193
	Column Comparisons		
At least once a week	% within column	14%↓	19%
	N Count	103↓	86
	Column Comparisons		b d e
At least once a month	% within column	1%	1%
	N Count	7	6
	Column Comparisons		
Less than once a month	% within column	0%	0%
	N Count	0	0
	Column Comparisons	-	-

G3 - How often do you play games? [SINGLE]

			Gender of child respondent		Age of child respondent						Age and gender of child respondent		
		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
Never	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
	N Count	3	3	0	2	2	0	0	3	0	2	0	2
	Column Comparisons	-							-	-			
Don't know	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%↑	0%
	N Count	1	0	1	1	0	0	0	1	0	0	1↑	0
	Column Comparisons	-							-	-			
NET: Daily	% within column	76%	81%↑	70%↓	72%	79%	78%	70%↓	76%	75%	75%	70%	83%↑
	N Count	1,602	908↑	694↓	301	530	507	265↓	831	772	160	141	291↑
	Column Comparisons	-	b			a d	d		-	-	h		b d f h
NET: Less than Monthly	% within column	0%	1%	0%	1%	0%	0%	1%	0%	1%	1%	0%	1%
	N Count	11	8	3	2	3	1	5	5	5	2	0	3
	Column Comparisons	-						c	-	-			

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%)

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

G3 - How often do you play games? [SINGLE]		Age and gender of child respondent									Urban/ Rural		Working status
		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	NET: Female 13-17	NET: Urban	Rural	Full time
Never	% within column	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%
	N Count	0	0	0	0	0	3	0	0	0	2	2	3
	Column Comparisons						-	-	-	-			
Don't know	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%↓	1%↑	0%
	N Count	0	0	0	0	0	0	1	0	0	0↓	1↑	0
	Column Comparisons						-	-	-	-		a	
NET: Daily	% within column	74%	87%↑	69%↓	75%	62%↓	80%	73%	82%↑	66%↓	76%	74%	75%
	N Count	239	292↑	215↓	165	113↓	451	380	458↑	323↓	1,431	171	958
	Column Comparisons	h	a b d f g h		h		-	-	-	-			
NET: Less than Monthly	% within column	0%	0%	0%	1%	1%	1%	0%	0%	1%	0%	1%	1%
	N Count	0	1	0	2	3	5	0	3	3	8	2	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; Weight: Based on Nat Rep Sample; effective sample size = 1909 (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

G3 - How often do you play games? [SINGLE]		Working status			D3 - Social grade						Financial wellbeing		
		Part time	Student	NET: Not working/ retired	AB	C1	C2	DE	NET: ABC1	NET: C2DE	Doing well	Getting by	Struggling
Never	% within column	0%	0%	0%	0%	0%	1%↑	0%	0%	0%	0%	0%	1%
	N Count	0	0	0	0	0	3↑	0	0	3	0	0	3
	Column Comparisons								-	-			
Don't know	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	N Count	1	0	0	0	0	1	0	0	1	0	0	1
	Column Comparisons								-	-			
NET: Daily	% within column	75%	70%	79%	74%	74%	76%	80%	74%	78%	78%	75%	76%
	N Count	304	76	228	444	407	354	397	851	751	297	820	471
	Column Comparisons								-	-			
NET: Less than Monthly	% within column	0%	0%	1%	0%	0%	1%	0%	0%	1%	1%	0%	1%
	N Count	1	0	2	2	3	4	1	5	6	3	2	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; Weight: Based on Nat Rep Sample; effective sample size = 1909 (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)

G3 - How often do you play games? [SINGLE]		Ethnicity		Child identified need/ impacting condition				Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits	
		White B-ritish	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
Never	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	N Count	3	0	0	0	0	3	0	0	0	3	0	3
	Column Comparisons					-		-	-				
Don't know	% within column	0%	0%	1%↑	0%	0%	0%	0%	0%	0%	0%	0%	0%
	N Count	1	0	1↑	0	1	0	0	0	0	1	1	0
	Column Comparisons			d		-		-	-				
NET: Daily	% within column	77%↑	69%↓	81%	76%	77%	75%	78%	74%	88%↑	75%↓	81%↑	72%↓
	N Count	1,283↑	295↓	152	80	355	1,226	180	553	137↑	1,465↓	716↑	818↓
	Column Comparisons	b				-				b		b	
NET: Less than Monthly	% within column	1%	0%	0%	0%	0%	1%	0%	1%	0%	1%	0%	1%
	N Count	9	1	0	0	1	9	1	4	0	11	2	8
	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%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, 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

G3 - How often do you play games? [SINGLE]		Parental Controls		Parental Concern			Time Spent Online (Weekday)					Time Spent Online (Weekend)	
		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
Never	% within column	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	1%↑	0%
	N Count	2	2	0	0	3	3	0	0	0	0	3↑	0
	Column Comparisons										-	b c	
Don't know	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	N Count	1	0	1	0	0	0	1	0	0	0	0	0
	Column Comparisons										-		
NET: Daily	% within column	77%↑	68%↓	75%	75%	78%	67%↓	80%↑	86%↑	86%	86%↑	60%↓	72%↓
	N Count	1,376↑	214↓	747	399	446	552↓	720↑	232↑	84	317↑	159↓	539↓
	Column Comparisons	b						a	a b	a	-		a
NET: Less than Monthly	% within column	0%	1%	1%	0%	1%	1%	0%	0%	0%	0%	2%↑	0%
	N Count	6	5	6	1	4	8	1	1	0	1	6↑	1
	Column Comparisons		a				b				-	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 = 1909 (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)

G3 - How often do you play games? [SINGLE]		Time Spent Online (Weekend)			Spent Money					SM purchase category			
		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	Subscription/ Upgrade	NET: Gift
Never	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	N Count	0	0	0	0	0	0	0	3	0	0	0	0
	Column Comparisons			-						-	-	-	-
Don't know	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	N Count	1	0	1	0	0	0	0	1	0	0	0	0
	Column Comparisons			-						-	-	-	-
NET: Daily	% within column	79%	87%↑	83%↑	81%↑	79%	83%↑	81%↑	67%↓	78%	84%	84%	81%
	N Count	479	415↑	894↑	1,031↑	587	935↑	491↑	571↓	327	124	179	126
	Column Comparisons	a b	a b c	-	e	e	b e	e					
NET: Less than Monthly	% within column	0%	0%	0%	0%↓	0%	0%↓	0%	1%↑	0%	0%	0%	0%
	N Count	1	1	2	1↓	1	0↓	0	9↑	1	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 = 1909 (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												
G3 - How often do you play games? [SINGLE]		Feelings about SM purchase				Gaming Method					Gaming Type		
		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
Never	% within column	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
	N Count	0	0	0	0	0	3	2	0	3	0	0	0
	Column Comparisons	-	-	-	-		a			-			
Don't know	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	N Count	0	0	0	0	0	0	1	1	1	0	1	0
	Column Comparisons	-	-	-	-					-			
NET: Daily	% within column	76%	80%↑	79%	81%↑	77%	75%	79%↑	78%	76%	74%	76%	82%↑
	N Count	233	436↑	291	446↑	1,015	429	1,034↑	606	1,602	482	556	448↑
	Column Comparisons				a			a b		-			a i
NET: Less than Monthly	% within column	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
	N Count	1	1	1	1	4	5	4	2	11	1	1	2
	Column Comparisons	-	-	-	-		a 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 = 1909 (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)

G3 - How often do you play games? [SINGLE]		Gaming Type									NET: Playing against other people	Gaming Frequency	
		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: Daily	Weekly
Never	% within column	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%
	N Count	0	0	2	0	2	0	0	0	0	0	0	0
	Column Comparisons										-	-	-
Don't know	% within column	0%	0%	0%	0%	0%	0%	0%	1%↑	0%	0%	0%	0%
	N Count	0	0	1	0	0	0	0	1↑	0	0	0	0
	Column Comparisons										-	-	-
NET: Daily	% within column	83%↑	83%↑	79%↑	78%	79%	72%	80%↑	82%	80%	82%↑	100%↑	0%↓
	N Count	320↑	686↑	908↑	434	197	200	583↑	170	199	840↑	1,602↑	0↓
	Column Comparisons	a i	a b g h i	a				a i			-		b
NET: Less than Monthly	% within column	0%	0%	0%	0%	1%	1%	0%	0%	1%	0%	0%↓	0%
	N Count	1	1	2	0	2	2	2	1	2	1	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 = 1909 (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)

G3 - How often do you play games? [SINGLE]		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
		Gaming Purchase Type								Feelings about Gaming Purchase			
Never	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	N Count	0	0	0	0	0	0	0	0	0	0	0	0
	Column Comparisons	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	N Count	0	0	0	0	0	0	0	0	0	0	0	0
	Column Comparisons	-	-	-	-	-	-	-	-	-	-	-	-
NET: Daily	% within column	86%	85%	88%	87%	76%	87%	83%	85%	79%	86%↑	81%↑	85%↑
	N Count	457	202	133	387	111	263	102	176	274	661↑	358↑	612↑
	Column Comparisons	e	e	e	e		e				a c f		a c f
NET: Less than Monthly	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	N Count	0	0	0	0	0	0	0	0	0	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 = 1909 (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	
		Feelings about Gaming Purchase	
		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
G3 - How often do you play games? [SINGLE]	% within column	0%	0%
Never	N Count	0	0
	Column Comparisons	-	-
Don't know	% within column	0%	0%
	N Count	0	0
	Column Comparisons	-	-
NET: Daily	% within column	85%↑	80%
	N Count	605↑	357
	Column Comparisons	a c f	
NET: Less than Monthly	% within column	0%	0%
	N Count	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 = 1909 (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)

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]

		Total	Gender of child respondent		Age of child respondent			
			Male	Female	8-9	10-12	13-15	16-17
Weighted Base	% within column	2105	1113	992	412	670	647	375
	N Count							
	Column Comparisons							
Unweighted Base	% within column	2084	1065	1019	405	638	627	414
	N Count							
	Column Comparisons							
Column Names	% within column	a	a	b	a	b	c	d
	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					
Yes – I bought something on the console store (e.g. PlayStation Store or Steam)	% within column	21%	25%↑	17%↓	16%↓	19%	25%↑	23%
	N Count	440	276↑	164↓	64↓	127	162↑	87
	Column Comparisons	-	b				a b	a
Yes – I bought something on a website/ app (e.g. Xbox or Nintendo's websites)	% within column	6%	8%↑	4%↓	6%	7%	6%	6%
	N Count	134	93↑	41↓	26	48	36	24
	Column Comparisons	-	b					
Yes – although I used a search site (e.g. Google or Bing) to find something I saw on the game I was playing	% within column	5%	6%	4%	4%	4%	7%↑	4%
	N Count	105	62	43	18	29	43↑	15
	Column Comparisons	-						
No	% within column	45%	37%↓	54%↑	49%	45%	41%↓	49%
	N Count	953	417↓	536↑	202	302	266↓	184
	Column Comparisons	-		a				
Don't know	% within column	1%	1%	1%	2%	2%	1%	1%
	N Count	27	14	13	9	11	4	3
	Column Comparisons	-						
NET: Bought something gaming (Yes)	% within column	53%	61%↑	45%↓	49%	53%	58%↑	50%
	N Count	1,125	681↑	444↓	202	358	377↑	188
	Column Comparisons	-	b				a d	

Part 1 of 32

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]

		Age of child respondent		Age and gender of child respondent				
		NET: 8-12	NET: 13-17	Male 8-9	Female 8-9	Male 10-12	Female 10-12	Male 13-15
Weighted Base	% within column	1083	1022	212	201	349	322	335
	N Count							
	Column Comparisons							
Unweighted Base	% within column	1043	1041	208	197	323	315	318
	N Count							
	Column Comparisons							
Column Names	% within column	e	f	a	b	c	d	e
	N Count							
	Column Comparisons							
Yes – I bought something directly on the the game I was playing	% within column	31%	31%	33%	29%	34%	30%	41%↑
	N Count	340	321	70	57	117	96	137↑
	Column Comparisons	-	-	h		h		b d f h
Yes – I bought something on the console store (e.g. PlayStation Store or Steam)	% within column	18%↓	24%↑	18%	13%↓	24%	14%↓	28%↑
	N Count	191↓	250↑	38	26↓	82	44↓	95↑
	Column Comparisons	-	-			b d		a b d h
Yes – I bought something on a website/ app (e.g. Xbox or Nintendo's websites)	% within column	7%	6%	9%	3%	10%↑	5%	6%
	N Count	74	60	19	7	34↑	15	21
	Column Comparisons	-	-	h		b h		
Yes – although I used a search site (e.g. Google or Bing) to find something I saw on the game I was playing	% within column	4%	6%	6%	3%	4%	4%	8%↑
	N Count	46	59	13	5	15	14	26↑
	Column Comparisons	-	-					
No	% within column	47%	44%	43%	56%↑	38%↓	52%↑	32%↓
	N Count	504	450	90	112↑	134↓	168↑	106↓
	Column Comparisons	-	-	e	a c e g		c e g	
Don't know	% within column	2%	1%	2%	3%	2%	2%	1%
	N Count	20	7	4	5	6	5	3
	Column Comparisons	-	-					
NET: Bought something gaming (Yes)	% within column	52%	55%	56%	42%↓	60%↑	46%↓	67%↑
	N Count	560	565	118	84↓	209↑	149↓	225↑
	Column Comparisons	-	-	b h		b d f h		a 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%)

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

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]

		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
Weighted Base	% within column	312	218	180	560	523	553	486
	N Count							
	Column Comparisons							
Unweighted Base	% within column	309	216	227	531	512	534	529
	N Count							
	Column Comparisons							
Column Names	% within column	f	g	h	i	j	k	l
	N Count							
	Column Comparisons							
Yes – I bought something directly on the the game I was playing	% within column	27%	31%	20%↓	33%	29%	37%↑	25%↓
	N Count	85	67	36↓	187	154	204↑	120↓
	Column Comparisons				-	-	-	-
Yes – I bought something on the console store (e.g. PlayStation Store or Steam)	% within column	22%	28%↑	17%	22%	13%↓	28%↑	20%
	N Count	68	61↑	31	121	70↓	156↑	98
	Column Comparisons	b d	a b d h		-	-	-	-
Yes – I bought something on a website/ app (e.g. Xbox or Nintendo's websites)	% within column	5%	9%	2%↓	9%↑	4%↓	7%	4%↓
	N Count	15	20	4↓	53↑	22↓	41	19↓
	Column Comparisons		h		-	-	-	-
Yes – although I used a search site (e.g. Google or Bing) to find something I saw on the game I was playing	% within column	5%	4%	4%	5%	4%	6%	5%
	N Count	17	8	8	28	19	34	25
	Column Comparisons				-	-	-	-
No	% within column	51%	40%	60%↑	40%↓	54%↑	35%↓	55%↑
	N Count	160	87	109↑	224↓	280↑	193↓	266↑
	Column Comparisons	c e g		a c e g	-	-	-	-
Don't know	% within column	0%	1%	1%	2%	2%	1%	1%
	N Count	1	1	3	9	10	5	3
	Column Comparisons				-	-	-	-
NET: Bought something gaming (Yes)	% within column	49%	59%	38%↓	58%↑	45%↓	64%↑	45%↓
	N Count	152	129	68↓	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%)

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

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]

BANNER

		Urban/ Rural		Working status				D3 - Social grade
		NET: Urban	Rural	Full time	Part time	Student	NET: Not working/ retired	AB
Weighted Base	% within column	1877	228	1264	405	108	284	601
	N Count							
	Column Comparisons							
Unweighted Base	% within column	1847	237	1312	363	109	261	850
	N Count							
	Column Comparisons							
Column Names	% within column	a	b	a	b	c	d	a
	N Count							
	Column Comparisons							
Yes – I bought something directly on the the game I was playing	% within column	32%	26%	34%↑	26%↓	27%	28%	37%↑
	N Count	601	60	435↑	104↓	29	80	224↑
	Column Comparisons			b				b c
Yes – I bought something on the console store (e.g. PlayStation Store or Steam)	% within column	21%	17%	26%↑	14%↓	19%	9%↓	26%↑
	N Count	402	38	325↑	57↓	21	26↓	155↑
	Column Comparisons			b d		d		d
Yes – I bought something on a website/ app (e.g. Xbox or Nintendo's websites)	% within column	6%	5%	6%	7%	3%	6%	8%
	N Count	122	12	82	28	3	18	48
	Column Comparisons							
Yes – although I used a search site (e.g. Google or Bing) to find something I saw on the game I was playing	% within column	5%	3%	6%↑	4%	5%	2%↓	7%↑
	N Count	98	7	77↑	15	5	6↓	40↑
	Column Comparisons							b
No	% within column	44%↓	56%↑	39%↓	54%↑	55%	57%↑	38%↓
	N Count	826↓	127↑	496↓	218↑	59	161↑	227↓
	Column Comparisons		a		a	a	a	
Don't know	% within column	1%	2%	1%	2%	2%	2%	1%
	N Count	22	5	11	7	2	7	4
	Column Comparisons							
NET: Bought something gaming (Yes)	% within column	55%↑	42%↓	60%↑	45%↓	44%	41%↓	62%↑
	N Count	1,029↑	96↓	757↑	180↓	47	116↓	370↑
	Column Comparisons	b		b c d				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 AND Children who game; Weight: Based on Nat Rep Sample; effective sample size = 1919 (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)

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]

		C1	C2	DE	NET: ABC1	NET: C2DE	Doing well	Getting by
				D3 - Social grade			Financial wellbeing	
Weighted Base	% within column	551	457	496	1152	953	378	1096
	N Count							
	Column Comparisons							
Unweighted Base	% within column	458	333	443	1308	776	431	1067
	N Count							
	Column Comparisons							
Column Names	% within column	b	c	d	e	f	a	b
	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	
Yes – I bought something on the console store (e.g. PlayStation Store or Steam)	% within column	20%	20%	17%↓	23%↑	18%↓	29%↑	20%
	N Count	111	92	83↓	266↑	174↓	110↑	214
	Column Comparisons				-	-	b c	
Yes – I bought something on a website/ app (e.g. Xbox or Nintendo's websites)	% within column	5%	7%	6%	6%	6%	7%	6%
	N Count	25	32	30	73	61	26	63
	Column Comparisons				-	-		
Yes – although I used a search site (e.g. Google or Bing) to find something I saw on the game I was playing	% within column	3%↓	5%	5%	5%	5%	9%↑	5%
	N Count	15↓	25	26	55	50	33↑	50
	Column Comparisons				-	-	b c	
No	% within column	50%	49%	46%	43%	47%	34%↓	48%↑
	N Count	274	226	226	501	452	127↓	531↑
	Column Comparisons	a	a	a	-	-		a
Don't know	% within column	1%	2%	2%↑	1%↓	2%↑	1%	1%↓
	N Count	4	7	12↑	7↓	19↑	6	6↓
	Column Comparisons			a	-	-		
NET: Bought something gaming (Yes)	% within column	50%	49%	52%	56%↑	50%↓	65%↑	51%
	N Count	274	224	257	644↑	481↓	245↑	558
	Column Comparisons				-	-	b c	

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%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, 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 32

BANNER

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]

		Financial wellbeing	Ethnicity		Child identified need/ impacting condition			
		Struggling	White British	NET: All other Ethnicities	Neurodiversity	Mental Health	NET: Identified need/ condition	NET: No identified need/ condition
Weighted Base	% within column	612	1650	425	187	106	458	1621
	N Count							
	Column Comparisons							
Unweighted Base	% within column	571	1624	429	176	107	443	1614
	N Count							
	Column Comparisons							
Column Names	% within column	c	a	b	a	b	c	d
	N Count							
	Column Comparisons							
Yes – I bought something directly on the the game I was playing	% within column	30%	32%	28%	31%	39%	33%	31%
	N Count	184	531	117	58	41	151	499
	Column Comparisons						-	
Yes – I bought something on the console store (e.g. PlayStation Store or Steam)	% within column	19%	20%	25%	24%	20%	25%	20%↓
	N Count	116	326	105	45	21	113	318↓
	Column Comparisons			a			-	
Yes – I bought something on a website/ app (e.g. Xbox or Nintendo's websites)	% within column	7%	6%	6%	6%	9%	8%	6%
	N Count	45	106	27	12	9	36	97
	Column Comparisons						-	
Yes – although I used a search site (e.g. Google or Bing) to find something I saw on the game I was playing	% within column	4%	4%↓	8%↑	0%↓	4%	5%	5%
	N Count	22	67↓	36↑	1↓	4	24	79
	Column Comparisons			a		a	-	a
No	% within column	46%	46%	45%	48%	41%	39%↓	47%↑
	N Count	283	757	189	89	44	181↓	766↑
	Column Comparisons	a					-	
Don't know	% within column	2%↑	1%	1%	1%	4%	1%	1%
	N Count	14↑	21	4	2	4	6	20
	Column Comparisons	b					-	
NET: Bought something gaming (Yes)	% within column	52%	53%	54%	51%	55%	59%↑	51%↓
	N Count	316	873	231	96	59	272↑	834↓
	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%)

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

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
		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	228	747	156	1949	881	1127	1778
	N Count							
	Column Comparisons							
Unweighted Base	% within column	232	762	152	1932	841	1152	1757
	N Count							
	Column Comparisons							
Column Names	% within column	a	b	a	b	a	b	a
	N Count							
	Column Comparisons							
Yes – I bought something directly on the the game I was playing	% within column	32%	30%	42%↑	31%↓	35%↑	29%↓	34%↑
	N Count	73	228	66↑	595↓	306↑	325↓	604↑
	Column Comparisons			b		b		b
Yes – I bought something on the console store (e.g. PlayStation Store or Steam)	% within column	28%	22%	29%↑	20%↓	22%	20%	23%↑
	N Count	64	168	45↑	395↓	197	228	403↑
	Column Comparisons			b				b
Yes – I bought something on a website/ app (e.g. Xbox or Nintendo's websites)	% within column	8%	5%	6%	6%	7%	6%	7%↑
	N Count	19	39	9	125	63	65	123↑
	Column Comparisons							b
Yes – although I used a search site (e.g. Google or Bing) to find something I saw on the game I was playing	% within column	6%	5%	6%	5%	6%	4%	6%↑
	N Count	14	41	9	96	55	46	103↑
	Column Comparisons					b		b
No	% within column	39%	47%↑	35%↓	46%↑	40%↓	49%↑	41%↓
	N Count	89	350↑	55↓	899↑	353↓	557↑	725↓
	Column Comparisons		a		a		a	
Don't know	% within column	0%	1%	0%	1%	2%	1%	1%
	N Count	0	6	0	27	15	9	20
	Column Comparisons							
NET: Bought something gaming (Yes)	% within column	61%	52%↓	65%↑	53%↓	58%↑	50%↓	58%↑
	N Count	140	391↓	101↑	1,024↓	513↑	562↓	1,033↑
	Column Comparisons	b		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 AND Children who game; Weight: Based on Nat Rep Sample; effective sample size = 1919 (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)

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]

BANNER

		Parental Controls	Parental Concern			Time Spent Online (Weekday)		
		No Controls	Not Concerned	A little Concerned	NET: Moderately / Very Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs
Weighted Base	% within column	311	985	533	570	819	902	269
	N Count							
	Column Comparisons							
Unweighted Base	% within column	313	948	540	582	803	890	274
	N Count							
	Column Comparisons							
Column Names	% within column	b	a	b	c	a	b	c
	N Count							
	Column Comparisons							
Yes – I bought something directly on the the game I was playing	% within column	18%↓	26%↓	36%↑	37%↑	23%↓	35%↑	44%↑
	N Count	55↓	254↓	190↑	213↑	189↓	318↑	117↑
	Column Comparisons			a	a		a	a b
Yes – I bought something on the console store (e.g. PlayStation Store or Steam)	% within column	12%↓	13%↓	29%↑	28%↑	13%↓	25%↑	27%↑
	N Count	37↓	125↓	154↑	160↑	104↓	223↑	72↑
	Column Comparisons			a	a		a	a
Yes – I bought something on a website/ app (e.g. Xbox or Nintendo's websites)	% within column	4%	6%	6%	9%↑	5%	8%	6%
	N Count	11	55	29	50↑	42	68	17
	Column Comparisons							
Yes – although I used a search site (e.g. Google or Bing) to find something I saw on the game I was playing	% within column	1%↓	2%↓	5%	9%↑	4%	5%	7%
	N Count	2↓	21↓	29	54↑	35	42	18
	Column Comparisons			a	a b			
No	% within column	70%↑	59%↑	34%↓	31%↓	59%↑	38%↓	32%↓
	N Count	218↑	582↑	183↓	178↓	485↑	344↓	86↓
	Column Comparisons	a	b c			b c d		
Don't know	% within column	1%	1%	2%	1%	2%	1%	0%
	N Count	4	9	9	7	13	10	1
	Column Comparisons							
NET: Bought something gaming (Yes)	% within column	29%↓	40%↓	64%↑	67%↑	39%↓	61%↑	68%↑
	N Count	90↓	394↓	342↑	385↑	321↓	547↑	182↑
	Column Comparisons			a	a		a	a

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]

		Time Spent Online (Weekday)		Time Spent Online (Weekend)				
		6+ hrs	NET: 5+ Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6 hrs	NET: 5+ Hours
Weighted Base	% within column	98	367	259	751	604	476	1080
	N Count							
	Column Comparisons							
Unweighted Base	% within column	101	375	250	745	601	473	1074
	N Count							
	Column Comparisons							
Column Names	% within column	d	e	a	b	c	d	e
	N Count							
	Column Comparisons							
Yes – I bought something directly on the the game I was playing	% within column	34%	41%↑	24%↓	28%↓	32%	40%↑	36%↑
	N Count	34	151↑	62↓	209↓	193	192↑	385↑
	Column Comparisons	a	-			a	a b c	-
Yes – I bought something on the console store (e.g. PlayStation Store or Steam)	% within column	41%↑	30%↑	10%↓	20%	22%	27%↑	24%↑
	N Count	40↑	112↑	25↓	153	133	129↑	262↑
	Column Comparisons	a b c	-		a	a	a b	-
Yes – I bought something on a website/ app (e.g. Xbox or Nintendo's websites)	% within column	7%	6%	6%	5%	6%	9%	7%
	N Count	7	24	14	40	38	41	79
	Column Comparisons		-					-
Yes – although I used a search site (e.g. Google or Bing) to find something I saw on the game I was playing	% within column	10%	8%↑	6%	5%	5%	4%	5%
	N Count	9	28↑	15	39	31	20	51
	Column Comparisons		-					-
No	% within column	27%↓	31%↓	61%↑	48%	42%	36%↓	39%↓
	N Count	26↓	112↓	157↑	362	253	170↓	424↓
	Column Comparisons		-	b c d	c d			-
Don't know	% within column	1%	1%	1%	1%	2%	1%	1%
	N Count	1	2	3	9	10	5	15
	Column Comparisons		-					-
NET: Bought something gaming (Yes)	% within column	72%↑	69%↑	38%↓	51%	56%	63%↑	59%↑
	N Count	70↑	253↑	99↓	380	341	301↑	641↑
	Column Comparisons	a	-		a	a b	a b c	-

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%)

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

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]

		Spent Money					SM purchase category	
		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
Weighted Base	% within column	1265	744	1125	604	840	419	149
	N Count							
	Column Comparisons							
Unweighted Base	% within column	1273	777	1128	632	811	440	161
	N Count							
	Column Comparisons							
Column Names	% within column	a	b	c	d	e	a	b
	N Count							
	Column Comparisons							
Yes – I bought something directly on the the game I was playing	% within column	52%↑	48%↑	59%↑	60%↑	0%↓	45%	56%
	N Count	661↑	360↑	661↑	360↑	0↓	189	83
	Column Comparisons	e	e	b e	e			
Yes – I bought something on the console store (e.g. PlayStation Store or Steam)	% within column	35%↑	35%↑	39%↑	43%↑	0%↓	32%	44%↑
	N Count	440↑	258↑	440↑	258↑	0↓	134	65↑
	Column Comparisons	e	e	b e	e			a
Yes – I bought something on a website/ app (e.g. Xbox or Nintendo's websites)	% within column	11%↑	7%	12%↑	9%↑	0%↓	6%	8%
	N Count	134↑	56	134↑	56↑	0↓	26	12
	Column Comparisons	e	e	b e	e			
Yes – although I used a search site (e.g. Google or Bing) to find something I saw on the game I was playing	% within column	8%↑	10%↑	9%↑	13%↑	0%↓	11%	16%↑
	N Count	105↑	78↑	105↑	78↑	0↓	45	24↑
	Column Comparisons	e	e	b e	e			
No	% within column	11%↓	18%↓	0%↓	0%↓	97%↑	25%↑	6%↓
	N Count	136↓	136↓	0↓	0↓	818↑	106↑	9↓
	Column Comparisons		c			a b c d	b c d	
Don't know	% within column	0%↓	1%	0%↓	0%↓	3%↑	1%	1%
	N Count	5↓	5	0↓	0↓	22↑	4	1
	Column Comparisons		c			a b c d		
NET: Bought something gaming (Yes)	% within column	89%↑	81%↑	100%↑	100%↑	0%↓	74%↓	93%↑
	N Count	1,125↑	604↑	1,125↑	604↑	0↓	309↓	138↑
	Column Comparisons	e	e	b e	e			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 game; Weight: Based on Nat Rep Sample; effective sample size = 1919 (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)

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]

		SM purchase category		Feelings about SM purchase				Gaming Method
		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	212	157	306	543	368	549	1320
	N Count							
	Column Comparisons							
Unweighted Base	% within column	222	169	321	573	392	579	1307
	N Count							
	Column Comparisons							
Column Names	% within column	c	d	a	b	c	d	a
	N Count							
	Column Comparisons							
Yes – I bought something directly on the the game I was playing	% within column	57%↑	57%↑	53%↑	49%↑	54%↑	51%↑	33%
	N Count	122↑	89↑	161↑	269↑	199↑	281↑	435
	Column Comparisons							
Yes – I bought something on the console store (e.g. PlayStation Store or Steam)	% within column	42%↑	43%↑	42%↑	36%↑	41%↑	35%↑	25%↑
	N Count	90↑	68↑	127↑	197↑	152↑	193↑	325↑
	Column Comparisons							c d
Yes – I bought something on a website/ app (e.g. Xbox or Nintendo's websites)	% within column	12%↑	9%	7%	8%	8%	7%	9%↑
	N Count	26↑	13	23	42	28	38	112↑
	Column Comparisons	a						b c d
Yes – although I used a search site (e.g. Google or Bing) to find something I saw on the game I was playing	% within column	16%↑	18%↑	15%↑	10%↑	13%↑	9%↑	4%
	N Count	34↑	28↑	44↑	57↑	48↑	51↑	57
	Column Comparisons			d		d		
No	% within column	7%↓	6%↓	8%↓	17%↓	8%↓	16%↓	42%↓
	N Count	16↓	9↓	24↓	93↓	29↓	89↓	553↓
	Column Comparisons				a c		c	
Don't know	% within column	0%	0%	1%	0%	1%	1%	0%↓
	N Count	1	0	2	3	2	3	6↓
	Column Comparisons							
NET: Bought something gaming (Yes)	% within column	92%↑	94%↑	91%↑	82%↑	91%↑	83%↑	58%↑
	N Count	195↑	148↑	279↑	447↑	337↑	456↑	761↑
	Column Comparisons	a	a	b d		b d		d

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]

		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	565	1297	772	2105	649	728	545
	N Count							
	Column Comparisons							
Unweighted Base	% within column	577	1299	764	2084	660	738	561
	N Count							
	Column Comparisons							
Column Names	% within column	b	c	d	e	a	b	c
	N Count							
	Column Comparisons							
Yes – I bought something directly on the the game I was playing	% within column	34%	33%↑	33%	31%	27%↓	35%↑	39%↑
	N Count	195	432↑	258	661	178↓	257↑	214↑
	Column Comparisons				-		a	a
Yes – I bought something on the console store (e.g. PlayStation Store or Steam)	% within column	27%↑	21%	18%	21%	19%	25%↑	34%↑
	N Count	152↑	275	142	440	121	179↑	188↑
	Column Comparisons	d			-		a f	a b f g i j k l
Yes – I bought something on a website/ app (e.g. Xbox or Nintendo's websites)	% within column	7%	7%	7%	6%	5%	10%↑	9%↑
	N Count	40	91	53	134	36	73↑	48↑
	Column Comparisons				-		a g l	
Yes – although I used a search site (e.g. Google or Bing) to find something I saw on the game I was playing	% within column	9%↑	6%	6%	5%	7%↑	7%↑	8%↑
	N Count	48↑	76	48	105	44↑	54↑	42↑
	Column Comparisons	a	a		-	f	e f	e f
No	% within column	38%↓	43%	47%	45%	52%↑	39%↓	29%↓
	N Count	213↓	564	361	953	335↑	286↓	160↓
	Column Comparisons			a b c	-	b c d e g h i j k l	c d e	
Don't know	% within column	1%	1%	1%	1%	1%	0%↓	0%
	N Count	8	16	10	27	7	4↓	2
	Column Comparisons	a	a	a	-			
NET: Bought something gaming (Yes)	% within column	61%↑	55%	52%	53%	47%↓	60%↑	70%↑
	N Count	345↑	717	401	1,125	306↓	439↑	383↑
	Column Comparisons	d	d		-		a f	a b f g i j k l

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%)

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

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]

		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	386	822	1148	557	246	276	726
	N Count							
	Column Comparisons							
Unweighted Base	% within column	394	801	1109	570	264	281	734
	N Count							
	Column Comparisons							
Column Names	% within column	d	e	f	g	h	i	j
	N Count							
	Column Comparisons							
Yes – I bought something directly on the the game I was playing	% within column	41%↑	39%↑	33%	36%↑	40%↑	37%	34%
	N Count	160↑	319↑	375	200↑	98↑	102	245
	Column Comparisons	a	a f j	a	a	a	a	a
Yes – I bought something on the console store (e.g. PlayStation Store or Steam)	% within column	32%↑	29%↑	20%	25%↑	33%↑	25%	29%↑
	N Count	123↑	235↑	224	140↑	80↑	68	208↑
	Column Comparisons	a f i l	a b f g l		a f	a f l		a f l
Yes – I bought something on a website/ app (e.g. Xbox or Nintendo's websites)	% within column	8%	10%↑	7%	7%	10%↑	9%	9%↑
	N Count	32	85↑	85	38	25↑	25	67↑
	Column Comparisons		a g l			l		a
Yes – although I used a search site (e.g. Google or Bing) to find something I saw on the game I was playing	% within column	10%↑	5%	3%↓	7%	14%↑	11%↑	7%↑
	N Count	38↑	41	39↓	37	34↑	31↑	51↑
	Column Comparisons	e f l	f		f	a b e f g l	e f l	f
No	% within column	31%↓	34%↓	47%	39%↓	31%↓	38%↓	37%↓
	N Count	118↓	275↓	537	220↓	76↓	106↓	268↓
	Column Comparisons			b c d e g h i j	c d e		c d e	c
Don't know	% within column	1%	1%	1%	1%	0%	1%	1%
	N Count	5	9	11	5	0	3	6
	Column Comparisons							
NET: Bought something gaming (Yes)	% within column	68%↑	65%↑	52%	60%↑	69%↑	61%↑	62%↑
	N Count	263↑	537↑	600	332↑	170↑	167↑	451↑
	Column Comparisons	a f g i l	a b f g l	a	a f	a f l	a f	a f l

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%)

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

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]

BANNER

		Gaming Type			Gaming Frequency		Gaming Purchase Type	
		Interactive stories	Makeovers	NET: Playing against other people	NET: Daily	Weekly	NET: Character, skins, weapons, armour, tools	NET: Game expansion
Weighted Base	% within column	205	247	1026	1602	460	535	237
	N Count							
	Column Comparisons							
Unweighted Base	% within column	216	255	1007	1567	480	549	250
	N Count							
	Column Comparisons							
Column Names	% within column	k	l	m	a	b	a	b
	N Count							
	Column Comparisons							
Yes – I bought something directly on the the game I was playing	% within column	40%↑	35%	38%↑	36%↑	16%↓	65%↑	57%
	N Count	82↑	85	389↑	577↑	75↓	349↑	134
	Column Comparisons	a		-	b		b e f g	
Yes – I bought something on the console store (e.g. PlayStation Store or Steam)	% within column	33%↑	22%	27%↑	22%	17%	40%	48%↑
	N Count	67↑	55	280↑	352	80	213	114↑
	Column Comparisons	a l		-	b		d	d
Yes – I bought something on a website/ app (e.g. Xbox or Nintendo's websites)	% within column	11%↑	5%	9%↑	7%↑	4%	13%	12%
	N Count	23↑	12	93↑	115↑	19	69	29
	Column Comparisons	a l		-	b			
Yes – although I used a search site (e.g. Google or Bing) to find something I saw on the game I was playing	% within column	9%↑	5%	6%↑	5%	4%	9%	17%↑
	N Count	19↑	13	64↑	84	20	49	41↑
	Column Comparisons			-				a d
No	% within column	32%↓	43%	34%↓	40%↓	62%↑	0%	0%
	N Count	66↓	107	354↓	643↓	284↑	0	0
	Column Comparisons	c	c d e h k	-		a	-	-
Don't know	% within column	1%	2%	1%	1%	1%	0%	0%
	N Count	1	4	13	24	3	0	0
	Column Comparisons			-			-	-
NET: Bought something gaming (Yes)	% within column	67%↑	55%	64%↑	58%↑	38%↓	100%	100%
	N Count	138↑	136	659↑	935↑	173↓	535	237
	Column Comparisons	a l	a	-	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 game; Weight: Based on Nat Rep Sample; effective sample size = 1919 (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)

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]

		Gaming Purchase Type						Feelings about Gaming Purchase
		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
Weighted Base	% within column	151	447	147	302	122	205	346
	N Count							
	Column Comparisons							
Unweighted Base	% within column	158	428	154	320	133	211	356
	N Count							
	Column Comparisons							
Column Names	% within column	c	d	e	f	g	h	a
	N Count							
	Column Comparisons							
Yes – I bought something directly on the the game I was playing	% within column	67%	71%↑	51%	53%↓	54%	66%	63%↑
	N Count	102	316↑	75	160↓	66	135	217↑
	Column Comparisons	e f g	b e f g h				e f g	
Yes – I bought something on the console store (e.g. PlayStation Store or Steam)	% within column	46%	34%↓	53%↑	52%↑	51%↑	52%↑	40%↑
	N Count	69	154↓	77↑	156↑	62↑	106↑	140↑
	Column Comparisons			a d	a d	d	d	
Yes – I bought something on a website/ app (e.g. Xbox or Nintendo's websites)	% within column	12%	14%	15%	18%↑	13%	16%	11%↑
	N Count	18	63	22	53↑	15	32	40↑
	Column Comparisons							
Yes – although I used a search site (e.g. Google or Bing) to find something I saw on the game I was playing	% within column	10%	8%	14%	12%	19%↑	12%	10%↑
	N Count	15	38	21	37	23↑	24	35↑
	Column Comparisons							
No	% within column	0%	0%	0%	0%	0%	0%	0%↓
	N Count	0	0	0	0	0	0	0↓
	Column Comparisons	-	-	-	-	-	-	-
Don't know	% within column	0%	0%	0%	0%	0%	0%	0%
	N Count	0	0	0	0	0	0	0
	Column Comparisons	-	-	-	-	-	-	-
NET: Bought something gaming (Yes)	% within column	100%	100%	100%	100%	100%	100%	100%↑
	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%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, 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

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]

Feelings about Gaming Purchase

		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	772	445	720	715	449
	N Count					
	Column Comparisons					
Unweighted Base	% within column	777	454	734	710	459
	N Count					
	Column Comparisons					
Column Names	% within column	b	c	d	e	f
	N Count					
	Column Comparisons					
Yes – I bought something directly on the the game I was playing	% within column	62%↑	61%↑	62%↑	61%↑	59%↑
	N Count	479↑	270↑	448↑	439↑	267↑
	Column Comparisons					
Yes – I bought something on the console store (e.g. PlayStation Store or Steam)	% within column	38%↑	42%↑	39%↑	38%↑	42%↑
	N Count	292↑	188↑	279↑	272↑	187↑
	Column Comparisons					
Yes – I bought something on a website/ app (e.g. Xbox or Nintendo's websites)	% within column	12%↑	10%↑	11%↑	13%↑	11%↑
	N Count	90↑	45↑	77↑	91↑	50↑
	Column Comparisons					
Yes – although I used a search site (e.g. Google or Bing) to find something I saw on the game I was playing	% within column	9%↑	12%↑	9%↑	9%↑	12%↑
	N Count	69↑	54↑	65↑	64↑	54↑
	Column Comparisons					
No	% within column	0%↓	0%↓	0%↓	0%↓	0%↓
	N Count	0↓	0↓	0↓	0↓	0↓
	Column Comparisons	-	-	-	-	-
Don't know	% within column	0%↓	0%↓	0%↓	0%↓	0%↓
	N Count	0↓	0↓	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 AND Children who game; Weight: Based on Nat Rep Sample; effective sample size = 1919 (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)

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]

| | | Total | Gender of child respondent | | Age of child respondent | | | |
			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	

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]

		Age of child respondent		Age and gender of child respondent				
		NET: 8-12	NET: 13-17	Male 8-9	Female 8-9	Male 10-12	Female 10-12	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

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%)

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

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]

		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	49%	59%	38%↓	58%↑	45%↓	64%↑	45%↓
NET: Bought something gaming (Yes)	N Count	152	129	68↓	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%)

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

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]

| | | Urban/ Rural | | Working status | | | | D3 - Social grade |
		NET: Urban	Rural	Full time	Part time	Student	NET: Not working/ retired	AB
NET: Bought something gaming (Yes)	% within column	55%↑	42%↓	60%↑	45%↓	44%	41%↓	62%↑
	N Count	1,029↑	96↓	757↑	180↓	47	116↓	370↑
	Column Comparisons	b		b c d				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 AND Children who game; Weight: Based on Nat Rep Sample; effective sample size = 1919 (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)

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]

		D3 - Social grade					Financial wellbeing	
		C1	C2	DE	NET: ABC1	NET: C2DE	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	

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%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, 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

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]

		Financial wellbeing	Ethnicity		Child identified need/ impacting condition			
		Struggling	White British	NET: All other Ethnicities	Neurodiversity	Mental Health	NET: Identified need/ condition	NET: No identified need/ 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						-	

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%)

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

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
		NET: Yes	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

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%)

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

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]

		Parental Controls	Parental Concern			Time Spent Online (Weekday)		
		No Controls	Not Concerned	A little Concerned	NET: Moderately / Very Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs
	% within column	29%↓	40%↓	64%↑	67%↑	39%↓	61%↑	68%↑
NET: Bought something gaming (Yes)	N Count	90↓	394↓	342↑	385↑	321↓	547↑	182↑
	Column Comparisons			a	a		a	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 game; Weight: Based on Nat Rep Sample; effective sample size = 1919 (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 24 of 32

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]

		Time Spent Online (Weekday)		Time Spent Online (Weekend)				
		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	a	-		a	a b	a b c	-

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%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, 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

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]		Spent Money					SM purchase category	
		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
NET: Bought something gaming (Yes)	% within column	89%↑	81%↑	100%↑	100%↑	0%↓	74%↓	93%↑
	N Count	1,125↑	604↑	1,125↑	604↑	0↓	309↓	138↑
	Column Comparisons	e	e	b e	e			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 game; Weight: Based on Nat Rep Sample; effective sample size = 1919 (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)

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]

BANNER

		SM purchase category		Feelings about SM purchase				Gaming Method
		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
NET: Bought something gaming (Yes)	% within column	92%↑	94%↑	91%↑	82%↑	91%↑	83%↑	58%↑
	N Count	195↑	148↑	279↑	447↑	337↑	456↑	761↑
	Column Comparisons	a	a	b d		b 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 game; Weight: Based on Nat Rep Sample; effective sample size = 1919 (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)

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]

		Gaming Method				Gaming Type		
		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↑	717	401	1,125	306↓	439↑	383↑
	Column Comparisons	d	d		-		a f	a b f g i j k l

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%)

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

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]

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	68%↑	65%↑	52%	60%↑	69%↑	61%↑	62%↑
NET: Bought something gaming (Yes)	N Count	263↑	537↑	600	332↑	170↑	167↑	451↑
	Column Comparisons	a f g i l	a b f g l	a	a f	a f l	a f	a f l

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%)

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

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]

		Gaming Type			Gaming Frequency		Gaming Purchase Type	
		Interactive stories	Makeovers	NET: Playing against other people	NET: Daily	Weekly	NET: Character, skins, weapons, armour, tools	NET: Game expansion
NET: Bought something gaming (Yes)	% within column	67%↑	55%	64%↑	58%↑	38%↓	100%	100%
	N Count	138↑	136	659↑	935↑	173↓	535	237
	Column Comparisons	a l	a	-	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 game; Weight: Based on Nat Rep Sample; effective sample size = 1919 (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)

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]

		Gaming Purchase Type						Feelings about Gaming Purchase
		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: Bought something gaming (Yes)	% within column	100%	100%	100%	100%	100%	100%	100%↑
	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%)

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

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]

		Feelings about Gaming Purchase				
		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
NET: Bought something gaming (Yes)	% within column	100%↑	100%↑	100%↑	100%↑	100%↑
	N Count	772↑	445↑	720↑	715↑	449↑
	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%)

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

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]

		Total	Gender of child respondent		Age of child respondent			
			Male	Female	8-9	10-12	13-15	16-17
Weighted Base	% within column	2232	1153	1079	449	698	684	401
	N Count							
	Column Comparisons							
Unweighted Base	% within column	2205	1100	1105	439	662	659	445
	N Count							
	Column Comparisons							
Column Names	% within column	a	a	b	a	b	c	d
	N Count							
	Column Comparisons							
Yes – I bought something directly on the the game I was playing	% within column	30%	34%↑	25%↓	28%	31%	32%	25%↓
	N Count	661	390↑	271↓	127	213	222	99↓
	Column Comparisons	-	b				d	
Yes – I bought something on the console store (e.g. PlayStation Store or Steam)	% within column	20%	24%↑	15%↓	14%↓	18%	24%↑	22%
	N Count	440	276↑	164↓	64↓	127	162↑	87
	Column Comparisons	-	b				a b	a
Yes – I bought something on a website/app (e.g. Xbox or Nintendo's websites)	% within column	6%	8%↑	4%↓	6%	7%	5%	6%
	N Count	134	93↑	41↓	26	48	36	24
	Column Comparisons	-	b					
Yes – although I used a search site (e.g. Google or Bing) to find something I saw on the game I was playing	% within column	5%	5%	4%	4%	4%	6%↑	4%
	N Count	105	62	43	18	29	43↑	15
	Column Comparisons	-						
No	% within column	43%	36%↓	50%↑	45%	43%	39%↓	46%
	N Count	953	417↓	536↑	202	302	266↓	184
	Column Comparisons	-		a				
Don't know	% within column	1%	1%	1%	2%	2%	1%	1%
	N Count	27	14	13	9	11	4	3
	Column Comparisons	-						
Wasn't asked the question (did not game)	% within column	6%	4%↓	8%↑	8%↑	4%	5%	6%
	N Count	127	40↓	86↑	37↑	28	37	26
	Column Comparisons	-		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 = 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)

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

		Age of child respondent		Age and gender of child respondent				
		NET: 8-12	NET: 13-17	Male 8-9	Female 8-9	Male 10-12	Female 10-12	Male 13-15
Weighted Base	% within column	1147	1085	226	224	361	337	342
	N Count							
	Column Comparisons							
Unweighted Base	% within column	1101	1104	220	219	333	329	324
	N Count							
	Column Comparisons							
Column Names	% within column	e	f	a	b	c	d	e
	N Count							
	Column Comparisons							
Yes – I bought something directly on the the game I was playing	% within column	30%	30%	31%	26%	32%	29%	40%↑
	N Count	340	321	70	57	117	96	137↑
	Column Comparisons	-	-	h		h	h	b d f h
Yes – I bought something on the console store (e.g. PlayStation Store or Steam)	% within column	17%↓	23%↑	17%	12%↓	23%	13%↓	28%↑
	N Count	191↓	250↑	38	26↓	82	44↓	95↑
	Column Comparisons	-	-			b d		a b d f h
Yes – I bought something on a website/app (e.g. Xbox or Nintendo's websites)	% within column	6%	6%	8%	3%	9%↑	4%	6%
	N Count	74	60	19	7	34↑	15	21
	Column Comparisons	-	-	h		b h		
Yes – although I used a search site (e.g. Google or Bing) to find something I saw on the game I was playing	% within column	4%	5%	6%	2%	4%	4%	8%↑
	N Count	46	59	13	5	15	14	26↑
	Column Comparisons	-	-					
No	% within column	44%	41%	40%	50%	37%	50%↑	31%↓
	N Count	504	450	90	112	134	168↑	106↓
	Column Comparisons	-	-		c e		c e g	
Don't know	% within column	2%	1%	2%	2%	2%	1%	1%
	N Count	20	7	4	5	6	5	3
	Column Comparisons	-	-					
Wasn't asked the question (did not game)	% within column	6%	6%	6%	10%↑	3%	5%	2%↓
	N Count	65	62	14	23↑	12	15	7↓
	Column Comparisons	-	-		c d e g			

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)

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]

		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
BANNER								
Age and gender of child respondent								
Weighted Base	% within column	341	224	201	587	561	567	536
	N Count							
	Column Comparisons							
Unweighted Base	% within column	335	223	253	553	548	547	580
	N Count							
	Column Comparisons							
Column Names	% within column	f	g	h	i	j	k	l
	N Count							
	Column Comparisons							
Yes – I bought something directly on the the game I was playing	% within column	25%	30%	18%↓	32%	27%	36%↑	22%↓
	N Count	85	67	36↓	187	154	204↑	120↓
	Column Comparisons		h		-	-	-	-
Yes – I bought something on the console store (e.g. PlayStation Store or Steam)	% within column	20%	27%↑	16%	21%	12%↓	27%↑	18%
	N Count	68	61↑	31	121	70↓	156↑	98
	Column Comparisons	b d	a b d h		-	-	-	-
Yes – I bought something on a website/app (e.g. Xbox or Nintendo's websites)	% within column	4%	9%	2%↓	9%↑	4%↓	7%	4%↓
	N Count	15	20	4↓	53↑	22↓	41	19↓
	Column Comparisons		b h		-	-	-	-
Yes – although I used a search site (e.g. Google or Bing) to find something I saw on the game I was playing	% within column	5%	3%	4%	5%	3%	6%	5%
	N Count	17	8	8	28	19	34	25
	Column Comparisons				-	-	-	-
No	% within column	47%	39%	54%↑	38%↓	50%↑	34%↓	50%↑
	N Count	160	87	109↑	224↓	280↑	193↓	266↑
	Column Comparisons	c e		a c e g	-	-	-	-
Don't know	% within column	0%	1%	1%	2%	2%	1%	1%
	N Count	1	1	3	9	10	5	3
	Column Comparisons				-	-	-	-
Wasn't asked the question (did not game)	% within column	9%↑	3%	10%↑	5%	7%	2%↓	9%↑
	N Count	29↑	7	21↑	27	38	14↓	49↑
	Column Comparisons	c e g		c d e g	-	-	-	-

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)

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]

		Urban/ Rural		Working status				D3 - Social grade
							NET: Not	
		NET: Urban	Rural	Full time	Part time	Student	working/ retired	AB
Weighted Base	% within column	1986	246	1332	430	112	310	625
	N Count							
	Column Comparisons							
Unweighted Base	% within column	1949	256	1376	388	113	286	885
	N Count							
	Column Comparisons							
Column Names	% within column	a	b	a	b	c	d	a
	N Count							
	Column Comparisons							
Yes – I bought something directly on the the game I was playing	% within column	30%	24%	33%↑	24%↓	26%	26%	36%↑
	N Count	601	60	435↑	104↓	29	80	224↑
	Column Comparisons			b				b c d
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↑
	Column Comparisons			b d		d		b c d
Yes – I bought something on a website/app (e.g. Xbox or Nintendo's websites)	% within column	6%	5%	6%	7%	3%	6%	8%
	N Count	122	12	82	28	3	18	48
	Column Comparisons							
Yes – although I used a search site (e.g. Google or Bing) to find something I saw on the game I was playing	% within column	5%	3%	6%↑	3%	5%	2%↓	6%↑
	N Count	98	7	77↑	15	5	6↓	40↑
	Column Comparisons			d				b
No	% within column	42%↓	52%↑	37%↓	51%↑	53%	52%↑	36%↓
	N Count	826↓	127↑	496↓	218↑	59	161↑	227↓
	Column Comparisons		a		a	a	a	
Don't know	% within column	1%	2%	1%	2%	2%	2%	1%
	N Count	22	5	11	7	2	7	4
	Column Comparisons							
Wasn't asked the question (did not game)	% within column	6%	7%	5%	6%	3%	9%	4%↓
	N Count	109	17	68	25	4	26	24↓
	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 = 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)

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]

		D3 - Social grade					Financial wellbeing	
		C1	C2	DE	NET: ABC1	NET: C2DE	Doing well	Getting by
Weighted Base	% within column	580	491	536	1205	1027	401	1152
	N Count							
	Column Comparisons							
Unweighted Base	% within column	483	357	480	1368	837	452	1121
	N Count							
	Column Comparisons							
Column Names	% within column	b	c	d	e	f	a	b
	N Count							
	Column Comparisons							
Yes – I bought something directly on the the game I was playing	% within column	26%	27%	29%	31%	28%	39%↑	27%↓
	N Count	149	133	156	373	288	157↑	316↓
	Column Comparisons				-	-	b c	
Yes – I bought something on the console store (e.g. PlayStation Store or Steam)	% within column	19%	19%	15%↓	22%↑	17%↓	27%↑	19%
	N Count	111	92	83↓	266↑	174↓	110↑	214
	Column Comparisons				-	-	b c	
Yes – I bought something on a website/app (e.g. Xbox or Nintendo's websites)	% within column	4%	6%	6%	6%	6%	7%	5%
	N Count	25	32	30	73	61	26	63
	Column Comparisons				-	-		
Yes – although I used a search site (e.g. Google or Bing) to find something I saw on the game I was playing	% within column	3%↓	5%	5%	5%	5%	8%↑	4%
	N Count	15↓	25	26	55	50	33↑	50
	Column Comparisons				-	-	b c	
No	% within column	47%↑	46%	42%	42%	44%	32%↓	46%↑
	N Count	274↑	226	226	501	452	127↓	531↑
	Column Comparisons	a	a		-	-		a
Don't know	% within column	1%	1%	2%↑	1%↓	2%↑	1%	1%↓
	N Count	4	7	12↑	7↓	19↑	6	6↓
	Column Comparisons				-	-		
Wasn't asked the question (did not game)	% within column	5%	7%	7%	4%↓	7%↑	6%	5%
	N Count	29	34	39	53↓	74↑	22	56
	Column Comparisons			a	-	-		

Part 5 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]

		Financial wellbeing	Ethnicity		Child identified need/ impacting condition			
		Struggling	White British	NET: All other Ethnicities	Neurodiversity	Mental Health	NET: Identified need/ condition	NET: No identified need/ condition
Weighted Base	% within column	655	1742	453	194	109	474	1726
	N Count							
	Column Comparisons							
Unweighted Base	% within column	611	1713	452	182	110	458	1713
	N Count							
	Column Comparisons							
Column Names	% within column	c	a	b	a	b	c	d
	N Count							
	Column Comparisons							
Yes – I bought something directly on the the game I was playing	% within column	28%	30%	26%	30%	38%	32%	29%
	N Count	184	531	117	58	41	151	499
	Column Comparisons						-	
Yes – I bought something on the console store (e.g. PlayStation Store or Steam)	% within column	18%	19%	23%	23%	19%	24%↑	18%↓
	N Count	116	326	105	45	21	113↑	318↓
	Column Comparisons			a			-	
Yes – I bought something on a website/app (e.g. Xbox or Nintendo's websites)	% within column	7%	6%	6%	6%	9%	8%	6%
	N Count	45	106	27	12	9	36	97
	Column Comparisons						-	
Yes – although I used a search site (e.g. Google or Bing) to find something I saw on the game I was playing	% within column	3%	4%↓	8%↑	0%↓	4%	5%	5%
	N Count	22	67↓	36↑	1↓	4	24	79
	Column Comparisons			a		a	-	a
No	% within column	43%	43%	42%	46%	40%	38%	44%↑
	N Count	283	757	189	89	44	181	766↑
	Column Comparisons	a					-	
Don't know	% within column	2%↑	1%	1%	1%	3%	1%	1%
	N Count	14↑	21	4	2	4	6	20
	Column Comparisons	b					-	
Wasn't asked the question (did not game)	% within column	7%	5%	6%	3%	3%	3%↓	6%
	N Count	43	92	27	6	3	16↓	105
	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 = 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)

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]

		Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits		Parental Controls
		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	792	161	2071	925	1200	1865
Unweighted Base	% within column N Count Column Comparisons	238	806	157	2048	883	1222	1839
Column Names	% within column N Count Column Comparisons	a	b	a	b	a	b	a
Yes – I bought something directly on the the game I was playing	% within column N Count Column Comparisons	31% 73	29% 228	41%↑ 66↑ b	29%↓ 595↓	33%↑ 306↑ b	27%↓ 325↓	32%↑ 604↑ b
Yes – I bought something on the console store (e.g. PlayStation Store or Steam)	% within column N Count Column Comparisons	27% 64	21% 168	28%↑ 45↑ b	19%↓ 395↓	21% 197	19% 228	22%↑ 403↑ b
Yes – I bought something on a website/app (e.g. Xbox or Nintendo's websites)	% within column N Count Column Comparisons	8% 19	5% 39	6% 9	6% 125	7% 63	5% 65	7%↑ 123↑ b
Yes – although I used a search site (e.g. Google or Bing) to find something I saw on the game I was playing	% within column N Count Column Comparisons	6% 14	5% 41	6% 9	5% 96	6% 55 b	4% 46	6%↑ 103↑ b
No	% within column N Count Column Comparisons	38% 89	44%↑ 350↑	34% 55	43% 899 a	38%↓ 353↓	46%↑ 557↑ a	39%↓ 725↓
Don't know	% within column N Count Column Comparisons	0% 0	1% 6	0% 0	1% 27	2% 15	1% 9	1% 20
Wasn't asked the question (did not game)	% within column N Count Column Comparisons	2%↓ 5↓	6% 45 a	3% 5	6% 122	5% 44	6% 73	5%↓ 87↓

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 7 of 32

Page 747

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						
		Parental Controls	Parental Concern		NET: Moderately / Very	Time Spent Online (Weekday)		
		No Controls	Not Concerned	A little Concerned	Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs
Weighted Base	% within column	339	1053	550	605	873	938	278
	N Count							
	Column Comparisons							
Unweighted Base	% within column	342	1016	555	614	855	924	282
	N Count							
	Column Comparisons							
Column Names	% within column	b	a	b	c	a	b	c
	N Count							
	Column Comparisons							
Yes – I bought something directly on the the game I was playing	% within column	16%↓	24%↓	35%↑	35%↑	22%↓	34%↑	42%↑
	N Count	55↓	254↓	190↑	213↑	189↓	318↑	117↑
	Column Comparisons			a	a		a	a b
Yes – I bought something on the console store (e.g. PlayStation Store or Steam)	% within column	11%↓	12%↓	28%↑	26%↑	12%↓	24%↑	26%↑
	N Count	37↓	125↓	154↑	160↑	104↓	223↑	72↑
	Column Comparisons			a	a		a	a
Yes – I bought something on a website/app (e.g. Xbox or Nintendo's websites)	% within column	3%	5%	5%	8%↑	5%	7%	6%
	N Count	11	55	29	50↑	42	68	17
	Column Comparisons							
Yes – although I used a search site (e.g. Google or Bing) to find something I saw on the game I was playing	% within column	1%↓	2%↓	5%	9%↑	4%	4%	7%
	N Count	2↓	21↓	29	54↑	35	42	18
	Column Comparisons			a	a b			
No	% within column	64%↑	55%↑	33%↓	29%↓	56%↑	37%↓	31%↓
	N Count	218↑	582↑	183↓	178↓	485↑	344↓	86↓
	Column Comparisons	a	b c			b c d		
Don't know	% within column	1%	1%	2%	1%	1%	1%	0%
	N Count	4	9	9	7	13	10	1
	Column Comparisons							
Wasn't asked the question (did not game)	% within column	8%	6%	3%↓	6%	6%	4%	3%
	N Count	28	68	16↓	35	54	36	9
	Column Comparisons	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 = 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 8 of 32

Page 748

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]

		Time Spent Online (Weekday)		Time Spent Online (Weekend)				
		6+ hrs	NET: 5+ Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6 hrs	NET: 5+ Hours
Weighted Base	% within column	102	380	291	785	622	492	1114
	N Count							
	Column Comparisons							
Unweighted Base	% within column	106	388	281	777	619	489	1108
	N Count							
	Column Comparisons							
Column Names	% within column	d	e	a	b	c	d	e
	N Count							
	Column Comparisons							
Yes – I bought something directly on the the game I was playing	% within column	33%	40%↑	21%↓	27%↓	31%	39%↑	35%↑
	N Count	34	151↑	62↓	209↓	193	192↑	385↑
	Column Comparisons	a	-			a	a b c	-
Yes – I bought something on the console store (e.g. PlayStation Store or Steam)	% within column	39%↑	29%↑	9%↓	19%	21%	26%↑	23%↑
	N Count	40↑	112↑	25↓	153	133	129↑	262↑
	Column Comparisons	a b c	-		a	a	a b	-
Yes – I bought something on a website/app (e.g. Xbox or Nintendo's websites)	% within column	7%	6%	5%	5%	6%	8%↑	7%
	N Count	7	24	14	40	38	41↑	79
	Column Comparisons		-					-
Yes – although I used a search site (e.g. Google or Bing) to find something I saw on the game I was playing	% within column	9%	7%↑	5%	5%	5%	4%	5%
	N Count	9	28↑	15	39	31	20	51
	Column Comparisons		-					-
No	% within column	26%↓	29%↓	54%↑	46%	41%	35%↓	38%↓
	N Count	26↓	112↓	157↑	362	253	170↓	424↓
	Column Comparisons		-	b c d	d			-
Don't know	% within column	1%	1%	1%	1%	2%	1%	1%
	N Count	1	2	3	9	10	5	15
	Column Comparisons		-					-
Wasn't asked the question (did not game)	% within column	4%	3%	11%↑	4%	3%↓	3%	3%↓
	N Count	4	13	32↑	34	18↓	16	34↓
	Column Comparisons		-	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 = 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)

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]

		Spent Money					SM purchase category	
		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
Weighted Base	% within column / N Count / Column Comparisons	1289	768	1125	604	943	429	153
Unweighted Base	% within column / N Count / Column Comparisons	1296	800	1128	632	909	450	165
Column Names	% within column / N Count / Column Comparisons	a	b	c	d	e	a	b
Yes – I bought something directly on the the game I was playing	% within column	51%↑	47%↑	59%↑	60%↑	0%↓	44%	55%
	N Count	661↑	360↑	661↑	360↑	0↓	189	83
	Column Comparisons	e	e	b e	e			
Yes – I bought something on the console store (e.g. PlayStation Store or Steam)	% within column	34%↑	34%↑	39%↑	43%↑	0%↓	31%	42%↑
	N Count	440↑	258↑	440↑	258↑	0↓	134	65↑
	Column Comparisons	e	e	b e	e			a
Yes – I bought something on a website/app (e.g. Xbox or Nintendo's websites)	% within column	10%↑	7%	12%↑	9%↑	0%↓	6%	8%
	N Count	134↑	56	134↑	56↑	0↓	26	12
	Column Comparisons	e	e	b e	e			
Yes – although I used a search site (e.g. Google or Bing) to find something I saw on the game I was playing	% within column	8%↑	10%↑	9%↑	13%↑	0%↓	10%	16%↑
	N Count	105↑	78↑	105↑	78↑	0↓	45	24↑
	Column Comparisons	e	e	b e	e			
No	% within column	11%↓	18%↓	0%↓	0%↓	87%↑	25%↑	6%↓
	N Count	136↓	136↓	0↓	0↓	818↑	106↑	9↓
	Column Comparisons		c			a b c d	b c d	
Don't know	% within column	0%↓	1%	0%↓	0%↓	2%↑	1%	1%
	N Count	5↓	5	0↓	0↓	22↑	4	1
	Column Comparisons		c			a b c d		
Wasn't asked the question (did not game)	% within column	2%↓	3%↓	0%↓	0%↓	11%↑	2%	3%
	N Count	24↓	24↓	0↓	0↓	103↑	10	4
	Column Comparisons		c			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 = 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)

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]

		SM purchase category		Feelings about SM purchase				Gaming Method
		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	216	158	314	556	378	565	1330
	N Count							
	Column Comparisons							
Unweighted Base	% within column	226	171	329	585	402	596	1316
	N Count							
	Column Comparisons							
Column Names	% within column	c	d	a	b	c	d	a
	N Count							
	Column Comparisons							
Yes – I bought something directly on the the game I was playing	% within column	56%↑	56%↑	51%↑	48%↑	53%↑	50%↑	33%↑
	N Count	122↑	89↑	161↑	269↑	199↑	281↑	435↑
	Column Comparisons							
Yes – I bought something on the console store (e.g. PlayStation Store or Steam)	% within column	42%↑	43%↑	41%↑	35%↑	40%↑	34%↑	24%↑
	N Count	90↑	68↑	127↑	197↑	152↑	193↑	325↑
	Column Comparisons							c d
Yes – I bought something on a website/app (e.g. Xbox or Nintendo's websites)	% within column	12%↑	8%	7%	7%	7%	7%	8%↑
	N Count	26↑	13	23	42	28	38	112↑
	Column Comparisons	a						b c d
Yes – although I used a search site (e.g. Google or Bing) to find something I saw on the game I was playing	% within column	16%↑	18%↑	14%↑	10%↑	13%↑	9%↑	4%
	N Count	34↑	28↑	44↑	57↑	48↑	51↑	57
	Column Comparisons			d		d		
No	% within column	7%↓	5%↓	8%↓	17%↓	8%↓	16%↓	42%
	N Count	16↓	9↓	24↓	93↓	29↓	89↓	553
	Column Comparisons				a c		c	
Don't know	% within column	0%	0%	1%	0%	1%	1%	0%↓
	N Count	1	0	2	3	2	3	6↓
	Column Comparisons							
Wasn't asked the question (did not game)	% within column	2%	1%	3%↓	2%↓	2%↓	3%↓	1%↓
	N Count	4	2	8↓	13↓	9↓	17↓	9↓
	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 = 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)

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 Method				Gaming Type		
		Desktop computer, 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	c	d	e	a	b	c
	N Count							
	Column Comparisons							
Yes – I bought something directly on the the game I was playing	% within column	34%↑	33%↑	33%↑	31%↑	27%	35%↑	39%↑
	N Count	195↑	432↑	258↑	661↑	178	257↑	214↑
	Column Comparisons				-		a	a
Yes – I bought something on the console store (e.g. PlayStation Store or Steam)	% within column	27%↑	21%	18%	21%↑	19%	25%↑	34%↑
	N Count	152↑	275	142	440↑	121	179↑	188↑
	Column Comparisons	d			-		a f	a b f g i j k l
Yes – I bought something on a website/app (e.g. Xbox or Nintendo's websites)	% within column	7%	7%	7%	6%	5%	10%↑	9%↑
	N Count	40	91	53	134	36	73↑	48↑
	Column Comparisons				-		a g l	
Yes – although I used a search site (e.g. Google or Bing) to find something I saw on the game I was playing	% within column	8%↑	6%↑	6%	5%	7%↑	7%↑	8%↑
	N Count	48↑	76↑	48	105	44↑	54↑	42↑
	Column Comparisons	a	a		-	f	e f	e f
No	% within column	37%↓	43%	46%	45%↑	52%↑	39%↓	29%↓
	N Count	213↓	564	361	953↑	335↑	286↓	160↓
	Column Comparisons			a b c	-	b c d e g h i j k l	c d e	
Don't know	% within column	1%	1%	1%	1%	1%	0%↓	0%
	N Count	8	16	10	27	7	4↓	2
	Column Comparisons	a	a	a	-			
Wasn't asked the question (did not game)	% within column	1%↓	1%↓	1%↓	2%↓	0%↓	0%↓	0%↓
	N Count	7↓	19↓	11↓	35↓	1↓	2↓	2↓
	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 = 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)

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
Weighted Base	% within column	387	822	1151	557	248	278	728
	N Count							
	Column Comparisons							
Unweighted Base	% within column	395	802	1111	570	266	283	736
	N Count							
	Column Comparisons							
Column Names	% within column	d	e	f	g	h	i	j
	N Count							
	Column Comparisons							
Yes – I bought something directly on the the game I was playing	% within column	41%↑	39%↑	33%	36%↑	40%↑	37%	34%
	N Count	160↑	319↑	375	200↑	98↑	102	245
	Column Comparisons	a	a f j	a	a		a	a
Yes – I bought something on the console store (e.g. PlayStation Store or Steam)	% within column	32%↑	29%↑	19%	25%↑	32%↑	25%	29%↑
	N Count	123↑	235↑	224	140↑	80↑	68	208↑
	Column Comparisons	a f i l	a b f g l		a f	a f l		a f l
Yes – I bought something on a website/app (e.g. Xbox or Nintendo's websites)	% within column	8%	10%↑	7%	7%	10%↑	9%	9%↑
	N Count	32	85↑	85	38	25↑	25	67↑
	Column Comparisons		a g l			l		a
Yes – although I used a search site (e.g. Google or Bing) to find something I saw on the game I was playing	% within column	10%↑	5%	3%↓	7%	14%↑	11%↑	7%↑
	N Count	38↑	41	39↓	37	34↑	31↑	51↑
	Column Comparisons	e f l	f		f	a b e f g l	e f l	f
No	% within column	31%↓	33%↓	47%	39%↓	31%↓	38%	37%↓
	N Count	118↓	275↓	537	220↓	76↓	106	268↓
	Column Comparisons			b c d e g h i j	c d e		c d	c
Don't know	% within column	1%	1%	1%	1%	0%	1%	1%
	N Count	5	9	11	5	0	3	6
	Column Comparisons							
Wasn't asked the question (did not game)	% within column	0%↓	0%↓	0%↓	0%↓	1%	1%	0%↓
	N Count	1↓	1↓	3↓	0↓	2	2	2↓
	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 = 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)

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			Gaming Frequency		Gaming Purchase Type	
		Interactive stories	Makeovers	NET: Playing against other people	NET: Daily	Weekly	NET: Character, skins, weapons, armour, tools	NET: Game expansion
Weighted Base	% within column	207	249	1027	1602	460	535	237
	N Count							
	Column Comparisons							
Unweighted Base	% within column	218	257	1009	1567	480	549	250
	N Count							
	Column Comparisons							
Column Names	% within column	k	l	m	a	b	a	b
	N Count							
	Column Comparisons							
Yes – I bought something directly on the the game I was playing	% within column	40%↑	34%	38%↑	36%↑	16%↓	65%↑	57%
	N Count	82↑	85	389↑	577↑	75↓	349↑	134
	Column Comparisons	a		-	b		b e f g	
Yes – I bought something on the console store (e.g. PlayStation Store or Steam)	% within column	32%↑	22%	27%↑	22%	17%	40%	48%↑
	N Count	67↑	55	280↑	352	80	213	114↑
	Column Comparisons	a l		-	b		d	d
Yes – I bought something on a website/app (e.g. Xbox or Nintendo's websites)	% within column	11%↑	5%	9%↑	7%↑	4%	13%	12%
	N Count	23↑	12	93↑	115↑	19	69	29
	Column Comparisons	a l		-	b			
Yes – although I used a search site (e.g. Google or Bing) to find something I saw on the game I was playing	% within column	9%↑	5%	6%↑	5%	4%	9%	17%↑
	N Count	19↑	13	64↑	84	20	49	41↑
	Column Comparisons			-				a d
No	% within column	32%↓	43%	34%↓	40%↓	62%↑	0%	0%
	N Count	66↓	107	354↓	643↓	284↑	0	0
	Column Comparisons	c	c d e h k	-		a	-	-
Don't know	% within column	1%	2%	1%	1%	1%	0%	0%
	N Count	1	4	13	24	3	0	0
	Column Comparisons			-			-	-
Wasn't asked the question (did not game)	% within column	1%	1%	0%↓	0%↓	0%	0%	0%
	N Count	2	2	1↓	0↓	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 = 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 14 of 32

Page 754

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 Purchase Type						Feelings about Gaming Purchase
		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
Weighted Base	% within column	151	447	147	302	122	205	346
	N Count							
	Column Comparisons							
Unweighted Base	% within column	158	428	154	320	133	211	356
	N Count							
	Column Comparisons							
Column Names	% within column	c	d	e	f	g	h	a
	N Count							
	Column Comparisons							
Yes – I bought something directly on the the game I was playing	% within column	67%	71%↑	51%	53%↓	54%	66%	63%↑
	N Count	102	316↑	75	160↓	66	135	217↑
	Column Comparisons	e f g	b e f g h				e f g	
Yes – I bought something on the console store (e.g. PlayStation Store or Steam)	% within column	46%	34%↓	53%↑	52%↑	51%↑	52%↑	40%↑
	N Count	69	154↓	77↑	156↑	62↑	106↑	140↑
	Column Comparisons			a d	a d	d	d	
Yes – I bought something on a website/app (e.g. Xbox or Nintendo's websites)	% within column	12%	14%	15%	18%↑	13%	16%	11%↑
	N Count	18	63	22	53↑	15	32	40↑
	Column Comparisons							
Yes – although I used a search site (e.g. Google or Bing) to find something I saw on the game I was playing	% within column	10%	8%	14%	12%	19%↑	12%	10%↑
	N Count	15	38	21	37	23↑	24	35↑
	Column Comparisons							
No	% within column	0%	0%	0%	0%	0%	0%	0%↓
	N Count	0	0	0	0	0	0	0↓
	Column Comparisons	-	-	-	-	-	-	-
Don't know	% within column	0%	0%	0%	0%	0%	0%	0%
	N Count	0	0	0	0	0	0	0
	Column Comparisons	-	-	-	-	-	-	-
Wasn't asked the question (did not game)	% within column	0%	0%	0%	0%	0%	0%	0%↓
	N Count	0	0	0	0	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 = 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 15 of 32

Page 755

BANNER

Feelings about Gaming Purchase

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]

		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	772	445	720	715	449
	N Count					
	Column Comparisons					
Unweighted Base	% within column	777	454	734	710	459
	N Count					
	Column Comparisons					
Column Names	% within column	b	c	d	e	f
	N Count					
	Column Comparisons					
Yes – I bought something directly on the the game I was playing	% within column	62%↑	61%↑	62%↑	61%↑	59%↑
	N Count	479↑	270↑	448↑	439↑	267↑
	Column Comparisons					
Yes – I bought something on the console store (e.g. PlayStation Store or Steam)	% within column	38%↑	42%↑	39%↑	38%↑	42%↑
	N Count	292↑	188↑	279↑	272↑	187↑
	Column Comparisons					
Yes – I bought something on a website/app (e.g. Xbox or Nintendo's websites)	% within column	12%↑	10%↑	11%↑	13%↑	11%↑
	N Count	90↑	45↑	77↑	91↑	50↑
	Column Comparisons					
Yes – although I used a search site (e.g. Google or Bing) to find something I saw on the game I was playing	% within column	9%↑	12%↑	9%↑	9%↑	12%↑
	N Count	69↑	54↑	65↑	64↑	54↑
	Column Comparisons					
No	% within column	0%↓	0%↓	0%↓	0%↓	0%↓
	N Count	0↓	0↓	0↓	0↓	0↓
	Column Comparisons	-	-	-	-	-
Don't know	% within column	0%↓	0%↓	0%↓	0%↓	0%↓
	N Count	0↓	0↓	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 = 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)

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]

		Total	Gender of child respondent		Age of child respondent			
			Male	Female	8-9	10-12	13-15	16-17
Wasn't asked the question (did not game)	% within column	6%	4%↓	8%↑	8%↑	4%	5%	6%
	N Count	127	40↓	86↑	37↑	28	37	26
	Column Comparisons	-		a	b			
NET: Bought something gaming (Yes)	% within column	50%	59%↑	41%↓	45%↓	51%	55%↑	47%
	N Count	1,125	681↑	444↓	202↓	358	377↑	188
	Column Comparisons	-	b				a d	
NET: No or wasn't asked the question	% within column	48%	40%↓	58%↑	53%	47%	44%↓	52%
	N Count	1,080	458↓	623↑	239	330	302↓	210
	Column Comparisons	-		a	c			c

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)

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]

		Age of child respondent		Age and gender of child respondent				
		NET: 8-12	NET: 13-17	Male 8-9	Female 8-9	Male 10-12	Female 10-12	Male 13-15
Wasn't asked the question (did not game)	% within column	6%	6%	6%	10%↑	3%	5%	2%↓
	N Count	65	62	14	23↑	12	15	7↓
	Column Comparisons	-	-		c d e g			
NET: Bought something gaming (Yes)	% within column	49%	52%	52%	37%↓	58%↑	44%↓	66%↑
	N Count	560	565	118	84↓	209↑	149↓	225↑
	Column Comparisons	-	-	b h		b d f h	h	a b d f h
NET: No or wasn't asked the question	% within column	50%	47%	46%	60%↑	41%↓	54%	33%↓
	N Count	568	512	104	135↑	146↓	183	113↓
	Column Comparisons	-	-	e	a c e g		c e g	

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)

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]

Age and gender of child respondent

		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
Wasn't asked the question (did not game)	% within column	9%↑	3%	10%↑	5%	7%	2%↓	9%↑
	N Count	29↑	7	21↑	27	38	14↓	49↑
	Column Comparisons	c e g		c d e g	-	-	-	-
NET: Bought something gaming (Yes)	% within column	44%	57%	34%↓	56%↑	41%↓	63%↑	41%↓
	N Count	152	129	68↓	327↑	233↓	354↑	217↓
	Column Comparisons	h	b d f h		-	-	-	-
NET: No or wasn't asked the question	% within column	55%↑	42%	65%↑	43%↓	57%↑	37%↓	59%↑
	N Count	189↑	94	130↑	250↓	318↑	207↓	315↑
	Column Comparisons	c e g		a c d e f g	-	-	-	-

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)

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]

		Urban/ Rural		Working status				D3 - Social grade
		NET: Urban	Rural	Full time	Part time	Student	NET: Not working/ retired	AB
Wasn't asked the question (did not game)	% within column	6%	7%	5%	6%	3%	9%	4%↓
	N Count	109	17	68	25	4	26	24↓
	Column Comparisons							
NET: Bought something gaming (Yes)	% within column	52%↑	39%↓	57%↑	42%↓	42%	37%↓	59%↑
	N Count	1,029↑	96↓	757↑	180↓	47	116↓	370↑
	Column Comparisons	b		b c d				b c d
NET: No or wasn't asked the question	% within column	47%↓	59%↑	42%↓	57%↑	56%	60%↑	40%↓
	N Count	935↓	145↑	565↓	243↑	63	187↑	251↓
	Column Comparisons		a		a	a	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 = 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)

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]

		D3 - Social grade					Financial wellbeing	
		C1	C2	DE	NET: ABC1	NET: C2DE	Doing well	Getting by
Wasn't asked the question (did not game)	% within column	5%	7%	7%	4%↓	7%↑	6%	5%
	N Count	29	34	39	53↓	74↑	22	56
	Column Comparisons			a	-	-		
NET: Bought something gaming (Yes)	% within column	47%	46%	48%	53%↑	47%↓	61%↑	48%
	N Count	274	224	257	644↑	481↓	245↑	558
	Column Comparisons				-	-	b c	
NET: No or wasn't asked the question	% within column	52%	53%	50%	46%↓	51%↑	37%↓	51%↑
	N Count	303	260	266	554↓	526↑	150↓	587↑
	Column Comparisons	a	a	a	-	-		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 = 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)

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]		Financial wellbeing	Ethnicity		Child identified need/ impacting condition			
		Struggling	White British	NET: All other Ethnicities	Neurodiversity	Mental Health	NET: Identified need/ condition	NET: No identified need/ condition
Wasn't asked the question (did not game)	% within column	7%	5%	6%	3%	3%	3%↓	6%
	N Count	43	92	27	6	3	16↓	105
	Column Comparisons						-	
NET: Bought something gaming (Yes)	% within column	48%	50%	51%	50%	54%	57%↑	48%↓
	N Count	316	873	231	96	59	272↑	834↓
	Column Comparisons						-	
NET: No or wasn't asked the question	% within column	50%	49%	48%	49%	43%	41%↓	50%↑
	N Count	325	848	217	95	47	197↓	871↑
	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 = 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 22 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]

		Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits		Parental Controls
		NET: Yes	No	Has an EHCP	Don't have an EHCP	NET: Household receives Benefits	No Benefits	NET: Has Parental Controls
Wasn't asked the question (did not game)	% within column	2%↓	6%	3%	6%	5%	6%	5%↓
	N Count	5↓	45	5	122	44	73	87↓
	Column Comparisons		a					
NET: Bought something gaming (Yes)	% within column	60%↑	49%↓	63%↑	49%↓	55%↑	47%↓	55%↑
	N Count	140↑	391↓	101↑	1,024↓	513↑	562↓	1,033↑
	Column Comparisons	b		b		b		b
NET: No or wasn't asked the question	% within column	40%↓	50%↑	37%↓	49%↑	43%↓	52%↑	44%↓
	N Count	94↓	395↑	60↓	1,020↑	397↓	630↑	812↓
	Column Comparisons		a		a		a	

Part 23 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]		Parental Controls	Parental Concern			Time Spent Online (Weekday)		
				A little	NET: Moderately / Very			
		No Controls	Not Concerned	Concerned	Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs
Wasn't asked the question (did not game)	% within column	8%	6%	3%↓	6%	6%	4%	3%
	N Count	28	68	16↓	35	54	36	9
	Column Comparisons	a	b					
NET: Bought something gaming (Yes)	% within column	26%↓	37%↓	62%↑	64%↑	37%↓	58%↑	66%↑
	N Count	90↓	394↓	342↑	385↑	321↓	547↑	182↑
	Column Comparisons			a	a		a	a
NET: No or wasn't asked the question	% within column	72%↑	62%↑	36%↓	35%↓	62%↑	41%↓	34%↓
	N Count	246↑	650↑	200↓	213↓	539↑	381↓	95↓
	Column Comparisons	a	b c			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 = 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)

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]

		Time Spent Online (Weekday)		Time Spent Online (Weekend)				
		6+ hrs	NET: 5+ Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6 hrs	NET: 5+ Hours
Wasn't asked the question (did not game)	% within column	4%	3%	11%↑	4%	3%↓	3%	3%↓
	N Count	4	13	32↑	34	18↓	16	34↓
	Column Comparisons		-	b c d				-
NET: Bought something gaming (Yes)	% within column	69%↑	66%↑	34%↓	48%	55%	61%↑	58%↑
	N Count	70↑	253↑	99↓	380	341	301↑	641↑
	Column Comparisons	a	-		a	a b	a b c	-
NET: No or wasn't asked the question	% within column	30%↓	33%↓	65%↑	50%	44%↓	38%↓	41%↓
	N Count	30↓	125↓	189↑	396	272↓	187↓	458↓
	Column Comparisons		-	b 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 = 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 25 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]

		Spent Money					SM purchase category	
		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
Wasn't asked the question (did not game)	% within column	2%↓	3%↓	0%↓	0%↓	11%↑	2%	3%
	N Count	24↓	24↓	0↓	0↓	103↑	10	4
	Column Comparisons		c			a b c d		
NET: Bought something gaming (Yes)	% within column	87%↑	79%↑	100%↑	100%↑	0%↓	72%↓	90%↑
	N Count	1,125↑	604↑	1,125↑	604↑	0↓	309↓	138↑
	Column Comparisons	e	e	b e	e			a
NET: No or wasn't asked the question	% within column	12%↓	21%↓	0%↓	0%↓	98%↑	27%↑	9%↓
	N Count	159↓	159↓	0↓	0↓	921↑	116↑	14↓
	Column Comparisons		c			a b c d	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 = 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)

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]

		SM purchase category		Feelings about SM purchase				Gaming Method
		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
Wasn't asked the question (did not game)	% within column	2%	1%	3%↓	2%↓	2%↓	3%↓	1%↓
	N Count	4	2	8↓	13↓	9↓	17↓	9↓
	Column Comparisons							
NET: Bought something gaming (Yes)	% within column	90%↑	93%↑	89%↑	80%↑	89%↑	81%↑	57%↑
	N Count	195↑	148↑	279↑	447↑	337↑	456↑	761↑
	Column Comparisons	a	a	b d		b d		c d
NET: No or wasn't asked the question	% within column	9%↓	7%↓	10%↓	19%↓	10%↓	19%↓	42%↓
	N Count	20↓	10↓	32↓	106↓	39↓	106↓	563↓
	Column Comparisons				a c		a c	

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)

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 Method				Gaming Type		
		Desktop computer, laptop or netbook	Mobile phone or smartphone	Tablet	NET: Any Gaming	Puzzles or quizzes	Action/ adventure	Shooters
Wasn't asked the question (did not game)	% within column	1%↓	1%↓	1%↓	2%↓	0%↓	0%↓	0%↓
	N Count	7↓	19↓	11↓	35↓	1↓	2↓	2↓
	Column Comparisons				-			
NET: Bought something gaming (Yes)	% within column	60%↑	55%↑	51%	53%↑	47%↓	60%↑	70%↑
	N Count	345↑	717↑	401	1,125↑	306↓	439↑	383↑
	Column Comparisons	d	d		-		a f	a b f g i j k l
NET: No or wasn't asked the question	% within column	38%↓	44%↓	47%	46%↓	52%↑	39%↓	30%↓
	N Count	219↓	583↓	371	989↓	336↑	288↓	162↓
	Column Comparisons			a b c	-	b c d e g h i j k l	c d 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 = 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)

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

		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
Wasn't asked the question (did not game)	% within column	0%↓	0%↓	0%↓	0%↓	1%	1%	0%↓
	N Count	1↓	1↓	3↓	0↓	2	2	2↓
	Column Comparisons							
NET: Bought something gaming (Yes)	% within column	68%↑	65%↑	52%	60%↑	68%↑	60%↑	62%↑
	N Count	263↑	537↑	600	332↑	170↑	167↑	451↑
	Column Comparisons	a b f g i l	a b f g i l	a	a f	a f l	a f	a f l
NET: No or wasn't asked the question	% within column	31%↓	34%↓	47%	39%↓	32%↓	39%↓	37%↓
	N Count	119↓	276↓	540	220↓	78↓	108↓	270↓
	Column Comparisons			b c d e g h i j	c d e		c d e	c 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 = 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)

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			Gaming Frequency		Gaming Purchase Type	
		Interactive stories	Makeovers	NET: Playing against other people	NET: Daily	Weekly	NET: Character, skins, weapons, armour, tools	NET: Game expansion
Wasn't asked the question (did not game)	% within column	1%	1%	0%↓	0%↓	0%	0%	0%
	N Count	2	2	1↓	0↓	0	0	0
	Column Comparisons			-	-	-	-	-
NET: Bought something gaming (Yes)	% within column	66%↑	55%	64%↑	58%↑	38%↓	100%	100%
	N Count	138↑	136	659↑	935↑	173↓	535	237
	Column Comparisons	a l	a	-	b		-	-
NET: No or wasn't asked the question	% within column	33%↓	44%	35%↓	40%↓	62%↑	0%	0%
	N Count	68↓	109	355↓	643↓	284↑	0	0
	Column Comparisons	c	c d e h k	-		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 = 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)

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 Purchase Type						Feelings about Gaming Purchase
		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
Wasn't asked the question (did not game)	% within column	0%	0%	0%	0%	0%	0%	0%↓
	N Count	0	0	0	0	0	0	0↓
	Column Comparisons	-	-	-	-	-	-	-
NET: Bought something gaming (Yes)	% within column	100%	100%	100%	100%	100%	100%	100%↑
	N Count	151	447	147	302	122	205	346↑
	Column Comparisons	-	-	-	-	-	-	-
NET: No or wasn't asked the question	% within column	0%	0%	0%	0%	0%	0%	0%↓
	N Count	0	0	0	0	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 = 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)

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]

Feelings about Gaming Purchase

		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
Wasn't asked the question (did not game)	% within column	0%↓	0%↓	0%↓	0%↓	0%↓
	N Count	0↓	0↓	0↓	0↓	0↓
	Column Comparisons	-	-	-	-	-
NET: Bought something gaming (Yes)	% within column	100%↑	100%↑	100%↑	100%↑	100%↑
	N Count	772↑	445↑	720↑	715↑	449↑
	Column Comparisons	-	-	-	-	-
NET: No or wasn't asked the question	% within column	0%↓	0%↓	0%↓	0%↓	0%↓
	N Count	0↓	0↓	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 = 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

G2 - Which of the following types of games do you play? [MULTI]

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]

		Creative and building games (e.g. Roblox, Minecraft)	Playing against multiple people/ teams (e.g. Fortnite, Fall Guys, Among Us)	Action/ adventure (Super Mario Odyssey, Legend of Zelda: Breath of the Wild, Subway Surfer)	Sports (e.g. FIFA, EA Sports FC, NBA, Rocket League)	Puzzles or quizzes (e.g. Trivia 360, Sudoku, Candy Crush)	Playing in a virtual world (e.g. Animal Crossing, World of Warcraft, Sims)	Shooters (e.g. Star Wars: Battlefront, Call of Duty)
Weighted Base	% within column	1148	822	728	726	649	557	545
	N Count							
	Column Comparisons							
Unweighted Base	% within column	1109	801	738	734	660	570	561
	N Count							
	Column Comparisons							
Column Names	% within column	a	b	c	d	e	f	g
	N Count							
	Column Comparisons							
Yes – I bought something directly on the the game I was playing	% within column	33%	39%↑	35%↑	34%	27%↓	36%↑	39%↑
	N Count	375	319↑	257↑	245	178↓	200↑	214↑
	Column Comparisons	e	a d e	e	e		e	e
Yes – I bought something on the console store (e.g. PlayStation Store or Steam)	% within column	20%	29%↑	25%↑	29%↑	19%	25%↑	34%↑
	N Count	224	235↑	179↑	208↑	121	140↑	188↑
	Column Comparisons		a c e f j	a e	a e j		a e	a c d e f i j l
Yes – I bought something on a website/ app (e.g. Xbox or Nintendo's websites)	% within column	7%	10%↑	10%↑	9%↑	5%	7%	9%↑
	N Count	85	85↑	73↑	67↑	36	38	48↑
	Column Comparisons		e f j	e f j	e			
Yes – although I used a search site (e.g. Google or Bing) to find something I saw on the game I was playing	% within column	3%↓	5%	7%↑	7%↑	7%↑	7%	8%↑
	N Count	39↓	41	54↑	51↑	44↑	37	42↑
	Column Comparisons		a	a b	a	a	a	a b
No	% within column	47%	34%↓	39%↓	37%↓	52%↑	39%↓	29%↓
	N Count	537	275↓	286↓	268↓	335↑	220↓	160↓
	Column Comparisons	b c d f g h i k		b g h	g	b c d f g h i j k l	b g h	
Don't know	% within column	1%	1%	0%↓	1%	1%	1%	0%
	N Count	11	9	4↓	6	7	5	2
	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.

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, 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

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]		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
Weighted Base	% within column	386	276	247	246	205	14	0
	N Count							
	Column Comparisons							
Unweighted Base	% within column	394	281	255	264	216	13	0
	N Count							
	Column Comparisons							
Column Names	% within column	h	i	j	k	l	m	n
	N Count							
	Column Comparisons							
Yes – I bought something directly on the the game I was playing	% within column	41%↑	37%	35%	40%↑	40%↑		
	N Count	160↑	102	85	98↑	82↑		
	Column Comparisons	e	e		e	e		
Yes – I bought something on the console store (e.g. PlayStation Store or Steam)	% within column	32%↑	25%	22%	33%↑	33%↑		
	N Count	123↑	68	55	80↑	67↑		
	Column Comparisons	a e i j			a e j	e j		
Yes – I bought something on a website/ app (e.g. Xbox or Nintendo's websites)	% within column	8%	9%	5%	10%↑	11%↑		
	N Count	32	25	12	25↑	23↑		
	Column Comparisons				j	e j		
Yes – although I used a search site (e.g. Google or Bing) to find something I saw on the game I was playing	% within column	10%↑	11%↑	5%	14%↑	9%↑		
	N Count	38↑	31↑	13	34↑	19↑		
	Column Comparisons	a b j	a b j		a b c e f j			
No	% within column	31%↓	38%↓	43%	31%↓	32%↓		
	N Count	118↓	106↓	107	76↓	66↓		
	Column Comparisons		b g h	b g h k l		g		
Don't know	% within column	1%	1%	2%	0%	1%		
	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.; 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)

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 / competitive	NET: Any	Row n	Row Population
Weighted Base	% within column	1026	2105		
	N Count				
	Column Comparisons				
Unweighted Base	% within column	1007	2084		
	N Count				
	Column Comparisons				
Column Names	% within column	o	p		
	N Count				
	Column Comparisons				
Yes – I bought something directly on the the game I was playing	% within column	38%↑	31%		
	N Count	389↑	661	664	661
	Column Comparisons	-	-		
Yes – I bought something on the console store (e.g. PlayStation Store or Steam)	% within column	27%↑	21%		
	N Count	280↑	440	449	440
	Column Comparisons	-	-		
Yes – I bought something on a website/ app (e.g. Xbox or Nintendo's websites)	% within column	9%↑	6%		
	N Count	93↑	134	136	134
	Column Comparisons	-	-		
Yes – although I used a search site (e.g. Google or Bing) to find something I saw on the game I was playing	% within column	6%↑	5%		
	N Count	64↑	105	109	105
	Column Comparisons	-	-		
No	% within column	34%↓	45%		
	N Count	354↓	953	932	953
	Column Comparisons	-	-		
Don't know	% within column	1%	1%		
	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.; 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 - Which of the following types of games do you play? [MULTI]

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]		Creative and building games (e.g. Roblox, Minecraft)	Playing against multiple people/ teams (e.g. Fortnite, Fall Guys, Among Us)	Action/ adventure (Super Mario Odyssey, Legend of Zelda: Breath of the Wild, Subway Surfer)	Sports (e.g. FIFA, EA Sports FC, NBA, Rocket League)	Puzzles or quizzes (e.g. Trivia 360, Sudoku, Candy Crush)	Playing in a virtual world (e.g. Animal Crossing, World of Warcraft, Sims)	Shooters (e.g. Star Wars: Battlefront, Call of Duty)
NET: Bought something gaming (Yes)	% within column	52%	65%↑	60%↑	62%↑	47%↓	60%↑	70%↑
	N Count	600	537↑	439↑	451↑	306↓	332↑	383↑
	Column Comparisons	e	a c e f j	a e	a e j		a e	a c d e f i j l

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.

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, 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 - Which of the following types of games do you play? [MULTI]

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]		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
NET: Bought something gaming (Yes)	% within column	68%↑	61%↑	55%	69%↑	67%↑		
	N Count	263↑	167↑	136	170↑	138↑		
	Column Comparisons	a e f i j	a e	e	a e j	e j		

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.

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

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 / competitive	NET: Any	Row n	Row Population
NET: Bought something gaming (Yes)	% 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.

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

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 [MULTI]

		BANNER						
			Gender of child respondent		Age of child respondent			
		Total	Male	Female	8-9	10-12	13-15	16-17
Weighted Base	% within column	1125	681	444	202	358	377	188
	N Count							
	Column Comparisons							
Unweighted Base	% within column	1128	665	463	203	345	378	202
	N Count							
	Column Comparisons							
Column Names	% within column	a	a	b	a	b	c	d
	N Count							
	Column Comparisons							
In-game money (e.g. Robux, Vbux, Minecoins)	% within column	40%	39%	41%	46%	44%	38%	29%↓
	N Count	447	264	183	93	158	142	54↓
	Column Comparisons	-			d	d		
A subscription (e.g. PlayStation Plus, Xbox Live)	% within column	27%	29%	23%	20%	24%	31%	33%
	N Count	302	201	101	41	84	115	62
	Column Comparisons	-	b				a	a b
Cosmetic skins or outfits	% within column	26%	24%	28%	23%	24%	31%	22%
	N Count	289	166	123	46	86	115	41
	Column Comparisons	-						
A new character	% within column	22%	20%	25%	28%	21%	22%	17%
	N Count	245	135	110	57	75	83	31
	Column Comparisons	-			d			
Premium battle pass	% within column	18%	21%↑	15%↓	17%	16%	21%	17%
	N Count	205	141↑	65↓	35	58	80	32
	Column Comparisons	-	b					
Other weapons, armour or tools	% within column	16%	18%	13%	18%	12%	18%	17%
	N Count	178	121	57	36	43	67	32
	Column Comparisons	-	b					
Loot boxes/ packs/ chests	% within column	13%	14%	12%	11%	14%	14%	14%
	N Count	151	96	55	22	49	55	26
	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 = 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 1 of 48

Page 779

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 [MULTI]

		BANNER						
		Age of child respondent		Age and gender of child respondent				
		NET: 8-12	NET: 13-17	Male 8-9	Female 8-9	Male 10-12	Female 10-12	Male 13-15
Weighted Base	% within column	560	565	118	84	209	149	225
	N Count							
	Column Comparisons							
Unweighted Base	% within column	548	580	119	84	199	146	217
	N Count							
	Column Comparisons							
Column Names	% within column	e	f	a	b	c	d	e
	N Count							
	Column Comparisons							
In-game money (e.g. Robux, Vbux, Minecoins)	% within column	45%↑	35%↓	48%		39%	50%↑	38%
	N Count	250↑	196↓	57		82	75↑	86
	Column Comparisons	-	-	g h			g h	
A subscription (e.g. PlayStation Plus, Xbox Live)	% within column	22%↓	31%↑	21%		26%	20%	33%
	N Count	125↓	177↑	25		54	30	74
	Column Comparisons	-	-					
Cosmetic skins or outfits	% within column	24%	28%	20%		23%	26%	31%
	N Count	132	157	24		48	39	70
	Column Comparisons	-	-					
A new character	% within column	23%	20%	29%		16%	28%	22%
	N Count	131	114	35		33	42	50
	Column Comparisons	-	-	g			g	
Premium battle pass	% within column	17%	20%	20%		18%	14%	25%↑
	N Count	93	113	23		37	21	57↑
	Column Comparisons	-	-					
Other weapons, armour or tools	% within column	14%	18%	21%		13%	11%	20%
	N Count	79	99	25		27	16	45
	Column Comparisons	-	-					
Loot boxes/ packs/ chests	% within column	13%	14%	13%		13%	14%	16%
	N Count	71	80	15		27	21	36
	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 = 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 2 of 48

Page 780

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 [MULTI]

Age and gender of child respondent

		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
Weighted Base	% within column	152	129	68	327	233	354	217
	N Count							
	Column Comparisons							
Unweighted Base	% within column	161	130	85	318	230	347	242
	N Count							
	Column Comparisons							
Column Names	% within column	f	g	h	i	j	k	l
	N Count							
	Column Comparisons							
In-game money (e.g. Robux, Vbux, Minecoins)	% within column	37%	30%		43%	48%↑	35%	33%
	N Count	56	39		139	111↑	125	73
	Column Comparisons			-		-	-	-
A subscription (e.g. PlayStation Plus, Xbox Live)	% within column	27%	38%↑		24%	20%↓	34%↑	26%
	N Count	42	49↑		79	47↓	122↑	56
	Column Comparisons			-		-	-	-
Cosmetic skins or outfits	% within column	30%	19%		22%	26%	27%	29%
	N Count	45	24		72	60	94	64
	Column Comparisons			-		-	-	-
A new character	% within column	21%	13%		21%	27%	19%	23%
	N Count	32	17		68	64	67	49
	Column Comparisons			-		-	-	-
Premium battle pass	% within column	16%	19%		18%	14%	23%	15%
	N Count	24	24		60	33	81	32
	Column Comparisons			-		-	-	-
Other weapons, armour or tools	% within column	14%	19%		16%	12%	20%	14%
	N Count	22	25		52	27	69	30
	Column Comparisons			-		-	-	-
Loot boxes/ packs/ chests	% within column	12%	13%		13%	12%	15%	12%
	N Count	18	17		43	28	53	27
	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 [MULTI]

		Urban/ Rural		Working status			NET: Not	D3 - Social grade
		NET: Urban	Rural	Full time	Part time	Student	working/ retired	AB
Weighted Base	% within column	1029	96	757	180	47	116	370
	N Count							
	Column Comparisons							
Unweighted Base	% within column	1026	102	799	154	48	106	515
	N Count							
	Column Comparisons							
Column Names	% within column	a	b	a	b	c	d	a
	N Count							
	Column Comparisons							
In-game money (e.g. Robux, Vbux, Minecoins)	% within column	39%	48%	37%↓	48%		49%	32%↓
	N Count	400	46	278↓	86		57	119↓
	Column Comparisons				a		a	
A subscription (e.g. PlayStation Plus, Xbox Live)	% within column	27%	30%	29%	19%		22%	32%↑
	N Count	273	29	218	35		26	119↑
	Column Comparisons							b c
Cosmetic skins or outfits	% within column	26%	23%	25%	28%		25%	26%
	N Count	266	22	188	50		29	97
	Column Comparisons							
A new character	% within column	22%	18%	23%	16%		22%	24%
	N Count	228	17	173	29		25	89
	Column Comparisons							
Premium battle pass	% within column	18%	21%	20%	12%		19%	21%
	N Count	186	20	149	22		23	78
	Column Comparisons							b
Other weapons, armour or tools	% within column	16%	15%	17%	12%		15%	21%↑
	N Count	164	14	128	22		18	77↑
	Column Comparisons							b d
Loot boxes/ packs/ chests	% within column	14%	9%	14%	10%		15%	17%
	N Count	143	9	106	18		18	61
	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 = 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)

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 [MULTI]

BANNER

		D3 - Social grade					Financial wellbeing	
		C1	C2	DE	NET: ABC1	NET: C2DE	Doing well	Getting by
Weighted Base	% within column	274	224	257	644	481	245	558
	N Count							
	Column Comparisons							
Unweighted Base	% within column	223	163	227	738	390	285	544
	N Count							
	Column Comparisons							
Column Names	% within column	b	c	d	e	f	a	b
	N Count							
	Column Comparisons							
In-game money (e.g. Robux, Vbux, Minecoins)	% within column	42%	46%	42%	36%	44%	33%	43%
	N Count	116	103	109	235	212	81	238
	Column Comparisons	a	a	a	-	-		a
A subscription (e.g. PlayStation Plus, Xbox Live)	% within column	22%	21%	29%	28%	26%	36%↑	23%↓
	N Count	59	48	76	178	124	89↑	126↓
	Column Comparisons				-	-	b c	
Cosmetic skins or outfits	% within column	25%	26%	25%	26%	26%	27%	24%
	N Count	69	57	66	166	123	65	137
	Column Comparisons				-	-		
A new character	% within column	23%	20%	18%	24%	19%	26%	21%
	N Count	64	45	47	153	93	63	116
	Column Comparisons				-	-		
Premium battle pass	% within column	11%↓	24%	17%	17%	20%	22%	18%
	N Count	30↓	53	44	109	97	55	100
	Column Comparisons		b		-	-		
Other weapons, armour or tools	% within column	12%	15%	13%	17%	14%	19%	17%
	N Count	34	33	34	111	67	47	95
	Column Comparisons				-	-	c	c
Loot boxes/ packs/ chests	% within column	11%	13%	12%	14%	13%	16%	13%
	N Count	30	30	30	91	60	39	74
	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 [MULTI]

		Financial wellbeing	Ethnicity		Child identified need/ impacting condition			
		Struggling	White British	NET: All other Ethnicities	Neurodiversity	Mental Health	NET: Identified need/ condition	NET: No identified need/ condition
Weighted Base	% within column	316	873	231	96	59	272	834
	N Count							
	Column Comparisons							
Unweighted Base	% within column	295	875	232	91	60	268	841
	N Count							
	Column Comparisons							
Column Names	% within column	c	a	b	a	b	c	d
	N Count							
	Column Comparisons							
In-game money (e.g. Robux, Vbux, Minecoins)	% within column	40%	42%	33%			43%	39%
	N Count	128	363	76			117	323
	Column Comparisons		b				-	
A subscription (e.g. PlayStation Plus, Xbox Live)	% within column	28%	26%	28%			30%	26%
	N Count	87	231	64			82	213
	Column Comparisons						-	
Cosmetic skins or outfits	% within column	27%	27%	22%			29%	24%
	N Count	86	233	50			80	203
	Column Comparisons						-	
A new character	% within column	21%	20%↓	30%↑			22%	22%
	N Count	65	172↓	69↑			60	181
	Column Comparisons			a			-	
Premium battle pass	% within column	16%	19%	17%			23%	17%
	N Count	50	162	39			63	138
	Column Comparisons						-	
Other weapons, armour or tools	% within column	11%↓	16%	17%			19%	15%
	N Count	35↓	136	40			51	125
	Column Comparisons						-	
Loot boxes/ packs/ chests	% within column	12%	14%	10%			13%	14%
	N Count	38	124	24			35	114
	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 [MULTI]

		BANNER						
		Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits		Parental Controls
		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	140	391	101	1024	513	562	1033
	N Count							
	Column Comparisons							
Unweighted Base	% within column	143	403	105	1023	506	576	1033
	N Count							
	Column Comparisons							
Column Names	% within column	a	b	a	b	a	b	a
	N Count							
	Column Comparisons							
In-game money (e.g. Robux, Vbux, Minecoins)	% within column	41%	32%	47%	39%	39%	41%	40%
	N Count	58	125	47	399	202	229	413
	Column Comparisons							
A subscription (e.g. PlayStation Plus, Xbox Live)	% within column	36%	29%	43%↑	25%↓	29%	24%	26%
	N Count	50	113	43↑	259↓	150	134	274
	Column Comparisons			b				
Cosmetic skins or outfits	% within column	32%	27%	39%↑	24%↓	25%	28%	26%
	N Count	44	105	39↑	249↓	126	157	268
	Column Comparisons			b				
A new character	% within column	20%	20%	28%	21%	22%	21%	22%
	N Count	29	78	29	217	112	120	230
	Column Comparisons							
Premium battle pass	% within column	24%	18%	28%↑	17%↓	19%	19%	19%
	N Count	33	72	28↑	177↓	95	105	195
	Column Comparisons			b				
Other weapons, armour or tools	% within column	20%	17%	21%	15%	15%	16%	16%
	N Count	28	66	21	157	79	92	167
	Column Comparisons							
Loot boxes/ packs/ chests	% within column	10%	16%	17%	13%	15%	12%	14%
	N Count	14	64	17	134	78	68	142
	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 = 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)

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 [MULTI]

		Parental Controls	Parental Concern			Time Spent Online (Weekday)		
		No Controls	Not Concerned	A little Concerned	NET: Moderately / Very Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs
Weighted Base	% within column / N Count / Column Comparisons	90	394	342	385	321	547	182
Unweighted Base	% within column / N Count / Column Comparisons	93	371	348	406	319	544	188
Column Names	% within column / N Count / Column Comparisons	b	a	b	c	a	b	c
In-game money (e.g. Robux, Vbux, Minecoins)			48%↑	39%	32%↓	35%	42%	47%
			188↑	133	122↓	114	228	86
			b c	c			d	a d
A subscription (e.g. PlayStation Plus, Xbox Live)			28%	24%	28%	21%↓	25%	36%↑
			110	83	109	68↓	138	65↑
								a b
Cosmetic skins or outfits			28%	27%	23%	22%	28%	24%
			111	91	87	72	152	44
A new character			17%↓	21%	28%↑	22%	20%	23%
			66↓	70	109↑	70	112	42
					a b			
Premium battle pass			13%↓	23%	19%	15%	17%	23%
			53↓	77	73	50	94	42
				a				
Other weapons, armour or tools			11%↓	16%	20%↑	12%	17%	16%
			45↓	54	77↑	37	96	29
					a			
Loot boxes/ packs/ chests			12%	11%	17%	10%	14%	16%
			48	39	64	34	74	30

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)

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 [MULTI]

BANNER

		Time Spent Online (Weekday)		Time Spent Online (Weekend)				
		6+ hrs	NET: 5+ Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6 hrs	NET: 5+ Hours
Weighted Base	% within column	70	253	99	380	341	301	641
	N Count							
	Column Comparisons							
Unweighted Base	% within column	73	261	97	381	347	298	645
	N Count							
	Column Comparisons							
Column Names	% within column	d	e	a	b	c	d	e
	N Count							
	Column Comparisons							
In-game money (e.g. Robux, Vbux, Minecoins)			40%		34%	39%	50%↑	44%↑
			102		131	132	149↑	281↑
			-				a b c	-
A subscription (e.g. PlayStation Plus, Xbox Live)			38%↑		21%↓	28%	35%↑	31%↑
			95↑		78↓	95	104↑	199↑
			-				b	-
Cosmetic skins or outfits			24%		23%	25%	31%	28%
			61		86	85	92	177
			-					-
A new character			25%		24%	21%	22%	21%
			62		90	71	66	137
			-					-
Premium battle pass			24%		16%	18%	20%	19%
			60		63	62	61	122
			-					-
Other weapons, armour or tools			18%		14%	18%	18%	18%
			45		51	61	54	115
			-					-
Loot boxes/ packs/ chests			17%		13%	15%	13%	14%
			43		50	51	39	90
			-					-

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)

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 [MULTI]

		Spent Money					SM purchase category	
		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
Weighted Base	% within column	1125	604	1125	604	0	309	138
	N Count							
	Column Comparisons							
Unweighted Base	% within column	1128	632	1128	632	0	325	150
	N Count							
	Column Comparisons							
Column Names	% within column	a	b	c	d	e	a	b
	N Count							
	Column Comparisons							
In-game money (e.g. Robux, Vbux, Minecoins)	% within column	40%	35%↓	40%	35%↓		37%	31%
	N Count	447	212↓	447	212↓		115	43
	Column Comparisons	-	-	-	-			
A subscription (e.g. PlayStation Plus, Xbox Live)	% within column	27%	28%	27%	28%		30%	43%↑
	N Count	302	170	302	170		92	59↑
	Column Comparisons	-	-	-	-			d
Cosmetic skins or outfits	% within column	26%	24%	26%	24%		29%↑	24%
	N Count	289	147	289	147		90↑	33
	Column Comparisons	-	-	-	-			
A new character	% within column	22%	24%	22%	24%		27%	32%
	N Count	245	148	245	148		84	45
	Column Comparisons	-	-	-	-			
Premium battle pass	% within column	18%	20%	18%	20%		20%	23%
	N Count	205	120	205	120		62	32
	Column Comparisons	-	-	-	-			
Other weapons, armour or tools	% within column	16%	17%	16%	17%		19%	22%
	N Count	178	105	178	105		59	30
	Column Comparisons	-	-	-	-			
Loot boxes/ packs/ chests	% within column	13%	16%↑	13%	16%↑		16%	17%
	N Count	151	97↑	151	97↑		51	24
	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 = 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)

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 [MULTI]

		SM purchase category		Feelings about SM purchase				Gaming Method
		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	195	148	279	447	337	456	761
	N Count							
	Column Comparisons							
Unweighted Base	% within column	207	160	295	473	360	484	762
	N Count							
	Column Comparisons							
Column Names	% within column	c	d	a	b	c	d	a
	N Count							
	Column Comparisons							
In-game money (e.g. Robux, Vbux, Minecoins)	% within column	40%	34%	37%	36%	35%	36%	40%
	N Count	79	51	102	161	118	162	307
	Column Comparisons							
A subscription (e.g. PlayStation Plus, Xbox Live)	% within column	35%↑	29%	25%	31%	27%	27%	33%↑
	N Count	69↑	42	70	137	92	122	250↑
	Column Comparisons				a d			b c d
Cosmetic skins or outfits	% within column	25%	24%	21%	24%	24%	24%	29%↑
	N Count	49	36	60	106	82	109	222↑
	Column Comparisons							
A new character	% within column	27%	26%	23%	25%	26%	27%↑	21%
	N Count	53	38	64	114	89	122↑	162
	Column Comparisons							
Premium battle pass	% within column	27%↑	25%	21%	20%	23%	20%	20%
	N Count	53↑	37	58	90	76	90	154
	Column Comparisons							
Other weapons, armour or tools	% within column	20%	17%	18%	17%	20%	18%	19%↑
	N Count	38	25	51	76	66	81	142↑
	Column Comparisons							c d
Loot boxes/ packs/ chests	% within column	20%	22%	18%	17%↑	19%↑	17%↑	13%
	N Count	39	32	49	77↑	63↑	77↑	99
	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 = 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)

BANNER

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 [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	345	717	401	1125	306	439	383
	N Count							
	Column Comparisons							
Unweighted Base	% within column	358	723	403	1128	316	454	401
	N Count							
	Column Comparisons							
Column Names	% within column	b	c	d	e	a	b	c
	N Count							
	Column Comparisons							
In-game money (e.g. Robux, Vbux, Minecoins)	% within column	41%	43%↑	45%↑	40%	36%	42%	35%
	N Count	141	309↑	180↑	447	112	185	135
	Column Comparisons				-		c j	
A subscription (e.g. PlayStation Plus, Xbox Live)	% within column	30%	28%	24%	27%	31%	31%	35%↑
	N Count	104	203	95	302	94	137	132↑
	Column Comparisons	d	d		-			f
Cosmetic skins or outfits	% within column	29%	26%	26%	26%	26%	27%	29%
	N Count	99	189	106	289	80	119	111
	Column Comparisons				-			
A new character	% within column	25%	24%	26%	22%	25%	25%	25%
	N Count	87	174	105	245	78	110	94
	Column Comparisons				-			
Premium battle pass	% within column	22%	19%	20%	18%	16%	21%	25%↑
	N Count	77	133	80	205	48	93	97↑
	Column Comparisons				-		a	a f i l
Other weapons, armour or tools	% within column	19%	16%	15%	16%	13%	17%	23%↑
	N Count	66	116	60	178	39	77	88↑
	Column Comparisons				-		a i l	a b f g i l
Loot boxes/ packs/ chests	% within column	17%	13%	15%	13%	13%	16%	17%
	N Count	59	96	62	151	41	69	66
	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 = 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)

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 [MULTI]

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
Weighted Base	% within column	263	537	600	332	170	167	451
	N Count							
	Column Comparisons							
Unweighted Base	% within column	274	538	580	346	183	174	467
	N Count							
	Column Comparisons							
Column Names	% within column	d	e	f	g	h	i	j
	N Count							
	Column Comparisons							
In-game money (e.g. Robux, Vbux, Minecoins)	% within column	39%	47%↑	51%↑	41%	46%	41%	34%↓
	N Count	103	251↑	307↑	136	78	68	152↓
	Column Comparisons		a c d j	a b c d e g i j k l	j	c j		
A subscription (e.g. PlayStation Plus, Xbox Live)	% within column	40%↑	34%↑	26%	29%	34%	33%	35%↑
	N Count	106↑	184↑	158	95	58	54	160↑
	Column Comparisons	a f g l	f g					f g
Cosmetic skins or outfits	% within column	26%	31%↑	29%↑	33%↑	33%	31%	26%
	N Count	68	165↑	176↑	109↑	57	52	118
	Column Comparisons							
A new character	% within column	30%↑	26%↑	22%	28%↑	27%	23%	29%↑
	N Count	80↑	139↑	131	94↑	47	39	129↑
	Column Comparisons							
Premium battle pass	% within column	23%	23%↑	17%	24%↑	26%↑	19%	22%↑
	N Count	60	121↑	103	80↑	44↑	32	99↑
	Column Comparisons	a l	a f l		a f l	a f		a
Other weapons, armour or tools	% within column	24%↑	23%↑	16%	17%	19%	10%	22%↑
	N Count	62↑	124↑	94	55	32	17	101↑
	Column Comparisons	a g i l	a b f g h i l	i	i l	a i l		a b f g i l
Loot boxes/ packs/ chests	% within column	21%↑	14%	14%	17%	18%	20%↑	14%
	N Count	55↑	77	85	55	31	33↑	64
	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 = 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)

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 [MULTI]

		Gaming Type			Gaming Frequency		Gaming Purchase Type	
		Interactive stories	Makeovers	NET: Playing against other people	NET: Daily	Weekly	NET: Character, skins, weapons, armour, tools	NET: Game expansion
Weighted Base	% within column	138	136	659	935	173	535	237
	N Count							
	Column Comparisons							
Unweighted Base	% within column	148	143	663	933	180	549	250
	N Count							
	Column Comparisons							
Column Names	% within column	k	l	m	a	b	a	b
	N Count							
	Column Comparisons							
In-game money (e.g. Robux, Vbux, Minecoins)	% within column	40%	42%	43%↑	41%	31%	38%	28%↓
	N Count	54	57	286↑	387	54	206	66↓
	Column Comparisons			-	b		b e	
A subscription (e.g. PlayStation Plus, Xbox Live)	% within column	38%↑	28%	33%↑	28%	21%	26%	30%
	N Count	52↑	38	220↑	263	37	139	71
	Column Comparisons			-				
Cosmetic skins or outfits	% within column	37%↑	34%	28%	27%	20%	54%↑	27%
	N Count	51↑	46	183	249	35	289↑	63
	Column Comparisons			-			b c d e f g h	e
A new character	% within column	31%↑	26%	25%↑	23%	17%	46%↑	31%↑
	N Count	42↑	35	165↑	214	30	245↑	73↑
	Column Comparisons			-			b c d e f g h	d
Premium battle pass	% within column	30%↑	18%	22%↑	19%	16%	24%↑	23%
	N Count	41↑	24	145↑	176	27	129↑	54
	Column Comparisons	a i l		-			b d	
Other weapons, armour or tools	% within column	21%	10%	21%↑	17%	11%	33%↑	23%↑
	N Count	29	14	138↑	155	19	178↑	54↑
	Column Comparisons	a i l		-			b c d e f g h	e g
Loot boxes/ packs/ chests	% within column	24%↑	21%↑	15%	14%	8%	16%	18%
	N Count	33↑	28↑	100	133	14	84	42
	Column Comparisons			-	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 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)

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 [MULTI]

		Gaming Purchase Type						Feelings about Gaming Purchase
		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
Weighted Base	% within column / N Count	151	447	147	302	122	205	346
Unweighted Base	% within column / N Count	158	428	154	320	133	211	356
Column Names	% within column / N Count	c	d	e	f	g	h	a
In-game money (e.g. Robux, Vbux, Minecoins)	% within column	43%	100%↑	22%↓	38%	28%↓	43%	39%
	N Count	64	447↑	33↓	114	34↓	88	134
	Column Comparisons	b e g	a b c e f g h		b e		b e g	
A subscription (e.g. PlayStation Plus, Xbox Live)	% within column	33%	26%	34%	100%↑	34%	33%	25%
	N Count	50	114	50	302↑	42	67	88
	Column Comparisons				a b c d e g h			
Cosmetic skins or outfits	% within column	30%	30%	18%	25%	27%	35%↑	25%
	N Count	46	132	26	76	33	73↑	87
	Column Comparisons	e	e f				e f	
A new character	% within column	32%↑	22%	30%↑	26%	35%↑	33%↑	26%
	N Count	49↑	96	45↑	77	43↑	67↑	90
	Column Comparisons					d		
Premium battle pass	% within column	27%↑	20%	17%	22%	30%↑	100%↑	26%↑
	N Count	41↑	88	25	67	36↑	205↑	89↑
	Column Comparisons	e				e	a b c d e f g	
Other weapons, armour or tools	% within column	26%↑	15%	13%	18%	15%	26%↑	17%
	N Count	39↑	66	19	56	18	54↑	60
	Column Comparisons	e g					d e g	
Loot boxes/ packs/ chests	% within column	100%↑	14%	18%	17%	17%	20%↑	19%↑
	N Count	151↑	64	26	50	20	41↑	67↑
	Column Comparisons	a b d e f g h						

Feelings about Gaming Purchase

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 [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
Weighted Base	% within column	772	445	720	715	449
	N Count					
	Column Comparisons					
Unweighted Base	% within column	777	454	734	710	459
	N Count					
	Column Comparisons					
Column Names	% within column	b	c	d	e	f
	N Count					
	Column Comparisons					
In-game money (e.g. Robux, Vbux, Minecoins)	% within column	44%↑	36%	42%	43%↑	41%
	N Count	340↑	158	304	310↑	182
	Column Comparisons	c		c	c	
A subscription (e.g. PlayStation Plus, Xbox Live)	% within column	29%	27%	27%	26%	29%
	N Count	224	120	191	186	132
	Column Comparisons					
Cosmetic skins or outfits	% within column	24%	26%	28%	30%↑	27%
	N Count	185	114	204	212↑	121
	Column Comparisons			b	b	b
A new character	% within column	25%↑	27%↑	25%↑	22%	27%↑
	N Count	189↑	120↑	182↑	160	119↑
	Column Comparisons					
Premium battle pass	% within column	20%	24%↑	21%↑	19%	25%↑
	N Count	153	108↑	153↑	136	110↑
	Column Comparisons					e
Other weapons, armour or tools	% within column	17%	20%↑	18%↑	17%	18%
	N Count	132	90↑	133↑	122	83
	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 = 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 16 of 48

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 [MULTI]

			BANNER					
			Gender of child respondent		Age of child respondent			
		Total	Male	Female	8-9	10-12	13-15	16-17
Loot boxes/ packs/ chests	% within column	13%	14%	12%	11%	14%	14%	14%
	N Count	151	96	55	22	49	55	26
	Column Comparisons	-						
A standard version of the game	% within column	13%	12%	14%	14%	12%	15%	9%
	N Count	147	84	62	29	43	57	18
	Column Comparisons	-						
A new or different map, downloadable content or level	% within column	12%	11%	13%	14%	10%	12%	14%
	N Count	135	77	58	29	37	43	26
	Column Comparisons	-						
A special version of the game (e.g. ultimate edition)	% within column	12%	12%	10%	15%	11%	10%	12%
	N Count	130	84	46	30	39	39	22
	Column Comparisons	-						
Early access to a game	% within column	11%	11%	10%	13%	8%	10%	16%↑
	N Count	122	76	46	27	28	37	31↑
	Column Comparisons	-						b
I donated to/ gifted another player items (e.g. in-game money or accessories)	% within column	8%	7%	9%	9%	8%	8%	6%
	N Count	87	48	39	18	28	29	11
	Column Comparisons	-						
Nothing	% within column	3%	3%	3%	4%	3%	2%	3%
	N Count	36	21	15	9	12	9	6
	Column Comparisons	-						
Don't know	% within column	1%	1%	2%	1%	1%	1%	0%
	N Count	11	4	7	3	5	3	1
	Column Comparisons	-						
Something else	% within column	0%	0%	0%	0%	0%	0%	0%
	N Count	1	1	0	1	0	0	0
	Column Comparisons	-						
NET: Any	% within column	96%	96%	95%	94%	95%	97%	97%
	N Count	1,078	656	422	190	341	365	182
	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 = 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)

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 [MULTI]

		Age of child respondent		Age and gender of child respondent				
		NET: 8-12	NET: 13-17	Male 8-9	Female 8-9	Male 10-12	Female 10-12	Male 13-15
Loot boxes/ packs/ chests	% within column	13%	14%	13%		13%	14%	16%
	N Count	71	80	15		27	21	36
	Column Comparisons	-	-					
A standard version of the game	% within column	13%	13%	14%		10%	15%	16%
	N Count	71	75	17		20	22	37
	Column Comparisons	-	-					
A new or different map, downloadable content or level	% within column	12%	12%	12%		9%	12%	12%
	N Count	66	69	15		19	18	26
	Column Comparisons	-	-					
A special version of the game (e.g. ultimate edition)	% within column	12%	11%	11%		15%	6%↓	10%
	N Count	70	60	14		31	8↓	23
	Column Comparisons	-	-					
Early access to a game	% within column	10%	12%	15%		6%	11%	11%
	N Count	55	68	18		13	16	25
	Column Comparisons	-	-					
I donated to/ gifted another player items (e.g. in-game money or accessories)	% within column	8%	7%	11%		5%	12%	7%
	N Count	46	40	13		10	18	15
	Column Comparisons	-	-					
Nothing	% within column	4%	3%	3%		3%	3%	2%
	N Count	21	15	4		7	5	6
	Column Comparisons	-	-					
Don't know	% within column	1%	1%	1%		1%	2%	0%
	N Count	8	4	1		2	3	1
	Column Comparisons	-	-					
Something else	% within column	0%	0%	1%↑		0%	0%	0%
	N Count	1	0	1↑		0	0	0
	Column Comparisons	-	-					
NET: Any	% within column	95%	97%	96%		96%	95%	97%
	N Count	531	547	113		200	141	219
	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 = 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)

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 [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
Loot boxes/ packs/ chests	% within column	12%	13%		13%	12%	15%	12%
	N Count	18	17		43	28	53	27
	Column Comparisons				-	-	-	-
A standard version of the game	% within column	14%	8%		11%	15%	13%	13%
	N Count	21	10		37	34	47	29
	Column Comparisons				-	-	-	-
A new or different map, downloadable content or level	% within column	11%	13%		10%	14%	12%	12%
	N Count	17	17		34	32	43	27
	Column Comparisons				-	-	-	-
A special version of the game (e.g. ultimate edition)	% within column	10%	13%		14%	11%	11%	10%
	N Count	16	16		45	25	39	21
	Column Comparisons				-	-	-	-
Early access to a game	% within column	8%	16%		9%	11%	13%	10%
	N Count	12	21		30	25	46	22
	Column Comparisons				-	-	-	-
I donated to/ gifted another player items (e.g. in-game money or accessories)	% within column	9%	8%		7%	10%	7%	7%
	N Count	14	10		23	24	25	15
	Column Comparisons				-	-	-	-
Nothing	% within column	3%	4%		3%	4%	3%	2%
	N Count	4	5		10	10	11	5
	Column Comparisons				-	-	-	-
Don't know	% within column	1%	0%		1%	2%	0%	1%
	N Count	2	0		3	4	1	3
	Column Comparisons				-	-	-	-
Something else	% within column	0%	0%		0%	0%	0%	0%
	N Count	0	0		1	0	0	0
	Column Comparisons				-	-	-	-
NET: Any	% within column	96%	96%		96%	94%	97%	96%
	N Count	146	124		313	218	343	209
	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 [MULTI]

		Urban/ Rural		Working status				D3 - Social grade
		NET: Urban	Rural	Full time	Part time	Student	NET: Not working/ retired	AB
Loot boxes/ packs/ chests	% within column	14%	9%	14%	10%		15%	17%
	N Count	143	9	106	18		18	61
	Column Comparisons							
A standard version of the game	% within column	13%	9%	15%	13%		2%↓	17%↑
	N Count	138	9	112	23		3↓	64↑
	Column Comparisons			d	d			d
A new or different map, downloadable content or level	% within column	13%↑	2%↓	14%	7%		9%	15%
	N Count	134↑	1↓	104	13		10	55
	Column Comparisons	b						
A special version of the game (e.g. ultimate edition)	% within column	12%	7%	13%↑	7%		9%	17%↑
	N Count	124	6	101↑	13		10	61↑
	Column Comparisons							b c d
Early access to a game	% within column	11%	5%	14%↑	3%↓		4%	15%↑
	N Count	118	5	105↑	6↓		5	56↑
	Column Comparisons	b		b d				b d
I donated to/ gifted another player items (e.g. in-game money or accessories)	% within column	8%	4%	9%	5%		4%	10%
	N Count	83	3	69	10		5	37
	Column Comparisons							
Nothing	% within column	3%	5%	3%	6%		3%	3%
	N Count	31	5	20	10		3	10
	Column Comparisons							
Don't know	% within column	1%	3%	1%	1%		4%↑	1%
	N Count	8	3	4	1		4↑	2
	Column Comparisons						a	
Something else	% within column	0%	0%	0%	0%		0%	0%
	N Count	1	0	1	0		0	1
	Column Comparisons							
NET: Any	% within column	96%	92%	97%	94%		94%	97%
	N Count	990	88	732	169		109	358
	Column Comparisons	b						

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 [MULTI]		BANNER					
		D3 - Social grade					Financial wellbeing
		C1	C2	DE	NET: ABC1	NET: C2DE	Doing well	Getting by
Loot boxes/ packs/ chests	% within column	11%	13%	12%	14%	13%	16%	13%
	N Count	30	30	30	91	60	39	74
	Column Comparisons				-	-		
A standard version of the game	% within column	13%	12%	8%↓	15%↑	10%↓	19%↑	13%
	N Count	35	27	20↓	100↑	47↓	47↑	72
	Column Comparisons				-	-	b c	
A new or different map, downloadable content or level	% within column	14%	7%	9%	15%↑	9%↓	17%↑	11%
	N Count	39	17	24	94↑	41↓	42↑	63
	Column Comparisons				-	-	b c	
A special version of the game (e.g. ultimate edition)	% within column	10%	9%	9%	14%	9%	18%↑	10%
	N Count	26	19	24	87	43	44↑	57
	Column Comparisons				-	-	b c	
Early access to a game	% within column	8%	10%	8%	12%	9%	19%↑	9%
	N Count	22	23	21	78	44	48↑	51
	Column Comparisons				-	-	b c	
I donated to/ gifted another player items (e.g. in-game money or accessories)	% within column	5%	9%	6%	8%	7%	13%↑	7%
	N Count	14	20	15	51	36	33↑	37
	Column Comparisons				-	-	b c	
Nothing	% within column	4%	2%	4%	3%	3%	2%	3%
	N Count	10	4	11	21	15	5	19
	Column Comparisons				-	-		
Don't know	% within column	1%	1%	2%	1%	1%	1%	1%
	N Count	3	2	4	5	6	2	4
	Column Comparisons				-	-		
Something else	% within column	0%	0%	0%	0%	0%	0%	0%
	N Count	0	0	0	1	0	1	0
	Column Comparisons				-	-		
NET: Any	% within column	95%	97%	94%	96%	96%	97%	96%
	N Count	261	217	242	618	460	239	536
	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 [MULTI]		Financial wellbeing	Ethnicity			Child identified need/ impacting condition			
		Struggling	White British	NET: All other Ethnicities	Neurodiversity	Mental Health	NET: Identified need/ condition	NET: No identified need/ condition
Loot boxes/ packs/ chests	% within column	12%	14%	10%			13%	14%
	N Count	38	124	24			35	114
	Column Comparisons						-	
A standard version of the game	% within column	8%↓	11%↓	20%↑			11%	14%
	N Count	27↓	99↓	46↑			30	116
	Column Comparisons			a			-	a
A new or different map, downloadable content or level	% within column	10%	12%	13%			16%	11%
	N Count	31	102	30			45	88
	Column Comparisons						-	
A special version of the game (e.g. ultimate edition)	% within column	9%	10%↓	17%↑			12%	11%
	N Count	28	89↓	40↑			34	95
	Column Comparisons			a			-	
Early access to a game	% within column	8%	10%	13%			10%	11%
	N Count	24	91	29			27	93
	Column Comparisons						-	
I donated to/ gifted another player items (e.g. in-game money or accessories)	% within column	5%	7%	8%			11%	6%↓
	N Count	17	64	19			29	54↓
	Column Comparisons						-	
Nothing	% within column	4%	3%	6%			2%	4%
	N Count	12	23	13			5	31
	Column Comparisons			a			-	
Don't know	% within column	2%	1%	1%			1%	1%
	N Count	6	9	2			4	8
	Column Comparisons						-	
Something else	% within column	0%	0%	0%			0%	0%
	N Count	0	1	0			0	1
	Column Comparisons						-	
NET: Any	% within column	94%	96%	94%			97%	95%
	N Count	299	841	216			264	796
	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 = 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 22 of 48

Page 800

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 [MULTI]

		BANNER						
		Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits		Parental Controls
		NET: Yes	No	Has an EHCP	Don't have an EHCP	NET: Household receives Benefits	No Benefits	NET: Has Parental Controls
Loot boxes/ packs/ chests	% within column	10%	16%	17%	13%	15%	12%	14%
	N Count	14	64	17	134	78	68	142
	Column Comparisons							
A standard version of the game	% within column	12%	13%	15%	13%	14%	12%	13%
	N Count	17	52	15	132	73	66	139
	Column Comparisons							
A new or different map, downloadable content or level	% within column	16%	12%	23%↑	11%↓	14%	11%	12%
	N Count	22	45	23↑	112↓	72	59	125
	Column Comparisons			b				
A special version of the game (e.g. ultimate edition)	% within column	14%	10%	13%	11%	14%	10%	12%
	N Count	19	38	13	118	69	59	123
	Column Comparisons							
Early access to a game	% within column	14%	12%	10%	11%	13%	9%	11%
	N Count	19	46	11	112	66	52	111
	Column Comparisons							
I donated to/ gifted another player items (e.g. in-game money or accessories)	% within column	12%↑	5%↓	18%↑	7%↓	11%↑	5%↓	8%
	N Count	17↑	18↓	18↑	68↓	57↑	27↓	81
	Column Comparisons	b		b		b		
Nothing	% within column	2%	3%	1%	3%	3%	4%	3%
	N Count	3	12	1	35	15	20	30
	Column Comparisons				a			
Don't know	% within column	1%	1%	1%	1%	1%	0%	1%
	N Count	1	3	1	10	6	2	10
	Column Comparisons							
Something else	% within column	0%	0%	0%	0%	0%	0%	0%
	N Count	0	0	0	1	0	1	1
	Column Comparisons	-	-					
NET: Any	% within column	97%	96%	99%	96%	96%	96%	96%
	N Count	136	376	100	978	493	539	992
	Column Comparisons							

BANNER

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 [MULTI]

	Parental Controls	Parental Concern			Time Spent Online (Weekday)		
	No Controls	Not Concerned	A little Concerned	NET: Moderately / Very Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs
Loot boxes/ packs/ chests		12%	11%	17%	10%	14%	16%
		48	39	64	34	74	30
A standard version of the game		8%↓	12%	20%↑	14%	12%	14%
		31↓	40	76↑	44	63	26
				a b			
A new or different map, downloadable content or level		7%↓	13%	16%↑	7%↓	11%	19%↑
		29↓	44	60↑	24↓	62	34↑
			a	a			a b
A special version of the game (e.g. ultimate edition)		7%↓	8%	19%↑	10%	10%	16%
		28↓	29	74↑	32	54	30
				a b			b
Early access to a game		5%↓	11%	16%↑	7%	11%	13%
		20↓	37	63↑	24	59	24
			a	a b			
I donated to/ gifted another player items (e.g. in-game money or accessories)		3%↓	8%	12%↑	4%↓	8%	11%
		12↓	26	47↑	12↓	43	20
			a	a b		a	a
Nothing		4%	2%	3%	3%	3%	2%
		16	7	13	10	17	4
Don't know		1%	1%	1%	1%	1%	1%
		3	3	5	2	7	2
Something else		0%	0%	0%	0%	0%	0%
		0	0	1	0	1	0
NET: Any		95%	97%	95%	96%	96%	96%
		376	331	367	309	524	176

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 [MULTI]

	Time Spent Online (Weekday)		Time Spent Online (Weekend)				
	6+ hrs	NET: 5+ Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6 hrs	NET: 5+ Hours
Loot boxes/ packs/ chests		17% 43 -		13% 50	15% 51	13% 39	14% 90 -
A standard version of the game		16% 40 -		11% 43	13% 46	13% 38	13% 83 -
A new or different map, downloadable content or level		20%↑ 49↑ -		12% 47	12% 42	12% 36	12% 78 -
A special version of the game (e.g. ultimate edition)		18%↑ 44↑ -		10% 39	13% 45	12% 37	13% 81 -
Early access to a game		16%↑ 39↑ -		14% 51	8% 28	11% 34	10% 62 -
I donated to/ gifted another player items (e.g. in-game money or accessories)		12%↑ 30↑ -		9% 34	7% 25	6% 18	7% 43 -
Nothing		3% 9 -		3% 12	2% 8	4% 11	3% 19 -
Don't know		1% 2 -		1% 3	2% 6	1% 2	1% 8 -
Something else		0% 0 -		0% 1	0% 0	0% 0	0% 0 -
NET: Any		96% 241 -		96% 365	96% 326	96% 288	96% 614 -

BANNER

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 [MULTI]		Spent Money					SM purchase category	
		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
Loot boxes/ packs/ chests	% within column	13%	16%↑	13%	16%↑		16%	17%
	N Count	151	97↑	151	97↑		51	24
	Column Comparisons	-	-	-	-			
A standard version of the game	% within column	13%	16%↑	13%	16%↑		15%	22%
	N Count	147	94↑	147	94↑		47	30
	Column Comparisons	-	-	-	-			
A new or different map, downloadable content or level	% within column	12%	17%↑	12%	17%↑		19%	28%↑
	N Count	135	103↑	135	103↑		59	38↑
	Column Comparisons	-	-	-	-			
A special version of the game (e.g. ultimate edition)	% within column	12%	17%↑	12%	17%↑		18%	24%↑
	N Count	130	104↑	130	104↑		57	34↑
	Column Comparisons	-	-	-	-			
Early access to a game	% within column	11%	15%↑	11%	15%↑		18%	24%↑
	N Count	122	93↑	122	93↑		56	34↑
	Column Comparisons	-	-	-	-			
I donated to/ gifted another player items (e.g. in-game money or accessories)	% within column	8%	12%↑	8%	12%↑		13%	17%
	N Count	87	74↑	87	74↑		40	23
	Column Comparisons	-	-	-	-			
Nothing	% within column	3%	2%↓	3%	2%↓		1%	1%
	N Count	36	10↓	36	10↓		3	2
	Column Comparisons	-	-	-	-			
Don't know	% within column	1%	1%	1%	1%		0%	1%
	N Count	11	4	11	4		0	1
	Column Comparisons	-	-	-	-			
Something else	% within column	0%	0%	0%	0%		0%	0%
	N Count	1	1	1	1		1	0
	Column Comparisons	-	-	-	-			
NET: Any	% within column	96%	98%↑	96%	98%↑		99%	98%
	N Count	1,078	590↑	1,078	590↑		306	135
	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 = 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)

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 [MULTI]

		BANNER						
		SM purchase category		Feelings about SM purchase				Gaming Method
		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
Loot boxes/ packs/ chests	% within column	20%	22%	18%	17%↑	19%↑	17%↑	13%
	N Count	39	32	49	77↑	63↑	77↑	99
	Column Comparisons							
A standard version of the game	% within column	20%	22%	17%	17%↑	18%↑	17%↑	12%
	N Count	39	33	46	77↑	62↑	79↑	92
	Column Comparisons							
A new or different map, downloadable content or level	% within column	22%	22%	20%↑	17%↑	19%↑	19%↑	13%
	N Count	43	32	57↑	75↑	66↑	84↑	95
	Column Comparisons							
A special version of the game (e.g. ultimate edition)	% within column	21%	24%↑	19%↑	17%↑	19%↑	18%↑	12%
	N Count	41	36↑	54↑	77↑	63↑	82↑	90
	Column Comparisons							
Early access to a game	% within column	22%↑	23%↑	21%↑	16%↑	18%↑	17%↑	11%
	N Count	43↑	34↑	59↑	71↑	60↑	77↑	86
	Column Comparisons							
I donated to/ gifted another player items (e.g. in-game money or accessories)	% within column	16%	25%↑	19%↑	14%↑	16%↑	14%↑	6%↓
	N Count	32	38↑	54↑	62↑	55↑	64↑	44↓
	Column Comparisons		a b					
Nothing	% within column	0%	1%	2%	1%↓	1%	1%↓	3%
	N Count	0	1	4	5↓	3	4↓	24
	Column Comparisons							
Don't know	% within column	1%	1%	0%	0%	1%	0%	1%
	N Count	2	2	1	2	3	1	5
	Column Comparisons							
Something else	% within column	0%	0%	0%	0%	0%	0%	0%
	N Count	0	0	1	1	1	1	0
	Column Comparisons			-	-	-	-	
NET: Any	% within column	99%	98%	98%	99%↑	98%	99%↑	96%
	N Count	193	145	274	441↑	330	451↑	733
	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 = 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)

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 [MULTI]

		Gaming Method				Gaming Type		
		Desktop computer, laptop or netbook	Mobile phone or smartphone	Tablet	NET: Any Gaming	Puzzles or quizzes	Action/ adventure	Shooters
Loot boxes/ packs/ chests	% within column	17%	13%	15%	13%	13%	16%	17%
	N Count	59	96	62	151	41	69	66
	Column Comparisons				-			
A standard version of the game	% within column	19%↑	13%	15%	13%	18%↑	15%	17%↑
	N Count	64↑	92	59	147	56↑	67	64↑
	Column Comparisons	a c			-			
A new or different map, downloadable content or level	% within column	16%↑	12%	13%	12%	16%↑	16%↑	17%↑
	N Count	55↑	83	53	135	50↑	71↑	66↑
	Column Comparisons				-	f	f	e f
A special version of the game (e.g. ultimate edition)	% within column	16%↑	13%	12%	12%	13%	17%↑	18%↑
	N Count	56↑	90	48	130	39	73↑	67↑
	Column Comparisons				-		e f	a e f
Early access to a game	% within column	17%↑	12%	13%	11%	18%↑	15%↑	14%↑
	N Count	57↑	86	54	122	54↑	66↑	55↑
	Column Comparisons				-	e f	e f	e f
I donated to/ gifted another player items (e.g. in-game money or accessories)	% within column	10%	7%	9%	8%	11%	9%	7%
	N Count	35	48	34	87	33	38	27
	Column Comparisons	a c		a	-			
Nothing	% within column	3%	3%	5%↑	3%	5%	4%	4%
	N Count	10	25	20↑	36	15	18	17
	Column Comparisons				-			
Don't know	% within column	1%	1%	0%	1%	1%	1%	1%
	N Count	4	6	2	11	4	5	6
	Column Comparisons				-			
Something else	% within column	0%	0%	0%	0%	0%	0%	0%
	N Count	0	1	0	1	0	0	0
	Column Comparisons				-			
NET: Any	% within column	96%	96%	95%	96%	94%	95%	94%
	N Count	331	687	379	1,078	287	416	361
	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 = 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)

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 [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
Loot boxes/ packs/ chests	% within column	21%↑	14%	14%	17%	18%	20%↑	14%
	N Count	55↑	77	85	55	31	33↑	64
	Column Comparisons							
A standard version of the game	% within column	17%	13%	11%	16%	19%↑	18%	16%
	N Count	44	69	67	52	33↑	30	72
	Column Comparisons							
A new or different map, downloadable content or level	% within column	20%↑	12%	10%	16%↑	22%↑	30%↑	14%
	N Count	53↑	64	62	53↑	38↑	50↑	61
	Column Comparisons	e f			f	e f	a b e f g j k l	
A special version of the game (e.g. ultimate edition)	% within column	21%↑	11%	9%	13%	18%↑	19%↑	14%
	N Count	56↑	57	56	44	30↑	31↑	65
	Column Comparisons	a e f g					f	e f
Early access to a game	% within column	20%↑	9%	9%	15%	19%↑	20%↑	14%
	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-game money or accessories)	% within column	14%↑	8%	7%	11%↑	15%↑	17%↑	7%
	N Count	37↑	43	44	38↑	25↑	29↑	34
	Column Comparisons	c e f j			c f	c e f j	b c e f j	
Nothing	% within column	4%	3%	3%	3%	3%	3%	3%
	N Count	10	18	20	11	6	5	12
	Column Comparisons							
Don't know	% within column	0%	0%	1%	1%	1%	0%	1%
	N Count	1	2	5	2	2	0	4
	Column Comparisons							
Something else	% within column	0%	0%	0%	0%	0%	0%	0%
	N Count	1	0	0	0	0	0	1
	Column Comparisons							
NET: Any	% within column	96%	96%	96%	96%	96%	97%	96%
	N Count	253	517	575	318	163	162	436
	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 = 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)

BANNER

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 [MULTI]		Gaming Type			Gaming Frequency		Gaming Purchase Type	
		Interactive stories	Makeovers	NET: Playing against other people	NET: Daily	Weekly	NET: Character, skins, weapons, armour, tools	NET: Game expansion
Loot boxes/ packs/ chests	% within column	24%↑	21%↑	15%	14%	8%	16%	18%
	N Count	33↑	28↑	100	133	14	84	42
	Column Comparisons			-	b			
A standard version of the game	% within column	21%↑	18%	14%	12%	20%↑	12%	18%
	N Count	29↑	24	90	111	34↑	65	42
	Column Comparisons			-		a	d	d
A new or different map, downloadable content or level	% within column	18%	20%↑	13%	12%	12%	15%	57%↑
	N Count	25	27↑	84	111	20	78	135↑
	Column Comparisons			-			d	a c d e f g h
A special version of the game (e.g. ultimate edition)	% within column	21%↑	16%	13%	13%	6%	14%↑	55%↑
	N Count	29↑	22	87	118	10	76↑	130↑
	Column Comparisons	f		-	b		d	a c d e f g h
Early access to a game	% within column	19%↑	17%↑	12%	11%	11%	13%	21%↑
	N Count	26↑	23↑	77	102	18	67	51↑
	Column Comparisons	e f		-			d	c d f
I donated to/ gifted another player items (e.g. in-game money or accessories)	% within column	19%↑	17%↑	9%	8%	7%	10%	16%↑
	N Count	26↑	23↑	57	74	12	52	37↑
	Column Comparisons	b c e f j	c f j	-				d
Nothing	% within column	4%	3%	4%	3%	4%	0%↓	0%↓
	N Count	6	4	23	28	7	0↓	0↓
	Column Comparisons			-			-	-
Don't know	% within column	1%	1%	0%	1%	2%	0%↓	0%
	N Count	1	1	3	7	4	0↓	0
	Column Comparisons			-			-	-
Something else	% within column	0%	0%	0%	0%	0%	0%	0%
	N Count	0	0	1	1	0	1	1
	Column Comparisons			-				
NET: Any	% within column	95%	96%	96%	96%	93%	100%↑	100%↑
	N Count	131	130	633	900	162	535↑	237↑
	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 = 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)

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 [MULTI]		Gaming Purchase Type						Feelings about Gaming Purchase
		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
Loot boxes/ packs/ chests	% within column	100%↑	14%	18%	17%	17%	20%↑	19%↑
	N Count	151↑	64	26	50	20	41↑	67↑
	Column Comparisons	a b d e f g h						
A standard version of the game	% within column	17%	7%↓	100%↑	17%	25%↑	12%	18%↑
	N Count	26	33↓	147↑	50	30↑	25	61↑
	Column Comparisons	d		a b c d f g h	d	a d h		d
A new or different map, downloadable content or level	% within column	21%↑	10%	15%	15%	24%↑	19%↑	17%↑
	N Count	31↑	44	22	46	30↑	38↑	60↑
	Column Comparisons	d			d	d	d	
A special version of the game (e.g. ultimate edition)	% within column	15%	8%↓	20%↑	13%	26%↑	15%	15%
	N Count	23	34↓	29↑	40	32↑	30	53
	Column Comparisons			d	d	c d f h	d	
Early access to a game	% within column	13%	8%↓	21%↑	14%	100%↑	18%↑	18%↑
	N Count	20	34↓	30↑	42	122↑	36↑	62↑
	Column Comparisons			d	d	a b c d e f h	d	b e
I donated to/ gifted another player items (e.g. in-game money or accessories)	% within column	15%↑	7%	14%↑	10%	14%↑	11%	14%↑
	N Count	23↑	30	20↑	29	18↑	23	48↑
	Column Comparisons							
Nothing	% within column	0%	0%↓	0%	0%↓	0%	0%↓	0%↓
	N Count	0	0↓	0	0↓	0	0↓	0↓
	Column Comparisons	-	-	-	-	-	-	-
Don't know	% within column	0%	0%↓	0%	0%	0%	0%	0%
	N Count	0	0↓	0	0	0	0	0
	Column Comparisons	-	-	-	-	-	-	-
Something else	% within column	0%	0%	1%↑	0%	1%↑	0%	0%
	N Count	0	0	1↑	0	1↑	0	0
	Column Comparisons							
NET: Any	% within column	100%↑	100%↑	100%↑	100%↑	100%	100%↑	100%↑
	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 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)

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 [MULTI]

Feelings about Gaming Purchase

		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
Loot boxes/ packs/ chests	% within column	15%↑	18%↑	14%	15%	17%
	N Count	118↑	80↑	104	106	74
	Column Comparisons					
A standard version of the game	% within column	14%	18%↑	13%	13%	19%↑
	N Count	106	80↑	93	94	86↑
	Column Comparisons		d e			d e
A new or different map, downloadable content or level	% within column	14%	18%↑	13%	14%↑	16%↑
	N Count	106	81↑	97	101↑	73↑
	Column Comparisons					
A special version of the game (e.g. ultimate edition)	% within column	13%↑	16%↑	14%↑	11%	13%
	N Count	103↑	73↑	100↑	80	59
	Column Comparisons		e	e		
Early access to a game	% within column	11%	16%↑	12%	10%	16%↑
	N Count	88	72↑	85	70	71↑
	Column Comparisons		b d e	e		b d e
I donated to/ gifted another player items (e.g. in-game money or accessories)	% within column	9%↑	13%↑	9%↑	9%	13%↑
	N Count	70↑	58↑	68↑	66	60↑
	Column Comparisons					
Nothing	% within column	0%↓	0%↓	0%↓	0%↓	0%↓
	N Count	0↓	0↓	0↓	0↓	0↓
	Column Comparisons	-	-	-	-	-
Don't know	% within column	0%↓	0%↓	0%↓	0%↓	0%↓
	N Count	0↓	0↓	0↓	0↓	0↓
	Column Comparisons	-	-	-	-	-
Something else	% within column	0%	0%	0%	0%	0%
	N Count	0	1	1	1	1
	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 [MULTI]

		BANNER						
			Gender of child respondent		Age of child respondent			
		Total	Male	Female	8-9	10-12	13-15	16-17
NET: Any	% within column	96%	96%	95%	94%	95%	97%	97%
	N Count	1,078	656	422	190	341	365	182
	Column Comparisons	-						
NET: Character, skins, weapons, armour, tools	% within column	48%	46%	50%	51%	45%	49%	46%
	N Count	535	311	223	102	161	185	87
	Column Comparisons	-						
NET: Game expansion (special version, downloadable content)	% within column	21%	22%	20%	25%	19%	20%	22%
	N Count	237	147	90	51	69	76	41
	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 = 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)

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 [MULTI]

		Age of child respondent		Age and gender of child respondent				
		NET: 8-12	NET: 13-17	Male 8-9	Female 8-9	Male 10-12	Female 10-12	Male 13-15
NET: Any	% within column	95%	97%	96%		96%	95%	97%
	N Count	531	547	113		200	141	219
	Column Comparisons	-	-					
NET: Character, skins, weapons, armour, tools	% within column	47%	48%	52%		42%	49%	49%
	N Count	263	272	61		87	74	111
	Column Comparisons	-	-					
NET: Game expansion (special version, downloadable content)	% within column	21%	21%	21%		23%	15%	20%
	N Count	120	117	25		47	22	46
	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 [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
NET: Any	% within column	96%	96%		96%	94%	97%	96%
	N Count	146	124		313	218	343	209
	Column Comparisons				-	-	-	-
NET: Character, skins, weapons, armour, tools	% within column	49%	40%		45%	49%	46%	52%
	N Count	74	52		148	114	163	113
	Column Comparisons				-	-	-	-
NET: Game expansion (special version, downloadable content)	% within column	19%	22%		22%	21%	21%	20%
	N Count	29	28		72	48	74	44
	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 = 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 35 of 48

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 [MULTI]

		Urban/ Rural		Working status				D3 - Social grade
		NET: Urban	Rural	Full time	Part time	Student	NET: Not working/ retired	AB
NET: Any	% within column	96%	92%	97%	94%		94%	97%
	N Count	990	88	732	169		109	358
	Column Comparisons	b						
NET: Character, skins, weapons, armour, tools	% within column	48%	41%	48%	45%		47%	53%↑
	N Count	495	40	365	81		54	197↑
	Column Comparisons							
NET: Game expansion (special version, downloadable content)	% within column	22%↑	7%↓	24%↑	13%		15%	27%↑
	N Count	230↑	7↓	182↑	24		17	100↑
	Column Comparisons	b		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 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)

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 [MULTI]

		D3 - Social grade					Financial wellbeing	
		C1	C2	DE	NET: ABC1	NET: C2DE	Doing well	Getting by
NET: Any	% within column	95%	97%	94%	96%	96%	97%	96%
	N Count	261	217	242	618	460	239	536
	Column Comparisons				-	-		
NET: Character, skins, weapons, armour, tools	% within column	45%	45%	44%	50%	45%	53%	47%
	N Count	123	101	113	320	214	131	261
	Column Comparisons				-	-		
NET: Game expansion (special version, downloadable content)	% within column	22%	15%	17%	25%↑	16%↓	30%↑	20%
	N Count	60	33	44	160↑	77↓	74↑	110
	Column Comparisons				-	-	b c	

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)

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 [MULTI]		Financial wellbeing	Ethnicity		Child identified need/ impacting condition			
		Struggling	White British	NET: All other Ethnicities	Neurodiversity	Mental Health	NET: Identified need/ condition	NET: No identified need/ condition
NET: Any	% within column	94%	96%	94%			97%	95%
	N Count	299	841	216			264	796
	Column Comparisons						-	
NET: Character, skins, weapons, armour, tools	% within column	44%	47%	51%			52%	46%
	N Count	140	410	117			143	385
	Column Comparisons						-	
NET: Game expansion (special version, downloadable content)	% within column	17%	19%	27%			25%	20%
	N Count	54	170	63			69	164
	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 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)

BANNER

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 [MULTI]

		Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits		Parental Controls
		NET: Yes	No	Has an EHCP	Don't have an EHCP	NET: Household receives Benefits	No Benefits	NET: Has Parental Controls
NET: Any	% within column	97%	96%	99%	96%	96%	96%	96%
	N Count	136	376	100	978	493	539	992
	Column Comparisons							
NET: Character, skins, weapons, armour, tools	% within column	53%	47%	62%↑	46%↓	47%	48%	48%
	N Count	74	184	63↑	472↓	242	272	493
	Column Comparisons			b				
NET: Game expansion (special version, downloadable content)	% within column	26%	20%	29%	20%	24%	19%	21%
	N Count	36	76	30	207	124	107	222
	Column Comparisons			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 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 39 of 48

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 [MULTI]	Parental Controls	Parental Concern			Time Spent Online (Weekday)		
	No Controls	Not Concerned	A little Concerned	NET: Moderately / Very Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs
NET: Any		95%	97%	95%	96%	96%	96%
		376	331	367	309	524	176
NET: Character, skins, weapons, armour, tools		43%	48%	52%	42%	49%	51%
		170	163	201	134	270	93
				a			
NET: Game expansion (special version, downloadable content)		13%↓	19%	30%↑	17%	20%	28%↑
		53↓	65	117↑	54	108	52↑
		a		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 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)

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 [MULTI]

	Time Spent Online (Weekday)		Time Spent Online (Weekend)				
	6+ hrs	NET: 5+ Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6 hrs	NET: 5+ Hours
NET: Any		96%		96%	96%	96%	96%
		241		365	326	288	614
		-					-
NET: Character, skins, weapons, armour, tools		51%		47%	49%	49%	49%
		128		179	165	147	312
		-					-
NET: Game expansion (special version, downloadable content)		30%↑		21%	22%	21%	22%
		76↑		80	76	63	139
		-					-

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 41 of 48

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 [MULTI]

		Spent Money					SM purchase category	
		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
NET: Any	% within column	96%	98%↑	96%	98%↑		99%	98%
	N Count	1,078	590↑	1,078	590↑		306	135
	Column Comparisons	-	-	-	-			
NET: Character, skins, weapons, armour, tools	% within column	48%	50%	48%	50%		56%↑	61%↑
	N Count	535	303	535	303		172↑	84↑
	Column Comparisons	-	-	-	-			
NET: Game expansion (special version, downloadable content)	% within column	21%	30%↑	21%	30%↑		32%	40%↑
	N Count	237	182↑	237	182↑		99	56↑
	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 = 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)

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 [MULTI]

BANNER

		SM purchase category		Feelings about SM purchase				Gaming Method
		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
NET: Any	% within column	99%	98%	98%	99%↑	98%	99%↑	96%
	N Count	193	145	274	441↑	330	451↑	733
	Column Comparisons							
NET: Character, skins, weapons, armour, tools	% within column	55%	55%	50%	51%	55%↑	53%↑	50%
	N Count	107	82	138	228	184↑	241↑	378
	Column Comparisons							
NET: Game expansion (special version, downloadable content)	% within column	36%	40%↑	36%↑	30%↑	32%↑	32%↑	22%
	N Count	71	60↑	100↑	132↑	109↑	145↑	165
	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 = 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)

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 [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
NET: Any	% within column	96%	96%	95%	96%	94%	95%	94%
	N Count	331	687	379	1,078	287	416	361
	Column Comparisons				-			
NET: Character, skins, weapons, armour, tools	% within column	55%↑	49%	48%	48%	49%	51%	54%↑
	N Count	191↑	352	194	535	152	223	205↑
	Column Comparisons				-			
NET: Game expansion (special version, downloadable content)	% within column	27%↑	21%	21%	21%	24%	28%↑	29%↑
	N Count	95↑	152	85	237	75	122↑	112↑
	Column Comparisons				-	f	e f	e f

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)

BANNER

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 [MULTI]

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
NET: Any	% within column	96%	96%	96%	96%	96%	97%	96%
	N Count	253	517	575	318	163	162	436
	Column Comparisons							
NET: Character, skins, weapons, armour, tools	% within column	57%↑	54%↑	49%	56%↑	56%	49%	55%↑
	N Count	150↑	290↑	292	185↑	95	83	247↑
	Column Comparisons							
NET: Game expansion (special version, downloadable content)	% within column	36%↑	19%	18%↓	25%	33%↑	40%↑	24%
	N Count	94↑	103	105↓	84	56↑	67↑	109
	Column Comparisons	a e f g j			f	e f	a e f g j	e f

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)

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 [MULTI]

		BANNER						
		Gaming Type			Gaming Frequency		Gaming Purchase Type	
		Interactive stories	Makeovers	NET: Playing against other people	NET: Daily	Weekly	NET: Character, skins, weapons, armour, tools	NET: Game expansion
NET: Any	% within column	95%	96%	96%	96%	93%	100%↑	100%↑
	N Count	131	130	633	900	162	535↑	237↑
	Column Comparisons			-			-	-
NET: Character, skins, weapons, armour, tools	% within column	63%↑	53%	52%↑	49%	41%	100%↑	55%↑
	N Count	86↑	71	343↑	457	71	535↑	131↑
	Column Comparisons			-			b c d e f g h	e
NET: Game expansion (special version, downloadable content)	% within column	32%↑	31%↑	22%	22%	17%	24%↑	100%↑
	N Count	43↑	42↑	147	202	29	131↑	237↑
	Column Comparisons	f	f	-			d	a c d e f 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 = 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)

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 [MULTI]

		Gaming Purchase Type						Feelings about Gaming Purchase
		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: 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%↑
	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)

BANNER

Feelings about Gaming Purchase

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 [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
NET: Any	% within column	100%↑	100%↑	100%↑	100%↑	100%↑
	N Count	772↑	445↑	720↑	715↑	449↑
	Column Comparisons	-	-	-	-	-
NET: Character, skins, weapons, armour, tools	% within column	49%	54%↑	54%↑	52%↑	52%
	N Count	377	242↑	389↑	372↑	235
	Column Comparisons			b		
NET: Game expansion (special version, downloadable content)	% within column	24%↑	30%↑	24%↑	22%	26%↑
	N Count	183↑	133↑	171↑	160	118↑
	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 = 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 48 of 48

G4B&C - 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 1 ... and spend ... [SINGLE]

BANNER

		Total	Gender of child respondent – Male	Gender of child respondent – Female	Age of child respondent – 8-9	10-12	13-15	16-17	NET: 8-12	NET: 13-17	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	NET: Female 8-12
Weighted Base	% within column / N Count / Column Comparisons	1078	656	422	190	341	365	182	531	547	113	77	200	141	219	146	124	66	313	218
Unweighted Base	% within column / N Count / Column Comparisons	1082	640	442	192	329	367	194	521	561	114	78	191	138	211	156	124	82	305	216
Column Names	% within column / N Count / Column Comparisons	a	a	b	a	b	c	d	e	f	a	b	c	d	e	f	g	h	i	j
A few times a year	% within column	42%	42%	41%	49%	39%	39%	42%	43%	40%	50%		37%	43%	41%	37%	45%		42%	45%
	N Count	450	277	172	94	134	144	77	228	221	56		74	60	91	54	56		131	98
	Column Comparisons	-							-	-									-	-
Every month	% within column	42%	41%	42%	31%↓	41%	46%	43%	38%	45%	27%↓		46%	35%	46%	46%	38%		39%	36%
	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			-	-
Every week	% within column	11%	11%	12%	12%	13%	10%	9%	13%	10%	14%		12%	15%	8%	13%	10%		13%	13%
	N Count	121	71	51	23	44	37	17	67	55	16		24	20	18	19	13		40	27
	Column Comparisons	-							-	-									-	-
More than once a week	% within column	3%	4%	3%	5%	3%	3%	3%	4%	3%	5%		3%	3%	3%	2%	4%		4%	3%
	N Count	37	25	12	10	11	11	6	21	16	6		7	4	7	4	5		13	8
	Column Comparisons	-							-	-									-	-
Don't know	% within column	2%	2%	2%	2%	3%	1%	2%	3%	1%	4%		2%	5%	1%	2%	2%		2%	3%
	N Count	22	13	10	4	10	5	3	14	8	4		4	7	3	2	2		8	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 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)

G4B&C - 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 1 ... and spend ... [SINGLE]

		Age and gender of child respondent		Urban/ Rural		Working status				D3 - Social grade						Financial wellbeing			Ethnicity	
		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	Gett-ing by	Strugg-ling	Whit...	NET: All oth-er Ethnic-ities
Weighted Base	% within column	343	209	990	88	732	169	46	109	358	261	217	242	618	460	239	536	299	841	216
	N Count																			
	Column Comparisons																			
Unweighted Base	% within column	335	234	989	93	774	144	46	99	498	213	158	213	711	371	277	522	279	844	217
	N Count																			
	Column Comparisons																			
Column Names	% within column	k	l	a	b	a	b	c	d	a	b	c	d	e	f	a	b	c	a	b
	N Count																			
	Column Comparisons																			
A few times a year	% within column	43%	37%	42%		39%	45%			40%	46%	37%	44%	42%	41%	34%↓	44%	43%	40%	49%
	N Count	146	77	414		288	76			142	120	81	106	262	188	80↓	236	130	335	106
	Column Comparisons	-	-											-	-		a	a		a
Every month	% within column	43%	48%	41%		41%	40%			41%	41%	44%	41%	41%	42%	44%	41%	42%	43%	33%
	N Count	148	101	409		302	67			146	106	95	100	252	195	105	218	125	366	71
	Column Comparisons	-	-											-	-					b
Every week	% within column	9%	12%	11%		13%	10%			14%	6%	14%	9%	11%	12%	15%	11%	9%	12%	11%
	N Count	31	24	111		94	17			52	16	31	23	68	54	35	57	28	98	24
	Column Comparisons	-	-							b		b		-	-					
More than once a week	% within column	3%	2%	4%		5%	2%			4%	5%	2%	3%	4%	2%	6%	2%	3%	3%	6%
	N Count	12	5	35		33	4			14	12	4	7	26	11	14	13	10	24	12
	Column Comparisons	-	-											-	-					
Don't know	% within column	2%	1%	2%		2%	3%			1%	3%	3%	3%	2%	3%	2%	2%	2%	2%	2%
	N Count	5	3	21		14	5			4	7	6	6	10	12	5	12	6	18	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 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)

Part 2 of 12

BANNER

G4B&C - 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 1 ... and spend ... [SINGLE]

		Child identified need/ impacting condition				Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits		Parental Controls		Parental Concern			Time Spent Online (Weekday)			
		Neur...	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	NET: Has Parental Controls	No Controls	Not Concerned	A little Concerned	NET: Very Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs	6+ hrs
Weighted Base % within column		93	55	264	796	136	376	100	978	493	539	992	83	376	331	367	309	524	176	66
Unweighted Base N Count		87	56	259	804	138	389	103	979	487	553	993	87	352	338	389	307	521	181	69
Column Names		a	b	c	d	a	b	a	b	a	b	a	b	a	b	c	a	b	c	d
A few times a year %				37%	43%	37%	42%	31%	43%	36%↓	47%↑	41%		48%↑	41%	36%↓	54%↑	39%	32%↓	
N				97	346	50	159	31	419	178↓	255↑	411		182↑	136	130↓	167↑	206	56↓	
Column Comparisons				-					a		a			c			b c d			
Every month %				45%	40%	48%	45%	46%	41%	46%	38%	42%		41%	42%	42%	36%	43%	48%	
N				117	321	66	169	45	402	227	202	415		154	140	152	110	226	85	
Column Comparisons				-						b										
Every week %				12%	11%	9%	10%	14%	11%	12%	11%	12%		7%↓	13%	14%	7%	13%	12%	
N				32	89	12	38	14	107	61	57	116		26↓	42	53	22	66	21	
Column Comparisons				-											a	a				
More than once a week %				4%	3%	4%	3%	9%↑	3%↓	4%	3%	3%		1%	3%	7%↑	0%↓	3%	7%↑	
N				10	26	5	10	9↑	28↓	19	14	32		5	8	24↑	0↓	16	13↑	
Column Comparisons				-				b								a b		a	a b	
Don't know %				3%	2%	2%	0%	0%	2%	2%	2%	2%		3%	1%	2%	3%	2%	1%	
N				7	14	3	1	0	22	8	11	19		10	5	7	10	9	2	
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)

Part 3 of 12

Page 829

G4B&C - 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 1 ... and spend ... [SINGLE]

		Time Spent Online (Weekday)	Time Spent Online (Weekend)					Spent Money					SM purchase category				Feelings about SM purchase			
		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	Bought something from both	Not bought from either	Product	Activity	Subs... Upgrade	NET: Gift	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	241	94	365	326	288	614	1078	590	1078	590	0	306	135	193	145	274	441	330	451
	N Count																			
	Column Comparisons																			
Unweighted Base	% within column	250	92	367	334	284	618	1082	619	1082	619	0	323	147	205	158	290	466	354	479
	N Count																			
	Column Comparisons																			
Column Names	% within column	e	a	b	c	d	e	a	b	c	d	e	a	b	c	d	a	b	c	d
	N Count																			
	Column Comparisons																			
A few times a year	% within column	32%↓		47%	36%	39%	38%↓	42%	36%↓	42%	36%↓		32%	31%	30%	34%	35%	35%↓	32%↓	36%↓
	N Count	76↓		171	119	113	232↓	450	210↓	450	210↓		99	42	59	49	97	153↓	105↓	163↓
	Column Comparisons	-					-	-	-	-	-									
Every month	% within column	45%		38%	44%	45%	44%	42%	43%	42%	43%		45%	39%	44%	36%	38%	42%	42%	40%
	N Count	108		139	144	128	272	447	252	447	252		139	52	84	52	105	185	139	182
	Column Comparisons	-					-	-	-	-	-									
Every week	% within column	14%		12%	13%	10%	12%	11%	16%↑	11%	16%↑		15%	22%	18%	21%	20%↑	17%↑	19%↑	17%↑
	N Count	33		42	42	29	71	121	96↑	121	96↑		46	30	36	31	54↑	75↑	61↑	76↑
	Column Comparisons	-					-	-	-	-	-									
More than once a week	% within column	9%↑		1%	4%	5%	5%	3%	5%	3%	5%		7%	7%	7%	8%	6%	6%↑	7%↑	6%↑
	N Count	21↑		5	14	14	28	37	29	37	29		21	9	14	11	16	26↑	24↑	27↑
	Column Comparisons	-				b	-	-	-	-	-									

G4B&C - 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 1 ... and spend ... [SINGLE]		Gaming Method					Gaming Type												Gaming Frequency
		Games console or games player	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	Simulation experience	Fitness and dance	Sports	Interactive stories	Makeovers	NET: Playing against other people	NET: Daily
Weighted Base	% within column	733	331	687	379	1078	287	416	361	253	517	575	318	163	162	436	131	130	633	900
	N Count																			
	Column Comparisons																			
Unweighted Base	% within column	732	345	693	381	1082	297	431	379	264	518	556	332	174	168	451	141	137	638	898
	N Count																			
	Column Comparisons																			
Column Names	% within column	a	b	c	d	e	a	b	c	d	e	f	g	h	i	j	k	l	m	a
	N Count																			
	Column Comparisons																			
A few times a year	% within column	40%	44%	43%	41%	42%	43%	39%	38%	38%	37%	41%	44%	36%	38%	38%	35%	38%	38%	40%
	N Count	296	147	296	154	450	122	163	136	96	194	235	139	59	62	167	46	49	243	359
	Column Comparisons		a			-														-
Every month	% within column	44%	40%	40%	44%	42%	43%	41%	44%	39%	45%	43%	38%	46%	36%	46%	38%	40%	44%	42%
	N Count	319	134	274	168	447	124	172	160	98	235	249	120	74	59	199	51	52	278	380
	Column Comparisons	b				-														-
Every week	% within column	11%	9%	12%	9%	11%	10%	13%	11%	16%	11%	10%	14%	13%	21%↑	10%	16%	16%	12%	11%
	N Count	77	29	81	34	121	28	52	39	39	56	57	44	22	34↑	43	21	20	74	103
	Column Comparisons					-									a f j					-
More than once a week	% within column	3%	5%	3%	3%	3%	3%	4%	6%↑	7%↑	4%	3%	3%	3%	5%	4%	8%↑	5%	4%	4%
	N Count	24	17	22	13	37	8	18	22↑	17↑	21	16	10	5	7	19	11↑	6	26	35
	Column Comparisons					-			f	a							f			-

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)

Part 5 of 12

G4B&C - 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 1 ... and spend ... [SINGLE]		Gaming Frequency	Gaming Purchase Type								Feelings about Gaming Purchase					
		Weekly	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	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	162	535	237	151	447	147	302	122	205	346	772	445	720	715	449
	N Count															
	Column Comparisons															
Unweighted Base	% within column	169	549	250	158	428	154	320	133	211	356	777	454	734	710	459
	N Count															
	Column Comparisons															
Column Names	% within column	b	a	b	c	d	e	f	g	h	a	b	c	d	e	f
	N Count															
	Column Comparisons															
A few times a year	% within column	52%	38%	37%	31%↓	41%	40%	34%↓	39%	34%	37%	40%	34%↓	40%	41%	38%
	N Count	84	202	87	47↓	183	59	104↓	48	69	130	308	149↓	289	296	169
	Column Comparisons	a														
Every month	% within column	39%	42%	41%	43%	40%	42%	47%	37%	46%	39%	42%	44%	41%	41%	42%
	N Count	63	224	98	65	177	61	142	46	95	136	325	197	298	292	187
	Column Comparisons															
Every week	% within column	9%	13%	14%	17%	12%	12%	11%	15%	14%	17%↑	12%	14%	13%↑	12%	15%↑
	N Count	14	70	33	25	54	17	34	18	29	59↑	95	62	97↑	84	66↑
	Column Comparisons															
More than once a week	% within column	1%	5%↑	7%↑	9%↑	4%	6%	6%↑	8%↑	6%	4%	4%	7%↑	4%	4%	4%
	N Count	1	29↑	16↑	14↑	19	8	18↑	10↑	12	15	33	31↑	29	29	20
	Column Comparisons												d e f			

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)   Part 6 of 12

G4B&C - 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 1 ... and spend ... [SINGLE]

		Total	Gender of child respondent		Age of child respondent						Age and gender of child respondent									
			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	Female 13-15	Male 16-17	Female 16-17	NET: Male 8-12	NET: Female 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	-							-	-									-	-

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)   Part 7 of 12

G4B&C - 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 1 ... and spend ... [SINGLE]		Age and gender of child respondent		Urban/ Rural		Working status				D3 - Social grade						Financial wellbeing			Ethnicity	
		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	Gett-ing by	Strugg-ling	Whit...	NET: All oth-er Ethnic-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	-	-											-	-					

Part 8 of 12

BANNER

G4B&C - 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 1 ... and spend ... [SINGLE]	Child identified need/ impacting condition				Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits		Parental Controls		Parental Concern			Time Spent Online (Weekday)			
	Neur...	Mental Health	NET: Identi-fied need/ condi-tion	NET: No identi-fied need/ condi-tion	NET: Yes	No	Has an EHCP	Don't have an EHCP	NET: House-hold recei-ves Benef-its	No Benef-its	NET: Has Paren-tal Contr-ols	No Contr-ols	Not Conce-rned	A little Conce-rned	NET: Mod... Very Conce-rned	0 - 2hrs	3 - 4hrs	5 - 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	
		-																	

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)

Part 9 of 12

G4B&C - 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 1 ... and spend ... [SINGLE]		Time Spent Online (Week-day)	Time Spent Online (Weekend)					Spent Money					SM purchase category				Feelings about SM purchase			
		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	Bought something from both	Not bought from either	Prod-uct	Activ-ity	Subs... 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
Don't know	% within column	1%		2%	2%	1%	2%	2%	1%↓	2%	1%↓		0%	1%	0%	1%	1%	0%↓	1%	1%
	N Count	3		9	7	4	10	22	3↓	22	3↓		1	2	0	2	2	1↓	2	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 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)

Part 10 of 12

BANNER

		Gaming Method					Gaming Type														Gaming Frequency
G4B&C - 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 1 ... and spend ... [SINGLE]		Games console or games player	Desk-top comp-uter, laptop or net-book	Mobile phone or smart-phone	Tablet	NET: Any Gami-ng	Puzzles or quizzes	Action / adve-nture	Shoot-ers	Playing against one other person	Playing against multi-ple people / tea-ms	Creat-ive and build-ing ga-mes	Playing in a virtual worlds	Simul-ation experi-ence	Fitness and dance	Sports	Intera-ctive stories	Make-overs	NET: Playing against other people	NET: Daily
Don't know	% within column	2%	1%	2%	3%	2%	1%	3%	1%	1%	2%	3%	2%	2%	0%	2%	2%	2%	2%	2%
	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)

G4B&C - 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 1 ... and spend ... [SINGLE]		Gaming Frequency	Gaming Purchase Type								Feelings about Gaming Purchase					
		Weekly	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	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
Don't know	% within column	0%	2%	1%	0%	3%	1%	1%	1%	0%	2%	1%	1%	1%	2%	2%
	N Count	0	10	2	0	13	1	4	1	1	6	11	6	8	14	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 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)   Part 12 of 12

G4B&C - Please complete the following sentence about when you buy things from social media or video sites/ apps. When I buy things online, I usually spend [SINGLE]

			Gender of child respondent		Age of child respondent						Age and gender of child respondent			
		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
Weighted Base	% within column	1078	656	422	190	341	365	182	531	547	113	77	200	141
	N Count													
	Column Comparisons													
Unweighted Base	% within column	1082	640	442	192	329	367	194	521	561	114	78	191	138
	N Count													
	Column Comparisons													
Column Names	% within column	a	a	b	a	b	c	d	e	f	a	b	c	d
	N Count													
	Column Comparisons													
A little bit of money	% within column	62%	63%	62%	65%	63%	62%	60%	64%	61%	65%		64%	62%
	N Count	672	411	261	123	215	226	108	338	334	74		128	87
	Column Comparisons	-							-	-				
A medium amount of money	% within column	30%	30%	30%	26%	29%	32%	32%	28%	32%	24%		29%	29%
	N Count	325	198	128	49	99	118	59	148	177	27		58	41
	Column Comparisons	-							-	-				
A lot of money	% within column	5%	5%	6%	6%	6%	5%	5%	6%	5%	6%		6%	6%
	N Count	58	33	25	11	20	18	9	31	27	7		12	8
	Column Comparisons	-							-	-				
Don't know	% within column	2%	2%	2%	3%	2%	1%	3%	3%	1%	5%		1%	3%
	N Count	22	14	8	6	8	3	5	14	8	6		3	5
	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 = 992 (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 1 of 9

G4B&C - Please complete the following sentence about when you buy things from social media or video sites/ apps. When I buy things online, I usually spend [SINGLE]

		BANNER												
		Age and gender of child respondent								Urban/ Rural		Working status		
		Male 13-15	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
Weighted Base	% within column	219	146	124	66	313	218	343	209	990	88	732	169	46
	N Count													
	Column Comparisons													
Unweighted Base	% within column	211	156	124	82	305	216	335	234	989	93	774	144	46
	N Count													
	Column Comparisons													
Column Names	% within column	e	f	g	h	i	j	k	l	a	b	a	b	c
	N Count													
	Column Comparisons													
A little bit of money	% within column	62%	61%	60%		64%	63%	61%	62%	62%		61%	66%	
	N Count	136	90	74		201	137	210	129	618		448	111	
	Column Comparisons					-	-	-	-					
A medium amount of money	% within column	33%	32%	33%		27%	29%	33%	31%	30%		31%	22%	
	N Count	72	46	41		85	63	113	65	295		228	38	
	Column Comparisons					-	-	-	-					
A lot of money	% within column	4%	6%	4%		6%	6%	4%	6%	6%		6%	7%	
	N Count	10	8	4		19	12	14	13	56		44	12	
	Column Comparisons					-	-	-	-					
Don't know	% within column	1%	1%	4%		3%	3%	2%	1%	2%		2%	5%	
	N Count	1	1	4		9	6	6	2	21		12	8	
	Column Comparisons					-	-	-	-				a 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 = 992 (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)

G4B&C - Please complete the following sentence about when you buy things from social media or video sites/ apps. When I buy things online, I usually spend [SINGLE]

		Working status	D3 - Social grade						Financial wellbeing			Ethnicity		Child identified need/ impacting condition
		NET: Not working/ retired	AB	C1	C2	DE	NET: ABC1	NET: C2DE	Doing well	Getting by	Struggling	White B- ritish	NET: All other Ethnicities	Neurodiv- ersity
Weighted Base	% within column	109	358	261	217	242	618	460	239	536	299	841	216	93
	N Count													
	Column Comparisons													
Unweighted Base	% within column	99	498	213	158	213	711	371	277	522	279	844	217	87
	N Count													
	Column Comparisons													
Column Names	% within column	d	a	b	c	d	e	f	a	b	c	a	b	a
	N Count													
	Column Comparisons													
A little bit of money			59%	67%	60%	65%	62%	62%	54%↓	65%	64%	62%	62%	
			211	174	130	157	385	287	129↓	349	192	523	135	
							-	-		a	a			
A medium amount of money			32%	26%	34%	29%	30%	31%	35%	29%	29%	30%	31%	
			114	69	73	70	183	143	83	154	87	254	68	
							-	-						
A lot of money			8%	5%	4%	4%	6%	4%	9%↑	4%	4%	5%	5%	
			28	13	8	10	40	18	22↑	22	12	44	12	
							-	-	b c					
Don't know			1%	2%	3%	2%	2%	3%	2%	2%	2%	2%	1%	
			5	5	6	6	10	12	4	11	7	20	2	
							-	-						

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 = 992 (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)

G4B&C - Please complete the following sentence about when you buy things from social media or video sites/ apps. When I buy things online, I usually spend [SINGLE]		Child identified need/ impacting condition			Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits		Parental Controls		Parental Concern	
		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	NET: Has Parental Controls	No Controls	Not Concerned	A little Concerned
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	c	d	a	b	a	b	a	b	a	b	a	b
A little bit of money	% within column		58%	64%	57%	63%	53%	63%	57%↓	67%↑	63%		74%↑	59%
	N Count		154	505	77	236	53	619	281↓	359↑	622		278↑	196
	Column Comparisons	-						a		a			b c	
A medium amount of money	% within column		29%	31%	31%	33%	32%	30%	33%	28%	30%		23%↓	31%
	N Count		75	247	42	126	32	294	164	151	296		88↓	104
	Column Comparisons	-												a
A lot of money	% within column		10%↑	4%↓	9%↑	3%↓	14%↑	5%↓	7%	4%	6%		1%↓	7%
	N Count		28↑	28↓	13↑	12↓	14↑	44↓	35	22	55		4↓	24
	Column Comparisons	-			b		b		b					a
Don't know	% within column		3%	2%	3%	1%	1%	2%	3%	1%	2%		1%	2%
	N Count		7	15	4	2	1	21	13	8	19		5	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 game AND who have bought something via gaming; Weight: Based on Nat Rep Sample; effective sample size = 992 (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 4 of 9

G4B&C - Please complete the following sentence about when you buy things from social media or video sites/ apps. When I buy things online, I usually spend [SINGLE]		Parental Concern	Time Spent Online (Weekday)					Time Spent Online (Weekend)					Spent Money	
		NET: Moderately/ Very Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs	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
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	c	a	b	c	d	e	a	b	c	d	e	a	b
A little bit of money	% within column	53%↓	72%↑	64%	53%↓		46%↓		65%	61%	56%	59%	62%	53%↓
	N Count	195↓	223↑	334	92↓		112↓		236	200	163	363	672	316↓
	Column Comparisons		b c d	c d	d		-					-	-	-
A medium amount of money	% within column	36%↑	23%↓	30%	36%		41%↑		27%	31%	37%↑	34%↑	30%	37%↑
	N Count	133↑	71↓	156	63		98↑		100	101	107↑	208↑	325	217↑
	Column Comparisons	a			a		-			a	a b	-	-	-
A lot of money	% within column	8%↑	2%↓	5%	9%		11%↑		5%	6%	5%	6%	5%	8%↑
	N Count	29↑	6↓	26	16		26↑		18	21	15	36	58	49↑
	Column Comparisons	a		a	a b		-					-	-	-
Don't know	% within column	3%	3%	2%	2%		2%		3%	1%	1%	1%	2%	1%
	N Count	10	9	8	4		5		10	4	3	8	22	8
	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 = 992 (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)

G4B&C - Please complete the following sentence about when you buy things from social media or video sites/ apps. When I buy things online, I usually spend [SINGLE]		Spent Money			SM purchase category				Feelings about SM purchase				Gaming Method	
		Bought something while Gaming	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	Desktop computer, laptop or netbook
Weighted Base	% within column	1078	590	0	306	135	193	145	274	441	330	451	733	331
	N Count													
	Column Comparisons													
Unweighted Base	% within column	1082	619	0	323	147	205	158	290	466	354	479	732	345
	N Count													
	Column Comparisons													
Column Names	% within column	c	d	e	a	b	c	d	a	b	c	d	a	b
	N Count													
	Column Comparisons													
A little bit of money	% within column	62%	53%↓		54%	47%	47%	47%	46%↓	53%↓	48%↓	53%↓	62%	59%
	N Count	672	316↓		164	64	91	69	125↓	231↓	159↓	237↓	453	195
	Column Comparisons	-	-											
A medium amount of money	% within column	30%	37%↑		37%	38%	38%	35%	40%↑	37%↑	38%↑	37%↑	32%	34%
	N Count	325	217↑		114	51	73	51	111↑	162↑	126↑	167↑	232	113
	Column Comparisons	-	-											
A lot of money	% within column	5%	8%↑		8%	14%↑	12%	16%↑	12%↑	9%↑	12%↑	9%↑	5%	5%
	N Count	58	49↑		25	19↑	23	23↑	34↑	40↑	39↑	39↑	34	17
	Column Comparisons	-	-											
Don't know	% within column	2%	1%		1%	1%	3%	2%	2%	2%	2%	2%	2%	2%
	N Count	22	8		3	1	5	2	4	8	6	7	13	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 game AND who have bought something via gaming; Weight: Based on Nat Rep Sample; effective sample size = 992 (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)

G4B&C - Please complete the following sentence about when you buy things from social media or video sites/ apps. When I buy things online, I usually spend [SINGLE]

		Gaming Method			Gaming Type									
		Mobile phone or smart-phone	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	Fitness and dance	Sports
Weighted Base	% within column	687	379	1078	287	416	361	253	517	575	318	163	162	436
	N Count													
	Column Comparisons													
Unweighted Base	% within column	693	381	1082	297	431	379	264	518	556	332	174	168	451
	N Count													
	Column Comparisons													
Column Names	% within column	c	d	e	a	b	c	d	e	f	g	h	i	j
	N Count													
	Column Comparisons													
A little bit of money	% within column	65%	64%	62%	61%	57%	55%↓	52%↓	63%	66%↑	57%	59%	55%	63%
	N Count	446	241	672	176	239	199↓	131↓	328	381↑	183	97	89	274
	Column Comparisons			-					d	b c d g				d
A medium amount of money	% within column	29%	30%	30%	31%	34%	37%↑	38%↑	32%	27%	35%	33%	35%	32%
	N Count	198	115	325	90	142	134↑	97↑	164	154	112	54	56	138
	Column Comparisons			-		f	f	f						
A lot of money	% within column	5%	4%	5%	6%	6%	7%	9%↑	3%↓	4%	6%	8%	10%↑	4%
	N Count	32	14	58	18	26	25	23↑	18↓	24	18	12	16↑	18
	Column Comparisons			-		e	e	e f j				e	e f j	
Don't know	% within column	2%	2%	2%	2%	2%	1%	1%	1%	3%	2%	0%	1%	1%
	N Count	12	8	22	4	9	2	3	7	15	5	0	1	5
	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 = 992 (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)

G4B&C - Please complete the following sentence about when you buy things from social media or video sites/ apps. When I buy things online, I usually spend [SINGLE]		Gaming Type			Gaming Frequency		Gaming Purchase Type							
		Interactive stories	Makeo-vers	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	A standard version of the game	A subscri-ption	Early access to a game	Battle Pass
Weighted Base	% within column	131	130	633	900	162	535	237	151	447	147	302	122	205
	N Count													
	Column Comparisons													
Unweighted Base	% within column	141	137	638	898	169	549	250	158	428	154	320	133	211
	N Count													
	Column Comparisons													
Column Names	% within column	k	l	m	a	b	a	b	c	d	e	f	g	h
	N Count													
	Column Comparisons													
A little bit of money	% within column	53%	59%	60%	62%	63%	61%	48%↓	56%	67%↑	55%	60%	45%↓	52%↓
	N Count	70	77	381	561	101	324	113↓	85	301↑	80	183	55↓	107↓
	Column Comparisons			-						a b e g h		b g		
A medium amount of money	% within column	39%	32%	33%	31%	29%	32%	41%↑	33%	26%	36%	32%	40%	38%
	N Count	52	42	211	276	46	170	97↑	51	117	53	98	49	78
	Column Comparisons			-				d					d	d
A lot of money	% within column	7%	6%	5%	5%	7%	5%	9%↑	9%	4%	7%	6%	12%↑	9%
	N Count	9	8	31	44	12	29	22↑	14	19	10	19	15↑	18
	Column Comparisons			-									d	
Don't know	% within column	1%	2%	2%	2%	1%	2%	2%	1%	2%	2%	1%	3%	1%
	N Count	1	3	10	19	2	12	5	2	9	3	3	3	2
	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 = 992 (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

Feelings about Gaming Purchase

G4B&C - Please complete the following sentence about when you buy things from social media or video sites/ apps. When I buy things online, I usually spend [SINGLE]		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	346	772	445	720	715	449
	N Count						
	Column Comparisons						
Unweighted Base	% within column	356	777	454	734	710	459
	N Count						
	Column Comparisons						
Column Names	% within column	a	b	c	d	e	f
	N Count						
	Column Comparisons						
A little bit of money	% within column	54%↓	63%	51%↓	60%	64%	57%↓
	N Count	187↓	489	229↓	429	458	258↓
	Column Comparisons		a c d		c	a c d f	c
A medium amount of money	% within column	34%	30%	36%↑	33%	28%	32%
	N Count	118	232	160↑	235	204	144
	Column Comparisons			e	e		
A lot of money	% within column	10%↑	6%	10%↑	6%	5%	8%↑
	N Count	35↑	43	45↑	45	39	37↑
	Column Comparisons	b d e		b d e			
Don't know	% within column	2%	1%↓	3%	2%	2%	2%
	N Count	6	8↓	11	12	15	9
	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 AND Children who game AND who have bought something via gaming; Weight: Based on Nat Rep Sample; effective sample size = 992 (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)

G5 - Roughly how much do you think you have spent on gaming in the last month? [SINGLE]

		Total	Gender of child respondent		Age of child respondent						Age and gender of child respondent
			Male	Female	8-9	10-12	13-15	16-17	NET: 8-12	NET: 13-17	Male 8-9
Weighted Base	% within column	1078	656	422	190	341	365	182	531	547	113
	N Count										
	Column Comparisons										
Unweighted Base	% within column	1082	640	442	192	329	367	194	521	561	114
	N Count										
	Column Comparisons										
Column Names	% within column	a	a	b	a	b	c	d	e	f	a
	N Count										
	Column Comparisons										
£1-10 (£5)	% within column	31%	28%	36%	35%	36%	29%	24%	35%↑	27%↓	30%
	N Count	337	185	152	66	121	105	44	188↑	149↓	34
	Column Comparisons	-		a					-	-	
£11-25 (£18)	% within column	33%	35%	30%	29%	35%	33%	33%	33%	33%	29%
	N Count	356	228	128	56	118	121	61	174	182	33
	Column Comparisons	-							-	-	
£26-50 (£38)	% within column	22%	23%	20%	18%	19%	24%	26%	19%	25%	21%
	N Count	235	149	86	35	65	88	48	100	136	24
	Column Comparisons	-							-	-	
£50-100 (£75.5)	% within column	10%	10%	10%	13%	7%	10%	13%	9%	11%	15%
	N Count	109	69	40	25	25	35	24	50	59	17
	Column Comparisons	-							-	-	
£101-£200 (£150.5)	% within column	3%	3%	2%	3%	2%	4%	2%	2%	3%	4%
	N Count	30	21	9	6	7	13	4	13	17	5
	Column Comparisons	-							-	-	
£200+ (£351.5)	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	N Count	1	1	1	0	1	1	0	1	1	0
	Column Comparisons	-							-	-	
Don't know	% within column	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
	N Count	10	5	5	2	5	2	1	7	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 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)

G5 - Roughly how much do you think you have spent on gaming in the last month? [SINGLE]

Age and gender of child respondent

		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
Weighted Base	% within column	77	200	141	219	146	124	66	313	218	343
	N Count										
	Column Comparisons										
Unweighted Base	% within column	78	191	138	211	156	124	82	305	216	335
	N Count										
	Column Comparisons										
Column Names	% within column	b	c	d	e	f	g	h	i	j	k
	N Count										
	Column Comparisons										
£1-10 (£5)			33%	39%	24%	36%	25%		32%	40%↑	25%↓
			67	54	53	52	32		101	87↑	84↓
									-	-	-
£11-25 (£18)			36%	32%	36%	29%	35%		34%	31%	36%
			73	45	79	42	43		106	68	122
									-	-	-
£26-50 (£38)			20%	18%	27%	20%	22%		20%	17%	25%
			40	25	59	29	27		64	36	85
									-	-	-
£50-100 (£75.5)			7%	8%	8%	12%	16%		10%	9%	11%
			14	11	18	17	20		31	19	38
									-	-	-
£101-£200 (£150.5)			2%	2%	4%	3%	2%		3%	2%	3%
			4	2	9	4	3		9	4	12
									-	-	-
£200+ (£351.5)			0%	1%	0%	0%	0%		0%	0%	0%
			0	1	1	0	0		0	1	1
									-	-	-
Don't know			1%	2%	1%	1%	0%		1%	2%	0%
			2	3	1	1	0		3	3	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)

G5 - Roughly how much do you think you have spent on gaming in the last month? [SINGLE]

		Age and gender of child respondent	Urban/ Rural		Working status				D3 - Social grade		
		NET: Female 13-17	NET: Urban	Rural	Full time	Part time	Student	NET: Not work-ing/ retired	AB	C1	C2
Weighted Base	% within column	209	990	88	732	169	46	109	358	261	217
	N Count										
	Column Comparisons										
Unweighted Base	% within column	234	989	93	774	144	46	99	498	213	158
	N Count										
	Column Comparisons										
Column Names	% within column	l	a	b	a	b	c	d	a	b	c
	N Count										
	Column Comparisons										
£1-10 (£5)	% within column	32%	31%		25%↓	53%↑			23%↓	36%	30%
	N Count	68	311		186↓	89↑			83↓	95	65
	Column Comparisons	-				a d				a	
£11-25 (£18)	% within column	29%	32%		34%	24%			30%	34%	41%
	N Count	62	319		246	40			108	89	88
	Column Comparisons	-									
£26-50 (£38)	% within column	24%	22%		23%	17%			23%	20%	19%
	N Count	51	218		172	29			82	52	42
	Column Comparisons	-									
£50-100 (£75.5)	% within column	10%	10%		13%↑	3%↓			15%↑	8%	10%
	N Count	22	103		92↑	6↓			54↑	21	21
	Column Comparisons	-			b				b d		
£101-£200 (£150.5)	% within column	3%	3%		4%↑	0%			7%↑	0%	0%
	N Count	6	29		30↑	0			26↑	1	1
	Column Comparisons	-			b d				b c d		
£200+ (£351.5)	% within column	0%	0%		0%	0%			0%	0%	0%
	N Count	0	1		1	1			1	0	0
	Column Comparisons	-									
Don't know	% within column	1%	1%		1%	2%			1%	1%	0%
	N Count	2	9		5	4			2	3	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 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)

BANNER

G5 - Roughly how much do you think you have spent on gaming in the last month? [SINGLE]

		D3 - Social grade			Financial wellbeing			Ethnicity		Child identified need/ impacting condition	
		DE	NET: ABC1	NET: C2DE	Doing well	Getting by	Struggling	White British	NET: All other Ethnicities	Neurodiversity	Mental Health
Weighted Base	% within column	242	618	460	239	536	299	841	216	93	55
	N Count										
	Column Comparisons										
Unweighted Base	% within column	213	711	371	277	522	279	844	217	87	56
	N Count										
	Column Comparisons										
Column Names	% within column	d	e	f	a	b	c	a	b	a	b
	N Count										
	Column Comparisons										
£1-10 (£5)	% within column	39%↑	29%	35%	21%↓	33%	35%	31%	32%		
	N Count	94↑	178	159	51↓	177	106	263	68		
	Column Comparisons	a	-	-		a	a				
£11-25 (£18)	% within column	29%	32%	34%	28%	34%	35%	34%	30%		
	N Count	70	197	159	68	183	104	284	65		
	Column Comparisons		-	-							
£26-50 (£38)	% within column	24%	22%	22%	24%	22%	20%	21%	26%		
	N Count	59	134	101	58	117	61	173	56		
	Column Comparisons		-	-							
£50-100 (£75.5)	% within column	5%↓	12%	7%	18%↑	9%	6%↓	11%	8%		
	N Count	12↓	76	33	44↑	47	18↓	90	18		
	Column Comparisons		-	-	b c						
£101-£200 (£150.5)	% within column	1%	4%↑	1%↓	8%↑	1%↓	2%	3%	2%		
	N Count	2	27↑	3↓	18↑	7↓	5	24	5		
	Column Comparisons		-	-	b c						
£200+ (£351.5)	% within column	0%	0%	0%	0%	0%	0%	0%	0%		
	N Count	0	1	0	1	1	0	1	1		
	Column Comparisons		-	-							
Don't know	% within column	2%	1%	1%	0%	1%	1%	1%	2%		
	N Count	5	5	5	0	5	4	6	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 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)

G5 - Roughly how much do you think you have spent on gaming in the last month? [SINGLE]		Child identified need/ impacting condition		Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits		Parental Controls	
		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
Weighted Base	% within column	264	796	136	376	100	978	493	539	992	83
	N Count										
	Column Comparisons										
Unweighted Base	% within column	259	804	138	389	103	979	487	553	993	87
	N Count										
	Column Comparisons										
Column Names	% within column	c	d	a	b	a	b	a	b	a	b
	N Count										
	Column Comparisons										
£1-10 (£5)	% within column	27%	33%	22%	29%	21%	32%	27%↓	35%	31%	
	N Count	72	260	29	110	20	317	131↓	187	306	
	Column Comparisons	-					a		a		
£11-25 (£18)	% within column	31%	34%	31%	35%	34%	33%	33%	34%	33%	
	N Count	82	268	42	131	34	322	161	181	328	
	Column Comparisons	-									
£26-50 (£38)	% within column	22%	21%	27%	24%	20%	22%	24%	21%	22%	
	N Count	59	170	36	90	20	216	116	111	220	
	Column Comparisons	-									
£50-100 (£75.5)	% within column	11%	10%	11%	11%	15%	10%	12%	8%	10%	
	N Count	30	78	15	40	15	94	61	45	102	
	Column Comparisons	-						b			
£101-£200 (£150.5)	% within column	6%↑	2%↓	8%↑	1%↓	10%↑	2%↓	4%↑	2%	3%	
	N Count	16↑	13↓	11↑	5↓	10↑	20↓	21↑	9	27	
	Column Comparisons	-		b		b		b			
£200+ (£351.5)	% within column	0%	0%	1%	0%	1%	0%	0%	0%	0%	
	N Count	1	1	1	0	1	1	0	1	1	
	Column Comparisons	-									
Don't know	% within column	1%	1%	1%	0%	0%	1%	1%	1%	1%	
	N Count	4	6	1	0	0	10	3	4	8	
	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 = 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)

G5 - Roughly how much do you think you have spent on gaming in the last month? [SINGLE]		Parental Concern			Time Spent Online (Weekday)					Time Spent Online (Weekend)	
		Not Concerned	A little Concerned	NET: Moderately/ Very Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs	6+ hrs	NET: 5+ Hours	0 - 2hrs	3 - 4hrs
Weighted Base	% within column										
	N Count	376	331	367	309	524	176	66	241	94	365
	Column Comparisons										
Unweighted Base	% within column										
	N Count	352	338	389	307	521	181	69	250	92	367
	Column Comparisons										
Column Names	% within column	a	b	c	a	b	c	d	e	a	b
	N Count										
	Column Comparisons										
£1-10 (£5)	% within column	44%↑	26%	23%↓	43%↑	29%	24%		22%↓		36%
	N Count	166↑	86	84↓	134↑	150	42		52↓		130
	Column Comparisons	b c			b c d				-		c
£11-25 (£18)	% within column	36%	35%	29%	34%	37%	28%		24%↓		33%
	N Count	134	115	107	104	193	49		59↓		120
	Column Comparisons				d	d			-		
£26-50 (£38)	% within column	15%↓	24%	27%↑	16%↓	23%	24%		27%		21%
	N Count	56↓	81	97↑	50↓	120	43		65		77
	Column Comparisons		a	a					-		
£50-100 (£75.5)	% within column	4%↓	12%	15%↑	5%↓	10%	15%↑		17%↑		8%
	N Count	15↓	39	54↑	14↓	53	27↑		42↑		28
	Column Comparisons		a	a		a	a		-		
£101-£200 (£150.5)	% within column	0%↓	2%	6%↑	1%	1%↓	8%↑		9%↑		2%
	N Count	2↓	8	21↑	4	6↓	13↑		21↑		7
	Column Comparisons		a	a b			a b		-		
£200+ (£351.5)	% within column	0%	0%	0%	0%	0%	0%		0%		0%
	N Count	1	1	0	0	1	0		1		0
	Column Comparisons								-		
Don't know	% within column	1%	1%	1%	2%	0%	1%		1%		1%
	N Count	4	2	4	5	2	1		1		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 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)

BANNER

G5 - Roughly how much do you think you have spent on gaming in the last month? [SINGLE]		Time Spent Online (Weekend)			Spent Money					SM purchase category	
		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
Weighted Base	% within column	326	288	614	1078	590	1078	590	0	306	135
	N Count										
	Column Comparisons										
Unweighted Base	% within column	334	284	618	1082	619	1082	619	0	323	147
	N Count										
	Column Comparisons										
Column Names	% within column	c	d	e	a	b	c	d	e	a	b
	N Count										
	Column Comparisons										
£1-10 (£5)	% within column	22%↓	32%	27%↓	31%	23%↓	31%	23%↓		23%	18%
	N Count	73↓	92	164↓	337	139↓	337	139↓		69	24
	Column Comparisons		c	-	-	-	-	-			
£11-25 (£18)	% within column	36%	32%	34%	33%	30%	33%	30%		30%	27%
	N Count	118	91	209	356	176	356	176		92	37
	Column Comparisons			-	-	-	-	-			
£26-50 (£38)	% within column	24%	23%	23%	22%	27%↑	22%	27%↑		27%	29%
	N Count	78	65	143	235	156↑	235	156↑		83	39
	Column Comparisons			-	-	-	-	-			
£50-100 (£75.5)	% within column	12%	11%	11%	10%	15%↑	10%	15%↑		14%	19%
	N Count	40	30	70	109	88↑	109	88↑		44	25
	Column Comparisons			-	-	-	-	-			
£101-£200 (£150.5)	% within column	4%	3%	3%	3%	5%↑	3%	5%↑		5%	8%
	N Count	12	8	20	30	27↑	30	27↑		16	10
	Column Comparisons			-	-	-	-	-			
£200+ (£351.5)	% within column	0%	1%	0%	0%	0%	0%	0%		0%	0%
	N Count	0	1	1	1	1	1	1		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 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)

Part 7 of 22

Page 854

G5 - Roughly how much do you think you have spent on gaming in the last month? [SINGLE]		SM purchase category		Feelings about SM purchase				Gaming Method			
		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	193	145	274	441	330	451	733	331	687	379
	N Count										
	Column Comparisons										
Unweighted Base	% within column	205	158	290	466	354	479	732	345	693	381
	N Count										
	Column Comparisons										
Column Names	% within column	c	d	a	b	c	d	a	b	c	d
	N Count										
	Column Comparisons										
£1-10 (£5)	% within column	20%	12%↓	16%↓	23%↓	18%↓	23%↓	30%	29%	33%	30%
	N Count	38	18↓	43↓	103↓	58↓	102↓	222	95	229	115
	Column Comparisons									b	
£11-25 (£18)	% within column	25%	23%	23%↓	29%	28%	28%↓	35%	27%	33%	35%
	N Count	48	34	64↓	128	91	126↓	253	91	228	133
	Column Comparisons										
£26-50 (£38)	% within column	28%	32%	34%↑	27%↑	28%↑	28%↑	22%	24%	20%	20%
	N Count	54	47	92↑	117↑	93↑	127↑	159	79	138	76
	Column Comparisons			c							
£50-100 (£75.5)	% within column	19%	20%	20%↑	15%↑	20%↑	16%↑	10%	14%↑	10%	10%
	N Count	37	29	56↑	68↑	65↑	73↑	73	47↑	68	36
	Column Comparisons										
£101-£200 (£150.5)	% within column	8%	11%↑	6%↑	5%↑	6%↑	4%↑	3%	4%	3%	3%
	N Count	14	16↑	18↑	22↑	20↑	20↑	20	14	19	13
	Column Comparisons										
£200+ (£351.5)	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	N Count	1	1	0	1	1	1	1	1	1	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 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)

G5 - Roughly how much do you think you have spent on gaming in the last month? [SINGLE]

		Gaming Method	Gaming Type								
		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
Weighted Base	% within column	1078	287	416	361	253	517	575	318	163	162
	N Count										
	Column Comparisons										
Unweighted Base	% within column	1082	297	431	379	264	518	556	332	174	168
	N Count										
	Column Comparisons										
Column Names	% within column	e	a	b	c	d	e	f	g	h	i
	N Count										
	Column Comparisons										
£1-10 (£5)	% within column	31%	30%	27%	24%↓	25%	29%	38%↑	26%	23%	32%
	N Count	337	87	111	86↓	63	150	218↑	82	37	51
	Column Comparisons	-						b c d e g h j k			b c k
£11-25 (£18)	% within column	33%	31%	32%	33%	26%↓	36%	32%	31%	32%	22%↓
	N Count	356	90	133	120	65↓	184	182	100	52	36↓
	Column Comparisons	-									
£26-50 (£38)	% within column	22%	24%	23%	25%	26%	23%	20%	23%	25%	26%
	N Count	235	68	97	90	66	117	115	74	41	41
	Column Comparisons	-									
£50-100 (£75.5)	% within column	10%	11%	14%↑	15%↑	19%↑	10%	6%↓	15%↑	16%↑	15%
	N Count	109	33	57↑	55↑	47↑	51	37↓	47↑	26↑	24
	Column Comparisons	-	f	f	e f	a e f j l	f		f	f	f
£101-£200 (£150.5)	% within column	3%	3%	3%	3%	5%↑	2%	3%	3%	4%	6%↑
	N Count	30	8	14	9	13↑	12	17	8	7	10↑
	Column Comparisons	-									
£200+ (£351.5)	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	N Count	1	0	1	1	0	1	1	1	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 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)

G5 - Roughly how much do you think you have spent on gaming in the last month? [SINGLE]		Gaming Type				Gaming Frequency		Gaming Purchase Type			
		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	436	131	130	633	900	162	535	237	151	447
	N Count										
	Column Comparisons										
Unweighted Base	% within column	451	141	137	638	898	169	549	250	158	428
	N Count										
	Column Comparisons										
Column Names	% within column	j	k	l	m	a	b	a	b	c	d
	N Count										
	Column Comparisons										
£1-10 (£5)	% within column	24%↓	17%↓	31%	28%	31%	33%	29%	18%↓	21%↓	38%↑
	N Count	106↓	22↓	40	180	282	53	157	42↓	32↓	170↑
	Column Comparisons			k	-			b h			a b c e f g h
£11-25 (£18)	% within column	35%	34%	23%	33%	34%	28%	31%	25%↓	31%	33%
	N Count	151	44	30	212	307	46	168	60↓	46	146
	Column Comparisons				-						
£26-50 (£38)	% within column	25%	26%	27%	24%	21%	23%	23%	28%↑	24%	18%
	N Count	110	34	34	151	189	37	123	67↑	36	80
	Column Comparisons				-				d		
£50-100 (£75.5)	% within column	12%	15%	10%	11%	10%	12%	11%	19%↑	19%↑	8%
	N Count	51	20	13	70	86	20	58	46↑	29↑	37
	Column Comparisons	f	f		-				a d f	a d	
£101-£200 (£150.5)	% within column	3%	7%↑	8%↑	3%	3%	3%	4%	8%↑	5%	2%
	N Count	13	10↑	11↑	17	26	5	21	18↑	7	9
	Column Comparisons		c g	a c e f g j	-				d	c d	
£200+ (£351.5)	% within column	0%	0%	0%	0%	0%	0%	0%	1%↑	1%↑	0%
	N Count	1	0	0	1	1	0	1	1↑	1↑	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 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)

G5 - Roughly how much do you think you have spent on gaming in the last month? [SINGLE]

		Gaming Purchase Type				Feelings about Gaming Purchase					
		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	147	302	122	205	346	772	445	720	715	449
	N Count										
	Column Comparisons										
Unweighted Base	% within column	154	320	133	211	356	777	454	734	710	459
	N Count										
	Column Comparisons										
Column Names	% within column	e	f	g	h	a	b	c	d	e	f
	N Count										
	Column Comparisons										
£1-10 (£5)	% within column	16%↓	23%↓	17%↓	15%↓	22%↓	32%	18%↓	30%	32%	23%↓
	N Count	23↓	68↓	20↓	31↓	76↓	245	82↓	214	228	105↓
	Column Comparisons					c	a c f		a c	a c f	c
£11-25 (£18)	% within column	26%	34%	20%↓	34%	28%	32%	30%	31%	34%	31%
	N Count	39	102	25↓	71	97	247	135	225	245	141
	Column Comparisons										
£26-50 (£38)	% within column	34%↑	26%	29%	27%	28%↑	21%	29%↑	23%	20%	25%
	N Count	50↑	78	35	55	97↑	164	128↑	165	141	111
	Column Comparisons	d	d	d		b e		b e	e		e
£50-100 (£75.5)	% within column	16%↑	13%	26%↑	17%↑	16%↑	11%	16%↑	12%↑	10%	15%↑
	N Count	24↑	39	32↑	36↑	56↑	86	69↑	87↑	73	68↑
	Column Comparisons	d	d	a d f	d			e			
£101-£200 (£150.5)	% within column	5%	4%	7%↑	5%	5%↑	3%	6%↑	3%	3%	4%
	N Count	8	13	9↑	10	17↑	23	26↑	22	23	19
	Column Comparisons		d	d	d			b d e f			
£200+ (£351.5)	% within column	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%
	N Count	1	1	1	1	1	1	1	1	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 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)

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
		Total	Male	Female	8-9	10-12	13-15	16-17	NET: 8-12	NET: 13-17	Male 8-9
Don't know	% within column	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
	N Count	10	5	5	2	5	2	1	7	3	1
	Column Comparisons	-							-	-	
NET: £50-£200	% within column	13%	14%	12%	16%	9%	13%	15%	12%	14%	19%
	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↑	32.0

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)

Part 12 of 22

G5 - Roughly how much do you think you have spent on gaming in the last month? [SINGLE]

Age and gender of child respondent

	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
		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↑

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)

G5 - Roughly how much do you think you have spent on gaming in the last month? [SINGLE]		Age and gender of child respondent	Urban/ Rural		Working status				D3 - Social grade		
		NET: Female 13-17	NET: Urban	Rural	Full time	Part time	Student	NET: Not work-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)

Part 14 of 22

G5 - Roughly how much do you think you have spent on gaming in the last month? [SINGLE]		D3 - Social grade			Financial wellbeing			Ethnicity		Child identified need/ impacting condition	
		DE	NET: ABC1	NET: C2DE	Doing well	Getting by	Struggling	White British	NET: All other Ethnicities	Neurodiversity	Mental Health
Don't know	% within column	2%	1%	1%	0%	1%	1%	1%	2%		
	N Count	5	5	5	0	5	4	6	3		
	Column Comparisons		-	-							
NET: £50-£200	% within column	6%↓	17%↑	8%↓	26%↑	10%↓	8%↓	14%	11%		
	N Count	14↓	103↑	36↓	62↑	53↓	23↓	114	23		
	Column Comparisons		-	-	b c						
Mean		21.5↓	32.1↑	22.7↓	41.7↑	25.0↓	23.0↓	28.1	27.7	24.1	36.9

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)

G5 - Roughly how much do you think you have spent on gaming in the last month? [SINGLE]		Child identified need/ impacting condition		Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits		Parental Controls	
		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
Don't know	% within column	1%	1%	1%	0%	0%	1%	1%	1%	1%	
	N Count	4	6	1	0	0	10	3	4	8	
	Column Comparisons	-									
NET: £50-£200	% within column	17%	11%	20%	12%	25%↑	12%↓	16%↑	10%↓	13%	
	N Count	46	91	27	46	25↑	114↓	81↑	54↓	129	
	Column Comparisons	-		b		b		b			
Mean		34.1↑	25.9↓	39.8↑	27.0↓	43.9↑	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.; 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)

G5 - Roughly how much do you think you have spent on gaming in the last month? [SINGLE]		Parental Concern			Time Spent Online (Weekday)					Time Spent Online (Weekend)	
		Not Concerned	A little Concerned	NET: Moderately/ Very Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs	6+ hrs	NET: 5+ Hours	0 - 2hrs	3 - 4hrs
Don't know	% within column	1%	1%	1%	2%	0%	1%		1%		1%
	N Count	4	2	4	5	2	1		1		3
	Column Comparisons								-		
NET: £50-£200	% within column	4%↓	14%	20%↑	6%↓	11%	23%↑		26%↑		10%
	N Count	16↓	46	75↑	17↓	59	40↑		63↑		35
	Column Comparisons		a	a b		a	a b		-		
Mean		18.5↓	29.9	36.1↑	19.4↓	26.5	38.5↑	54.4↑	42.8↑	25.6	24.5↓

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)

Part 17 of 22

BANNER

G5 - Roughly how much do you think you have spent on gaming in the last month? [SINGLE]		Time Spent Online (Weekend)			Spent Money					SM purchase category	
		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
Don't know	% within column	2%	0%	1%	1%	1%	1%	1%		1%	0%
	N Count	5	0	5	10	4	10	4		2	0
	Column Comparisons			-	-	-	-	-			
NET: £50-£200	% within column	16%	13%	15%	13%	19%↑	13%	19%↑		19%	26%
	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↑

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)

G5 - Roughly how much do you think you have spent on gaming in the last month? [SINGLE]		SM purchase category		Feelings about SM purchase				Gaming Method			
		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
Don't know	% within column	0%	1%	0%	0%	1%	1%	1%	2%	1%	1%
	N Count	1	1	1	2	3	4	4	5	4	5
	Column Comparisons										
NET: £50-£200	% within column	27%↑	31%↑	27%↑	21%↑	26%↑	20%↑	13%	18%↑	13%	13%
	N Count	51↑	45↑	74↑	90↑	85↑	92↑	93	61↑	87	49
	Column Comparisons					b d			a c d		
Mean		43.1↑	50.4↑	43.0↑	36.4↑	41.0↑	36.1↑	28.3	33.4↑	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)

G5 - Roughly how much do you think you have spent on gaming in the last month? [SINGLE]

		Gaming Method	Gaming Type								
		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
Don't know	% within column	1%	0%	1%	0%	0%	0%	1%	2%	0%	0%
	N Count	10	1	2	0	0	2	5	6	0	0
	Column Comparisons	-									
NET: £50-£200	% within column	13%	14%	17%↑	18%↑	24%↑	12%	9%↓	17%↑	20%↑	21%↑
	N Count	139	41	71↑	64↑	60↑	63	54↓	56↑	33↑	34↑
	Column Comparisons	-	f	e f	e f	a e f j			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)

Part 20 of 22

BANNER

G5 - Roughly how much do you think you have spent on gaming in the last month? [SINGLE]		Gaming Type				Gaming Frequency		Gaming Purchase Type			
		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
Don't know	% within column	1%	1%	1%	0%	1%	0%	1%	1%	0%	1%
	N Count	4	1	1	2	9	1	6	1	0	4
	Column Comparisons				-						
NET: £50-£200	% within column	15%	22%↑	19%	14%	12%	15%	15%	27%↑	24%↑	10%
	N Count	64	29↑	24	87	112	24	79	65↑	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↑	40.5↑	24.5↓

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)

G5 - Roughly how much do you think you have spent on gaming in the last month? [SINGLE]		Gaming Purchase Type				Feelings about Gaming Purchase					
		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
Don't know	% within column	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
	N Count	2	2	1	2	3	6	3	6	6	5
	Column Comparisons										
NET: £50-£200	% within column	22%↑	17%↑	33%↑	22%↑	21%↑	14%	21%↑	15%↑	13%	19%↑
	N Count	32↑	52↑	40↑	46↑	72↑	110	95↑	108↑	96	87↑
	Column Comparisons	d	d	a d e f	d	e		b d e			e
Mean		40.7↑	34.1↑	47.6↑	39.1↑	36.9↑	28.7	39.1↑	30.2↑	27.7	35.0↑

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)

Part 22 of 22

G6 - How did you last pay for your spending whilst gaming? [MULTI]

G5 - Roughly how much do you think you have spent on gaming in the last month? [SINGLE]		My parent(s) bought these for me / I used my parent's card (I/ they entered their card details)	Using my debit card / prepay card (I entered my card details)	Using a gift card or voucher	Using my debit card / prepay card (my card details were saved on the device already)	My parent(s) bought these for me / I used my parent's card (their card details were saved on the device already)	My brother / sister / friend(s) bought these for me / I used my brother / sister / friend's card (I/ they entered their card details)	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 already)	Someone else bought these for me	Don't know	NET: Any	NET: Someone else paid
Weighted Base	% within column	425	257	221	135	200	74	45	15	5	1073	666
	N Count											
	Column Comparisons											
Unweighted Base	% within column	419	269	222	138	208	76	50	15	4	1078	663
	N Count											
	Column Comparisons											
Column Names	% within column	a	b	c	d	e	f	g	h	i	j	k
	N Count											
	Column Comparisons											
£1-10 (£5)	% within column	33%	30%	30%	20%↓	25%					31%	29%
	N Count	142	77	66	28↓	50					334	196
	Column Comparisons	f									-	-

G6 - How did you last pay for your spending whilst gaming? [MULTI]

G5 - Roughly how much do you think you have spent on gaming in the last month? [SINGLE]		My parent(s) bought these for me / I used my parent's card (I/ they entered their card details)	Using my debit card / prepay card (I entered my card details)	Using a gift card or voucher	Using my debit card / prepay card (my card details were saved on the device already)	My parent(s) bought these for me / I used my parent's card (their card details were saved on the device already)	My brother / sister / friend(s) bought these for me / I used my brother / sister / friend's card (I/ they entered their card details)	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 already)	Someone else bought these for me	Don't know	NET: Any	NET: Someone else paid
£11-25 (£18)	% within column	32%	34%	35%	30%	28%					33%	31%
	N Count	134	87	76	40	56					354	207
	Column Comparisons										-	-
£26-50 (£38)	% within column	20%	18%	23%	29%	26%					22%	23%
	N Count	87	47	51	39	52					235	154
	Column Comparisons										-	-
£50-100 (£75.5)	% within column	10%	11%	8%	16%	15%↑					10%	12%
	N Count	43	27	17	21	30↑					108	78
	Column Comparisons				c	c					-	-
£101-£200 (£150.5)	% within column	4%	7%↑	4%	4%	6%↑					3%	3%
	N Count	15	17↑	9	6	11↑					30	22
	Column Comparisons										-	-

G6 - How did you last pay for your spending whilst gaming? [MULTI]

G5 - Roughly how much do you think you have spent on gaming in the last month? [SINGLE]		My parent(s) bought these for me / I used my parent's card (I/ they entered their card details)	Using my debit card / prepay card (I entered my card details)	Using a gift card or voucher	Using my debit card / prepay card (my card details were saved on the device already)	My parent(s) bought these for me / I used my parent's card (their card details were saved on the device already)	My brother / sister / friend(s) bought these for me / I used my brother / sister / friend's card (I/ they entered their card details)	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 already)	Someone else bought these for me	Don't know	NET: Any	NET: Someone else paid
£200+ (£351.5)	% within column	0%	0%	0%	0%	0%					0%	0%
	N Count	1	1	0	0	1					1	1
	Column Comparisons										-	-
Don't know	% within column	1%	0%	1%	1%	0%					1%	1%
	N Count	3	1	1	1	1					10	6
	Column Comparisons										-	-
NET: £50-£200	% within column	14%	17%	12%	20%↑	21%↑					13%	15%↑
	N Count	58	44	26	27↑	41↑					138	101↑
	Column Comparisons					c					-	-
Mean		28.8	33.5↑	28.5	35.6↑	37.2↑	54.8↑	60.2↑	28.3	19.8	28.1	30.2↑

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, r, s, t, u, v, w, x, y, z (p <= 0.05)

G2 - Which of the following types of games do you play? [MULTI]

G5 - Roughly how much do you think you have spent on gaming in the last month? [SINGLE]		Creative and building games (e.g. Roblox, Minecraft)	Playing against multiple people/ teams (e.g. Fortnite, Fall Guys, Among Us)	Action/ adventure (Super Mario Odyssey, Legend of Zelda: Breath of the Wild, Subway Surfer)	Sports (e.g. FIFA, EA Sports FC, NBA, Rocket League)	Puzzles or quizzes (e.g. Trivia 360, Sudoku, Candy Crush)	Playing in a virtual world (e.g. Animal Crossing, World of Warcraft, Sims)	Shooters (e.g. Star Wars: Battlefront, Call of Duty)	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)
Weighted Base	% within column	575	517	416	436	287	318	361	253	162	130
	N Count										
	Column Comparisons										
Unweighted Base	% within column	556	518	431	451	297	332	379	264	168	137
	N Count										
	Column Comparisons										
Column Names	% within column	a	b	c	d	e	f	g	h	i	j
	N Count										
	Column Comparisons										
£1-10 (£5)	% within column	38%↑	29%	27%	24%↓	30%	26%	24%↓	25%	32%	31%
	N Count	218↑	150	111	106↓	87	82	86↓	63	51	40
	Column Comparisons	b c d f g h k l								c g l	l
£11-25 (£18)	% within column	32%	36%	32%	35%	31%	31%	33%	26%↓	22%↓	23%
	N Count	182	184	133	151	90	100	120	65↓	36↓	30
	Column Comparisons										
£26-50 (£38)	% within column	20%	23%	23%	25%	24%	23%	25%	26%	26%	27%
	N Count	115	117	97	110	68	74	90	66	41	34
	Column Comparisons										
£50-100 (£75.5)	% within column	6%↓	10%	14%↑	12%	11%	15%↑	15%↑	19%↑	15%	10%
	N Count	37↓	51	57↑	51	33	47↑	55↑	47↑	24	13
	Column Comparisons		a	a	a	a	a	a b	a b d e j	a	
£101-£200 (£150.5)	% within column	3%	2%	3%	3%	3%	3%	3%	5%↑	6%↑	8%↑
	N Count	17	12	14	13	8	8	9	13↑	10↑	11↑
	Column Comparisons										a b d e f 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 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 - Which of the following types of games do you play? [MULTI]

G5 - Roughly how much do you think you have spent on gaming in the last month? [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
Weighted Base	% within column	163	131	4	0	633	1078
	N Count						
	Column Comparisons						
Unweighted Base	% within column	174	141	4	0	638	1082
	N Count						
	Column Comparisons						
Column Names	% within column	k	l	m	n	o	p
	N Count						
	Column Comparisons						
£1-10 (£5)	% within column	23%	17%↓			28%	31%
	N Count	37	22↓			180	337
	Column Comparisons					-	-
£11-25 (£18)	% within column	32%	34%			33%	33%
	N Count	52	44			212	356
	Column Comparisons					-	-
£26-50 (£38)	% within column	25%	26%			24%	22%
	N Count	41	34			151	235
	Column Comparisons					-	-
£50-100 (£75.5)	% within column	16%↑	15%			11%	10%
	N Count	26↑	20			70	109
	Column Comparisons	a	a			-	-
£101-£200 (£150.5)	% within column	4%	7%↑			3%	3%
	N Count	7	10↑			17	30
	Column Comparisons		f g			-	-

G2 - Which of the following types of games do you play? [MULTI]

G5 - Roughly how much do you think you have spent on gaming in the last month? [SINGLE]		Creative and building games (e.g. Roblox, Minecraft)	Playing against multiple people/ teams (e.g. Fortnite, Fall Guys, Among Us)	Action/ adventure (Super Mario Odyssey, Legend of Zelda: Breath of the Wild, Subway Surfer)	Sports (e.g. FIFA, EA Sports FC, NBA, Rocket League)	Puzzles or quizzes (e.g. Trivia 360, Sudoku, Candy Crush)	Playing in a virtual world (e.g. Animal Crossing, World of Warcraft, Sims)	Shooters (e.g. Star Wars: Battlefront, Call of Duty)	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)
£200+ (£351.5)	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	N Count	1	1	1	1	0	1	1	0	0	0
	Column Comparisons										
Don't know	% within column	1%	0%	1%	1%	0%	2%	0%	0%	0%	1%
	N Count	5	2	2	4	1	6	0	0	0	1
	Column Comparisons										
NET: £50-£200	% within column	9%↓	12%	17%↑	15%	14%	17%↑	18%↑	24%↑	21%↑	19%
	N Count	54↓	63	71↑	64	41	56↑	64↑	60↑	34↑	24
	Column Comparisons			a b	a	a	a	a b	a b d e	a	a
Mean		25.0↓	27.9	32.0↑	30.9↑	29.1	32.5↑	32.7↑	37.2↑	35.5↑	36.2↑

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

G5 - Roughly how much do you think you have spent on gaming in the last month? [SINGLE]		**G2 - Which of the following types of games do you play? [MULTI]**					
		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
£200+ (£351.5)	% within column	0%	0%			0%	0%
	N Count	1	0			1	1
	Column Comparisons					-	-
Don't know	% within column	0%	1%			0%	1%
	N Count	0	1			2	10
	Column Comparisons					-	-
NET: £50-£200	% within column	20%↑	22%↑			14%	13%
	N Count	33↑	29↑			87	139
	Column Comparisons	a	a			-	-
Mean		36.2↑	39.1↑	31.6		29.4	28.1

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 = 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)

BANNER

G6 - How did you last pay for your spending whilst gaming? [MULTI]

			Gender of child respondent		Age of child respondent						Age and gender of child respondent			
		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
Weighted Base	% within column	1078	656	422	190	341	365	182	531	547	113	77	200	141
	N Count													
	Column Comparisons													
Unweighted Base	% within column	1082	640	442	192	329	367	194	521	561	114	78	191	138
	N Count													
	Column Comparisons													
Column Names	% within column	a	a	b	a	b	c	d	e	f	a	b	c	d
	N Count													
	Column Comparisons													
My parent(s) bought these for me / I used my parent's card (I/ they entered their card details)	% within column	39%	40%	38%	44%	49%↑	33%↓	30%↓	47%↑	32%↓	48%		50%↑	48%
	N Count	425	263	162	84	167↑	120↓	54↓	251↑	174↓	54		99↑	68
	Column Comparisons	-			c d	c d			-	-	e h		e f g h	e h
Using my debit card / prepay card (I entered my card details)	% within column	24%	24%	23%	17%	16%↓	28%	37%↑	16%↓	31%↑	19%		15%↓	17%
	N Count	257	159	98	33	54↓	102	68↑	87↓	170↑	21		31↓	23
	Column Comparisons	-					a b	a b c	-	-				
Using a gift card or voucher	% within column	21%	22%	19%	28%	19%	20%	16%	22%	19%	27%		17%	22%
	N Count	221	142	79	53	65	75	28	118	103	30		34	31
	Column Comparisons	-			d				-	-				
Using my debit card / prepay card (my card details were saved on the device already)	% within column	13%	13%	12%	9%	9%	14%	20%↑	9%↓	16%↑	10%		9%	9%
	N Count	135	84	52	18	31	49	37↑	49↓	86↑	11		18	13
	Column Comparisons	-						a b	-	-				
My parent(s) bought these for me / I used my parent's card (their card details were saved on the device already)	% within column	19%	19%	17%	22%	19%	21%	10%↓	20%	17%	25%		19%	19%
	N Count	200	127	74	41	66	76	18↓	107	94	28		39	27
	Column Comparisons	-			d	d	d		-	-	g			
My brother / sister / friend(s) bought these for me / I used my brother / sister / friend's card (I/ they entered their card details)	% within column	7%	6%	8%	9%	7%	5%	8%	8%	6%	10%		6%	9%
	N Count	74	42	32	17	24	19	14	40	33	11		11	13
	Column Comparisons	-							-	-				
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 already)	% within column	4%	4%	4%	5%	3%	5%	5%	4%	5%	6%		3%	4%
	N Count	45	26	19	9	11	17	8	19	26	6		6	5
	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 = 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 of correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

G6 - How did you last pay for your spending whilst gaming? [MULTI]

		Age and gender of child respondent								Urban/ Rural		Working status		
		Male 13-15	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
Weighted Base	% within column	219	146	124	66	313	218	343	209	990	88	732	169	46
	N Count													
	Column Comparisons													
Unweighted Base	% within column	211	156	124	82	305	216	335	234	989	93	774	144	46
	N Count													
	Column Comparisons													
Column Names	% within column	e	f	g	h	i	j	k	l	a	b	a	b	c
	N Count													
	Column Comparisons													
My parent(s) bought these for me / I used my parent's card (I/ they entered their card details)	% within column	31%	35%	33%		49%↑	45%	32%↓	31%	40%		40%	39%	
	N Count	68	52	41		154↑	97	109↓	66	393		291	66	
	Column Comparisons					-	-	-	-					
Using my debit card / prepay card (I entered my card details)	% within column	29%	26%	35%↑		17%↓	16%↓	31%↑	30%	24%		26%	18%	
	N Count	64	38	43↑		52↓	35↓	107↑	63	239		190	30	
	Column Comparisons	b c d	c	a b c d		-	-	-	-					
Using a gift card or voucher	% within column	26%	13%	18%		20%	25%	23%	13%↓	21%		21%	16%	
	N Count	56	19	22		64	54	78	27↓	205		151	28	
	Column Comparisons	f				-	-	-	-					
Using my debit card / prepay card (my card details were saved on the device already)	% within column	14%	13%	19%		9%	9%	16%	17%	13%		13%	13%	
	N Count	31	18	23		29	20	55	35	124		96	21	
	Column Comparisons					-	-	-	-					
My parent(s) bought these for me / I used my parent's card (their card details were saved on the device already)	% within column	23%	18%	8%↓		21%	18%	17%	17%	18%		19%	19%	
	N Count	49	27	10↓		67	40	60	36	179		141	31	
	Column Comparisons	g				-	-	-	-					
My brother / sister / friend(s) bought these for me / I used my brother / sister / friend's card (I/ they entered their card details)	% within column	4%	7%	9%		7%	8%	6%	6%	7%		8%	4%	
	N Count	9	10	11		22	18	20	14	72		58	8	
	Column Comparisons					-	-	-	-	b				
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 already)	% within column	5%	5%	4%		4%	3%	4%	5%	4%		5%	2%	
	N Count	10	7	4		12	7	14	11	44		37	4	
	Column Comparisons					-	-	-	-	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 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 of correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

G6 - How did you last pay for your spending whilst gaming? [MULTI]

		Working status	D3 - Social grade						Financial wellbeing			Ethnicity		Child identi-fied ne-ed/ impac-ting condi-tion
		NET: Not working / retired	AB	C1	C2	DE	NET: ABC1	NET: C2DE	Doing well	Getting by	Strugg-ling	White B-ritish	NET: All other Ethnic-ities	Neuro...
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	a	b	c	d	e	f	a	b	c	a	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 card details)			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↓ b	16% 48 b	13% 109	12% 25	

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 of correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, 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 18

G6 - How did you last pay for your spending whilst gaming? [MULTI]

		Child identified need/ impacting condition			Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits		Parental Controls		Parental Concern	
		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	NET: Has Parental Controls	No Controls	Not Concerned	A little Concerned
Weighted Base	% within column	55	264	796	136	376	100	978	493	539	992	83	376	331
	N Count													
	Column Comparisons													
Unweighted Base	% within column	56	259	804	138	389	103	979	487	553	993	87	352	338
	N Count													
	Column Comparisons													
Column Names	% within column	b	c	d	a	b	a	b	a	b	a	b	a	b
	N Count													
	Column Comparisons													
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)			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

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, s, t, u, v, w, x, y, z (p <= 0.05)

Part 4 of 18

G6 - How did you last pay for your spending whilst gaming? [MULTI]

		Parental Concern	Time Spent Online (Weekday)					Time Spent Online (Weekend)					Spent Money	
		NET: Moderately/ Very Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs	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
Weighted Base	% within column	367	309	524	176	66	241	94	365	326	288	614	1078	590
	N Count													
	Column Comparisons													
Unweighted Base	% within column	389	307	521	181	69	250	92	367	334	284	618	1082	619
	N Count													
	Column Comparisons													
Column Names	% within column	c	a	b	c	d	e	a	b	c	d	e	a	b
	N Count													
	Column Comparisons													
My parent(s) bought these for me / I used my parent's card (I/ they entered their card details)	% within column	42%	43%	36%	38%		43%		38%	35%	46%	40%	39%	38%
	N Count	154	133	189	66		103		140	116	131	247	425	223
	Column Comparisons						-					-	-	-
Using my debit card / prepay card (I entered my card details)	% within column	26%	22%	22%	33%↑		31%↑		23%	24%	25%	25%	24%	28%↑
	N Count	96	67	115	58↑		75↑		83	78	73	151	257	166↑
	Column Comparisons				a b		-					-	-	-
Using a gift card or voucher	% within column	22%	24%	21%	16%		16%		21%	22%	16%	19%	21%	19%
	N Count	82	73	108	28		39		78	70	47	118	221	110
	Column Comparisons						-					-	-	-
Using my debit card / prepay card (my card details were saved on the device already)	% within column	10%	6%↓	13%	20%↑		19%↑		11%	14%	16%	15%	13%	15%
	N Count	37	19↓	70	35↑		45↑		40	46	45	91	135	89
	Column Comparisons			a	a		-			a	a	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 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, s, t, u, v, w, x, y, z (p <= 0.05)

G6 - How did you last pay for your spending whilst gaming? [MULTI]

		Spent Money			SM purchase category				Feelings about SM purchase				Gaming Method	
		Bought something while Gaming	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	Desktop computer, laptop or netbook
Weighted Base	% within column	1078	590	0	306	135	193	145	274	441	330	451	733	331
	N Count													
	Column Comparisons													
Unweighted Base	% within column	1082	619	0	323	147	205	158	290	466	354	479	732	345
	N Count													
	Column Comparisons													
Column Names	% within column	c	d	e	a	b	c	d	a	b	c	d	a	b
	N Count													
	Column Comparisons													
My parent(s) bought these for me / I used my parent's card (I/ they entered their card details)	% within column	39%	38%		40%	42%	41%	39%	36%	39%	38%	36%	40%	44%
	N Count	425	223		124	57	79	57	98	171	125	164	296	146
	Column Comparisons	-	-											
Using my debit card / prepay card (I entered my card details)	% within column	24%	28%↑		31%	26%	28%	28%	28%	29%↑	28%	29%↑	23%	26%
	N Count	257	166↑		94	35	54	41	75	129↑	93	133↑	167	85
	Column Comparisons	-	-											
Using a gift card or voucher	% within column	21%	19%		21%	20%	21%	21%	19%	17%	18%	19%	23%↑	19%
	N Count	221	110		66	27	40	30	53	75	60	87	169↑	64
	Column Comparisons	-	-										b	
Using my debit card / prepay card (my card details were saved on the device already)	% within column	13%	15%		15%	19%	22%↑	16%	16%	14%	17%↑	14%	12%	15%
	N Count	135	89		47	26	42↑	23	43	63	56↑	63	91	49
	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 = 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, s, t, u, v, w, x, y, z (p <= 0.05)

G6 - How did you last pay for your spending whilst gaming? [MULTI]

		Gaming Method			Gaming Type									
		Mobile phone or smartp-hone	Tablet	NET: Any Gaming	Puzzles or quizzes	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
Weighted Base	% within column	687	379	1078	287	416	361	253	517	575	318	163	162	436
	N Count													
	Column Comparisons													
Unweighted Base	% within column	693	381	1082	297	431	379	264	518	556	332	174	168	451
	N Count													
	Column Comparisons													
Column Names	% within column	c	d	e	a	b	c	d	e	f	g	h	i	j
	N Count													
	Column Comparisons													
My parent(s) bought these for me / I used my parent's card (I/ they entered their card details)	% within column	43%↑	43%	39%	39%	46%↑	42%	41%	39%	43%	42%	45%	51%↑	39%
	N Count	296↑	163	425	112	193↑	152	103	204	247	134	74	83↑	171
	Column Comparisons			-										
Using my debit card / prepay card (I entered my card details)	% within column	26%	21%	24%	29%	22%	28%	22%	25%	21%	25%	25%	19%	27%
	N Count	181	78	257	85	92	101	55	130	119	81	41	31	118
	Column Comparisons	a d		-	f i		f							f
Using a gift card or voucher	% within column	21%	24%	21%	18%	24%	23%	23%	24%	22%	22%	21%	20%	26%↑
	N Count	144	92	221	52	100	83	59	123	128	72	35	33	113↑
	Column Comparisons			-										
Using my debit card / prepay card (my card details were saved on the device already)	% within column	12%	13%	13%	12%	14%	14%	18%↑	15%	12%	14%	17%	19%	12%
	N Count	85	49	135	33	60	49	46↑	77	71	45	28	30	54
	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 = 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, s, t, u, v, w, x, y, z (p <= 0.05)

		BANNER												
		Gaming Type			Gaming Frequency		Gaming Purchase Type							
G6 - How did you last pay for your spending whilst gaming? [MULTI]		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	A standard version of the game	A subscription	Early access to a game	Battle Pass
Weighted Base	% within column	131	130	633	900	162	535	237	151	447	147	302	122	205
	N Count													
	Column Comparisons													
Unweighted Base	% within column	141	137	638	898	169	549	250	158	428	154	320	133	211
	N Count													
	Column Comparisons													
Column Names	% within column	k	l	m	a	b	a	b	c	d	e	f	g	h
	N Count													
	Column Comparisons													
My parent(s) bought these for me / I used my parent's card (I/ they entered their card details)	% within column	44%	38%	40%	41%	33%	41%	46%	44%	43%	43%	41%	46%	45%
	N Count	58	49	251	366	54	219	108	67	191	63	125	56	93
	Column Comparisons			-										
Using my debit card / prepay card (I entered my card details)	% within column	26%	25%	24%	25%	22%	26%	23%	28%	23%	26%	25%	24%	26%
	N Count	34	32	151	221	35	138	54	42	102	37	75	29	54
	Column Comparisons			-										
Using a gift card or voucher	% within column	26%	19%	22%	20%	25%	24%	23%	18%	23%	19%	20%	19%	28%
	N Count	34	24	142	179	40	126	54	27	102	28	60	24	57
	Column Comparisons			-										
Using my debit card / prepay card (my card details were saved on the device already)	% within column	18%	15%	15%	13%	12%	13%	19%↑	21%↑	15%	12%	19%↑	19%	14%
	N Count	23	20	93	113	20	70	44↑	31↑	68	18	56↑	23	28
	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 = 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, s, t, u, v, w, x, y, z (p <= 0.05)

Part 8 of 18

BANNER

Feelings about Gaming Purchase

G6 - How did you last pay for your spending whilst gaming? [MULTI]		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	346	772	445	720	715	449
	N Count						
	Column Comparisons						
Unweighted Base	% within column	356	777	454	734	710	459
	N Count						
	Column Comparisons						
Column Names	% within column	a	b	c	d	e	f
	N Count						
	Column Comparisons						
My parent(s) bought these for me / I used my parent's card (I/ they entered their card details)	% within column	38%	40%	36%	42%	41%	39%
	N Count	132	312	161	304	293	173
	Column Comparisons						
Using my debit card / prepay card (I entered my card details)	% within column	26%	23%	26%	25%	24%	26%
	N Count	90	174	116	177	172	117
	Column Comparisons						
Using a gift card or voucher	% within column	19%	21%	21%	21%	20%	19%
	N Count	66	163	94	152	144	86
	Column Comparisons						
Using my debit card / prepay card (my card details were saved on the device already)	% within column	14%	13%	14%	11%	13%	12%
	N Count	49	98	60	80	91	55
	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 = 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, s, t, u, v, w, x, y, z (p <= 0.05)

G6 - How did you last pay for your spending whilst gaming? [MULTI]

			Gender of child respondent		Age of child respondent						Age and gender of child respondent			
		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
My parent(s) bought these for me / I used my parent's card (their card details were saved on the device already)	% within column	19%	19%	17%	22%	19%	21%	10%↓	20%	17%	25%		19%	19%
	N Count	200	127	74	41	66	76	18↓	107	94	28		39	27
	Column Comparisons	-			d	d	d		-	-	g			
My brother / sister / friend(s) bought these for me / I used my brother / sister / friend's card (I/ they entered their card details)	% within column	7%	6%	8%	9%	7%	5%	8%	8%	6%	10%		6%	9%
	N Count	74	42	32	17	24	19	14	40	33	11		11	13
	Column Comparisons	-							-	-				
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 already)	% within column	4%	4%	4%	5%	3%	5%	5%	4%	5%	6%		3%	4%
	N Count	45	26	19	9	11	17	8	19	26	6		6	5
	Column Comparisons	-							-	-				
Someone else bought these for me	% within column	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%		1%	2%
	N Count	15	8	7	2	5	7	1	7	8	1		2	3
	Column Comparisons	-							-	-				
Don't know	% within column	0%	0%	1%	0%	0%	0%	1%	0%	0%	1%		0%	1%
	N Count	5	2	3	1	1	1	1	2	3	1		0	1
	Column Comparisons	-							-	-				
NET: Any	% within column	100%	100%	99%	100%	100%	100%	99%	100%	100%	99%		100%	99%
	N Count	1,073	654	419	189	340	364	180	529	544	112		200	140
	Column Comparisons	-							-	-				
NET: Someone else paid	% within column	62%	62%	61%	66%	72%↑	57%	47%↓	70%↑	54%↓	70%		73%↑	72%
	N Count	666	407	258	126	246↑	209	84↓	372↑	293↓	79		145↑	101
	Column Comparisons	-			d	c d	d		-	-	g h		e f g h	e 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 = 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, s, t, u, v, w, x, y, z (p <= 0.05)

BANNER

G6 - How did you last pay for your spending whilst gaming? [MULTI]		Age and gender of child respondent								Urban/ Rural		Working status		
		Male 13-15	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
My parent(s) bought these for me / I used my parent's card (their card details were saved on the device already)	% within column	23%	18%	8%↓		21%	18%	17%	17%	18%		19%	19%	
	N Count	49	27	10↓		67	40	60	36	179		141	31	
	Column Comparisons	g				-	-	-	-					
My brother / sister / friend(s) bought these for me / I used my brother / sister / friend's card (I/ they entered their card details)	% within column	4%	7%	9%		7%	8%	6%	6%	7%		8%	4%	
	N Count	9	10	11		22	18	20	14	72		58	8	
	Column Comparisons					-	-	-	-	b				
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 already)	% within column	5%	5%	4%		4%	3%	4%	5%	4%		5%	2%	
	N Count	10	7	4		12	7	14	11	44		37	4	
	Column Comparisons					-	-	-	-	b				
Someone else bought these for me	% within column	2%	2%	1%		1%	2%	2%	1%	1%		1%	3%	
	N Count	4	3	1		3	4	5	3	14		7	6	
	Column Comparisons					-	-	-	-					
Don't know	% within column	0%	1%	1%		0%	1%	0%	1%	0%		0%	2%	
	N Count	0	1	1		1	1	1	1	5		2	3	
	Column Comparisons					-	-	-	-					
NET: Any	% within column	100%	99%	99%		100%	99%	100%	99%	100%		100%	98%	
	N Count	219	145	123		313	217	342	208	985		730	166	
	Column Comparisons					-	-	-	-					
NET: Someone else paid	% within column	56%	59%	49%↓		72%↑	68%	53%↓	54%	62%		62%	66%	
	N Count	122	87	61↓		224↑	148	183↓	113	611		453	111	
	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 = 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, s, t, u, v, w, x, y, z (p <= 0.05)

G6 - How did you last pay for your spending whilst gaming? [MULTI]

	Working status	D3 - Social grade						Financial wellbeing			Ethnicity		Child identified need/ impacting condition
	NET: Not working / retired	AB	C1	C2	DE	NET: ABC1	NET: C2DE	Doing well	Getting by	Strugg-ling	White B-ritish	NET: All other Ethnic-ities	Neuro...
My parent(s) bought these for me / I used my parent's card (their card details were saved on the device already)		23%	15%	17%	18%	19%	18%	21%	18%	19%	18%	21%	
		81	39	36	44	120	80	50	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%	5%	7%	7%	7%	7%	11%↑	5%	6%	7%	7%	
		30	12	16	16	42	32	26↑	28	18	57	15	
						-	-	b					
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 already)		6%	2%	4%	4%	4%	4%	7%↑	4%	2%	4%	6%	
		23	4	8	9	28	17	18↑	21	7	32	12	
		b				-	-	b c					
Someone else bought these for me		2%	2%	1%	2%	2%	1%	2%	1%	2%	1%	2%	
		6	4	2	4	10	5	4	5	6	12	3	
						-	-						
Don't know		0%	0%	1%	1%	0%	1%	1%	0%	0%	0%	0%	
		1	0	3	1	1	4	3	2	0	4	0	
						-	-						
NET: Any		100%	100%	99%	99%	100%	99%	99%	100%	100%	100%	100%	
		357	261	214	241	618	455	236	534	299	837	216	
						-	-						
NET: Someone else paid		62%	60%	62%	64%	61%	63%	65%	60%	62%	60%	70%	
		220	156	135	154	376	290	156	323	186	501	151	
						-	-					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 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, s, t, u, v, w, x, y, z (p <= 0.05)

G6 - How did you last pay for your spending whilst gaming? [MULTI]

	Child identified need/ impacting condition			Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits		Parental Controls		Parental Concern	
	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	NET: Has Parental Controls	No Controls	Not Concerned	A little Concerned
My parent(s) bought these for me / I used my parent's card (their card details were saved on the device already)	–	22% / 57	17% / 138	23% / 31 (b)	15% / 57	22% / 22	18% / 178	21% / 103 (b)	16% / 85	19% / 188		14% / 52	19% / 64
My brother / sister / friend(s) bought these for me / I used my brother / sister / friend's card (I/ they entered their card details)	–	13%↑ / 34↑	5%↓ / 38↓	12%↑ / 16↑ (b)	3%↓ / 13↓	11% / 11	6% / 63	10%↑ / 49↑ (b)	4%↓ / 21↓	7% / 72		3%↓ / 13↓	7% / 22
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 already)	–	8%↑ / 21↑	3%↓ / 23↓	8% / 11 (b)	3% / 13	7% / 7	4% / 38	7%↑ / 33↑ (b)	2%↓ / 9↓	4% / 44		0%↓ / 0↓	5% / 17 (a)
Someone else bought these for me	–	2% / 6	1% / 9	3% / 4	1% / 5	6%↑ / 6↑ (b)	1%↓ / 9↓	2% / 11 (b)	1% / 4	1% / 13		2% / 6	1% / 4
Don't know	–	0% / 0	0% / 4	0% / 0	0% / 1	0% / 0	1% / 5	0% / 1	1% / 4	0% / 3		1% / 3	0% / 1
NET: Any	–	100% / 264	100% / 792	100% / 136	100% / 375	100% / 100	99% / 973	100% / 491	99% / 535	100% / 989		99% / 373	100% / 329
NET: Someone else paid	–	68% / 181	59% / 473	60% / 81	51% / 191 (b)	78%↑ / 78↑	60%↓ / 587↓	68%↑ / 337↑ (b)	55%↓ / 298↓	64%↑ / 632↑ (b)		55%↓ / 208↓	63% / 208

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, s, t, u, v, w, x, y, z (p <= 0.05)

G6 - How did you last pay for your spending whilst gaming? [MULTI]

		Parental Concern	Time Spent Online (Weekday)					Time Spent Online (Weekend)					Spent Money	
		NET: Moderately/Very Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs	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
My parent(s) bought these for me / I used my parent's card (their card details were saved on the device already)	% within column	22%	15%	19%	21%		21%		17%	20%	18%	19%	19%	21%
	N Count	81	47	101	36		50		63	66	52	119	200	125
	Column Comparisons	a					-					-	-	-
My brother / sister / friend(s) bought these for me / I used my brother / sister / friend's card (I/ they entered their card details)	% within column	10%↑	5%	6%	11%		11%↑		9%	9%	3%↓	6%	7%	10%↑
	N Count	38↑	15	32	20		27↑		34	29	8↓	38	74	60↑
	Column Comparisons	a					-		d	d		-	-	-
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 already)	% within column	7%↑	1%↓	5%	7%		8%↑		5%	5%	2%	4%	4%	7%↑
	N Count	27↑	2↓	24	13		18↑		20	17	5	22	45	41↑
	Column Comparisons	a		a	a		-		d	d		-	-	-
Someone else bought these for me	% within column	1%	2%	2%	0%		0%		2%	1%	1%	1%	1%	1%
	N Count	5	6	9	0		0		8	3	2	5	15	8
	Column Comparisons						-					-	-	-
Don't know	% within column	0%	0%	1%	0%		0%		1%	0%	0%	0%	0%	0%
	N Count	1	0	4	1		1		4	0	1	1	5	1
	Column Comparisons						-					-	-	-
NET: Any	% within column	100%	100%	99%	100%		100%		99%	100%	100%	100%	100%	100%
	N Count	366	309	520	175		241		362	326	287	613	1,073	589
	Column Comparisons						-					-	-	-
NET: Someone else paid	% within column	67%	62%	61%	59%		63%		64%	60%	63%	61%	62%	64%
	N Count	247	191	319	103		153		233	194	181	375	666	376
	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 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, s, t, u, v, w, x, y, z (p <= 0.05)

G6 - How did you last pay for your spending whilst gaming? [MULTI]		Spent Money			SM purchase category				Feelings about SM purchase				Gaming Method	
		Bought something while Gaming	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	Desktop computer, laptop or netbook
My parent(s) bought these for me / I used my parent's card (their card details were saved on the device already)	% within column	19%	21%		18%	25%	26%	32%↑	25%↑	22%	23%	21%	18%	20%
	N Count	200	125		55	34	50	47↑	68↑	98	76	94	131	67
	Column Comparisons	-	-					a						
My brother / sister / friend(s) bought these for me / I used my brother / sister / friend's card (I/ they entered their card details)	% within column	7%	10%↑		9%	14%	13%	23%↑	18%↑	10%↑	14%↑	11%↑	6%	7%
	N Count	74	60↑		28	20	26	33↑	48↑	46↑	45↑	49↑	43	23
	Column Comparisons	-	-					a c	b					c
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 already)	% within column	4%	7%↑		7%	10%	10%	15%↑	11%↑	8%↑	11%↑	8%↑	3%↓	6%
	N Count	45	41↑		21	14	20	22↑	31↑	34↑	37↑	36↑	21↓	21
	Column Comparisons	-	-					a		b d				a c
Someone else bought these for me	% within column	1%	1%		2%	2%	0%	1%	1%	2%	1%	2%	1%	1%
	N Count	15	8		5	2	1	2	3	7	5	8	11	5
	Column Comparisons	-	-											
Don't know	% within column	0%	0%		0%	0%	0%	0%	1%	0%	0%	0%	0%	1%
	N Count	5	1		1	0	0	0	1	1	1	1	2	2
	Column Comparisons	-	-						-	-	-	-		
NET: Any	% within column	100%	100%		100%	100%	100%	100%	99%	100%	100%	100%	100%	99%
	N Count	1,073	589		305	135	193	145	273	439	329	449	730	329
	Column Comparisons	-	-						-	-	-	-		
NET: Someone else paid	% within column	62%	64%		60%	71%	69%	77%↑	70%↑	65%	68%↑	62%	61%	65%
	N Count	666	376		185	96	133	111↑	193↑	288	226↑	278	444	216
	Column Comparisons	-	-					a	d	d				

G6 - How did you last pay for your spending whilst gaming? [MULTI]

		Gaming Method			Gaming Type									
		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	Simulation experience	Fitness and dance	Sports
My parent(s) bought these for me / I used my parent's card (their card details were saved on the device already)	% within column	18%	21%	19%	21%	18%	18%	22%	18%	18%	18%	26%	21%	20%
	N Count	121	78	200	61	73	64	54	94	105	57	43	34	86
	Column Comparisons			-										
My brother / sister / friend(s) bought these for me / I used my brother / sister / friend's card (I/ they entered their card details)	% within column	5%↓	6%	7%	8%	7%	8%	8%	5%	5%	8%	8%	12%	5%
	N Count	35↓	24	74	24	27	27	20	27	30	26	13	19	22
	Column Comparisons			-									f j	
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 already)	% within column	3%	5%	4%	5%	4%	4%	8%↑	4%	3%	7%↑	8%↑	10%↑	4%
	N Count	22	19	45	15	19	14	20↑	23	19	22↑	13↑	15↑	18
	Column Comparisons		a	-				c f			f	f	c f	
Someone else bought these for me	% within column	1%	2%	1%	1%	2%	2%	2%	1%	2%	2%	1%	2%	2%
	N Count	8	8	15	2	8	8	4	6	10	6	2	3	7
	Column Comparisons			-										
Don't know	% within column	0%	1%	0%	1%	0%	0%	0%	1%	0%	1%	1%	1%	0%
	N Count	3	3	5	3	2	1	1	3	3	2	1	2	1
	Column Comparisons			-										
NET: Any	% within column	100%	99%	100%	99%	100%	100%	100%	99%	100%	99%	99%	99%	100%
	N Count	684	376	1,073	284	414	360	252	514	573	316	162	160	434
	Column Comparisons			-										
NET: Someone else paid	% within column	61%	65%	62%	64%	65%	61%	65%	59%	63%	64%	71%	74%↑	59%
	N Count	421	245	666	182	271	218	164	305	362	203	116	119↑	258
	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 = 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, s, t, u, v, w, x, y, z (p <= 0.05)

G6 - How did you last pay for your spending whilst gaming? [MULTI]		Gaming Type			Gaming Frequency		Gaming Purchase Type								
		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	A standard version of the game	A subscription	Early access to a game	Battle Pass
My parent(s) bought these for me / I used my parent's card (their card details were saved on the device already)	% within column	24%	28%↑	18%	19%	14%	20%	21%	23%	19%	25%	24%↑	25%	23%
	N Count	32	36↑	114	172	23	108	49	34	83	37	73↑	31	48
	Column Comparisons			-										
My brother / sister / friend(s) bought these for me / I used my brother / sister / friend's card (I/ they entered their card details)	% within column	14%↑	14%↑	6%	6%	10%	7%	14%↑	10%	5%	8%	6%	13%↑	6%
	N Count	19↑	19↑	37	54	16	38	33↑	16	23	11	18	17↑	13
	Column Comparisons	e f j	e f j	-				a d f h						d f
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 already)	% within column	12%↑	10%↑	5%	4%	5%	4%	8%↑	11%↑	5%	8%	5%	8%	7%
	N Count	16↑	13↑	32	34	8	23	18↑	17↑	22	12	16	10	14
	Column Comparisons	b c f j	f	-										
Someone else bought these for me	% within column	2%	1%	1%	1%	2%	2%	2%	1%	1%	3%	1%	2%	2%
	N Count	2	1	8	11	4	11	4	2	4	4	4	2	4
	Column Comparisons			-										
Don't know	% within column	0%	0%	0%	0%↓	2%↑	0%	0%	1%	0%	1%	0%	1%	0%
	N Count	0	0	3	1↓	4↑	0	0	1	2	1	1	1	0
	Column Comparisons			-		a								
NET: Any	% within column	100%	100%	100%	100%↑	98%↓	100%	100%	99%	100%	99%	100%	99%	100%
	N Count	131	130	630	899↑	158↓	535	237	150	445	145	301	122	205
	Column Comparisons			-	b									
NET: Someone else paid	% within column	70%	71%	60%	62%	59%	63%	68%	67%	63%	68%	66%	71%	66%
	N Count	92	92	380	557	96	335	162	101	282	99	198	87	136
	Column Comparisons			-										

Part 17 of 18

BANNER

Feelings about Gaming Purchase

G6 - How did you last pay for your spending whilst gaming? [MULTI]		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
My parent(s) bought these for me / I used my parent's card (their card details were saved on the device already)	% within column	22%	20%	24%↑	18%	18%	22%
	N Count	77	151	109↑	133	129	99
	Column Comparisons			d e			
My brother / sister / friend(s) bought these for me / I used my brother / sister / friend's card (I/ they entered their card details)	% within column	13%↑	8%	11%↑	7%	7%	12%↑
	N Count	46↑	59	49↑	47	53	53↑
	Column Comparisons	d e		d			d e
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 already)	% within column	10%↑	4%	7%↑	5%	5%	6%
	N Count	34↑	34	30↑	34	34	27
	Column Comparisons	b d e f					
Someone else bought these for me	% within column	0%	2%	1%	1%	2%	1%
	N Count	1	12	5	10	11	6
	Column Comparisons						
Don't know	% within column	1%	0%	1%	0%	1%	0%
	N Count	4	1	3	1	4	0
	Column Comparisons	b d					
NET: Any	% within column	99%	100%	99%	100%	99%	100%
	N Count	343	770	442	719	711	449
	Column Comparisons		a		a		
NET: Someone else paid	% within column	68%	64%	65%	64%	63%	67%↑
	N Count	234	494	288	458	450	302↑
	Column Comparisons						

G6b - You said someone else bought the items for you. Did that person know about these purchases? [SINGLE]

		Total	Gender of child respondent		Age of child respondent						Age and gender of child respondent						
			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	Female 13-15	Male 16-17
Weighted Base	% within column	666	407	258	126	246	209	84	372	293	79	47	145	101	122	87	61
	N Count																
	Column Comparisons																
Unweighted Base	% within column	663	394	269	129	234	207	93	363	300	80	49	135	99	116	91	63
	N Count																
	Column Comparisons																
Column Names	% within column	a	a	b	a	b	c	d	e	f	a	b	c	d	e	f	g
	N Count																
	Column Comparisons																
Yes	% within column	80%	83%	76%	83%	80%	80%		81%	79%			82%		84%		
	N Count	534	337	197	105	197	167		303	231			118		103		
	Column Comparisons	-							-	-							
Some of them	% within column	17%	16%	19%	14%	18%	17%		17%	17%			17%		14%		
	N Count	112	63	49	17	45	36		62	50			25		17		
	Column Comparisons	-							-	-							
No	% within column	2%	1%	4%	3%	1%	3%		2%	4%			1%		2%		
	N Count	16	6	10	4	2	6		6	10			2		2		
	Column Comparisons	-							-	-							
Don't know	% within column	1%	0%	1%	0%	1%	0%		0%	1%			0%		0%		
	N Count	4	1	3	0	2	1		2	2			0		0		
	Column Comparisons	-							-	-							
NET: Some of them / No	% within column	19%	17%	23%	17%	19%	20%		18%	20%			18%		16%		
	N Count	128	69	59	21	47	42		68	60			27		20		
	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 = 608 (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)

G6b - You said someone else bought the items for you. Did that person know about these purchases? [SINGLE]

		Age and gender of child respondent					Urban/ Rural		Working status				D3 - Social grade				
		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	C1	C2	DE	NET: ABC1
Weighted Base	% within column	29	224	148	183	113	611	54	453	111	28	62	220	156	135	154	376
	N Count																
	Column Comparisons																
Unweighted Base	% within column	36	215	148	179	125	607	56	479	92	28	54	306	127	98	132	433
	N Count																
	Column Comparisons																
Column Names	% within column	h	i	j	k	l	a	b	a	b	c	d	a	b	c	d	e
	N Count																
	Column Comparisons																
Yes			82%	80%	84%	72%	79%		81%				83%	76%		79%	80%
			184	119	153	81	484		366				183	119		121	301
			-	-	-	-											-
Some of them			17%	16%	14%	22%	18%		16%				15%	22%		16%	18%
			38	24	25	24	111		74				32	35		25	67
			-	-	-	-	b										-
No			1%	2%	2%	6%	2%		2%				2%	2%		3%	2%
			2	4	4	7	14		10				4	3		5	7
			-	-	-	-											-
Don't know			0%	1%	1%	1%	0%		1%				1%	0%		2%	0%
			0	2	1	1	3		3				1	0		2	1
			-	-	-	-											-
NET: Some of them / No			18%	19%	16%	27%	20%		19%				16%	24%		20%	20%
			40	28	29	31	125		84				36	37		31	73
			-	-	-	-	b										-

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 = 608 (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)

G6b - You said someone else bought the items for you. Did that person know about these purchases? [SINGLE]		D3 - Social grade	Financial wellbeing			Ethnicity		Child identified need/ impacting condition				Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits	
		NET: C2DE	Doing well	Getting by	Struggling	White British	NET: All other Ethnicities	Neurodiversity	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
Weighted Base	% within column	290	156	323	186	501	151	61	29	181	473	81	191	78	587	337	298
	N Count																
	Column Comparisons																
Unweighted Base	% within column	230	183	309	170	498	152	55	30	176	475	83	196	81	582	330	306
	N Count																
	Column Comparisons																
Column Names	% within column	f	a	b	c	a	b	a	b	c	d	a	b	a	b	a	b
	N Count																
	Column Comparisons																
Yes	% within column	80%	87%	82%	72%↓	83%↑	71%↓			79%	81%		82%		79%	79%	82%
	N Count	233	136	264	134↓	418↑	108↓			142	384		156		465	266	245
	Column Comparisons	-	c	c		b				-							
Some of them	% within column	16%	11%	16%	23%	14%↓	25%↑			19%	16%		14%		18%	18%	15%
	N Count	45	17	50	43	69↓	38↑			34	74		27		106	62	45
	Column Comparisons	-			a		a			-					a		
No	% within column	3%	1%	2%	4%	2%	3%			1%	3%		4%		2%	2%	2%
	N Count	9	2	7	7	12	4			3	13		7		14	6	7
	Column Comparisons	-								-							
Don't know	% within column	1%	0%	0%	1%	0%	1%			1%	0%		0%		0%	1%	0%
	N Count	2	1	1	2	2	1			2	1		1		3	3	1
	Column Comparisons	-								-							
NET: Some of them / No	% within column	19%	12%	18%	27%↑	16%↓	28%↑			20%	18%		18%		20%	20%	17%
	N Count	54	19	57	50↑	81↓	42↑			36	87		34		120	69	52
	Column Comparisons	-			a b		a			-					a		

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 = 608 (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)

G6b - You said someone else bought the items for you. Did that person know about these purchases? [SINGLE]		Parental Controls		Parental Concern			Time Spent Online (Weekday)					Time Spent Online (Weekend)					Spent Money
		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	632	31	208	208	247	191	319	103	50	153	54	233	194	181	375	666
	N Count																
	Column Comparisons																
Unweighted Base	% within column	628	33	190	205	265	191	312	107	51	158	53	234	196	177	373	663
	N Count																
	Column Comparisons																
Column Names	% within column	a	b	a	b	c	a	b	c	d	e	a	b	c	d	e	a
	N Count																
	Column Comparisons																
Yes	% within column	80%		96%↑	70%↓	76%	88%↑	78%	76%		74%		74%	81%	85%	83%	80%
	N Count	504		200↑	145↓	186	168↑	250	78		113		173	157	153	310	534
	Column Comparisons	-		b c			b c d				-					-	-
Some of them	% within column	17%		3%↓	26%↑	21%	9%↓	18%	22%		24%		20%	17%	14%	16%	17%
	N Count	108		6↓	53↑	51	17↓	59	23		36		47	34	25	59	112
	Column Comparisons	-			a	a		a	a		-					-	-
No	% within column	3%		0%	4%	3%	3%	2%	2%		2%		5%↑	1%	1%	1%	2%
	N Count	16		1	8	7	6	8	2		3		12↑	3	1	4	16
	Column Comparisons	-			a	a					-					-	-
Don't know	% within column	1%		1%	0%	1%	0%	1%	0%		0%		0%	1%	1%	1%	1%
	N Count	4		1	1	2	0	3	0		1		1	1	1	3	4
	Column Comparisons	-									-					-	-
NET: Some of them / No	% within column	20%		3%↓	30%↑	24%	12%↓	21%	24%		25%		25%	19%	15%	17%	19%
	N Count	124		7↓	61↑	58	23↓	66	25		39		59	36	26	63	128
	Column Comparisons	-			a	a		a	a		-					-	-

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 = 608 (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 4 of 7

G6b - You said someone else bought the items for you. Did that person know about these purchases? [SINGLE]		Spent Money				SM purchase category				Feelings about SM purchase				Gaming Method			
		Bought something on social media	Bought something while Gaming	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	Desktop computer, laptop or netbook	Mobile phone or smartphone	Tablet
Weighted Base	% within column	376	666	376	0	185	96	133	111	193	288	226	278	444	216	421	245
	N Count																
	Column Comparisons																
Unweighted Base	% within column	393	663	393	0	196	104	141	119	204	305	240	295	440	223	421	245
	N Count																
	Column Comparisons																
Column Names	% within column	b	c	d	e	a	b	c	d	a	b	c	d	a	b	c	d
	N Count																
	Column Comparisons																
Yes	% within column	73%↓	80%	73%↓		76%	77%	74%	67%	68%↓	75%↓	70%↓	74%↓	86%↑	83%	85%↑	83%
	N Count	274↓	534	274↓		142	74	99	74	131↓	216↓	157↓	205↓	381↑	180	356↑	205
	Column Comparisons	-	-	-						-	-	-	-				
Some of them	% within column	24%↑	17%	24%↑		22%	20%	24%	29%	28%↑	23%↑	27%↑	24%↑	11%↓	14%	13%↓	14%
	N Count	91↑	112	91↑		40	19	32	32	53↑	66↑	61↑	67↑	50↓	31	57↓	34
	Column Comparisons	-	-	-						-	-	-	-				
No	% within column	3%	2%	3%		1%	3%	2%	5%	5%	2%	3%	2%	2%	2%	1%	2%
	N Count	9	16	9		2	3	2	5	9	5	6	5	10	4	6	4
	Column Comparisons	-	-	-						-	-	-	-				
Don't know	% within column	0%	1%	0%		1%	0%	0%	0%	0%	0%	1%	1%	0%	1%	0%	1%
	N Count	1	4	1		1	0	0	0	0	1	1	1	2	1	2	3
	Column Comparisons	-	-	-						-	-	-	-				
NET: Some of them / No	% within column	27%↑	19%	27%↑		23%	23%	26%	33%	32%↑	25%↑	30%↑	26%↑	14%↓	16%	15%↓	15%
	N Count	100↑	128	100↑		42	22	34	37	62↑	71↑	67↑	72↑	60↓	35	63↓	38
	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 = 608 (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)

G6b - You said someone else bought the items for you. Did that person know about these purchases? [SINGLE]		Gaming Method	Gaming Type														Gaming Frequency	
		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	Sports	Intera- ctive stories	Makeo- vers	NET: Playing against other people	NET: Daily	Weekly
Weighted Base	% within column	666	182	271	218	164	305	362	203	116	119	258	92	92	380	557	96
	N Count																
	Column Comparisons																
Unweighted Base	% within column	663	190	279	229	171	304	347	213	123	122	265	98	97	381	552	99
	N Count																
	Column Comparisons																
Column Names	% within column	e	a	b	c	d	e	f	g	h	i	j	k	l	m	a	b
	N Count																
	Column Comparisons																
Yes	% within column	80%	78%	84%	79%	82%	84%	86%↑	79%	78%	77%	83%			84%↑	84%↑	
	N Count	534	143	227	173	135	257	312↑	160	90	92	213			320↑	465↑	
	Column Comparisons	-						a c g i l							-	b	
Some of them	% within column	17%	18%	13%	18%	16%	14%	12%↓	18%	20%	17%	15%			14%	15%↓	
	N Count	112	33	36	39	26	41	43↓	37	23	20	39			53	82↓	
	Column Comparisons	-													-		
No	% within column	2%	4%	2%	2%	1%	2%	1%	2%	2%	5%	2%			1%	1%↓	
	N Count	16	6	6	4	2	5	5	5	3	6	4			5	8↓	
	Column Comparisons	-													-		
Don't know	% within column	1%	0%	1%	1%	0%	0%	0%	0%	0%	1%	0%			0%	0%	
	N Count	4	1	1	2	1	1	1	1	0	1	1			1	2	
	Column Comparisons	-													-		
NET: Some of them / No	% within column	19%	21%	16%	20%	17%	15%	13%↓	21%	22%	22%	17%			15%↓	16%↓	
	N Count	128	39	42	43	28	46	48↓	42	26	26	44			58↓	89↓	
	Column Comparisons	-	f		f					f					-		

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 = 608 (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)

G6b - You said someone else bought the items for you. Did that person know about these purchases? [SINGLE]		Gaming Purchase Type								Feelings about Gaming Purchase					
		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	It's unfa-ir that people who sp-end mo-re, get further in games	It's not always clear what I'm going to get for my money in games
Weighted Base	% within column	335	162	101	282	99	198	87	136	234	494	288	458	450	302
	N Count														
	Column Comparisons														
Unweighted Base	% within column	339	171	105	264	110	211	94	137	237	493	295	462	447	307
	N Count														
	Column Comparisons														
Column Names	% within column	a	b	c	d	e	f	g	h	a	b	c	d	e	f
	N Count														
	Column Comparisons														
Yes	% within column	78%	72%↓	77%	86%↑	78%	84%		83%	72%↓	83%↑	71%↓	80%	80%	73%↓
	N Count	262	116↓	79	244↑	77	167		112	169↓	410↑	206↓	366	361	222↓
	Column Comparisons				a b		b				a c d f		a c	c f	
Some of them	% within column	18%	26%↑	19%	12%	19%	13%		16%	24%↑	15%	24%↑	17%	17%	21%
	N Count	60	42↑	20	34	19	26		21	57↑	74	68↑	76	75	64
	Column Comparisons		d f							b d		b d e			b
No	% within column	3%	2%	1%	1%	2%	2%		1%	3%	2%	4%	3%	2%	5%↑
	N Count	10	3	1	4	2	4		2	6	8	10	12	10	14↑
	Column Comparisons											b	b		b e
Don't know	% within column	1%	0%	2%	0%	1%	1%		0%	1%	0%	1%	1%	1%	1%
	N Count	3	1	2	1	1	1		0	2	2	4	4	4	2
	Column Comparisons														
NET: Some of them / No	% within column	21%	28%↑	21%	13%↓	21%	15%		17%	27%↑	17%↓	27%↑	19%	19%	26%↑
	N Count	70	45↑	21	38↓	21	30		23	63↑	82↓	79↑	88	85	78↑
	Column Comparisons	d	d f							b d		b d e	b		b e

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 = 608 (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)

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]

		Total	Gender of child respondent		Age of child respondent						Age and gender of child respondent						
			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	Female 13-15	Male 16-17
Weighted Base	% within column	666	407	258	126	246	209	84	372	293	79	47	145	101	122	87	61
	N Count																
	Column Comparisons																
Unweighted Base	% within column	663	394	269	129	234	207	93	363	300	80	49	135	99	116	91	63
	N Count																
	Column Comparisons																
Column Names	% within column	a	a	b	a	b	c	d	e	f	a	b	c	d	e	f	g
	N Count																
	Column Comparisons																
They paid for it and I don't need to pay them back	% within column	76%	78%	72%	74%	74%	75%		74%	78%			75%		78%		
	N Count	504	317	187	94	182	157		276	229			109		95		
	Column Comparisons	-							-	-							
They paid for it and I needed to pay them back	% within column	23%	21%	26%	24%	24%	24%		24%	22%			22%		22%		
	N Count	152	84	68	30	59	51		89	63			32		27		
	Column Comparisons	-							-	-							
Don't know	% within column	1%	2%	1%	2%	2%	0%		2%	1%			3%		0%		
	N Count	9	6	3	2	6	1		8	2			4		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 say a parent or someone else paid for their last gaming purchase; Weight: Based on Nat Rep Sample; effective sample size = 616 (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 1 of 7

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]

		Age and gender of child respondent					Urban/ Rural		Working status				D3 - Social grade				
		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
Weighted Base	% within column	29	224	148	183	113	611	54	453	111	28	62	220	156	135	154	376
	N Count																
	Column Comparisons																
Unweighted Base	% within column	36	215	148	179	125	607	56	479	92	28	54	306	127	98	132	433
	N Count																
	Column Comparisons																
Column Names	% within column	h	i	j	k	l	a	b	a	b	c	d	a	b	c	d	e
	N Count																
	Column Comparisons																
They paid for it and I don't need to pay them back			75%	73%	82%	72%	76%		79%				75%	73%		75%	74%
			168	108	149	82	462		356				165	113		117	279
			-	-	-	-											-
They paid for it and I needed to pay them back			22%	26%	18%	26%	23%		21%				23%	27%		21%	25%
			50	39	34	30	140		94				50	42		33	93
			-	-	-	-											-
Don't know			3%	1%	0%	1%	2%		1%				2%	0%		3%	1%
			6	1	0	2	9		3				5	0		5	5
			-	-	-	-											-

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]

		D3 - Social grade	Financial wellbeing			Ethnicity		Child identified need/ impacting condition				Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits	
		NET: C2DE	Doing well	Getting by	Struggling	Whit...	NET: All other Ethnic- ities	Neur...	Mental Health	NET: Identi- fied need/ condi- tion	NET: No identi- fied need/ condi- tion	NET: Yes	No	Has an EHCP	Don't have an EHCP	NET: House- hold recei- ves Benef- its	No Benef- its
Weighted Base	% within column	290	156	323	186	501	151	61	29	181	473	81	191	78	587	337	298
	N Count																
	Column Comparisons																
Unweighted Base	% within column	230	183	309	170	498	152	55	30	176	475	83	196	81	582	330	306
	N Count																
	Column Comparisons																
Column Names	% within column	f	a	b	c	a	b	a	b	c	d	a	b	a	b	a	b
	N Count																
	Column Comparisons																
They paid for it and I don't need to pay them back	% within column	78%	77%	74%	79%	75%	80%			72%	78%		81%		75%	76%	76%
	N Count	226	120	237	147	377	121			130	368		154		443	256	226
	Column Comparisons	-								-							
They paid for it and I needed to pay them back	% within column	20%	22%	25%	18%	24%	18%			27%	21%		19%		23%	23%	23%
	N Count	59	35	82	34	119	27			48	98		36		136	77	69
	Column Comparisons	-								-							
Don't know	% within column	2%	0%	1%	3%	1%	2%			1%	1%		0%		1%	2%	1%
	N Count	5	1	4	5	5	3			2	6		1		9	5	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 AND say a parent or someone else paid for their last gaming purchase; Weight: Based on Nat Rep Sample; effective sample size = 616 (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 3 correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, 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

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]

		Parental Controls		Parental Concern			Time Spent Online (Weekday)					Time Spent Online (Weekend)					Spent Money Bought something on either Social Media, or while gaming
		NET: Has Parental Controls	No Controls	Not Concerned	A little Concerned	NET: Mod... Very Concerned	0 - 2hrs	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	632	31	208	208	247	191	319	103	50	153	54	233	194	181	375	666
	N Count																
	Column Comparisons																
Unweighted Base	% within column	628	33	190	205	265	191	312	107	51	158	53	234	196	177	373	663
	N Count																
	Column Comparisons																
Column Names	% within column	a	b	a	b	c	a	b	c	d	e	a	b	c	d	e	a
	N Count																
	Column Comparisons																
They paid for it and I don't need to pay them back	% within column	76%		85%↑	66%↓	77%	81%	74%	73%		74%		75%	72%	81%	76%	76%
	N Count	478		177↑	137↓	190	155	236	75		113		176	140	146	287	504
	Column Comparisons	-		b c	b						-					-	-
They paid for it and I needed to pay them back	% within column	23%		15%	32%↑	21%	18%	25%	25%		24%		23%	26%	18%	22%	23%
	N Count	145		31	67↑	52	33	81	26		37		54	51	32	83	152
	Column Comparisons	-			a c						-					-	-
Don't know	% within column	1%		0%	2%	2%	1%	1%	2%		2%		2%	1%	2%	1%	1%
	N Count	9		0	4	5	3	3	2		4		4	3	3	6	9
	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 = 616 (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 4 of 7

BANNER

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]		Spent Money				SM purchase category				Feelings about SM purchase				Gaming Method			
		Bought something on social media	Bought something while Gaming	Bought something from both	Not bought from either	Product	Activity	Subs... 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	376	666	376	0	185	96	133	111	193	288	226	278	444	216	421	245
	N Count																
	Column Comparisons																
Unweighted Base	% within column	393	663	393	0	196	104	141	119	204	305	240	295	440	223	421	245
	N Count																
	Column Comparisons																
Column Names	% within column	b	c	d	e	a	b	c	d	a	b	c	d	a	b	c	d
	N Count																
	Column Comparisons																
They paid for it and I don't need to pay them back	% within column	72%	76%	72%		72%	66%	78%	65%	67%	74%	69%	73%	76%	74%	78%	78%
	N Count	271	504	271		134	63	103	72	129	214	155	202	340	160	329	192
	Column Comparisons	-	-	-				d		-	-	-	-				
They paid for it and I needed to pay them back	% within column	27%	23%	27%		27%	34%	21%	34%	32%↑	25%	31%	27%	22%	25%	20%	20%
	N Count	102	152	102		49	33	28	38	62↑	72	69	74	97	53	84	49
	Column Comparisons	-	-	-			c		c	-	-	-	-				
Don't know	% within column	1%	1%	1%		1%	0%	1%	1%	1%	1%	1%	1%	2%	1%	2%	2%
	N Count	3	9	3		2	0	1	1	2	1	1	1	7	3	7	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 = 616 (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 5 of 7

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]

		Gaming Method	Gaming Type													Gaming Frequency	
		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	Sports	Interactive stories	Make-overs	NET: Playing against other people	NET: Daily	Weekly
Weighted Base	% within column	666	182	271	218	164	305	362	203	116	119	258	92	92	380	557	96
	N Count																
	Column Comparisons																
Unweighted Base	% within column	663	190	279	229	171	304	347	213	123	122	265	98	97	381	552	99
	N Count																
	Column Comparisons																
Column Names	% within column	e	a	b	c	d	e	f	g	h	i	j	k	l	m	a	b
	N Count																
	Column Comparisons																
They paid for it and I don't need to pay them back	% within column	76%	76%	80%	78%	79%	78%	74%	79%	76%	76%	79%			79%	78%	
	N Count	504	139	218	170	129	237	269	160	88	91	204			299	432	
	Column Comparisons	-														-	
They paid for it and I needed to pay them back	% within column	23%	23%	19%	21%	20%	21%	24%	19%	22%	23%	20%			20%	21%	
	N Count	152	42	50	47	33	63	86	39	26	27	52			77	118	
	Column Comparisons	-														-	
Don't know	% within column	1%	1%	1%	1%	1%	1%	2%	2%	1%	1%	1%			1%	1%	
	N Count	9	2	3	2	2	5	6	4	2	1	1			5	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 say a parent or someone else paid for their last gaming purchase; Weight: Based on Nat Rep Sample; effective sample size = 616 (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)

BANNER

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]		Gaming Purchase Type								Feelings about Gaming Purchase					
		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	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	335	162	101	282	99	198	87	136	234	494	288	458	450	302
	N Count														
	Column Comparisons														
Unweighted Base	% within column	339	171	105	264	110	211	94	137	237	493	295	462	447	307
	N Count														
	Column Comparisons														
Column Names	% within column	a	b	c	d	e	f	g	h	a	b	c	d	e	f
	N Count														
	Column Comparisons														
They paid for it and I don't need to pay them back	% within column	77%	69%	79%	77%	71%	79%		82%	72%	77%	71%	75%	76%	73%
	N Count	256	112	80	216	71	156		112	169	380	205	343	340	222
	Column Comparisons														
They paid for it and I needed to pay them back	% within column	22%	28%	20%	22%	28%	21%		16%	27%	22%	28%	24%	23%	25%
	N Count	73	45	20	63	28	41		22	64	111	80	108	104	77
	Column Comparisons														
Don't know	% within column	2%	3%	1%	1%	1%	1%		1%	0%	1%	1%	1%	1%	1%
	N Count	5	5	1	3	1	1		2	1	3	3	7	6	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 = 616 (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)

G6b - You said someone else bought the items for you. Did that person know about these purchases? [SINGLE]		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]				
		They paid for it and I don't need to pay them back	They paid for it and I need-ed to pay th-em ba-ck	Don't know	Row n	Row Popul-ation
Weighted Base	% within column	504	152	9		
	N Count					
	Column Comparisons					
Unweighted Base	% within column	501	152	10		
	N Count					
	Column Comparisons					
Column Names	% within column	a	b	c		
	N Count					
	Column Comparisons					
Yes	% within column	87%↑	60%↓			
	N Count	440↑	92↓		533	534
	Column Comparisons	b				
Some of them	% within column	11%↓	33%↑			
	N Count	56↓	51↑		110	112
	Column Comparisons		a			
No	% within column	1%↓	5%↑			
	N Count	7↓	8↑		16	16
	Column Comparisons		a			
Don't know	% within column	0%	1%			
	N Count	1	2		4	4
	Column Comparisons					

		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]				
G6b - You said someone else bought the items for you. Did that person know about these purchases? [SINGLE]		They paid for it and I don't need to pay them back	They paid for it and I need-ed to pay th-em ba-ck	Don't know	Row n	Row Popul-ation
NET: Some of them / No	% within column	13%↓	38%↑			
	N Count	64↓	58↑		126	128
	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 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)

BANNER

G7 - Which of these do you think has influenced your spending whilst gaming in the last month? [MULTI]

		Total	Gender of child respondent		Age of child respondent						Age and gender of child respondent
			Male	Female	8-9	10-12	13-15	16-17	NET: 8-12	NET: 13-17	Male 8-9
Weighted Base	% within column	1078	656	422	190	341	365	182	531	547	113
	N Count										
	Column Comparisons										
Unweighted Base	% within column	1082	640	442	192	329	367	194	521	561	114
	N Count										
	Column Comparisons										
Column Names	% within column	a	a	b	a	b	c	d	e	f	a
	N Count										
	Column Comparisons										
To have more fun	% within column	31%	30%	33%	31%	36%	28%	29%	34%	28%	30%
	N Count	336	198	137	59	122	101	53	181	155	34
	Column Comparisons	-							-	-	
To customise my character / avatar / equipment / weapons or personalise the game	% within column	30%	30%	31%	37%	35%	27%	20%↓	36%↑	25%↓	34%
	N Count	325	196	129	70	120	98	37↓	190↑	135↓	39
	Column Comparisons	-			c d	c d			-	-	h
There was a special offer / discount	% within column	22%	22%	22%	17%	21%	22%	30%↑	19%	24%	21%
	N Count	236	143	94	32	71	79	54↑	103	133	23
	Column Comparisons	-						a	-	-	
Something was only available for a limited amount of time	% within column	21%	23%	18%	19%	23%	19%	23%	21%	20%	21%
	N Count	224	150	74	36	78	70	41	113	111	24
	Column Comparisons	-	b						-	-	
To make more / quicker progress in the game	% within column	20%	21%	18%	19%	19%	24%	14%	19%	21%	19%
	N Count	213	135	78	36	64	86	26	100	113	21
	Column Comparisons	-							-	-	
To get more rewards than the free ones	% within column	17%	18%	17%	24%	17%	15%	15%	19%	15%	23%
	N Count	187	115	72	45	59	57	27	103	84	26
	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)

Part 1 of 33

G7 - Which of these do you think has influenced your spending whilst gaming in the last month? [MULTI]

Age and gender of child respondent

		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
Weighted Base	% within column	77	200	141	219	146	124	66	313	218	343
	N Count										
	Column Comparisons										
Unweighted Base	% within column	78	191	138	211	156	124	82	305	216	335
	N Count										
	Column Comparisons										
Column Names	% within column	b	c	d	e	f	g	h	i	j	k
	N Count										
	Column Comparisons										
To have more fun			35%	36%	24%	33%	33%			34%	35%	27%
			71	51	52	49	41			105	76	94
										-	-	-
To customise my character / avatar / equipment / weapons or personalise the game			34%	36%	27%	26%	23%			34%	38%	26%
			68	51	60	38	28			107	82	88
			h	h						-	-	-
There was a special offer / discount			20%	22%	20%	24%	28%			20%	18%	23%
			41	31	44	34	35			64	39	79
										-	-	-
Something was only available for a limited amount of time			24%	21%	20%	18%	28%			23%	19%	23%
			48	29	43	27	34			72	41	78
										-	-	-
To make more / quicker progress in the game			20%	17%	24%	23%	17%			20%	18%	21%
			40	24	53	34	21			62	39	73
										-	-	-
To get more rewards than the free ones			15%	20%	18%	12%	17%			18%	22%	17%
			30	29	39	18	20			56	48	59
										-	-	-

Part 2 of 33

BANNER

G7 - Which of these do you think has influenced your spending whilst gaming in the last month? [MULTI]

		Age and gender of child respondent	Urban/ Rural		Working status				D3 - Social grade		
		NET: Female 13-17	NET: Urban	Rural	Full time	Part time	Student	NET: Not working/ retired	AB	C1	C2
Weighted Base	% within column	209	990	88	732	169	46	109	358	261	217
	N Count										
	Column Comparisons										
Unweighted Base	% within column	234	989	93	774	144	46	99	498	213	158
	N Count										
	Column Comparisons										
Column Names	% within column	l	a	b	a	b	c	d	a	b	c
	N Count										
	Column Comparisons										
To have more fun	% within column	31%	31%		30%	33%			34%	29%	30%
	N Count	64	302		217	55			121	75	64
	Column Comparisons	-									
To customise my character / avatar / equipment / weapons or personalise the game	% within column	23%	30%		27%	35%			32%	28%	29%
	N Count	47	297		201	58			115	72	63
	Column Comparisons	-									
There was a special offer / discount	% within column	26%	22%		23%	13%↓			22%	20%	24%
	N Count	54	220		169	22↓			80	52	52
	Column Comparisons	-			b						
Something was only available for a limited amount of time	% within column	16%	20%		20%	18%			20%	21%	17%
	N Count	34	201		144	30			72	55	37
	Column Comparisons	-									
To make more / quicker progress in the game	% within column	19%	21%		22%	15%			23%	21%	16%
	N Count	40	204		158	25			84	55	35
	Column Comparisons	-	b								
To get more rewards than the free ones	% within column	12%	18%		18%	15%			20%	14%	16%
	N Count	26	178		129	25			73	37	34
	Column Comparisons	-									

G7 - Which of these do you think has influenced your spending whilst gaming in the last month? [MULTI]		D3 - Social grade			Financial wellbeing			Ethnicity		Child identified need/ impacting condition	
		DE	NET: ABC1	NET: C2DE	Doing well	Getting by	Struggling	White B-ritish	NET: All other Ethnicities	Neurodiv-ersity	Mental Health
Weighted Base	% within column	242	618	460	239	536	299	841	216	93	55
	N Count										
	Column Comparisons										
Unweighted Base	% within column	213	711	371	277	522	279	844	217	87	56
	N Count										
	Column Comparisons										
Column Names	% within column	d	e	f	a	b	c	a	b	a	b
	N Count										
	Column Comparisons										
To have more fun	% within column	31%	32%	30%	32%	30%	34%	29%	37%		
	N Count	75	197	139	77	158	101	248	81		
	Column Comparisons		-	-					a		
To customise my character / avatar / equipment / weapons or personalise the game	% within column	31%	30%	30%	34%	29%	28%	30%	29%		
	N Count	75	187	137	82	157	85	253	64		
	Column Comparisons		-	-							
There was a special offer / discount	% within column	22%	21%	23%	22%	22%	22%	21%	25%		
	N Count	52	132	105	52	119	64	175	54		
	Column Comparisons		-	-							
Something was only available for a limited amount of time	% within column	25%	21%	21%	16%	20%	26%	22%	19%		
	N Count	60	127	97	38	110	77	181	41		
	Column Comparisons		-	-			a				
To make more / quicker progress in the game	% within column	16%	22%	16%	27%↑	18%	17%	18%	25%		
	N Count	39	139	74	66↑	96	51	154	53		
	Column Comparisons		-	-	b c				a		
To get more rewards than the free ones	% within column	18%	18%	17%	20%	17%	15%	15%↓	26%↑		
	N Count	43	110	77	49	93	45	129↓	56↑		
	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 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)

G7 - Which of these do you think has influenced your spending whilst gaming in the last month? [MULTI]

		Child identified need/ impacting condition		Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits		Parental Controls	
		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	264	796	136	376	100	978	493	539	992	83
	N Count										
	Column Comparisons										
Unweighted Base	% within column	259	804	138	389	103	979	487	553	993	87
	N Count										
	Column Comparisons										
Column Names	% within column	c	d	a	b	a	b	a	b	a	b
	N Count										
	Column Comparisons										
To have more fun	% within column	30%	32%	23%	30%	29%	31%	31%	31%	31%	
	N Count	79	251	31	113	29	307	151	168	304	
	Column Comparisons	-									
To customise my character / avatar / equipment / weapons or personalise the game	% within column	32%	29%	27%	24%	36%	30%	29%	32%	30%	
	N Count	85	232	37	92	36	289	142	172	302	
	Column Comparisons	-									
There was a special offer / discount	% within column	21%	22%	22%	25%	29%	21%	23%	22%	22%	
	N Count	55	175	30	96	29	207	113	117	217	
	Column Comparisons	-									
Something was only available for a limited amount of time	% within column	27%	19%	24%	20%	25%	20%	23%	18%	21%	
	N Count	70	152	33	75	25	200	115	98	207	
	Column Comparisons	-						b			
To make more / quicker progress in the game	% within column	20%	19%	23%	19%	26%	19%	19%	21%	20%	
	N Count	53	154	32	73	26	187	93	111	198	
	Column Comparisons	-									
To get more rewards than the free ones	% within column	15%	18%	13%	16%	19%	17%	18%	17%	17%	
	N Count	40	145	18	60	19	168	90	91	173	
	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)

G7 - Which of these do you think has influenced your spending whilst gaming in the last month? [MULTI]		Parental Concern			Time Spent Online (Weekday)					Time Spent Online (Weekend)	
		Not Concerned	A little Concerned	NET: Moderately/ Very Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs	6+ hrs	NET: 5+ Hours	0 - 2hrs	3 - 4hrs
Weighted Base	% within column	376	331	367	309	524	176	66	241	94	365
	N Count										
	Column Comparisons										
Unweighted Base	% within column	352	338	389	307	521	181	69	250	92	367
	N Count										
	Column Comparisons										
Column Names	% within column	a	b	c	a	b	c	d	e	a	b
	N Count										
	Column Comparisons										
To have more fun	% within column	32%	33%	29%	36%	30%	25%		27%		33%
	N Count	120	108	107	111	157	44		66		121
	Column Comparisons								-		
To customise my character / avatar / equipment / weapons or personalise the game	% within column	34%	29%	27%	29%	31%	31%		29%		29%
	N Count	128	96	101	90	162	55		69		105
	Column Comparisons								-		
There was a special offer / discount	% within column	21%	18%	26%	19%	22%	22%		25%		19%
	N Count	78	61	96	60	115	39		61		70
	Column Comparisons			b					-		
Something was only available for a limited amount of time	% within column	24%	18%	20%	16%	21%	25%		26%		17%
	N Count	90	61	72	49	110	44		63		61
	Column Comparisons								-		
To make more / quicker progress in the game	% within column	19%	19%	22%	18%	19%	21%		24%		16%
	N Count	70	62	81	56	99	36		58		60
	Column Comparisons								-		
To get more rewards than the free ones	% within column	14%	15%	23%↑	18%	16%	18%		19%		17%
	N Count	54	50	83↑	56	85	31		46		61
	Column Comparisons			a 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 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)

G7 - Which of these do you think has influenced your spending whilst gaming in the last month? [MULTI]

		Time Spent Online (Weekend)			Spent Money					SM purchase category	
		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
Weighted Base	% within column	326	288	614	1078	590	1078	590	0	306	135
	N Count										
	Column Comparisons										
Unweighted Base	% within column	334	284	618	1082	619	1082	619	0	323	147
	N Count										
	Column Comparisons										
Column Names	% within column	c	d	e	a	b	c	d	e	a	b
	N Count										
	Column Comparisons										
To have more fun	% within column	29%	31%	30%	31%	30%	31%	30%		31%	31%
	N Count	94	91	185	336	178	336	178		96	41
	Column Comparisons			-	-	-	-	-			
To customise my character / avatar / equipment / weapons or personalise the game	% within column	29%	36%	32%	30%	26%↓	30%	26%↓		28%	30%
	N Count	94	103	197	325	154↓	325	154↓		85	41
	Column Comparisons		a	-	-	-	-	-			
There was a special offer / discount	% within column	24%	25%	24%	22%	23%	22%	23%		24%	26%
	N Count	78	71	149	236	138	236	138		74	36
	Column Comparisons			-	-	-	-	-			
Something was only available for a limited amount of time	% within column	21%	27%↑	24%↑	21%	21%	21%	21%		23%	23%
	N Count	69	78↑	146↑	224	125	224	125		71	30
	Column Comparisons		b	-	-	-	-	-			
To make more / quicker progress in the game	% within column	20%	24%	22%	20%	22%	20%	22%		22%	33%↑
	N Count	64	69	132	213	132	213	132		68	44↑
	Column Comparisons			-	-	-	-	-			
To get more rewards than the free ones	% within column	16%	18%	17%	17%	20%	17%	20%		26%↑	26%
	N Count	52	52	103	187	119	187	119		81↑	35
	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)

G7 - Which of these do you think has influenced your spending whilst gaming in the last month? [MULTI]

		SM purchase category		Feelings about SM purchase				Gaming Method			
		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	193	145	274	441	330	451	733	331	687	379
	N Count										
	Column Comparisons										
Unweighted Base	% within column	205	158	290	466	354	479	732	345	693	381
	N Count										
	Column Comparisons										
Column Names	% within column	c	d	a	b	c	d	a	b	c	d
	N Count										
	Column Comparisons										
To have more fun	% within column	34%	24%	25%	28%	29%	29%	33%	33%	32%	34%
	N Count	66	35	68	123	96	130	243	110	221	129
	Column Comparisons										
To customise my character / avatar / equipment / weapons or personalise the game	% within column	26%	25%	21%↓	28%	26%	28%	33%↑	31%	30%	36%↑
	N Count	50	37	56↓	121	86	124	243↑	102	206	135↑
	Column Comparisons				a	a					c
There was a special offer / discount	% within column	29%	23%	24%	23%	23%	24%	23%	30%↑	26%↑	21%
	N Count	57	33	66	102	77	110	171	101↑	178↑	81
	Column Comparisons								d	d	
Something was only available for a limited amount of time	% within column	20%	22%	21%	21%	22%	20%	23%	22%	23%	21%
	N Count	39	33	57	94	73	91	168	72	157	79
	Column Comparisons										
To make more / quicker progress in the game	% within column	23%	25%	23%	23%	23%	22%	20%	25%↑	22%	18%
	N Count	44	36	63	102	77	101	146	84↑	151	70
	Column Comparisons								d	d	
To get more rewards than the free ones	% within column	26%	23%	19%	22%↑	20%	20%	17%	21%	19%	21%
	N Count	50	33	52	95↑	67	91	126	71	129	78
	Column Comparisons										

BANNER

G7 - Which of these do you think has influenced your spending whilst gaming in the last month? [MULTI]

		Gaming Method	Gaming Type								
		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
Weighted Base	% within column	1078	287	416	361	253	517	575	318	163	162
	N Count										
	Column Comparisons										
Unweighted Base	% within column	1082	297	431	379	264	518	556	332	174	168
	N Count										
	Column Comparisons										
Column Names	% within column	e	a	b	c	d	e	f	g	h	i
	N Count										
	Column Comparisons										
To have more fun	% within column	31%	33%	34%	33%	32%	34%	35%↑	31%	40%	31%
	N Count	336	95	140	121	80	177	202↑	100	66	50
	Column Comparisons	-									
To customise my character / avatar / equipment / weapons or personalise the game	% within column	30%	25%	33%	32%	33%	40%↑	36%↑	35%	36%	31%
	N Count	325	71	136	116	84	205↑	206↑	110	59	49
	Column Comparisons	-		a			a b c d i j	a j	a	a	
There was a special offer / discount	% within column	22%	28%↑	28%↑	28%↑	27%	22%	23%	26%	33%↑	27%
	N Count	236	81↑	115↑	99↑	69	113	130	82	53↑	43
	Column Comparisons	-									
Something was only available for a limited amount of time	% within column	21%	20%	24%	28%↑	22%	23%	20%	21%	26%	20%
	N Count	224	58	98	102↑	55	121	118	66	42	33
	Column Comparisons	-									
To make more / quicker progress in the game	% within column	20%	26%↑	23%	26%↑	26%↑	21%	21%	20%	27%	29%↑
	N Count	213	76↑	98	93↑	66↑	107	120	65	45	47↑
	Column Comparisons	-									
To get more rewards than the free ones	% within column	17%	21%	24%↑	21%	26%↑	19%	20%	19%	25%↑	28%↑
	N Count	187	60	99↑	76	67↑	98	114	59	41↑	46↑
	Column Comparisons	-									

			Gaming Type			Gaming Frequency		Gaming Purchase Type			
BANNER											
G7 - Which of these do you think has influenced your spending whilst gaming in the last month? [MULTI]		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	436	131	130	633	900	162	535	237	151	447
	N Count										
	Column Comparisons										
Unweighted Base	% within column	451	141	137	638	898	169	549	250	158	428
	N Count										
	Column Comparisons										
Column Names	% within column	j	k	l	m	a	b	a	b	c	d
	N Count										
	Column Comparisons										
To have more fun	% within column	35%	33%	33%	32%	32%	28%	34%	34%	33%	31%
	N Count	151	43	43	203	290	45	182	81	49	138
	Column Comparisons				-						
To customise my character / avatar / equipment / weapons or personalise the game	% within column	29%	36%	33%	37%↑	31%	27%	39%↑	30%	38%	40%↑
	N Count	126	47	43	234↑	278	43	209↑	70	57	178↑
	Column Comparisons				-			b e f g	g	e g	b e f g
There was a special offer / discount	% within column	26%	27%	19%	23%	22%	22%	25%	31%↑	30%	20%
	N Count	111	35	25	143	198	35	134	73↑	46	90
	Column Comparisons				-				d		
Something was only available for a limited amount of time	% within column	22%	28%	22%	22%	21%	20%	24%	26%	30%↑	27%↑
	N Count	95	37	29	142	189	32	126	62	45↑	121↑
	Column Comparisons				-						
To make more / quicker progress in the game	% within column	23%	25%	23%	21%	21%	14%	23%	27%↑	26%	24%↑
	N Count	98	33	30	136	186	22	123	64↑	39	107↑
	Column Comparisons				-	b					
To get more rewards than the free ones	% within column	22%↑	32%↑	24%	20%↑	18%	15%	21%↑	25%↑	30%↑	22%↑
	N Count	96↑	42↑	31	129↑	162	24	111↑	60↑	45↑	100↑
	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)

G7 - Which of these do you think has influenced your spending whilst gaming in the last month? [MULTI]

		Gaming Purchase Type				Feelings about Gaming Purchase					
		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	147	302	122	205	346	772	445	720	715	449
	N Count										
	Column Comparisons										
Unweighted Base	% within column	154	320	133	211	356	777	454	734	710	459
	N Count										
	Column Comparisons										
Column Names	% within column	e	f	g	h	a	b	c	d	e	f
	N Count										
	Column Comparisons										
To have more fun	% within column	34%	36%	30%	29%	24%↓	31%	28%	32%	30%	28%
	N Count	50	109	37	59	84↓	242	122	231	218	126
	Column Comparisons										
To customise my character / avatar / equipment / weapons or personalise the game	% within column	26%	33%	22%	39%↑	23%↓	33%↑	25%↓	32%	30%	28%
	N Count	38	101	27	80↑	79↓	255↑	110↓	228	218	126
	Column Comparisons		g		b e g		a c		a c	a c	a
There was a special offer / discount	% within column	26%	28%↑	37%↑	26%	21%	23%	22%	24%	23%	23%
	N Count	39	85↑	45↑	54	74	179	98	173	164	102
	Column Comparisons		d	d							
Something was only available for a limited amount of time	% within column	20%	27%↑	29%	33%↑	22%	21%	23%	22%	23%	25%
	N Count	29	82↑	35	68↑	77	160	104	158	162	111
	Column Comparisons										
To make more / quicker progress in the game	% within column	21%	27%↑	28%	28%↑	20%	20%	23%	22%↑	18%	21%
	N Count	31	82↑	34	57↑	70	158	103	160↑	129	94
	Column Comparisons								e		
To get more rewards than the free ones	% within column	21%	24%↑	32%↑	25%↑	18%	18%	22%↑	19%	18%	20%
	N Count	31	73↑	39↑	52↑	64	138	96↑	137	128	90
	Column Comparisons										

G7 - Which of these do you think has influenced your spending whilst gaming in the last month? [MULTI]

| | | Total | Gender of child respondent | | Age of child respondent | | | | NET: 8-12 | NET: 13-17 | Age and gender of child respondent |
			Male	Female	8-9	10-12	13-15	16-17			Male 8-9
I wanted to look good in the game / didn't want to look like a noob	% within column	17%	17%	18%	22%	17%	19%	10%↓	19%	16%	23%
	N Count	187	113	74	43	58	68	19↓	100	87	27
	Column Comparisons	-			d		d		-	-	g
My friends or family had also bought something and I wanted it too	% within column	16%	16%	15%	15%	17%	16%	17%	16%	16%	14%
	N Count	173	108	65	28	58	58	30	85	88	16
	Column Comparisons	-							-	-	
To have access to a new map or level	% within column	16%	15%	16%	16%	17%	17%	11%	16%	15%	15%
	N Count	167	102	66	30	57	61	19	87	80	17
	Column Comparisons	-							-	-	
I was close to finishing the game or a level of the game	% within column	12%	12%	10%	14%	8%	14%	11%	10%	13%	17%
	N Count	126	82	44	27	27	51	21	54	71	19
	Column Comparisons	-							-	-	
I was asked to pay to complete the game or the level I was on	% within column	10%	10%	10%	14%	9%	7%	13%	11%	9%	18%↑
	N Count	105	65	40	27	30	25	23	57	48	21↑
	Column Comparisons	-			c				-	-	
If I didn't pay I would have lost something in the game	% within column	9%	9%	10%	9%	7%	11%	12%	8%	11%	9%
	N Count	100	59	42	16	24	38	21	40	60	10
	Column Comparisons	-							-	-	
To skip the level I was on	% within column	8%	10%	7%	10%	7%	9%	7%	8%	9%	12%
	N Count	91	63	28	18	25	34	13	43	47	13
	Column Comparisons	-							-	-	
Don't know	% within column	1%	2%	1%	2%	1%	1%	2%	1%	1%	4%
	N Count	14	11	3	4	3	5	3	7	8	4
	Column Comparisons	-							-	-	
Another reason – Please type in below	% within column	1%	1%	0%	0%	1%	0%	1%	1%	0%	0%
	N Count	5	5	1	0	2	1	1	3	3	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 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)

G7 - Which of these do you think has influenced your spending whilst gaming in the last month? [MULTI]

Age and gender of child respondent

	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
I wanted to look good in the game / didn't want to look like a noob		16%	19%	21%	15%	8%↓		19%	19%	16%
		31	26	46	22	9↓		58	42	55
				g				-	-	-
My friends or family had also bought something and I wanted it too		17%	16%	16%	16%	18%		16%	16%	17%
		34	23	35	23	23		51	35	58
								-	-	-
To have access to a new map or level		15%	19%	18%	15%	12%		15%	18%	16%
		30	27	39	22	15		48	39	54
								-	-	-
I was close to finishing the game or a level of the game		7%	9%	16%	11%	11%		11%	10%	14%
		14	13	34	17	14		34	21	48
								-	-	-
I was asked to pay to complete the game or the level I was on		8%	10%	7%	7%	10%		12%	10%	8%
		16	14	15	10	13		36	21	28
								-	-	-
If I didn't pay I would have lost something in the game		7%	8%	10%	11%	10%		8%	8%	10%
		13	11	22	16	13		24	17	35
								-	-	-
To skip the level I was on		9%	5%	11%	7%	6%		10%	6%	9%
		18	7	24	10	8		31	12	32
								-	-	-
Don't know		1%	1%	1%	2%	3%		2%	1%	2%
		1	1	2	2	3		5	1	6
								-	-	-
Another reason – Please type in below		1%	1%	1%	0%	1%		1%	0%	1%
		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)

G7 - Which of these do you think has influenced your spending whilst gaming in the last month? [MULTI]

		Age and gender of child respondent	Urban/ Rural		Working status				D3 - Social grade		
		NET: Female 13-17	NET: Urban	Rural	Full time	Part time	Student	NET: Not working/ retired	AB	C1	C2
I wanted to look good in the game / didn't want to look like a noob	% within column	16%	18%		19%	15%			17%	18%	17%
	N Count	32	176		137	26			62	47	38
	Column Comparisons	-									
My friends or family had also bought something and I wanted it too	% within column	15%	16%		18%	9%			19%	12%	18%
	N Count	30	159		133	16			67	31	38
	Column Comparisons	-			b						
To have access to a new map or level	% within column	13%	16%		19%↑	8%			19%	16%	14%
	N Count	27	158		136↑	14			69	41	31
	Column Comparisons	-			b d				d		
I was close to finishing the game or a level of the game	% within column	11%	11%		13%	7%			15%↑	11%	10%
	N Count	23	111		94	11			55↑	29	21
	Column Comparisons	-									
I was asked to pay to complete the game or the level I was on	% within column	10%	10%		12%↑	7%			13%	9%	10%
	N Count	21	102		84↑	11			45	23	23
	Column Comparisons	-							d		
If I didn't pay I would have lost something in the game	% within column	12%	10%		11%	5%			11%	8%	9%
	N Count	25	95		77	9			38	20	20
	Column Comparisons	-									
To skip the level I was on	% within column	8%	9%		9%	7%			9%	6%	10%
	N Count	16	86		67	12			32	15	22
	Column Comparisons	-									
Don't know	% within column	1%	1%		0%↓	4%↑			1%	1%	1%
	N Count	2	13		4↓	7↑			2	2	1
	Column Comparisons	-				a					
Another reason – Please type in below	% within column	0%	0%		1%	1%			1%	0%	1%
	N Count	0	4		4	1			3	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 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)

G7 - Which of these do you think has influenced your spending whilst gaming in the last month? [MULTI]		D3 - Social grade			Financial wellbeing			Ethnicity		Child identified need/ impacting condition	
		DE	NET: ABC1	NET: C2DE	Doing well	Getting by	Struggling	White B-ritish	NET: All other Ethnicities	Neurodiv-ersity	Mental Health
I wanted to look good in the game / didn't want to look like a noob	% within column	17%	18%	17%	20%	16%	18%	17%	18%		
	N Count	40	109	78	48	84	54	144	40		
	Column Comparisons		-	-							
My friends or family had also bought something and I wanted it too	% within column	15%	16%	17%	22%	14%	15%	16%	18%		
	N Count	38	97	76	51	77	45	134	39		
	Column Comparisons		-	-	b						
To have access to a new map or level	% within column	11%	18%	12%	20%	17%	10%↓	15%	18%		
	N Count	26	111	57	48	91	29↓	126	38		
	Column Comparisons		-	-	c	c					
I was close to finishing the game or a level of the game	% within column	8%	14%	9%	17%↑	11%	9%	10%	17%↑		
	N Count	20	85	41	40↑	58	26	87	37↑		
	Column Comparisons		-	-	b c				a		
I was asked to pay to complete the game or the level I was on	% within column	6%	11%	8%	16%↑	9%	7%	9%	13%		
	N Count	14	69	36	38↑	46	21	75	29		
	Column Comparisons		-	-	b c						
If I didn't pay I would have lost something in the game	% within column	9%	9%	9%	12%	10%	7%	8%↓	14%		
	N Count	22	58	42	28	51	20	67↓	31		
	Column Comparisons		-	-					a		
To skip the level I was on	% within column	9%	8%	9%	8%	7%	11%	8%	9%		
	N Count	22	47	44	20	39	31	70	20		
	Column Comparisons		-	-							
Don't know	% within column	4%↑	1%	2%	1%	2%	1%	1%	1%		
	N Count	9↑	4	10	1	10	3	12	1		
	Column Comparisons	a	-	-							
Another reason – Please type in below	% within column	0%	0%	1%	1%	1%	0%	1%	0%		
	N Count	1	3	3	1	3	1	5	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 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)

G7 - Which of these do you think has influenced your spending whilst gaming in the last month? [MULTI]		Child identified need/ impacting condition		Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits		Parental Controls	
		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
I wanted to look good in the game / didn't want to look like a noob	% within column	22%	16%	21%	13%	25%	17%	18%	16%	17%	
	N Count	57	127	29	50	25	162	89	87	173	
	Column Comparisons	-		b		b					
My friends or family had also bought something and I wanted it too	% within column	17%	16%	18%	16%	18%	16%	17%	16%	17%	
	N Count	46	127	25	59	18	155	86	84	166	
	Column Comparisons	-									
To have access to a new map or level	% within column	11%	17%	11%	17%	14%	16%	14%	18%	16%	
	N Count	28	136	15	64	14	153	68	96	158	
	Column Comparisons	-	a								
I was close to finishing the game or a level of the game	% within column	14%	11%	17%	12%	19%	11%	14%	9%	12%	
	N Count	38	86	24	46	19	107	67	51	122	
	Column Comparisons	-				b		b		b	
I was asked to pay to complete the game or the level I was on	% within column	12%	9%	15%↑	7%	18%↑	9%↓	13%↑	8%	10%	
	N Count	32	73	20↑	26	18↑	87↓	64↑	41	100	
	Column Comparisons	-		b		b		b			
If I didn't pay I would have lost something in the game	% within column	13%	8%	15%	10%	15%	9%	10%	9%	10%	
	N Count	34	65	21	36	15	85	49	48	96	
	Column Comparisons	-				b					
To skip the level I was on	% within column	10%	8%	11%	7%	10%	8%	9%	7%	9%↑	
	N Count	25	66	14	28	10	81	46	38	89↑	
	Column Comparisons	-								b	
Don't know	% within column	2%	1%	2%	1%	1%	1%	1%	1%	1%	
	N Count	4	9	2	4	1	13	6	7	11	
	Column Comparisons	-									
Another reason – Please type in below	% within column	1%	0%	1%	0%	0%	1%	0%	1%	0%	
	N Count	2	4	1	1	0	5	0	5	4	
	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 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)

G7 - Which of these do you think has influenced your spending whilst gaming in the last month? [MULTI]		Parental Concern			Time Spent Online (Weekday)					Time Spent Online (Weekend)	
		Not Concerned	A little Concerned	NET: Moderately/ Very Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs	6+ hrs	NET: 5+ Hours	0 - 2hrs	3 - 4hrs
I wanted to look good in the game / didn't want to look like a noob	% within column	14%	19%	19%	13%	18%	21%		22%		16%
	N Count	54	62	70	41	92	37		53		57
	Column Comparisons								-		
My friends or family had also bought something and I wanted it too	% within column	9%↓	18%	21%↑	11%↓	18%	16%		18%		17%
	N Count	35↓	60	78↑	33↓	97	28		43		62
	Column Comparisons		a	a	a				-		a
To have access to a new map or level	% within column	11%	17%	18%	12%	16%	20%		19%		13%
	N Count	43	57	67	37	85	36		45		46
	Column Comparisons		a	a					-		
I was close to finishing the game or a level of the game	% within column	9%	8%	18%↑	12%	10%	13%		15%		11%
	N Count	33	27	66↑	37	53	23		36		41
	Column Comparisons			a b					-		
I was asked to pay to complete the game or the level I was on	% within column	5%↓	8%	17%↑	8%	9%	10%		13%		9%
	N Count	17↓	27	61↑	24	49	18		32		34
	Column Comparisons			a b					-		
If I didn't pay I would have lost something in the game	% within column	5%↓	9%	13%↑	10%	7%	12%		12%		9%
	N Count	19↓	30	48↑	32	39	22		30		31
	Column Comparisons			a					-		
To skip the level I was on	% within column	4%↓	8%	13%↑	6%	7%	14%↑		14%↑		7%
	N Count	16↓	25	47↑	19	38	25↑		33↑		27
	Column Comparisons			a b			a b		-		
Don't know	% within column	2%	2%	1%	1%	1%	3%		2%		1%
	N Count	6	5	2	4	5	5		5		5
	Column Comparisons								-		
Another reason – Please type in below	% within column	1%	0%	0%	1%↑	0%	0%		0%		1%
	N Count	4	0	1	4↑	1	0		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 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)

G7 - Which of these do you think has influenced your spending whilst gaming in the last month? [MULTI]

		Time Spent Online (Weekend)			Spent Money					SM purchase category	
		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
I wanted to look good in the game / didn't want to look like a noob	% within column	19%	21%	20%	17%	19%	17%	19%		20%	17%
	N Count	61	59	120	187	112	187	112		60	23
	Column Comparisons			-	-	-	-	-			
My friends or family had also bought something and I wanted it too	% within column	20%	15%	17%	16%	21%↑	16%	21%↑		24%	25%
	N Count	64	43	107	173	124↑	173	124↑		72	34
	Column Comparisons	a	a	-	-	-	-	-			
To have access to a new map or level	% within column	19%	15%	17%	16%	20%↑	16%	20%↑		20%	21%
	N Count	62	45	107	167	116↑	167	116↑		61	29
	Column Comparisons			-	-	-	-	-			
I was close to finishing the game or a level of the game	% within column	12%	11%	12%	12%	14%↑	12%	14%↑		16%	21%
	N Count	39	33	72	126	84↑	126	84↑		49	29
	Column Comparisons			-	-	-	-	-			
I was asked to pay to complete the game or the level I was on	% within column	12%	7%	9%	10%	16%↑	10%	16%↑		17%	26%↑
	N Count	38	19	57	105	92↑	105	92↑		51	35↑
	Column Comparisons			-	-	-	-	-			
If I didn't pay I would have lost something in the game	% within column	10%	9%	9%	9%	12%↑	9%	12%↑		11%	10%
	N Count	31	26	57	100	70↑	100	70↑		35	13
	Column Comparisons			-	-	-	-	-			
To skip the level I was on	% within column	7%	10%	8%	8%	11%↑	8%	11%↑		12%	16%
	N Count	22	29	51	91	66↑	91	66↑		36	22
	Column Comparisons			-	-	-	-	-			
Don't know	% within column	1%	2%	1%	1%	0%↓	1%	0%↓		0%	0%
	N Count	3	4	8	14	1↓	14	1↓		1	0
	Column Comparisons			-	-	-	-	-			
Another reason – Please type in below	% within column	1%	0%	0%	1%	0%	1%	0%		1%	0%
	N Count	2	0	2	5	3	5	3		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 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)

G7 - Which of these do you think has influenced your spending whilst gaming in the last month? [MULTI]

		SM purchase category		Feelings about SM purchase				Gaming Method			
		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
I wanted to look good in the game / didn't want to look like a noob	% within column	23%	22%	22%	19%	20%	20%	18%	16%	18%	19%
	N Count	45	32	60	82	67	92	133	54	126	73
	Column Comparisons										
My friends or family had also bought something and I wanted it too	% within column	24%	21%	24%↑	23%↑	24%↑	22%↑	16%	18%	16%	15%
	N Count	47	31	65↑	100↑	78↑	99↑	119	61	110	59
	Column Comparisons										
To have access to a new map or level	% within column	25%	23%	20%	20%↑	22%↑	21%↑	17%	20%	17%	17%
	N Count	49	33	54	90↑	72↑	96↑	123	66	117	63
	Column Comparisons										
I was close to finishing the game or a level of the game	% within column	17%	23%↑	15%	15%↑	18%↑	15%↑	11%	17%↑	12%	15%
	N Count	32	34↑	41	67↑	59↑	69↑	81	57↑	86	55
	Column Comparisons										
I was asked to pay to complete the game or the level I was on	% within column	22%↑	29%↑	21%↑	17%↑	17%↑	17%↑	9%	16%↑	10%	12%
	N Count	42↑	42↑	57↑	77↑	57↑	75↑	69	53↑	66	45
	Column Comparisons								a c		
If I didn't pay I would have lost something in the game	% within column	16%	17%	16%↑	12%↑	15%↑	12%	9%	12%	9%	11%
	N Count	31	25	43↑	54↑	49↑	54	68	39	64	41
	Column Comparisons										
To skip the level I was on	% within column	13%	15%	16%↑	12%↑	14%↑	12%↑	7%↓	9%	9%	8%
	N Count	24	22	45↑	54↑	45↑	54↑	48↓	30	64	32
	Column Comparisons								a		
Don't know	% within column	0%	0%	1%	0%	0%	0%	2%	1%	1%	1%
	N Count	0	0	1	1	1	1	12	4	9	4
	Column Comparisons			-	-	-	-				
Another reason – Please type in below	% within column	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%
	N Count	1	0	0	2	0	2	5	1	3	0
	Column Comparisons										

G7 - Which of these do you think has influenced your spending whilst gaming in the last month? [MULTI]

		Gaming Method	Gaming Type								
		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
I wanted to look good in the game / didn't want to look like a noob	% within column	17%	16%	21%	20%	22%	23%↑	20%	19%	20%	22%
	N Count	187	46	87	73	55	117↑	116	60	33	35
	Column Comparisons	-									
My friends or family had also bought something and I wanted it too	% within column	16%	18%	20%↑	20%	22%↑	17%	13%	21%↑	17%	19%
	N Count	173	51	84↑	71	56↑	88	76	68↑	28	31
	Column Comparisons	-		f	f	f			f		
To have access to a new map or level	% within column	16%	16%	19%	22%↑	25%↑	17%	15%	19%	19%	19%
	N Count	167	47	80	81↑	63↑	85	89	61	32	31
	Column Comparisons	-									
I was close to finishing the game or a level of the game	% within column	12%	17%↑	16%↑	16%↑	18%↑	11%	11%	14%	18%↑	18%
	N Count	126	50↑	66↑	57↑	45↑	59	66	46	29↑	28
	Column Comparisons	-									
I was asked to pay to complete the game or the level I was on	% within column	10%	16%↑	13%	13%	18%↑	10%	9%	13%	16%↑	18%↑
	N Count	105	46↑	52	46	45↑	53	49	42	26↑	30↑
	Column Comparisons	-	f			e f			f	f	f
If I didn't pay I would have lost something in the game	% within column	9%	13%	10%	10%	12%	9%	7%↓	12%	14%	14%
	N Count	100	38	41	35	31	48	39↓	40	22	23
	Column Comparisons	-	f			f			f	f	f
To skip the level I was on	% within column	8%	12%	9%	9%	14%↑	7%	8%	9%	11%	16%↑
	N Count	91	34	39	33	35↑	37	44	29	17	26↑
	Column Comparisons	-				e f					e
Don't know	% within column	1%	1%	2%	1%	0%	1%	2%	2%	1%	0%
	N Count	14	2	7	2	1	8	9	5	1	0
	Column Comparisons	-									
Another reason – Please type in below	% within column	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	N Count	5	1	0	1	0	2	1	1	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 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)

BANNER

G7 - Which of these do you think has influenced your spending whilst gaming in the last month? [MULTI]

		Gaming Type				Gaming Frequency		Gaming Purchase Type			
		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
I wanted to look good in the game / didn't want to look like a noob	% within column	20%	23%	20%	21%↑	19%	11%	22%↑	25%↑	30%↑	19%
	N Count	88	30	26	133↑	168	17	120↑	60↑	46↑	84
	Column Comparisons				-	b			e	e	
My friends or family had also bought something and I wanted it too	% within column	19%	21%	18%	17%	16%	13%	19%	22%↑	17%	17%
	N Count	83	27	24	108	148	22	101	52↑	26	78
	Column Comparisons	f			-						
To have access to a new map or level	% within column	17%	21%	22%	18%	16%	14%	17%	28%↑	26%↑	17%
	N Count	75	28	28	113	144	22	93	67↑	39↑	75
	Column Comparisons				-				a d		
I was close to finishing the game or a level of the game	% within column	16%↑	22%↑	14%	12%	12%	11%	16%↑	21%↑	21%↑	10%
	N Count	69↑	29↑	18	77	105	17	85↑	51↑	31↑	43
	Column Comparisons				-			d	d	d	
I was asked to pay to complete the game or the level I was on	% within column	11%	22%↑	15%	12%	9%	13%	13%↑	22%↑	16%	8%
	N Count	49	29↑	19	74	84	21	70↑	52↑	24	35
	Column Comparisons		f		-			d	c d f h		
If I didn't pay I would have lost something in the game	% within column	9%	11%	16%↑	10%	9%	10%	11%	16%↑	13%	8%
	N Count	41	14	21↑	63	79	16	60	37↑	20	36
	Column Comparisons			f	-						
To skip the level I was on	% within column	9%	19%↑	14%	9%	9%	6%	10%	15%↑	15%↑	11%
	N Count	38	25↑	18	58	78	10	55	36↑	23↑	47
	Column Comparisons		e f g		-						
Don't know	% within column	1%	1%	0%	1%	1%	1%	0%	0%	0%	1%
	N Count	5	1	0	8	11	2	2	0	0	6
	Column Comparisons				-						
Another reason – Please type in below	% within column	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%
	N Count	4	0	0	2	5	0	0	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 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)

BANNER

G7 - Which of these do you think has influenced your spending whilst gaming in the last month? [MULTI]		Gaming Purchase Type				Feelings about Gaming Purchase					
		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
I wanted to look good in the game / didn't want to look like a noob	% within column	15%	20%	22%	20%	19%	18%	21%	19%	19%	19%
	N Count	22	59	27	42	67	137	92	137	139	85
	Column Comparisons										
My friends or family had also bought something and I wanted it too	% within column	23%	20%	25%↑	23%↑	22%↑	17%	20%	18%↑	18%	19%
	N Count	34	60	30↑	47↑	75↑	134	87	133↑	127	85
	Column Comparisons										
To have access to a new map or level	% within column	20%	20%	31%↑	24%↑	19%	16%	18%	17%	15%	19%
	N Count	29	62	38↑	48↑	67	123	81	120	106	86
	Column Comparisons										
I was close to finishing the game or a level of the game	% within column	25%↑	16%↑	21%↑	16%	15%	14%↑	18%↑	14%↑	11%	15%↑
	N Count	37↑	49↑	26↑	33	51	105↑	78↑	101↑	81	69↑
	Column Comparisons	d	d	d			e	e	e		e
I was asked to pay to complete the game or the level I was on	% within column	19%↑	14%↑	19%↑	14%	17%↑	11%	15%↑	12%↑	11%	16%↑
	N Count	28↑	43↑	23↑	29	61↑	83	67↑	84↑	75	70↑
	Column Comparisons	d	d	d	d						
If I didn't pay I would have lost something in the game	% within column	13%	10%	16%	10%	13%↑	10%	13%↑	10%	10%	13%↑
	N Count	20	30	20	21	45↑	74	59↑	69	68	59↑
	Column Comparisons					d		d			d
To skip the level I was on	% within column	11%	9%	20%↑	13%	15%↑	8%	13%↑	8%	8%	11%↑
	N Count	16	27	25↑	26	51↑	65	60↑	57	60	51↑
	Column Comparisons					b d e		b d e			d
Don't know	% within column	1%	1%	2%	0%	1%	0%↓	1%	0%↓	1%	1%
	N Count	1	3	2	0	3	2↓	3	1↓	8	3
	Column Comparisons					d		d		b d	d
Another reason – Please type in below	% within column	0%	2%↑	0%	0%	0%	1%	0%	0%	0%	0%
	N Count	0	5↑	0	0	0	5	0	3	3	2
	Column Comparisons		a d								

G7 - Which of these do you think has influenced your spending whilst gaming in the last month? [MULTI]

			Gender of child respondent		Age of child respondent						Age and gender of child respon-dent
		Total	Male	Female	8-9	10-12	13-15	16-17	NET: 8-12	NET: 13-17	Male 8-9
NET: Any	% within column	99%	98%	99%	98%	99%	99%	98%	99%	99%	96%
	N Count	1,063	645	418	186	339	360	178	525	539	109
	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)

BANNER

G7 - Which of these do you think has influenced your spending whilst gaming in the last month? [MULTI]

	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
					Age and gender of child respondent					
NET: Any		99%	99%	99%	98%	97%		98%	99%	98%
		199	140	217	144	121		308	217	337
								-	-	-

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)

G7 - Which of these do you think has influenced your spending whilst gaming in the last month? [MULTI]

		Age and gender of child respon-dent	Urban/ Rural		Working status				D3 - Social grade		
		NET: Female 13-17	NET: Urban	Rural	Full time	Part time	Student	NET: Not working/ 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		

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)

BANNER

G7 - Which of these do you think has influenced your spending whilst gaming in the last month? [MULTI]		D3 - Social grade			Financial wellbeing			Ethnicity		Child identified need/impacting condition	
		DE	NET: ABC1	NET: C2DE	Doing well	Getting by	Struggling	White British	NET: All other Ethnicities	Neurodiversity	Mental Health
NET: Any	% within column	96%↓	99%	98%	99%	98%	99%	99%	99%		
	N Count	234↓	614	450	237	526	295	829	215		
	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)

G7 - Which of these do you think has influenced your spending whilst gaming in the last month? [MULTI]		Child identified need/ impacting condition		Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits		Parental Controls	
		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
NET: Any	% within column	98%	99%	98%	99%	99%	99%	99%	99%	99%	
	N Count	260	786	133	372	99	965	487	532	982	
	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)

		Parental Concern			Time Spent Online (Weekday)					Time Spent Online (Weekend)	
G7 - Which of these do you think has influenced your spending whilst gaming in the last month? [MULTI]		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	98%	98%	99%	99%	99%	97%		98%		99%
NET: Any	N Count	370	326	365	305	518	170		236		360
	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)

BANNER

G7 - Which of these do you think has influenced your spending whilst gaming in the last month? [MULTI]		Time Spent Online (Weekend)			Spent Money					SM purchase category	
		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
NET: Any	% within column	99%	98%	99%	99%	100%↑	99%	100%↑		100%	100%
	N Count	322	284	606	1,063	589↑	1,063	589↑		305	135
	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)

Part 29 of 33

		BANNER									
		SM purchase category		Feelings about SM purchase				Gaming Method			
G7 - Which of these do you think has influenced your spending whilst gaming in the last month? [MULTI]		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	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			-	-	-	-				

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 30 of 33

G7 - Which of these do you think has influenced your spending whilst gaming in the last month? [MULTI]

		Gaming Method	Gaming Type								
		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
NET: Any	% within column	99%	99%	98%	99%	100%	99%	98%	98%	99%	100%
	N Count	1,063	285	409	358	252	509	567	313	162	162
	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)

G7 - Which of these do you think has influenced your spending whilst gaming in the last month? [MULTI]		Gaming Type				Gaming Frequency		Gaming Purchase Type			
		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
	% 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)   Part 32 of 33

G7 - Which of these do you think has influenced your spending whilst gaming in the last month? [MULTI]		Gaming Purchase Type				Feelings about Gaming Purchase					
		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	It's not always clear what I'm going to get for my money in games
NET: Any	% within column	99%	99%	98%	100%	99%	100%↑	99%	100%↑	99%	99%
	N Count	145	299	121	205	344	769↑	442	720↑	708	446
	Column Comparisons						e		a c e f		

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 33 of 33

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
I often regret making purchases whilst gaming	% within row	10%↓	22%↓	22%	33%↑	12%↑	1%	32%↓	45%↑
	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↑
The purchases I make whilst gaming are good value	% within row	19%↑	52%↑	21%	6%↓	1%↓	1%	72%↑	7%↓
	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↓
I often spend more money than I should whilst gaming	% within row	12%↓	29%↓	18%	28%↑	12%↑	1%	41%↓	40%↑
	Column Comparisons	f	a c e f	a e f	a c e f	f		-	-
	N Count	132↓	313↓	198	301↑	129↑	6	445↓	430↑
I like the feeling of making purchases whilst gaming	% within row	19%↑	47%↑	24%	6%↓	2%↓	1%	67%↑	8%↓
	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↓
I think it's unfair that people who spend more, get further in games like these	% within row	24%↑	42%↑	19%	10%↓	3%↓	1%	66%↑	13%↓
	Column Comparisons	c d e f	a c d e f	d e f	e f	f		-	-
	N Count	264↑	451↑	206	111↓	34↓	12	715↑	145↓
It's not always clear what I'm going to get for my money in games	% within row	11%↓	31%↓	23%	26%↑	9%↑	1%	42%↓	35%↑
	Column Comparisons	f	a c d e f	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 making purchases whilst gaming		Total	Gender of child respondent		Age of child respondent						Age and gender of child respondent	
			Male	Female	8-9	10-12	13-15	16-17	NET: 8-12	NET: 13-17	Male 8-9	Female 8-9
Weighted Base	% within column	1078	656	422	190	341	365	182	531	547	113	77
	N Count											
	Column Comparisons											
Unweighted Base	% within column	1082	640	442	192	329	367	194	521	561	114	78
	N Count											
	Column Comparisons											
Column Names	% within column	a	a	b	a	b	c	d	e	f	a	b
	N Count											
	Column Comparisons											
Strongly agree	% within column	10%	10%	10%	12%	9%	10%	10%	10%	10%	11%	
	N Count	108	64	44	23	30	36	18	53	55	13	
	Column Comparisons	-							-	-		
Agree	% within column	22%	20%	26%	25%	20%	23%	20%	22%	22%	25%	
	N Count	239	130	109	48	70	84	37	118	121	28	
	Column Comparisons	-		a					-	-		
Neither agree nor disagree	% within column	22%	22%	21%	16%	23%	22%	24%	21%	23%	15%	
	N Count	234	145	89	31	79	80	43	111	124	16	
	Column Comparisons	-							-	-		
Disagree	% within column	33%	35%	31%	32%	34%	33%	33%	33%	33%	37%	
	N Count	358	227	131	62	116	121	59	177	181	41	
	Column Comparisons	-							-	-		
Strongly disagree	% within column	12%	12%	11%	12%	12%	11%	13%	12%	12%	10%	
	N Count	127	80	48	22	39	42	24	62	66	11	
	Column Comparisons	-							-	-		
Don't know	% within column	1%	1%	0%	2%	2%	0%	0%	2%	0%	3%	
	N Count	12	10	2	4	7	1	0	10	1	4	
	Column Comparisons	-							-	-		
NET: Agree	% within column	32%	30%	36%	37%	29%	33%	30%	32%	32%	36%	
	N Count	346	194	152	71	100	120	55	171	176	41	
	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 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)

G8_1 - I often regret making purchases whilst gaming		Age and gender of child respondent										Urban/ Rural
		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	NET: Female 13-17	NET: Urban
Weighted Base	% within column	200	141	219	146	124	66	313	218	343	209	990
	N Count											
	Column Comparisons											
Unweighted Base	% within column	191	138	211	156	124	82	305	216	335	234	989
	N Count											
	Column Comparisons											
Column Names	% within column	c	d	e	f	g	h	i	j	k	l	a
	N Count											
	Column Comparisons											
Strongly agree	% within column	9%	9%	10%	10%	10%		10%	11%	10%	11%	10%
	N Count	17	13	22	14	12		30	23	34	22	101
	Column Comparisons							-	-	-	-	
Agree	% within column	19%	22%	20%	28%	16%		21%	23%	18%	28%	23%
	N Count	39	31	44	40	19		67	51	63	58	225
	Column Comparisons							-	-	-	-	
Neither agree nor disagree	% within column	21%	26%	23%	21%	29%		19%	24%	25%	18%	22%
	N Count	43	36	50	31	36		59	51	86	38	220
	Column Comparisons							-	-	-	-	
Disagree	% within column	35%	32%	35%	31%	32%		36%	30%	34%	32%	33%
	N Count	71	45	76	45	39		112	65	115	67	324
	Column Comparisons							-	-	-	-	
Strongly disagree	% within column	13%	10%	12%	11%	14%		12%	12%	13%	12%	11%
	N Count	26	14	26	15	17		36	26	44	24	109
	Column Comparisons							-	-	-	-	
Don't know	% within column	2%	1%	1%	0%	0%		3%↑	1%	0%	0%	1%
	N Count	5	2	1	0	0		8↑	2	1	0	11
	Column Comparisons							-	-	-	-	
NET: Agree	% within column	28%	31%	30%	37%	25%		31%	34%	28%	38%	33%
	N Count	56	44	66	55	31		97	74	97	80	326
	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 2 correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, 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

G8_1 - I often regret making purchases whilst gaming

		Urban/ Rural	Working status				D3 - Social grade					
		Rural	Full time	Part time	Student	NET: Not working/ retired	AB	C1	C2	DE	NET: ABC1	NET: C2DE
Weighted Base	% within column N Count Column Comparisons	88	732	169	46	109	358	261	217	242	618	460
Unweighted Base	% within column N Count Column Comparisons	93	774	144	46	99	498	213	158	213	711	371
Column Names	% within column N Count Column Comparisons	b	a	b	c	d	a	b	c	d	e	f
Strongly agree			12% 85 d	8% 14				13% 48 b	6% 15	11% 24	8% 20	10% 63 -	10% 45 -
Agree			25%↑ 185↑ d	21% 35				23% 81	22% 59	27% 58	17% 40	23% 140 -	22% 99 -
Neither agree nor disagree			20% 147	17% 29				18% 63	26% 67 a	19% 42	26% 62 a	21% 130 -	23% 104 -
Disagree			31% 224	42% 70 a				32% 114	36% 94	30% 65	35% 85	34% 208 -	33% 150 -
Strongly disagree			12% 87	9% 16				14% 51	9% 24	11% 24	11% 28	12% 75 -	11% 52 -
Don't know			1% 5	3% 5				0% 1	1% 1	1% 3	3%↑ 7↑ a	0% 2 -	2% 9 -
NET: Agree			37%↑ 271↑ d	29% 49				36% 129 d	28% 74	38% 83 d	25% 61	33% 203 -	31% 143 -

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 3 correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, 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 20

G8_1 - I often regret making purchases whilst gaming

		Financial wellbeing			Ethnicity		Child identified need/ impacting condition				Disability/ Condition in HH	
		Doing well	Getting by	Struggling	White British	NET: All other Ethnicities	Neurodiversity	Mental Health	NET: Identified need/ condition	NET: No identified need/ condition	NET: Yes	No
Weighted Base	% within column	239	536	299	841	216	93	55	264	796	136	376
	N Count											
	Column Comparisons											
Unweighted Base	% within column	277	522	279	844	217	87	56	259	804	138	389
	N Count											
	Column Comparisons											
Column Names	% within column	a	b	c	a	b	a	b	c	d	a	b
	N Count											
	Column Comparisons											
Strongly agree	% within column	20%↑	7%↓	7%	11%	7%			11%	10%	13%	9%
	N Count	47↑	39↓	21	92	16			29	78	18	32
	Column Comparisons	b c							-	a		
Agree	% within column	22%	23%	20%	21%	26%			23%	21%	19%	22%
	N Count	52	125	60	175	57			61	170	26	83
	Column Comparisons								-			
Neither agree nor disagree	% within column	14%↓	23%	26%	21%	26%			24%	21%	24%	22%
	N Count	32↓	122	79	173	55			64	164	33	81
	Column Comparisons		a	a					-			
Disagree	% within column	31%	33%	35%	34%	29%			31%	34%	34%	33%
	N Count	73	178	106	289	63			81	273	46	126
	Column Comparisons								-			
Strongly disagree	% within column	14%	12%	10%	12%	11%			9%	13%	8%	14%
	N Count	33	64	31	102	24			23	103	11	53
	Column Comparisons								-			
Don't know	% within column	0%	2%	1%	1%	1%			2%	1%	1%	0%
	N Count	1	8	2	10	1			5	7	1	0
	Column Comparisons								-			
NET: Agree	% within column	41%↑	31%	27%	32%	34%			34%	31%	32%	31%
	N Count	99↑	164	81	267	73			91	248	44	116
	Column Comparisons	b c							-	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 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)

G8_1 - I often regret making purchases whilst gaming

		Educational Health Care Plan (EHCP)		Benefits		Parental Controls		Parental Concern			Time Spent Online (Weekday)	
		Has an EHCP	Don't have an EHCP	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
Weighted Base	% within column	100	978	493	539	992	83	376	331	367	309	524
	N Count											
	Column Comparisons											
Unweighted Base	% within column	103	979	487	553	993	87	352	338	389	307	521
	N Count											
	Column Comparisons											
Column Names	% within column	a	b	a	b	a	b	a	b	c	a	b
	N Count											
	Column Comparisons											
Strongly agree	% within column	10%	10%	12%	8%	10%		4%↓	9%	17%↑	8%	9%
	N Count	10	98	60	41	104		15↓	28	63↑	24	47
	Column Comparisons			b					a	a b		
Agree	% within column	18%	23%	21%	23%	23%		11%↓	28%↑	28%↑	21%	24%
	N Count	18	220	103	126	225		42↓	92↑	103↑	65	124
	Column Comparisons								a	a		
Neither agree nor disagree	% within column	29%	21%	23%	19%	22%		22%	21%	22%	23%	19%
	N Count	29	205	116	103	219		83	71	81	70	102
	Column Comparisons											
Disagree	% within column	28%	34%	32%	35%	33%		46%↑	31%	23%↓	36%	35%
	N Count	28	330	157	189	325		174↑	101	83↓	111	185
	Column Comparisons							b c	c		d	d
Strongly disagree	% within column	14%	12%	10%	14%	11%		16%↑	11%	8%	12%	12%
	N Count	14	113	51	75	109		61↑	36	31	36	62
	Column Comparisons							c				
Don't know	% within column	1%	1%	1%	1%	1%		0%	1%	2%	1%	1%
	N Count	1	10	6	5	10		1	3	6	3	4
	Column Comparisons											
NET: Agree	% within column	28%	33%	33%	31%	33%		15%↓	36%	45%↑	29%	33%
	N Count	28	319	163	167	329		57↓	120	166↑	89	171
	Column Comparisons					b			a	a 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 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)

G8_1 - I often regret making purchases whilst gaming		Time Spent Online (Weekday)			Time Spent Online (Weekend)					Spent Money		
		5 - 6hrs	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
Weighted Base	% within column	176	66	241	94	365	326	288	614	1078	590	1078
	N Count											
	Column Comparisons											
Unweighted Base	% within column	181	69	250	92	367	334	284	618	1082	619	1082
	N Count											
	Column Comparisons											
Column Names	% within column	c	d	e	a	b	c	d	e	a	b	c
	N Count											
	Column Comparisons											
Strongly agree	% within column	17%↑		15%↑		11%	10%	9%	9%	10%	16%↑	10%
	N Count	30↑		36↑		40	33	25	58	108	92↑	108
	Column Comparisons	a b		-					-	-	-	-
Agree	% within column	21%		21%	29%↑	19%	16%↓	18%↓		22%	28%↑	22%
	N Count	36		50	106↑	62	46↓	108↓		239	164↑	239
	Column Comparisons			-		c d			-	-	-	-
Neither agree nor disagree	% within column	25%		26%		19%	23%	22%	23%	22%	21%	22%
	N Count	44		63		68	76	62	138	234	124	234
	Column Comparisons			-					-	-	-	-
Disagree	% within column	27%		25%↓		30%	36%	37%	36%	33%	26%↓	33%
	N Count	48		60↓		111	116	105	221	358	153↓	358
	Column Comparisons			-					-	-	-	-
Strongly disagree	% within column	8%		12%		10%	10%	17%↑	13%	12%	9%↓	12%
	N Count	14		28		37	34	48↑	82	127	55↓	127
	Column Comparisons			-					-	-	-	-
Don't know	% within column	2%		2%		1%	2%	1%	1%	1%	0%↓	1%
	N Count	4		5		4	5	2	7	12	2↓	12
	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)

G8_1 - I often regret making purchases whilst gaming

		Spent Money		SM purchase category				Feelings about SM purchase				Gaming Method
		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
Weighted Base	% within column	590	0	306	135	193	145	274	441	330	451	733
	N Count											
	Column Comparisons											
Unweighted Base	% within column	619	0	323	147	205	158	290	466	354	479	732
	N Count											
	Column Comparisons											
Column Names	% within column	d	e	a	b	c	d	a	b	c	d	a
	N Count											
	Column Comparisons											
Strongly agree	% within column	16%↑		15%	22%	19%	25%↑	26%↑	17%↑	24%↑	18%↑	7%↓
	N Count	92↑		47	30	36	37↑	71↑	77↑	80↑	81↑	54↓
	Column Comparisons	-					a			b d		
Agree	% within column	28%↑		25%	30%	30%	36%	41%↑	27%↑	36%↑	29%↑	18%↓
	N Count	164↑		76	40	58	52	113↑	121↑	118↑	132↑	134↓
	Column Comparisons	-						b		b d		
Neither agree nor disagree	% within column	21%		19%	21%	19%	18%	19%	18%	16%↓	17%↓	23%
	N Count	124		59	28	36	26	51	78	51↓	75↓	165
	Column Comparisons	-										
Disagree	% within column	26%↓		29%	19%	23%	13%↓	11%↓	25%↓	18%↓	27%↓	36%
	N Count	153↓		87	26	43	19↓	31↓	112↓	61↓	120↓	264
	Column Comparisons	-		d					a	a	c	
Strongly disagree	% within column	9%↓		11%	8%	10%	8%	2%↓	12%	6%↓	9%	14%↑
	N Count	55↓		35	10	19	11	6↓	52	20↓	42	106↑
	Column Comparisons	-							a c d	a		b
Don't know	% within column	0%↓		0%	1%	0%	0%	1%	0%	0%	0%	1%
	N Count	2↓		1	1	0	0	2	1	0	2	10
	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)

G8_1 - I often regret making purchases whilst gaming		Gaming Method				Gaming Type						
		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
Weighted Base	% within column	331	687	379	1078	287	416	361	253	517	575	318
	N Count											
	Column Comparisons											
Unweighted Base	% within column	345	693	381	1082	297	431	379	264	518	556	332
	N Count											
	Column Comparisons											
Column Names	% within column	b	c	d	e	a	b	c	d	e	f	g
	N Count											
	Column Comparisons											
Strongly agree	% within column	9%	9%	11%	10%	12%	11%	6%↓	14%	7%	8%	11%
	N Count	28	62	40	108	33	44	23↓	35	38	47	37
	Column Comparisons				-	c e	c		c e j			c e
Agree	% within column	23%	21%	22%	22%	26%	21%	22%	24%	19%	18%↓	24%
	N Count	76	141	83	239	75	87	79	61	101	105↓	75
	Column Comparisons	a		a	-							
Neither agree nor disagree	% within column	20%	22%	17%	22%	24%	20%	21%	21%	23%	20%	19%
	N Count	65	149	65	234	69	82	77	53	116	115	59
	Column Comparisons				-							
Disagree	% within column	34%	34%	35%	33%	23%↓	33%	33%	27%	36%	39%↑	32%
	N Count	113	237	132	358	67↓	136	121	67	186	222↑	101
	Column Comparisons				-		a	a		a d	a b d g h i l	a
Strongly disagree	% within column	14%	13%	15%	12%	14%	15%	16%↑	13%	14%	14%	13%
	N Count	45	93	56	127	41	62	59↑	34	71	79	43
	Column Comparisons				-							
Don't know	% within column	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
	N Count	3	5	3	12	2	5	2	3	5	7	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 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)

		Gaming Type						Gaming Frequency		Gaming Purchase Type		
G8_1 - I often regret making purchases whilst gaming		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
Weighted Base	% within column	163	162	436	131	130	633	900	162	535	237	151
	N Count											
	Column Comparisons											
Unweighted Base	% within column	174	168	451	141	137	638	898	169	549	250	158
	N Count											
	Column Comparisons											
Column Names	% within column	h	i	j	k	l	m	a	b	a	b	c
	N Count											
	Column Comparisons											
Strongly agree	% within column	14%	15%	8%	14%	18%↑	9%	10%	12%	11%	13%	15%
	N Count	22	24	34	18	24↑	57	89	19	60	31	22
	Column Comparisons	c e f j	c e f j		c	c e f j	-					
Agree	% within column	25%	23%	22%	27%	29%	21%	21%	26%	22%	29%	30%
	N Count	40	38	97	36	37	130	185	43	119	68	45
	Column Comparisons						-				f	f
Neither agree nor disagree	% within column	20%	22%	19%	14%	17%	23%	21%	27%	21%	21%	15%
	N Count	32	35	82	19	22	146	187	44	113	49	23
	Column Comparisons						-					
Disagree	% within column	26%	28%	36%	27%	25%	33%	35%	27%	32%	25%↓	24%
	N Count	42	45	155	36	33	209	313	43	174	60↓	36
	Column Comparisons			a d			-	b		h		
Strongly disagree	% within column	15%	11%	14%	17%	11%	13%	13%	8%	11%	11%	16%
	N Count	25	19	63	22	14	85	115	13	61	25	24
	Column Comparisons						-					
Don't know	% within column	1%	1%	1%	1%	1%	1%	1%	0%	2%	2%	0%
	N Count	1	2	4	1	1	6	12	0	8	4	1
	Column Comparisons						-					

Part 9 of 20

BANNER

G8_1 - I often regret making purchases whilst gaming		Gaming Purchase Type					Feelings about Gaming Purchase					
		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 money in games
Weighted Base	% within column	447	147	302	122	205	346	772	445	720	715	449
	N Count											
	Column Comparisons											
Unweighted Base	% within column	428	154	320	133	211	356	777	454	734	710	459
	N Count											
	Column Comparisons											
Column Names	% within column	d	e	f	g	h	a	b	c	d	e	f
	N Count											
	Column Comparisons											
Strongly agree	% within column	10%	11%	10%	18%↑	12%	31%↑	12%↑	20%↑	13%↑	13%↑	19%↑
	N Count	46	16	29	22↑	26	108↑	89↑	91↑	94↑	92↑	86↑
	Column Comparisons						b c d e f		b d e			b
Agree	% within column	20%	31%↑	20%	33%↑	31%↑	69%↑	20%	35%↑	24%	25%↑	34%↑
	N Count	88	46↑	59	40↑	63↑	239↑	157	157↑	171	181↑	151↑
	Column Comparisons		f		f	d f	b c d e f		b d e	b	b	b d e
Neither agree nor disagree	% within column	19%	21%	20%	19%	24%	0%↓	18%↓	20%	18%↓	20%	21%
	N Count	84	31	60	23	49	0↓	141↓	91	131↓	146	93
	Column Comparisons							a	a b d	a	a	a
Disagree	% within column	37%	25%	34%	18%↓	21%↓	0%↓	36%	19%↓	33%	31%	21%↓
	N Count	165	36	103	22↓	44↓	0↓	275	85↓	239	224	96↓
	Column Comparisons	c g h		g h			a c d e f		a	a c f	a c f	a
Strongly disagree	% within column	13%	11%	16%↑	11%	10%	0%↓	13%	4%↓	11%	9%↓	4%↓
	N Count	58	17	49↑	14	21	0↓	104	18↓	82	66↓	19↓
	Column Comparisons						a c d e f		a	a c f	a c f	a
Don't know	% within column	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%
	N Count	6	2	2	2	3	0	6	3	4	7	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 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 ($p \leq 0.05$)

BANNER

G8_1 - I often regret making purchases whilst gaming

		Total	Gender of child respondent		Age of child respondent						Age and gender of child respondent	
			Male	Female	8-9	10-12	13-15	16-17	NET: 8-12	NET: 13-17	Male 8-9	Female 8-9
NET: Agree	% within column	32%	30%	36%	37%	29%	33%	30%	32%	32%	36%	
	N Count	346	194	152	71	100	120	55	171	176	41	
	Column Comparisons	-		a					-	-		
NET: Disagree	% within column	45%	47%	42%	44%	46%	45%	46%	45%	45%	46%	
	N Count	486	307	178	84	155	163	83	239	246	52	
	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)

G8_1 - I often regret making purchases whilst gaming

		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	NET: Female 13-17	NET: Urban
												Urban/ Rural
NET: Agree	% within column	28%	31%	30%	37%	25%		31%	34%	28%	38%	33%
	N Count	56	44	66	55	31		97	74	97	80	326
	Column Comparisons							-	-	-	-	
NET: Disagree	% within column	48%	42%	47%	41%	45%		47%	42%	46%	44%	44%↓
	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

G8_1 - I often regret making purchases whilst gaming

	Urban/ Rural	Working status				D3 - Social grade					
	Rural	Full time	Part time	Student	NET: Not working/ retired	AB	C1	C2	DE	NET: ABC1	NET: C2DE
NET: Agree		37%↑	29%			36%	28%	38%	25%	33%	31%
		271↑	49			129	74	83	61	203	143
		d				d		d		-	-
NET: Disagree		42%	51%			46%	45%	41%	46%	46%	44%
		310	86			165	118	90	113	283	202
										-	-

BANNER

G8_1 - I often regret making purchases whilst gaming

		Financial wellbeing			Ethnicity		Child identified need/ impacting condition				Disability/ Condition in HH	
		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
NET: Agree	% within column	41%↑	31%	27%	32%	34%			34%	31%	32%	31%
	N Count	99↑	164	81	267	73			91	248	44	116
	Column Comparisons	b c							-	a		
NET: Disagree	% within column	45%	45%	46%	47%	40%			40%	47%	42%	48%
	N Count	107	241	136	391	87			104	376	58	179
	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)

G8_1 - I often regret making purchases whilst gaming

		Educational Health Care Plan (EHCP)		Benefits		Parental Controls		Parental Concern			Time Spent Online (Weekday)	
		Has an EHCP	Don't have an EHCP	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
NET: Agree	% within column	28%	33%	33%	31%	33%		15%↓	36%	45%↑	29%	33%
	N Count	28	319	163	167	329		57↓	120	166↑	89	171
	Column Comparisons					b			a	a b		
NET: Disagree	% within column	42%	45%	42%	49%	44%↓		62%↑	41%	31%↓	48%	47%
	N Count	42	444	207	264	434↓		234↑	137	114↓	147	247
	Column Comparisons				a			b c	c		c	c

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

G8_1 - I often regret making purchases whilst gaming		Time Spent Online (Weekday)			Time Spent Online (Weekend)					Spent Money		
		5 - 6hrs	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
NET: Agree	% within column	38%		36%		40%↑	29%	25%↓	27%↓	32%	43%↑	32%
	N Count	66		86		146↑	95	71↓	166↓	346	256↑	346
	Column Comparisons			-		c d				-	-	-
NET: Disagree	% within column	35%↓		36%↓		40%	46%	53%↑	49%↑	45%	35%↓	45%
	N Count	62↓		88↓		148	150	153↑	303↑	486	208↓	486
	Column Comparisons			-				a 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 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 16 of 20

G8_1 - I often regret making purchases whilst gaming		Spent Money		SM purchase category				Feelings about SM purchase				Gaming Method
		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
NET: Agree	% within column	43%↑		40%	52%	49%	61%↑	67%↑	45%↑	60%↑	47%↑	26%↓
	N Count	256↑		123	70	94	89↑	184↑	197↑	198↑	213↑	188↓
	Column Comparisons	-					a c	b		b d		
NET: Disagree	% within column	35%↓		40%	27%	33%	21%↓	14%↓	37%↓	24%↓	36%↓	50%↑
	N Count	208↓		123	36	63	30↓	37↓	164↓	80↓	162↓	369↑
	Column Comparisons	-		b d		d			a c	a	c	

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)

G8_1 - I often regret making purchases whilst gaming		Gaming Method				Gaming Type						
		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
NET: Agree	% within column	32%	30%	33%	32%	38%	31%	28%	38%	27%↓	26%↓	35%
	N Count	104	203	123	346	108	130	102	95	139↓	152↓	112
	Column Comparisons	a	a	a	-	c e f	f		c e f j			e f
NET: Disagree	% within column	48%	48%	49%	45%	38%↓	48%	50%	40%	50%↑	52%↑	45%
	N Count	158	329	187	486	108↓	198	180	101	257↑	302↑	144
	Column Comparisons				-		a	a d h l		a d l	a b d g h i l	

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 18 of 20

G8_1 - I often regret making purchases whilst gaming		Gaming Type						Gaming Frequency		Gaming Purchase Type		
		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
NET: Agree	% within column	38%	38%	30%	41%	47%↑	29%	30%	38%	34%	42%↑	44%↑
	N Count	63	62	131	54	61↑	187	274	62	179	99↑	67↑
	Column Comparisons	c e f j	f		c e f	b c e f g j	-				d f	d f
NET: Disagree	% within column	41%	39%	50%	44%	36%	47%	48%↑	35%↓	44%	36%↓	40%
	N Count	67	63	218	58	46	294	428↑	56↓	235	85↓	60
	Column Comparisons			a d h i l			-	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)

Part 19 of 20

G8_1 - I often regret making purchases whilst gaming

		Gaming Purchase Type					Feelings about Gaming Purchase					
		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 money in games
NET: Agree	% within column	30%	42%	29%	51%↑	43%↑	100%↑	32%	56%↑	37%↑	38%↑	53%↑
	N Count	134	61	88	62↑	89↑	346↑	247	248↑	265↑	273↑	237↑
	Column Comparisons		f		a d f	d f	b c d e f		b d e	b	b	b d e
NET: Disagree	% within column	50%	36%	50%	29%↓	32%↓	0%↓	49%↑	23%↓	44%	40%↓	26%↓
	N Count	223	53	152	36↓	65↓	0↓	379↑	103↓	320	289↓	116↓
	Column Comparisons	a b e g h		b c e g h				a c d e f	a	a c e f	a c f	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 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 20 of 20

G8_2 - The purchases I make whilst gaming are good value

		Gender of child respondent		Age of child respondent						Age and gender of child respondent				
		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
Weighted Base	% within column	1078	656	422	190	341	365	182	531	547	113	77	200	141	219
	N Count														
	Column Comparisons														
Unweighted Base	% within column	1082	640	442	192	329	367	194	521	561	114	78	191	138	211
	N Count														
	Column Comparisons														
Column Names	% within column	a	a	b	a	b	c	d	e	f	a	b	c	d	e
	N Count														
	Column Comparisons														
Strongly agree	% within column	19%	19%	20%	22%	21%	16%	19%	22%	17%	18%		21%	21%	17%
	N Count	209	125	84	42	72	59	35	115	94	20		43	30	38
	Column Comparisons	-							-	-					
Agree	% within column	52%	54%	50%	56%	54%	52%	47%	54%	50%	58%		56%	50%	53%
	N Count	562	353	209	106	183	188	85	289	273	66		113	70	116
	Column Comparisons	-							-	-					
Neither agree nor disagree	% within column	21%	20%	22%	17%	18%	23%	26%	17%	24%	19%		16%	19%	22%
	N Count	224	132	92	32	60	85	47	92	132	21		33	27	49
	Column Comparisons	-							-	-					
Disagree	% within column	6%	6%	7%	3%	6%	8%	6%	5%	7%	2%		5%	6%	6%
	N Count	64	37	27	6	20	28	11	26	39	2		11	9	14
	Column Comparisons	-							-	-					
Strongly disagree	% within column	1%	1%	1%	0%	1%	1%	1%	1%	1%	0%		0%	1%	1%
	N Count	8	4	4	1	3	3	1	3	5	0		1	2	2
	Column Comparisons	-							-	-					
Don't know	% within column	1%	1%	1%	2%	1%	1%	1%	1%	1%	3%		0%	2%	0%
	N Count	10	5	5	3	3	2	1	6	4	3		0	3	0
	Column Comparisons	-							-	-					
NET: Agree	% within column	72%	73%	69%	78%	75%	68%	66%	76%	67%	76%		78%	71%	71%
	N Count	772	479	293	148	256	247	120	404	368	86		155	100	155
	Column Comparisons	-			c 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 = 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, s, t, u, v, w, x, y, z (p <= 0.05)

Part 1 of 16

G8_2 - The purchases I make whilst gaming are good value		Age and gender of child respondent							Urban/ Rural		Working status				D3 - Social grade
		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
Weighted Base	% within column	146	124	66	313	218	343	209	990	88	732	169	46	109	358
	N Count														
	Column Comparisons														
Unweighted Base	% within column	156	124	82	305	216	335	234	989	93	774	144	46	99	498
	N Count														
	Column Comparisons														
Column Names	% within column	f	g	h	i	j	k	l	a	b	a	b	c	d	a
	N Count														
	Column Comparisons														
Strongly agree	% within column	14%	19%		20%	24%	18%	16%	20%		22%	12%			24%
	N Count	21	24		63	52	62	32	199		160	20			85
	Column Comparisons				-	-	-	-			b				b
Agree	% within column	49%	47%		57%	51%	51%	48%	52%		51%	55%			52%
	N Count	72	58		179	110	175	101	513		371	93			185
	Column Comparisons				-	-	-	-							
Neither agree nor disagree	% within column	25%	23%		17%	17%	23%	27%	21%		19%	24%			18%
	N Count	36	28		54	38	77	57	206		140	41			63
	Column Comparisons				-	-	-	-							
Disagree	% within column	9%	8%		4%	6%	7%	7%	6%		6%	7%			5%
	N Count	14	10		13	13	24	15	58		46	11			20
	Column Comparisons				-	-	-	-							
Strongly disagree	% within column	1%	1%		0%	1%	1%	1%	0%↓		1%	0%			1%
	N Count	2	1		1	3	3	2	5↓		8	0			3
	Column Comparisons				-	-	-	-							
Don't know	% within column	2%	1%		1%	1%	0%	1%	1%		1%	2%			0%
	N Count	2	1		4	3	1	2	9		7	4			1
	Column Comparisons				-	-	-	-							
NET: Agree	% within column	63%	66%		77%	74%	69%	64%	72%		73%	67%			76%
	N Count	92	82		242	162	237	134	712		531	113			270
	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 = 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, s, t, u, v, w, x, y, z (p <= 0.05)

G8_2 - The purchases I make whilst gaming are good value		D3 - Social grade					Financial wellbeing			Ethnicity		Child identified need/ impacting condition			
		C1	C2	DE	NET: ABC1	NET: C2DE	Doing well	Getting by	Struggling	White B-ritish	NET: All other Ethnic-ities	Neurodiv-ersity	Mental Health	NET: Identified need/ condition	NET: No identified need/ condition
Weighted Base	% within column	261	217	242	618	460	239	536	299	841	216	93	55	264	796
	N Count														
	Column Comparisons														
Unweighted Base	% within column	213	158	213	711	371	277	522	279	844	217	87	56	259	804
	N Count														
	Column Comparisons														
Column Names	% within column	b	c	d	e	f	a	b	c	a	b	a	b	c	d
	N Count														
	Column Comparisons														
Strongly agree	% within column	14%	18%	20%	20%	19%	29%↑	16%	18%	19%	21%			23%	18%
	N Count	36	39	49	121	88	70↑	86	53	160	45			61	145
	Column Comparisons				-	-	b c							-	
Agree	% within column	53%	53%	52%	52%	52%	53%	54%	50%	51%	57%			49%	53%
	N Count	137	114	126	322	240	125	288	148	431	123			129	425
	Column Comparisons				-	-								-	
Neither agree nor disagree	% within column	25%	23%	18%	21%	20%	13%↓	23%	23%	21%	17%			20%	21%
	N Count	66	50	45	129	94	30↓	121	70	180	37			52	165
	Column Comparisons				-	-		a	a					-	
Disagree	% within column	6%	5%	7%	6%	6%	5%	6%	7%	6%	5%			6%	6%
	N Count	17	11	17	36	28	11	32	21	52	11			17	47
	Column Comparisons				-	-								-	
Strongly disagree	% within column	0%	1%	1%	1%	1%	0%	0%	2%	1%	0%			1%	1%
	N Count	1	1	2	5	3	1	3	5	7	1			2	6
	Column Comparisons				-	-								-	
Don't know	% within column	1%	1%	2%	1%	1%	1%	1%	1%	1%	0%			1%	1%
	N Count	3	1	4	4	6	1	7	2	10	0			2	8
	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 = 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, s, t, u, v, w, x, y, z (p <= 0.05)

BANNER

G8_2 - The purchases I make whilst gaming are good value		Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits		Parental Controls		Parental Concern			Time Spent Online (Weekday)		
		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
Weighted Base	% within column	136	376	100	978	493	539	992	83	376	331	367	309	524	176
	N Count														
	Column Comparisons														
Unweighted Base	% within column	138	389	103	979	487	553	993	87	352	338	389	307	521	181
	N Count														
	Column Comparisons														
Column Names	% within column	a	b	a	b	a	b	a	b	a	b	c	a	b	c
	N Count														
	Column Comparisons														
Strongly agree	% within column	21%	17%	28%	19%	22%	17%	20%		17%	17%	24%	19%	19%	20%
	N Count	28	63	28	181	108	91	194		64	57	88	58	98	35
	Column Comparisons			b								a b			
Agree	% within column	44%	52%	55%	52%	51%	53%	52%		55%	49%	52%	52%	55%	49%
	N Count	60	195	55	507	252	286	519		208	163	189	159	289	87
	Column Comparisons														
Neither agree nor disagree	% within column	24%	25%	10%	22%	19%	23%	20%		23%	21%	18%	23%	19%	22%
	N Count	33	93	10	213	91	125	199		85	71	66	71	100	38
	Column Comparisons				a										
Disagree	% within column	10%	5%	4%	6%	7%	5%	6%		3%↓	11%↑	5%	3%	6%	8%
	N Count	13	18	4	61	33	26	64		10↓	35↑	20	10	33	14
	Column Comparisons	b						b			a c				a
Strongly disagree	% within column	1%	1%	1%	1%	1%	1%	1%		1%	1%	1%	2%	0%	0%
	N Count	1	3	1	7	4	4	8		3	3	2	6	1	0
	Column Comparisons												b		
Don't know	% within column	0%	1%	2%	1%	1%	1%	1%		2%	1%	1%	2%	1%	0%
	N Count	0	4	2	9	4	6	8		6	3	2	6	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 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, s, t, u, v, w, x, y, z (p <= 0.05)

G8_2 - The purchases I make whilst gaming are good value		Time Spent Online (Weekday)		Time Spent Online (Weekend)					Spent Money					SM purchase category	
		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	Bought something from both	Not bought from either	Product	Activity
Weighted Base	% within column	66	241	94	365	326	288	614	1078	590	1078	590	0	306	135
	N Count														
	Column Comparisons														
Unweighted Base	% within column	69	250	92	367	334	284	618	1082	619	1082	619	0	323	147
	N Count														
	Column Comparisons														
Column Names	% within column	d	e	a	b	c	d	e	a	b	c	d	e	a	b
	N Count														
	Column Comparisons														
Strongly agree			21%		22%	20%	16%	18%	19%	24%↑	19%	24%↑		27%	27%
			52		79	65	47	112	209	142↑	209	142↑		83	37
			-					-	-	-	-	-			
Agree			47%		51%	52%	54%	53%	52%	50%	52%	50%		48%	55%
			113		185	169	156	325	562	296	562	296		147	74
			-					-	-	-	-	-			
Neither agree nor disagree			22%		21%	19%	22%	20%	21%	18%	21%	18%		17%	15%
			53		75	61	64	124	224	108	224	108		53	20
			-					-	-	-	-	-			
Disagree			9%		5%	8%	7%	7%	6%	7%	6%	7%		6%	4%
			22		17	25	20	44	64	39	64	39		19	5
			-					-	-	-	-	-			
Strongly disagree			0%		1%	1%	0%	1%	1%	1%	1%	1%		1%	0%
			1		5	2	1	3	8	5	8	5		4	0
			-					-	-	-	-	-			

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, s, t, u, v, w, x, y, z (p <= 0.05)

G8_2 - The purchases I make whilst gaming are good value		SM purchase category		Feelings about SM purchase				Gaming Method					Gaming Type		
		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	NET: Any Gaming	Puzzles or quizzes	Action/ adventure	Shooters
Weighted Base	% within column	193	145	274	441	330	451	733	331	687	379	1078	287	416	361
	N Count														
	Column Comparisons														
Unweighted Base	% within column	205	158	290	466	354	479	732	345	693	381	1082	297	431	379
	N Count														
	Column Comparisons														
Column Names	% within column	c	d	a	b	c	d	a	b	c	d	e	a	b	c
	N Count														
	Column Comparisons														
Strongly agree	% within column	28%	26%	26%↑	29%↑	27%↑	27%↑	20%	20%	20%	22%	19%	23%	22%	23%
	N Count	53	38	72↑	126↑	89↑	122↑	148	65	137	83	209	66	91	81
	Column Comparisons											-			
Agree	% within column	52%	51%	48%	54%	50%	52%	51%	50%	51%	55%	52%	50%	50%	52%
	N Count	100	73	133	237	166	235	373	166	352	209	562	145	210	187
	Column Comparisons											-			
Neither agree nor disagree	% within column	14%	14%	18%	14%↓	16%	15%↓	21%	21%	21%	17%	21%	20%	18%	19%
	N Count	27	21	49	62↓	54	67↓	154	69	144	65	224	56	77	70
	Column Comparisons											-			
Disagree	% within column	5%	8%	6%	3%↓	6%	5%	6%	7%	5%	4%	6%	6%	7%	5%
	N Count	10	12	16	14↓	19	23	43	23	38	15	64	16	29	19
	Column Comparisons			b		b						-			
Strongly disagree	% within column	1%	1%	2%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
	N Count	3	1	4	2	3	2	7	3	7	4	8	3	5	4
	Column Comparisons			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 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, s, t, u, v, w, x, y, z (p <= 0.05)

G8_2 - The purchases I make whilst gaming are good value

		Gaming Type										Gaming Frequency		Gaming Purchase Type	
		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
Weighted Base	% within column	253	517	575	318	163	162	436	131	130	633	900	162	535	237
	N Count														
	Column Comparisons														
Unweighted Base	% within column	264	518	556	332	174	168	451	141	137	638	898	169	549	250
	N Count														
	Column Comparisons														
Column Names	% within column	d	e	f	g	h	i	j	k	l	m	a	b	a	b
	N Count														
	Column Comparisons														
Strongly agree	% within column	25%	19%	18%	22%	21%	22%	21%	25%	24%	20%	20%	16%	19%	25%
	N Count	62	98	101	70	34	36	93	33	31	126	180	26	103	59
	Column Comparisons										-				
Agree	% within column	53%	53%	54%	50%	57%	55%	53%	48%	53%	53%	53%	48%	51%	52%
	N Count	133	276	312	158	92	89	232	63	68	336	481	77	274	124
	Column Comparisons										-				
Neither agree nor disagree	% within column	15%	20%	20%	20%	15%	15%	19%	16%	16%	20%	19%↓	29%	21%	15%
	N Count	37	105	112	65	24	25	83	21	21	125	171↓	47	112	36
	Column Comparisons										-		a		
Disagree	% within column	7%	6%	7%	5%	5%	6%	6%	10%	5%	6%	6%	5%	7%	6%
	N Count	18	33	39	17	8	9	25	13	7	39	54	9	35	14
	Column Comparisons										-				
Strongly disagree	% within column	1%	0%	0%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%
	N Count	2	1	2	3	3	2	3	1	1	3	6	2	3	2
	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 = 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, s, t, u, v, w, x, y, z (p <= 0.05)

		Gaming Purchase Type						Feelings about Gaming Purchase					
G8_2 - The purchases I make whilst gaming are good value		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	It's not always clear what I'm going to get for my money in games
Weighted Base	% within column	151	447	147	302	122	205	346	772	445	720	715	449
	N Count												
	Column Comparisons												
Unweighted Base	% within column	158	428	154	320	133	211	356	777	454	734	710	459
	N Count												
	Column Comparisons												
Column Names	% within column	c	d	e	f	g	h	a	b	c	d	e	f
	N Count												
	Column Comparisons												
Strongly agree	% within column	22%	17%	23%	23%	23%	22%	24%	27%↑	23%	25%↑	19%	22%
	N Count	33	76	34	68	29	46	83	209↑	103	183↑	135	101
	Column Comparisons								a c d e f		a c e f		
Agree	% within column	56%	59%↑	48%	51%	48%	52%	47%	73%↑	48%	53%	52%	49%
	N Count	85	264↑	71	155	59	107	163	562↑	215	383	373	219
	Column Comparisons								a c d e f				
Neither agree nor disagree	% within column	14%	18%	23%	18%	17%	17%	20%	0%↓	21%	16%↓	21%	20%
	N Count	22	79	33	54	21	35	69	0↓	94	113↓	149	88
	Column Comparisons							b d		b d	b	b d	b d
Disagree	% within column	5%	4%	5%	6%	7%	7%	8%	0%↓	7%	5%	6%	7%
	N Count	7	20	7	19	9	15	28	0↓	30	36	46	33
	Column Comparisons							b d		b d	b	b	b d
Strongly disagree	% within column	2%	1%	1%	1%	2%	1%	1%	0%↓	1%	0%	1%	1%
	N Count	3	3	1	3	3	2	3	0↓	3	2	6	6
	Column Comparisons							b d		b		b	b d

G8_2 - The purchases I make whilst gaming are good value		Total	Gender of child respondent		Age of child respondent						Age and gender of child respondent				
			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
Don't know	% within column	1%	1%	1%	2%	1%	1%	1%	1%	1%	3%		0%	2%	0%
	N Count	10	5	5	3	3	2	1	6	4	3		0	3	0
	Column Comparisons	-							-	-					
NET: Agree	% within column	72%	73%	69%	78%	75%	68%	66%	76%	67%	76%		78%	71%	71%
	N Count	772	479	293	148	256	247	120	404	368	86		155	100	155
	Column Comparisons	-			c d				-	-					
NET: Disagree	% within column	7%	6%	8%	3%	7%	8%	7%	5%	8%	2%		6%	8%	7%
	N Count	72	41	32	7	22	31	13	29	43	2		11	11	15
	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 = 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, s, t, u, v, w, x, y, z (p <= 0.05)   Part 9 of 16

		Age and gender of child respondent							Urban/ Rural		Working status				D3 - Social grade
G8_2 - The purchases I make whilst gaming are good value		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
Don't know	% within column	2%	1%		1%	1%	0%	1%	1%		1%	2%			0%
	N Count	2	1		4	3	1	2	9		7	4			1
	Column Comparisons				-	-	-	-							
NET: Agree	% within column	63%	66%		77%	74%	69%	64%	72%		73%	67%			76%
	N Count	92	82		242	162	237	134	712		531	113			270
	Column Comparisons				-	-	-	-							
NET: Disagree	% within column	11%	9%		4%	7%	8%	8%	6%		7%	7%			6%
	N Count	15	12		13	16	27	16	63		54	11			23
	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 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, s, t, u, v, w, x, y, z (p <= 0.05)

BANNER

G8_2 - The purchases I make whilst gaming are good value		D3 - Social grade					Financial wellbeing			Ethnicity		Child identified need/ impacting condition			
		C1	C2	DE	NET: ABC1	NET: C2DE	Doing well	Getting by	Struggling	White B-ritish	NET: All other Ethnic-ities	Neurodiv-ersity	Mental Health	NET: Identified need/ condition	NET: No identified need/ condition
Don't know	% within column	1%	1%	2%	1%	1%	1%	1%	1%	1%	0%			1%	1%
	N Count	3	1	4	4	6	1	7	2	10	0			2	8
	Column Comparisons				-	-								-	
NET: Agree	% within column	67%	71%	72%	72%	71%	82%↑	70%	67%	70%	77%			72%	72%
	N Count	174	154	174	444	328	195↑	373	201	591	168			190	570
	Column Comparisons				-	-	b c				a			-	
NET: Disagree	% within column	7%	6%	8%	7%	7%	5%	6%	9%	7%	6%			7%	7%
	N Count	18	13	19	41	32	12	35	26	59	12			19	53
	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 = 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, s, t, u, v, w, x, y, z (p <= 0.05)

G8_2 - The purchases I make whilst gaming are good value		Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits		Parental Controls		Parental Concern			Time Spent Online (Weekday)		
		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
Don't know	% within column	0%	1%	2%	1%	1%	1%	1%		2%	1%	1%	2%	1%	0%
	N Count	0	4	2	9	4	6	8		6	3	2	6	3	1
	Column Comparisons														
NET: Agree	% within column	65%	69%	84%	70%	73%	70%	72%		72%	66%	76%	70%	74%	70%
	N Count	88	258	84	688	360	378	713		272	220	277	217	387	122
	Column Comparisons			b								b			
NET: Disagree	% within column	10%	6%	4%	7%	8%	6%	7%		3%↓	12%↑	6%	5%	7%	8%
	N Count	14	21	4	68	37	30	72		13↓	38↑	22	16	34	14
	Column Comparisons							b			a c				

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, s, t, u, v, w, x, y, z (p <= 0.05)

G8_2 - The purchases I make whilst gaming are good value

	Time Spent Online (Weekday)		Time Spent Online (Weekend)					Spent Money					SM purchase category	
	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	Bought something from both	Not bought from either	Product	Activity
		0%		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%		72%	72%	70%	71%	72%	74%	72%	74%		75%	82%
NET: Agree		165		265	234	203	437	772	438	772	438		229	110
		-					-	-	-	-	-			
		9%		6%	8%	7%	8%	7%	7%	7%	7%		7%	4%
NET: Disagree		23		22	26	21	47	72	44	72	44		23	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 = 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, s, t, u, v, w, x, y, z (p <= 0.05)

Part 13 of 16

G8_2 - The purchases I make whilst gaming are good value		SM purchase category		Feelings about SM purchase				Gaming Method					Gaming Type		
		Subscrip-tion/ 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
Don't know	% within column	0%	0%	0%	0%	0%	0%	1%	1%	1%	1%	1%	0%	1%	0%
	N Count	0	0	0	0	0	1	8	5	9	3	10	1	4	1
	Column Comparisons			-									-		
NET: Agree	% within column	79%	77%	75%	82%↑	77%	79%↑	71%	70%	71%	77%	72%	73%	72%	74%
	N Count	153	112	205	363↑	255	358↑	521	232	489	292	772	210	301	268
	Column Comparisons				a c								-		
NET: Disagree	% within column	7%	9%	7%	4%↓	7%	6%	7%	8%	7%	5%	7%	7%	8%	6%
	N Count	13	13	21	16↓	22	25	50	26	45	19	72	19	34	22
	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 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, s, t, u, v, w, x, y, z (p <= 0.05)

BANNER

G8_2 - The purchases I make whilst gaming are good value		Gaming Type										Gaming Frequency		Gaming Purchase Type	
		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
Don't know	% within column	0%	1%	2%	1%	1%	0%	0%	1%	1%	1%	1%	1%	1%	1%
	N Count	1	4	9	5	1	1	1	1	2	4	9	1	8	1
	Column Comparisons										-				
NET: Agree	% within column	77%	72%	72%	72%	78%	77%	75%	72%	77%	73%	73%	64%	70%	77%
	N Count	195	374	413	228	127	125	325	95	100	462	661	103	377	183
	Column Comparisons										-	b			
NET: Disagree	% within column	8%	7%	7%	6%	6%	7%	6%	11%	6%	7%	7%	7%	7%	7%
	N Count	20	34	41	20	11	12	27	14	7	42	59	11	38	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 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, s, t, u, v, w, x, y, z (p <= 0.05)

G8_2 - The purchases I make whilst gaming are good value		Gaming Purchase Type						Feelings about Gaming Purchase					
		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	It's not always clear what I'm going to get for my money in games
Don't know	% within column	0%	1%	0%	1%	2%	1%	0%	0%↓	0%	0%	1%	1%
	N Count	1	6	1	3	2	1	0	0↓	0	3	6	3
	Column Comparisons												b
NET: Agree	% within column	78%	76%	72%	74%	72%	74%	71%	100%↑	71%	78%↑	71%	71%
	N Count	118	340	106	224	88	153	247	772↑	317	565↑	508	320
	Column Comparisons								a c d e f		a c e f		
NET: Disagree	% within column	7%	5%	5%	7%	9%	8%	9%	0%↓	7%	5%	7%	9%
	N Count	10	22	7	21	12	16	31	0↓	33	39	52	39
	Column Comparisons							b d		b d	b	b d	b 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 = 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, s, t, u, v, w, x, y, z (p <= 0.05)

G8_3 - I often spend more money than I should whilst gaming

		Total	Gender of child respondent		Age of child respondent				
			Male	Female	8-9	10-12	13-15	16-17	NET: 8-12
Weighted Base	% within column	1078	656	422	190	341	365	182	531
	N Count								
	Column Comparisons								
Unweighted Base	% within column	1082	640	442	192	329	367	194	521
	N Count								
	Column Comparisons								
Column Names	% within column	a	a	b	a	b	c	d	e
	N Count								
	Column Comparisons								
Strongly agree	% within column	12%	11%	14%	16%	11%	11%	13%	12%
	N Count	132	74	58	30	36	42	24	66
	Column Comparisons	-							-
Agree	% within column	29%	29%	29%	32%	28%	29%	28%	29%
	N Count	313	192	121	60	94	107	51	154
	Column Comparisons	-							-
Neither agree nor disagree	% within column	18%	17%	20%	17%	22%	19%	12%	20%
	N Count	198	112	86	32	77	68	21	108
	Column Comparisons	-				d			-
Disagree	% within column	28%	30%	25%	22%	26%	29%	36%↑	25%
	N Count	301	196	105	43	88	105	66↑	130
	Column Comparisons	-						a b	-
Strongly disagree	% within column	12%	12%	12%	12%	13%	11%	11%	13%
	N Count	129	78	51	23	44	42	19	68
	Column Comparisons	-							-
Don't know	% within column	1%	1%	0%	1%	1%	0%	0%	1%
	N Count	6	5	1	3	2	1	0	4
	Column Comparisons	-							-
NET: Agree	% within column	41%	40%	42%	47%	38%	41%	41%	41%
	N Count	445	266	179	90	131	149	75	220
	Column Comparisons	-							-
NET: Disagree	% within column	40%	42%	37%	35%	39%	40%	47%	37%
	N Count	430	273	156	66	132	146	85	198
	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 <= 0.05)

Part 1 of 28

G8_3 - I often spend more money than I should whilst gaming

		Age of child respondent	Age and gender of child respondent						
		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	547	113	77	200	141	219	146	124
	N Count								
	Column Comparisons								
Unweighted Base	% within column	561	114	78	191	138	211	156	124
	N Count								
	Column Comparisons								
Column Names	% within column	f	a	b	c	d	e	f	g
	N Count								
	Column Comparisons								
Strongly agree	% within column	12%	15%		8%	14%	12%	11%	12%
	N Count	66	17		16	20	26	16	15
	Column Comparisons	-							
Agree	% within column	29%	32%		26%	29%	32%	25%	26%
	N Count	159	36		53	42	71	37	32
	Column Comparisons	-							
Neither agree nor disagree	% within column	16%	17%		21%	25%	15%	24%	14%
	N Count	90	19		42	35	33	35	17
	Column Comparisons	-			h	h		h	
Disagree	% within column	31%	23%		31%	18%↓	28%	29%	37%
	N Count	170	26		62	25↓	62	43	45
	Column Comparisons	-							d
Strongly disagree	% within column	11%	10%		13%	14%	12%	10%	11%
	N Count	61	12		25	19	27	15	14
	Column Comparisons	-							
Don't know	% within column	0%	2%		1%	0%	1%	0%	0%
	N Count	1	3		1	1	1	0	0
	Column Comparisons	-							
NET: Agree	% within column	41%	47%		35%	43%	44%	36%	38%
	N Count	224	53		69	61	96	53	47
	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 <= 0.05)

G8_3 - I often spend more money than I should whilst gaming

			Age and gender of child respondent					Urban/ Rural		Working status
		Female 16-17	NET: Male 8-12	NET: Female 8-12	NET: Male 13-17	NET: Female 13-17	NET: Urban	Rural	Full time
Weighted Base	% within column	66	313	218	343	209	990	88	732
	N Count								
	Column Comparisons								
Unweighted Base	% within column	82	305	216	335	234	989	93	774
	N Count								
	Column Comparisons								
Column Names	% within column	h	i	j	k	l	a	b	a
	N Count								
	Column Comparisons								
Strongly agree			11%	15%	12%	13%	12%		13%
			34	32	40	26	123		94
			-	-	-	-			
Agree			28%	30%	30%	27%	30%		33%↑
			89	65	103	57	296		239↑
			-	-	-	-	b		
Neither agree nor disagree			20%	22%	15%	19%	18%		18%
			61	47	51	39	182		131
			-	-	-	-			
Disagree			28%	19%↓	31%	31%	27%↓		27%
			89	42↓	107	64	264↓		195
			-	-	-	-			
Strongly disagree			12%	14%	12%	11%	12%		10%↓
			37	31	41	23	120		71↓
			-	-	-	-			
Don't know			1%	0%	0%	0%	1%		0%↓
			4	1	1	0	5		0↓
			-	-	-	-			
NET: Agree			39%	45%	42%	40%	42%		46%↑
			123	98	143	83	419		334↑
			-	-	-	-	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 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 3 of 28

G8_3 - I often spend more money than I should whilst gaming

		Working status			D3 - Social grade				
		Part time	Student	NET: Not working/ retired	AB	C1	C2	DE	NET: ABC1
Weighted Base	% within column	169	46	109	358	261	217	242	618
	N Count								
	Column Comparisons								
Unweighted Base	% within column	144	46	99	498	213	158	213	711
	N Count								
	Column Comparisons								
Column Names	% within column	b	c	d	a	b	c	d	e
	N Count								
	Column Comparisons								
Strongly agree	% within column	12%			14%	8%	11%	15%	11%
	N Count	21			51	20	24	37	71
	Column Comparisons				b			b	-
Agree	% within column	23%			31%	27%	32%	25%	29%
	N Count	39			112	70	70	61	182
	Column Comparisons								-
Neither agree nor disagree	% within column	14%			18%	21%	16%	18%	19%
	N Count	24			65	55	34	44	120
	Column Comparisons								-
Disagree	% within column	32%			24%	36%↑	25%	27%	29%
	N Count	55			86	93↑	55	66	180
	Column Comparisons					a			-
Strongly disagree	% within column	16%			12%	9%	15%	13%	10%
	N Count	27			42	22	34	30	65
	Column Comparisons								-
Don't know	% within column	2%↑			0%	0%	0%	2%↑	0%
	N Count	3↑			1	0	0	4↑	1
	Column Comparisons	a							-
NET: Agree	% within column	35%			45%	35%	43%	41%	41%
	N Count	60			162	90	94	98	252
	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 <= 0.05)

Part 4 of 28

BANNER

G8_3 - I often spend more money than I should whilst gaming

		D3 - Social grade	Financial wellbeing			Ethnicity		Child identified need/ impacting condition	
		NET: C2DE	Doing well	Getting by	Struggling	White British	NET: All other Ethnicities	Neurodiversity	Mental Health
Weighted Base	% within column	460	239	536	299	841	216	93	55
	N Count								
	Column Comparisons								
Unweighted Base	% within column	371	277	522	279	844	217	87	56
	N Count								
	Column Comparisons								
Column Names	% within column	f	a	b	c	a	b	a	b
	N Count								
	Column Comparisons								
Strongly agree	% within column	13%	20%↑	9%↓	12%	13%	9%		
	N Count	61	48↑	48↓	36	110	20		
	Column Comparisons	-	b c						
Agree	% within column	28%	30%	29%	27%	27%↓	38%↑		
	N Count	131	72	157	81	224↓	82↑		
	Column Comparisons	-					a		
Neither agree nor disagree	% within column	17%	16%	21%	16%	18%	18%		
	N Count	78	38	112	47	155	40		
	Column Comparisons	-							
Disagree	% within column	26%	23%	27%	33%	28%	26%		
	N Count	121	56	146	98	238	56		
	Column Comparisons	-			a				
Strongly disagree	% within column	14%	10%	13%	12%	13%	8%		
	N Count	64	24	69	35	110	18		
	Column Comparisons	-							
Don't know	% within column	1%	0%	1%	0%	1%	0%		
	N Count	4	0	4	1	5	1		
	Column Comparisons	-							
NET: Agree	% within column	42%	50%↑	38%	39%	40%	47%		
	N Count	192	120↑	205	117	333	101		
	Column Comparisons	-	b c						

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)

G8_3 - I often spend more money than I should whilst gaming

		Child identified need/ impacting condition		Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits	
		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
Weighted Base	% within column	264	796	136	376	100	978	493	539
	N Count								
	Column Comparisons								
Unweighted Base	% within column	259	804	138	389	103	979	487	553
	N Count								
	Column Comparisons								
Column Names	% within column	c	d	a	b	a	b	a	b
	N Count								
	Column Comparisons								
Strongly agree	% within column	16%	11%	18%	9%↓	17%	12%	16%↑	9%↓
	N Count	42	88	24	33↓	17	115	79↑	48↓
	Column Comparisons	-		b				b	
Agree	% within column	35%	27%	37%	27%	35%	28%	30%	27%
	N Count	92	214	50	101	35	278	149	145
	Column Comparisons	-		b					
Neither agree nor disagree	% within column	14%	20%	10%	18%	14%	19%	19%	18%
	N Count	37	158	13	68	14	184	92	97
	Column Comparisons	-	a		a				
Disagree	% within column	25%	29%	27%	33%	23%	28%	25%	31%
	N Count	65	231	36	124	23	278	121	168
	Column Comparisons	-							a
Strongly disagree	% within column	10%	13%	8%	13%	10%	12%	10%	15%
	N Count	27	101	11	50	10	119	49	79
	Column Comparisons	-							a
Don't know	% within column	1%	0%	1%	0%	1%	0%	0%	1%
	N Count	2	4	1	0	1	4	2	4
	Column Comparisons	-							
NET: Agree	% within column	51%↑	38%↓	55%↑	36%↓	51%	40%	46%↑	36%↓
	N Count	134↑	302↓	74↑	134↓	51	393	229↑	192↓
	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 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)

G8_3 - I often spend more money than I should whilst gaming		Parental Controls		Parental Concern			Time Spent Online (Weekday)		
		NET: Has Parental Controls	No Controls	Not Concerned	A little Concerned	NET: Moderately / Very Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs
Weighted Base	% within column	992	83	376	331	367	309	524	176
	N Count								
	Column Comparisons								
Unweighted Base	% within column	993	87	352	338	389	307	521	181
	N Count								
	Column Comparisons								
Column Names	% within column	a	b	a	b	c	a	b	c
	N Count								
	Column Comparisons								
Strongly agree	% within column	13%		7%↓	11%	19%↑	9%	11%	20%↑
	N Count	127		24↓	36	69↑	28	57	36↑
	Column Comparisons				a	a b			a b
Agree	% within column	30%		15%↓	38%↑	36%↑	25%	30%	29%
	N Count	295		56↓	125↑	130↑	77	159	51
	Column Comparisons				a	a			
Neither agree nor disagree	% within column	18%		13%↓	21%	22%	19%	18%	18%
	N Count	183		51↓	68	79	58	94	31
	Column Comparisons				a	a			
Disagree	% within column	27%		46%↑	19%↓	17%↓	32%	28%	25%
	N Count	268		175↑	63↓	63↓	99	144	45
	Column Comparisons			b c					
Strongly disagree	% within column	12%		19%↑	11%	6%↓	14%	13%	7%
	N Count	115		70↑	35	23↓	44	68	12
	Column Comparisons			b c					
Don't know	% within column	0%		0%	1%	1%	1%	0%	1%
	N Count	4		0	3	2	3	1	2
	Column Comparisons								
NET: Agree	% within column	43%↑		21%↓	49%↑	54%↑	34%↓	41%	49%
	N Count	422↑		80↓	161↑	200↑	105↓	216	86
	Column Comparisons	b			a	a			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 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)

G8_3 - I often spend more money than I should whilst gaming		Time Spent Online (Weekday)		Time Spent Online (Weekend)					Spent Money
		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
Weighted Base	% within column	66	241	94	365	326	288	614	1078
	N Count								
	Column Comparisons								
Unweighted Base	% within column	69	250	92	367	334	284	618	1082
	N Count								
	Column Comparisons								
Column Names	% within column	d	e	a	b	c	d	e	a
	N Count								
	Column Comparisons								
Strongly agree			19%↑		12%	12%	13%	12%	12%
			47↑		45	38	36	75	132
			-					-	-
Agree			32%		29%	31%	25%	28%	29%
			77		104	102	72	174	313
			-					-	-
Neither agree nor disagree			18%		18%	21%	14%	18%	18%
			44		64	68	41	109	198
			-					-	-
Disagree			24%		27%	26%	34%↑	30%	28%
			57		100	84	99↑	183	301
			-				a	-	-
Strongly disagree			6%↓		14%	10%	13%	11%	12%
			15↓		50	31	39	70	129
			-					-	-
Don't know			1%		0%	1%	0%	0%	1%
			2		2	2	1	3	6
			-					-	-
NET: Agree			51%↑		41%	43%	38%	41%	41%
			123↑		149	140	109	249	445
			-					-	-

G8_3 - I often spend more money than I should whilst gaming		Spent Money				SM purchase category			
		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	590	1078	590	0	306	135	193	145
	N Count								
	Column Comparisons								
Unweighted Base	% within column	619	1082	619	0	323	147	205	158
	N Count								
	Column Comparisons								
Column Names	% within column	b	c	d	e	a	b	c	d
	N Count								
	Column Comparisons								
Strongly agree	% within column	17%↑	12%	17%↑		17%	23%	20%	28%↑
	N Count	101↑	132	101↑		51	32	39	40↑
	Column Comparisons	-	-	-					
Agree	% within column	38%↑	29%	38%↑		36%	42%	42%	46%
	N Count	224↑	313	224↑		112	57	82	67
	Column Comparisons	-	-	-					
Neither agree nor disagree	% within column	22%↑	18%	22%↑		24%	20%	20%	15%
	N Count	128↑	198	128↑		72	27	39	22
	Column Comparisons	-	-	-					
Disagree	% within column	16%↓	28%	16%↓		15%	10%	13%	8%↓
	N Count	95↓	301	95↓		47	13	25	12↓
	Column Comparisons	-	-	-					
Strongly disagree	% within column	7%↓	12%	7%↓		8%	5%	4%	2%↓
	N Count	41↓	129	41↓		25	6	8	3↓
	Column Comparisons	-	-	-		d			
Don't know	% within column	0%↓	1%	0%↓		0%	0%	0%	0%
	N Count	0↓	6	0↓		0	0	0	0
	Column Comparisons	-	-	-					
NET: Agree	% within column	55%↑	41%	55%↑		53%	66%↑	62%	74%↑
	N Count	326↑	445	326↑		162	89↑	121	108↑
	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 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)

G8_3 - I often spend more money than I should whilst gaming

		Feelings about SM purchase				Gaming Method			
		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	274	441	330	451	733	331	687	379
	N Count								
	Column Comparisons								
Unweighted Base	% within column	290	466	354	479	732	345	693	381
	N Count								
	Column Comparisons								
Column Names	% within column	a	b	c	d	a	b	c	d
	N Count								
	Column Comparisons								
Strongly agree	% within column	26%↑	19%↑	25%↑	20%↑	10%↓	12%	11%	15%
	N Count	72↑	84↑	84↑	88↑	75↓	40	75	58
	Column Comparisons								a
Agree	% within column	52%↑	37%↑	50%↑	41%↑	25%↓	33%	27%	26%
	N Count	143↑	165↑	164↑	183↑	182↓	108	189	99
	Column Comparisons	b		b d	b		a c		
Neither agree nor disagree	% within column	15%	20%	17%	19%	18%	18%	18%	19%
	N Count	41	89	55	84	133	58	123	72
	Column Comparisons								
Disagree	% within column	6%↓	15%↓	7%↓	14%↓	32%↑	26%	30%	25%
	N Count	17↓	66↓	22↓	65↓	231↑	86	204	94
	Column Comparisons		a c		c	d			
Strongly disagree	% within column	1%↓	8%↓	2%↓	7%↓	15%↑	11%	14%	14%
	N Count	2↓	37↓	6↓	30↓	107↑	36	93	54
	Column Comparisons		a c d			b		b	
Don't know	% within column	0%	0%	0%	0%	1%	1%	0%	1%
	N Count	0	0	0	0	5	3	3	2
	Column Comparisons								
NET: Agree	% within column	78%↑	56%↑	75%↑	60%↑	35%↓	45%	38%	41%
	N Count	215↑	249↑	248↑	271↑	256↓	148	264	157
	Column Comparisons	b		b d	b		a c	a	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 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)

G8_3 - I often spend more money than I should whilst gaming		NET: Any Gaming	Gaming Method							
			Gaming Type							
			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	1078	287	416	361	253	517	575	318
	N Count								
	Column Comparisons								
Unweighted Base	% within column	1082	297	431	379	264	518	556	332
	N Count								
	Column Comparisons								
Column Names	% within column	e	a	b	c	d	e	f	g
	N Count								
	Column Comparisons								
Strongly agree	% within column	12%	16%	13%	11%	15%	11%	10%	15%
	N Count	132	45	55	40	38	56	57	47
	Column Comparisons	-	f						
Agree	% within column	29%	28%	28%	28%	35%	25%↓	24%↓	30%
	N Count	313	81	115	103	89	129↓	138↓	96
	Column Comparisons	-				e f			f
Neither agree nor disagree	% within column	18%	19%	18%	19%	21%	18%	18%	18%
	N Count	198	53	76	68	53	92	103	57
	Column Comparisons	-							
Disagree	% within column	28%	26%	27%	28%	17%↓	33%↑	33%↑	24%
	N Count	301	75	112	102	43↓	172↑	189↑	78
	Column Comparisons	-	d	k	d k		a b d g h i j k	a b d g h i k l	
Strongly disagree	% within column	12%	11%	13%	13%	11%	13%	15%↑	12%
	N Count	129	31	55	45	29	65	84↑	39
	Column Comparisons	-							
Don't know	% within column	1%	0%	1%	1%	0%	0%	1%	1%
	N Count	6	0	3	3	1	2	6	2
	Column Comparisons	-							
NET: Agree	% within column	41%	44%	41%	40%	50%↑	36%↓	34%↓	45%
	N Count	445	127	170	143	128↑	185↓	195↓	143
	Column Comparisons	-	e f	f	f	b c e f			e f

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)

G8_3 - I often spend more money than I should whilst gaming

		Gaming Type						Gaming Frequency	
		Simulation experience	Fitness and dance	Sports	Interactive stories	Makeovers	NET: Playing against other people	NET: Daily	Weekly
Weighted Base	% within column	163	162	436	131	130	633	900	162
	N Count								
	Column Comparisons								
Unweighted Base	% within column	174	168	451	141	137	638	898	169
	N Count								
	Column Comparisons								
Column Names	% within column	h	i	j	k	l	m	a	b
	N Count								
	Column Comparisons								
Strongly agree	% within column	14%	21%↑	11%	19%↑	20%↑	11%	12%	10%
	N Count	23	34↑	50	26↑	26↑	71	112	16
	Column Comparisons		c e f j			f	-		
Agree	% within column	30%	29%	31%	32%	29%	29%	27%↓	38%↑
	N Count	48	47	133	42	37	181	246↓	61↑
	Column Comparisons						-		a
Neither agree nor disagree	% within column	21%	18%	18%	22%	23%	19%	19%	17%
	N Count	33	30	76	29	30	118	167	27
	Column Comparisons						-		
Disagree	% within column	21%	20%	27%	14%↓	22%	29%	29%	22%
	N Count	34	32	119	18↓	29	187	261	36
	Column Comparisons			d			-		
Strongly disagree	% within column	14%	11%	13%	13%	5%	12%	12%	13%
	N Count	23	18	56	17	7	74	108	20
	Column Comparisons			l			-		
Don't know	% within column	0%	0%	0%	1%	1%	0%	1%	0%
	N Count	0	1	1	1	1	2	6	0
	Column Comparisons						-		
NET: Agree	% within column	44%	50%	42%	51%	49%	40%	40%	48%
	N Count	71	81	183	67	63	252	358	78
	Column Comparisons	f	e f	e f	e f	e f	-		

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)

Gaming Purchase Type

G8_3 - I often spend more money than I should whilst gaming		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
Weighted Base	% within column	535	237	151	447	147	302	122	205
	N Count								
	Column Comparisons								
Unweighted Base	% within column	549	250	158	428	154	320	133	211
	N Count								
	Column Comparisons								
Column Names	% within column	a	b	c	d	e	f	g	h
	N Count								
	Column Comparisons								
Strongly agree	% within column	13%	16%	20%↑	11%	16%	12%	18%	14%
	N Count	69	37	30↑	51	24	37	22	29
	Column Comparisons								
Agree	% within column	32%	40%↑	33%	24%↓	38%	28%	41%↑	38%↑
	N Count	173	96↑	51	107↓	56	83	50↑	79↑
	Column Comparisons	d	d f			d		d f	d f
Neither agree nor disagree	% within column	18%	20%	15%	17%	16%	22%	23%	20%
	N Count	96	48	23	78	23	67	29	40
	Column Comparisons								
Disagree	% within column	24%↓	19%↓	25%	33%↑	23%	26%	12%↓	22%
	N Count	126↓	45↓	37	148↑	34	77	15↓	44
	Column Comparisons				a b g h				
Strongly disagree	% within column	13%	4%↓	6%	13%	6%	12%	5%↓	6%↓
	N Count	68	10↓	10	59	9	37	6↓	12↓
	Column Comparisons	b			b		b		
Don't know	% within column	0%	0%	1%	1%	0%	0%	1%	1%
	N Count	2	1	1	4	1	1	1	1
	Column Comparisons								
NET: Agree	% within column	45%	56%↑	53%↑	35%↓	54%↑	40%	59%↑	52%↑
	N Count	242	133↑	80↑	158↓	80↑	120	72↑	108↑
	Column Comparisons	d f	d f	d f		d f		d f	d f

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)

Feelings about Gaming Purchase

G8_3 - I often spend more money than I should whilst gaming		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	346	772	445	720	715	449
	N Count						
	Column Comparisons						
Unweighted Base	% within column	356	777	454	734	710	459
	N Count						
	Column Comparisons						
Column Names	% within column	a	b	c	d	e	f
	N Count						
	Column Comparisons						
Strongly agree	% within column	26%↑	13%	30%↑	15%↑	15%↑	22%↑
	N Count	90↑	102	132↑	111↑	107↑	99↑
	Column Comparisons	b d e		a b d e f	b		b
Agree	% within column	46%↑	28%	70%↑	32%↑	31%	40%↑
	N Count	158↑	216	313↑	233↑	222	182↑
	Column Comparisons	b d e		a b d e f	b	b	b d e
Neither agree nor disagree	% within column	14%	17%	0%↓	18%	16%	16%
	N Count	49	130	0↓	127	116	72
	Column Comparisons	c	c		c	c	c
Disagree	% within column	11%↓	29%	0%↓	26%	27%	16%↓
	N Count	40↓	225	0↓	185	194	72↓
	Column Comparisons	c	a c d f		a c f	a c f	c
Strongly disagree	% within column	3%↓	13%	0%↓	9%↓	11%	5%↓
	N Count	10↓	99	0↓	64↓	75	23↓
	Column Comparisons	c	a c d f		c	a c	c
Don't know	% within column	0%	0%↓	0%	0%	0%	0%
	N Count	0	1↓	0	1	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 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)

G8_3 - I often spend more money than I should whilst gaming

		Total	Gender of child respondent		Age of child respondent				
			Male	Female	8-9	10-12	13-15	16-17	NET: 8-12
NET: Agree	% within column	41%	40%	42%	47%	38%	41%	41%	41%
	N Count	445	266	179	90	131	149	75	220
	Column Comparisons	-							-
NET: Disagree	% within column	40%	42%	37%	35%	39%	40%	47%	37%
	N Count	430	273	156	66	132	146	85	198
	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 <= 0.05)

G8_3 - I often spend more money than I should whilst gaming

		Age of child respondent	Age and gender of child respondent						
		NET: 13-17	Male 8-9	Female 8-9	Male 10-12	Female 10-12	Male 13-15	Female 13-15	Male 16-17
NET: Agree	% within column	41%	47%		35%	43%	44%	36%	38%
	N Count	224	53		69	61	96	53	47
	Column Comparisons	-							
NET: Disagree	% within column	42%	34%		44%	31%	40%	40%	48%
	N Count	232	38		88	44	88	58	59
	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 <= 0.05)

G8_3 - I often spend more money than I should whilst gaming	Age and gender of child respondent					Urban/ Rural		Working status
	Female 16-17	NET: Male 8-12	NET: Female 8-12	NET: Male 13-17	NET: Female 13-17	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↓
		-	-	-	-			

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)

G8_3 - I often spend more money than I should whilst gaming

| | | Working status | | | D3 - Social grade | | | | |
		Part time	Student	NET: Not working/ retired	AB	C1	C2	DE	NET: ABC1
NET: Agree	% within column	35%			45%	35%	43%	41%	41%
	N Count	60			162	90	94	98	252
	Column Comparisons								-
NET: Disagree	% within column	49%			36%	44%	41%	40%	40%
	N Count	82			129	116	89	96	244
	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 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 18 of 28

G8_3 - I often spend more money than I should whilst gaming

		D3 - Social grade	Financial wellbeing			Ethnicity		Child identified need/ impacting condition	
		NET: C2DE	Doing well	Getting by	Struggling	White British	NET: All other Ethnicities	Neurodiversity	Mental Health
NET: Agree	% within column	42%	50%↑	38%	39%	40%	47%		
	N Count	192	120↑	205	117	333	101		
	Column Comparisons	-	b c						
NET: Disagree	% within column	40%	33%	40%	45%	41%	34%		
	N Count	185	80	214	133	348	75		
	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 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 19 of 28

G8_3 - I often spend more money than I should whilst gaming		Child identified need/ impacting condition		Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits	
		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: Agree	% within column	51%↑	38%↓	55%↑	36%↓	51%	40%	46%↑	36%↓
	N Count	134↑	302↓	74↑	134↓	51	393	229↑	192↓
	Column Comparisons	-		b		b		b	
NET: Disagree	% within column	35%	42%	35%	46%↑	33%	41%	34%↓	46%↑
	N Count	92	332	47	174↑	33	397	170↓	246↑
	Column Comparisons	-			a				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 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)

G8_3 - I often spend more money than I should whilst gaming

		Parental Controls		Parental Concern			Time Spent Online (Weekday)		
		NET: Has Parental Controls	No Controls	Not Concerned	A little Concerned	NET: Moderately / Very Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs
NET: Agree	% within column	43%↑		21%↓	49%↑	54%↑	34%↓	41%	49%
	N Count	422↑		80↓	161↑	200↑	105↓	216	86
	Column Comparisons	b			a	a			a
NET: Disagree	% within column	39%↓		65%↑	30%↓	23%↓	46%	41%	32%
	N Count	383↓		245↑	99↓	86↓	143	213	56
	Column Comparisons			b c			c 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 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)

G8_3 - I often spend more money than I should whilst gaming

| | Time Spent Online (Weekday) | | Time Spent Online (Weekend) | | | | | Spent Money |
	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
		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
		-		a		a c	-	-

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)

G8_3 - I often spend more money than I should whilst gaming		Spent Money				SM purchase category			
		Bought something on social media	Bought something while Gaming	Bought something from both	Not bought from either	Product	Activity	Subscription/ Upgrade	NET: Gift
NET: Agree	% within column	55%↑	41%	55%↑		53%	66%↑	62%	74%↑
	N Count	326↑	445	326↑		162	89↑	121	108↑
	Column Comparisons	-	-	-					a
NET: Disagree	% within column	23%↓	40%	23%↓		23%	14%↓	17%	10%↓
	N Count	136↓	430	136↓		72	19↓	33	15↓
	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 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)

G8_3 - I often spend more money than I should whilst gaming		Feelings about SM purchase				Gaming Method			
		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
NET: Agree	% within column	78%↑	56%↑	75%↑	60%↑	35%↓	45%	38%	41%
	N Count	215↑	249↑	248↑	271↑	256↓	148	264	157
	Column Comparisons	b		b d	b		a c	a	a
NET: Disagree	% within column	7%↓	23%↓	8%↓	21%↓	46%↑	37%	43%↑	39%
	N Count	19↓	103↓	28↓	95↓	338↑	122	297↑	148
	Column Comparisons		a c		c	b c d		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 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)

BANNER

G8_3 - I often spend more money than I should whilst gaming

		Gaming Method	Gaming Type						
		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
NET: Agree	% within column	41%	44%	41%	40%	50%↑	36%↓	34%↓	45%
	N Count	445	127	170	143	128↑	185↓	195↓	143
	Column Comparisons	-	e f	f	f	b c e f			e f
NET: Disagree	% within column	40%	37%	40%	41%	28%↓	46%↑	47%↑	37%
	N Count	430	107	166	147	72↓	237↑	272↑	117
	Column Comparisons	-	d	d k	d		a b c d g h i j k l	a b c d g h i j k l	l

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)

G8_3 - I often spend more money than I should whilst gaming		Gaming Type						Gaming Frequency	
		Simulation experience	Fitness and dance	Sports	Interactive stories	Makeovers	NET: Playing against other people	NET: Daily	Weekly
NET: Agree	% within column	44%	50%	42%	51%	49%	40%	40%	48%
	N Count	71	81	183	67	63	252	358	78
	Column Comparisons	f	e f	e f	e f	e f	-		
NET: Disagree	% within column	35%	31%	40%	27%↓	27%↓	41%	41%	35%
	N Count	58	50	175	35↓	35↓	261	369	57
	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 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)

Gaming Purchase Type

G8_3 - I often spend more money than I should whilst gaming		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
NET: Agree	% within column	45%	56%↑	53%↑	35%↓	54%↑	40%	59%↑	52%↑
	N Count	242	133↑	80↑	158↓	80↑	120	72↑	108↑
	Column Comparisons	d f	d f	d f		d f		d f	d f
NET: Disagree	% within column	36%	23%↓	31%	46%↑	29%↓	38%	17%↓	27%↓
	N Count	194	55↓	47	207↑	43↓	114	21↓	56↓
	Column Comparisons	b		g	a b c e f g h	g	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 = 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)

BANNER

Feelings about Gaming Purchase

G8_3 - I often spend more money than I should whilst gaming		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
NET: Agree	% within column	71%↑	41%	100%↑	48%↑	46%↑	62%↑
	N Count	248↑	317	445↑	344↑	329↑	281↑
	Column Comparisons	b d e		a b d e f	b	b	b d e
NET: Disagree	% within column	14%↓	42%	0%↓	34%↓	38%	21%↓
	N Count	49↓	324	0↓	248↓	269	96↓
	Column Comparisons	c	a c d e f		a c f	a c d f	c

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)

BANNER

G8_4 - I like the feeling of making purchases whilst gaming

			Gender of child respondent		Age of child respondent						Age and gender of child respondent				
		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
Weighted Base	% within column	1078	656	422	190	341	365	182	531	547	113	77	200	141	219
	N Count														
	Column Comparisons														
Unweighted Base	% within column	1082	640	442	192	329	367	194	521	561	114	78	191	138	211
	N Count														
	Column Comparisons														
Column Names	% within column	a	a	b	a	b	c	d	e	f	a	b	c	d	e
	N Count														
	Column Comparisons														
Strongly agree	% within column	19%	19%	20%	28%↑	22%	15%	14%	24%↑	15%↓	27%		21%	22%	16%
	N Count	210	127	83	54↑	74	56	26	128↑	82↓	31		43	31	34
	Column Comparisons	-			c d				-	-					
Agree	% within column	47%	47%	48%	47%	45%	51%	47%	45%	49%	49%		43%	48%	51%
	N Count	510	308	203	88	153	185	84	241	269	55		85	67	111
	Column Comparisons	-							-	-					
Neither agree nor disagree	% within column	24%	24%	24%	17%	24%	25%	30%	21%	26%	14%		26%	21%	24%
	N Count	256	156	100	32	81	90	54	113	143	16		52	29	53
	Column Comparisons	-						a	-	-					
Disagree	% within column	6%	6%	6%	5%	6%	7%	7%	6%	7%	5%		6%	7%	7%
	N Count	68	41	27	9	21	25	13	30	38	6		11	10	15
	Column Comparisons	-							-	-					
Strongly disagree	% within column	2%	2%	1%	1%	2%	2%	1%	2%	2%	1%		4%	1%	2%
	N Count	21	15	6	3	8	8	2	11	11	1		7	1	5
	Column Comparisons	-							-	-					
Don't know	% within column	1%	1%	1%	2%	1%	0%	1%	2%	1%	4%↑		1%	1%	1%
	N Count	12	9	3	4	4	1	2	8	4	4↑		2	2	1
	Column Comparisons	-							-	-					
NET: Agree	% within column	67%	66%	68%	75%	67%	66%	61%	70%	64%	76%		64%	70%	66%
	N Count	720	435	285	142	227	240	111	370	351	86		128	99	146
	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 AND Children who game AND who have bought something via gaming; Weight: Based on Nat Rep Sample; effective sample size = 989 (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)

G8_4 - I like the feeling of making purchases whilst gaming

		Age and gender of child respondent							Urban/ Rural		Working status				D3 - Social grade
		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
Weighted Base	% within column	146	124	66	313	218	343	209	990	88	732	169	46	109	358
	N Count														
	Column Comparisons														
Unweighted Base	% within column	156	124	82	305	216	335	234	989	93	774	144	46	99	498
	N Count														
	Column Comparisons														
Column Names	% within column	f	g	h	i	j	k	l	a	b	a	b	c	d	a
	N Count														
	Column Comparisons														
Strongly agree	% within column	15%	16%		23%	25%	16%	14%	20%		21%	18%			25%↑
	N Count	21	19		74	55	54	30	198		155	30			91↑
	Column Comparisons				-	-	-	-							b c
Agree	% within column	50%	45%		45%	46%	49%	50%	47%		49%	44%			48%
	N Count	74	56		141	100	167	105	467		360	74			173
	Column Comparisons				-	-	-	-							
Neither agree nor disagree	% within column	25%	29%		22%	21%	26%	27%	23%		21%	27%			18%↓
	N Count	37	36		68	45	88	56	230		157	45			64↓
	Column Comparisons				-	-	-	-							
Disagree	% within column	7%	8%		5%	6%	7%	7%	7%		6%	7%			5%
	N Count	11	9		17	13	24	14	66		43	12			19
	Column Comparisons				-	-	-	-							
Strongly disagree	% within column	2%	2%		3%	1%	2%	2%	2%		2%	2%			3%
	N Count	3	2		8	3	7	3	20		12	4			9
	Column Comparisons				-	-	-	-							
Don't know	% within column	0%	1%		2%	1%	1%	0%	1%		1%	2%			1%
	N Count	0	1		6	2	3	1	9		4	3			2
	Column Comparisons				-	-	-	-							
NET: Agree	% within column	65%	61%		68%	71%	64%	64%	67%		70%↑	62%			74%↑
	N Count	95	75		214	155	221	135	666		516↑	105			263↑
	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 game AND who have bought something via gaming; Weight: Based on Nat Rep Sample; effective sample size = 989 (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)

G8_4 - I like the feeling of making purchases whilst gaming

		C1 (b)	C2 (c)	DE (d)	NET: ABC1 (e)	NET: C2DE (f)	Doing well (a)	Getting by (b)	Struggling (c)	White B-ritish (a)	NET: All other Ethnic-ities (b)	Neurodiv-ersity (a)	Mental Health (b)	NET: Identified need/ condition (c)	NET: No identified need/ condition (d)
		D3 - Social grade					**Financial wellbeing**			**Ethnicity**		**Child identified need/ impacting condition**			
Weighted Base	% within column	261	217	242	618	460	239	536	299	841	216	93	55	264	796
	N Count														
	Column Comparisons														
Unweighted Base	% within column	213	158	213	711	371	277	522	279	844	217	87	56	259	804
	N Count														
	Column Comparisons														
Column Names	% within column	b	c	d	e	f	a	b	c	a	b	a	b	c	d
	N Count														
	Column Comparisons														
Strongly agree	% within column	16%	15%	18%	22%	17%	31%↑	15%↓	18%	20%	20%			23%	19%
	N Count	42	33	43	133	77	73↑	83↓	52	167	43			61	148
	Column Comparisons				-	-	b c							-	
Agree	% within column	49%	50%	43%	48%	46%	44%	51%	44%	47%	48%			42%	49%
	N Count	127	108	103	299	211	106	272	131	397	103			111	390
	Column Comparisons				-	-								-	
Neither agree nor disagree	% within column	29%	24%	27%	22%	26%	15%↓	24%	30%	24%	22%			25%	23%
	N Count	75	51	66	139	118	36↓	129	89	203	47			67	183
	Column Comparisons	a		a	-	-		a	a					-	
Disagree	% within column	5%	8%	8%	5%	8%	7%	6%	6%	6%	9%			6%	6%
	N Count	13	17	19	32	36	16	34	19	47	20			17	50
	Column Comparisons				-	-								-	
Strongly disagree	% within column	1%	3%	2%	2%	2%	2%	2%	2%	2%	2%			1%	2%
	N Count	3	6	4	12	10	5	11	6	16	4			3	17
	Column Comparisons				-	-								-	
Don't know	% within column	0%	1%	3%	1%	2%	1%	1%	1%	1%	0%			2%	1%
	N Count	1	1	7	4	8	2	7	2	12	0			4	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 game AND who have bought something via gaming; Weight: Based on Nat Rep Sample; effective sample size = 989 (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)

Part 3 of 16

G8_4 - I like the feeling of making purchases whilst gaming		Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits		Parental Controls		Parental Concern			Time Spent Online (Weekday)		
		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
Weighted Base	% within column	136	376	100	978	493	539	992	83	376	331	367	309	524	176
	N Count														
	Column Comparisons														
Unweighted Base	% within column	138	389	103	979	487	553	993	87	352	338	389	307	521	181
	N Count														
	Column Comparisons														
Column Names	% within column	a	b	a	b	a	b	a	b	a	b	c	a	b	c
	N Count														
	Column Comparisons														
Strongly agree	% within column	20%	13%	32%↑	18%↓	22%	17%	20%		13%↓	17%	28%↑	17%	19%	24%
	N Count	27	47	32↑	178↓	110	92	199		49↓	57	103↑	52	97	43
	Column Comparisons	b		b		b						a b			
Agree	% within column	42%	53%	46%	48%	43%	52%	47%		44%	54%	45%	51%	46%	45%
	N Count	58	198	46	465	210	278	471		166	179	165	156	241	79
	Column Comparisons						a				a c				
Neither agree nor disagree	% within column	31%	25%	17%	24%	26%	22%	23%		30%↑	20%	21%	21%	26%	24%
	N Count	42	92	17	239	127	119	228		113↑	67	76	66	134	41
	Column Comparisons									b c					
Disagree	% within column	6%	7%	3%	7%	6%	6%	6%		8%	6%	4%	7%	6%	5%
	N Count	8	26	3	65	31	35	64		32	20	16	22	33	9
	Column Comparisons														
Strongly disagree	% within column	0%	3%	0%	2%	2%	2%	2%		3%	2%	1%	3%	2%	0%
	N Count	0	11	0	21	9	11	20		10	6	5	9	12	1
	Column Comparisons														
Don't know	% within column	1%	1%	1%	1%	1%	1%	1%		2%	1%	1%	1%	1%	1%
	N Count	1	2	1	10	7	5	9		6	2	3	3	6	2
	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 = 989 (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)

BANNER

G8_4 - I like the feeling of making purchases whilst gaming

		Time Spent Online (Weekday)		Time Spent Online (Weekend)					Spent Money					SM purchase category	
		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	Bought something 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	e	a	b	c	d	e	a	b	c	d	e	a	b
Strongly agree			25%		19%	20%	19%	20%	19%	25%↑	19%	25%↑		27%	33%
			60		69	66	56	122	210	146↑	210	146↑		82	44
			-						-	-	-	-	-		
Agree			46%		47%	47%	48%	48%	47%	48%	47%	48%		51%	42%
			111		172	153	139	292	510	286	510	286		156	57
			-						-	-	-	-	-		
Neither agree nor disagree			23%		24%	24%	24%	24%	24%	19%↓	24%	19%↓		17%	19%
			56		86	78	69	147	256	115↓	256	115↓		53	25
			-						-	-	-	-	-		
Disagree			5%		8%	5%	5%	5%	6%	5%	6%	5%		3%	6%
			12		29	18	15	33	68	28	68	28		9	8
			-						-	-	-	-	-		
Strongly disagree			0%		2%	1%	3%	2%	2%	2%	2%	2%		2%	1%
			1		6	5	8	12	21	14	21	14		6	1
			-						-	-	-	-	-		

G8_4 - I like the feeling of making purchases whilst gaming		SM purchase category		Feelings about SM purchase				Gaming Method					Gaming Type		
		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	NET: Any Gaming	Puzzles or quizzes	Action/ adventure	Shooters
Weighted Base	% within column	193	145	274	441	330	451	733	331	687	379	1078	287	416	361
	N Count														
	Column Comparisons														
Unweighted Base	% within column	205	158	290	466	354	479	732	345	693	381	1082	297	431	379
	N Count														
	Column Comparisons														
Column Names	% within column	c	d	a	b	c	d	a	b	c	d	e	a	b	c
	N Count														
	Column Comparisons														
Strongly agree	% within column	29%	35%↑	30%↑	29%↑	30%↑	29%↑	20%	21%	18%	21%	19%	20%	23%	21%
	N Count	56	51↑	81↑	127↑	99↑	132↑	145	70	123	81	210	56	94	77
	Column Comparisons											-			
Agree	% within column	42%	43%	44%	48%	47%	51%	47%	48%	47%	50%	47%	51%	47%	51%
	N Count	80	62	122	210	156	230	347	160	325	188	510	147	197	184
	Column Comparisons											-			
Neither agree nor disagree	% within column	20%	17%	20%	17%↓	18%↓	14%↓	23%	23%	24%	22%	24%	22%	22%	22%
	N Count	39	24	55	75↓	59↓	65↓	172	75	168	81	256	62	93	81
	Column Comparisons					d						-			
Disagree	% within column	5%	5%	5%	4%	4%	4%↓	6%	5%	7%	4%	6%	5%	5%	4%
	N Count	10	8	13	17	15	16↓	44	16	46	16	68	14	21	14
	Column Comparisons											-			
Strongly disagree	% within column	4%	0%	1%	3%	1%	1%	2%	2%	2%	2%	2%	2%	1%	1%
	N Count	8	0	2	11	3	6	14	5	14	9	21	5	6	5
	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 AND Children who game AND who have bought something via gaming; Weight: Based on Nat Rep Sample; effective sample size = 989 (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)

Part 6 of 16

BANNER

G8_4 - I like the feeling of making purchases whilst gaming		Gaming Type										Gaming Frequency		Gaming Purchase Type	
		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
Weighted Base	% within column	253	517	575	318	163	162	436	131	130	633	900	162	535	237
	N Count														
	Column Comparisons														
Unweighted Base	% within column	264	518	556	332	174	168	451	141	137	638	898	169	549	250
	N Count														
	Column Comparisons														
Column Names	% within column	d	e	f	g	h	i	j	k	l	m	a	b	a	b
	N Count														
	Column Comparisons														
Strongly agree	% within column	27%↑	18%	20%	23%	19%	26%	22%	27%	25%	21%	21%↑	12%	23%	28%↑
	N Count	69↑	95	114	73	31	43	96	36	32	131	190↑	19	122	67↑
	Column Comparisons	e									-	b			
Agree	% within column	47%	49%	46%	47%	48%	49%	50%	46%	46%	48%	47%	51%	50%	44%
	N Count	120	252	266	149	79	79	216	60	59	302	423	83	267	104
	Column Comparisons										-				
Neither agree nor disagree	% within column	18%	25%	24%	20%	24%	16%	19%↓	21%	20%	24%	23%	26%	20%	20%
	N Count	46	130	140	65	39	26	82↓	27	26	151	210	42	109	48
	Column Comparisons										-				
Disagree	% within column	4%	4%	7%	6%	6%	7%	6%	5%	8%	5%	5%↓	9%	5%	7%
	N Count	10	22	40	21	9	11	27	6	11	29	48↓	14	28	15
	Column Comparisons										-				
Strongly disagree	% within column	3%	2%	1%	1%	3%	1%	2%	1%	0%	2%	2%	2%	1%	1%
	N Count	7	11	8	5	4	2	10	1	0	12	19	3	5	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 game AND who have bought something via gaming; Weight: Based on Nat Rep Sample; effective sample size = 989 (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)

G8_4 - I like the feeling of making purchases whilst gaming		Gaming Purchase Type						Feelings about Gaming Purchase					
		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	It's not always clear what I'm going to get for my money in games
Weighted Base	% within column	151	447	147	302	122	205	346	772	445	720	715	449
	N Count												
	Column Comparisons												
Unweighted Base	% within column	158	428	154	320	133	211	356	777	454	734	710	459
	N Count												
	Column Comparisons												
Column Names	% within column	c	d	e	f	g	h	a	b	c	d	e	f
	N Count												
	Column Comparisons												
Strongly agree	% within column	26%	19%	19%	21%	26%	25%	27%↑	24%↑	28%↑	29%↑	21%	25%↑
	N Count	39	83	27	64	32	51	93↑	182↑	124↑	210↑	150	113↑
	Column Comparisons								e	e	a b c e f		
Agree	% within column	43%	49%	45%	42%	44%	50%	50%	50%	50%	71%↑	49%	48%
	N Count	66	221	65	127	53	102	172	383	221	510↑	354	215
	Column Comparisons										a b c e f		
Neither agree nor disagree	% within column	20%	24%	25%	24%	19%	19%	18%↓	20%↓	16%↓	0%↓	22%	18%↓
	N Count	30	106	36	73	23	38	62↓	158↓	73↓	0↓	155	79↓
	Column Comparisons							d	d	d		d	d
Disagree	% within column	7%	5%	8%	8%	9%	5%	5%	4%↓	4%	0%↓	6%	6%
	N Count	10	22	12	25	11	10	17	32↓	19	0↓	42	28
	Column Comparisons							d	d	d		b d	b d
Strongly disagree	% within column	3%	2%	2%	4%	1%	1%	0%↓	1%	1%	0%↓	1%↓	2%
	N Count	5	8	4	12	2	2	1↓	10	4	0↓	8↓	10
	Column Comparisons	a			a b h			d	d	d		d	d e

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 = 989 (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)

G8_4 - I like the feeling of making purchases whilst gaming

		Total	Gender of child respondent		Age of child respondent						Age and gender of child respondent				
			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
Don't know	% within column	1%	1%	1%	2%	1%	0%	1%	2%	1%	4%↑		1%	1%	1%
	N Count	12	9	3	4	4	1	2	8	4	4↑		2	2	1
	Column Comparisons	-							-	-					
NET: Agree	% within column	67%	66%	68%	75%	67%	66%	61%	70%	64%	76%		64%	70%	66%
	N Count	720	435	285	142	227	240	111	370	351	86		128	99	146
	Column Comparisons	-			d				-	-					
NET: Disagree	% within column	8%	9%	8%	6%	9%	9%	8%	8%	9%	6%		9%	8%	9%
	N Count	90	56	33	11	29	34	15	41	49	7		18	11	20
	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 = 989 (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)

G8_4 - I like the feeling of making purchases whilst gaming		Age and gender of child respondent							Urban/ Rural		Working status				D3 - Social grade
		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
Don't know	% within column	0%	1%		2%	1%	1%	0%	1%		1%	2%			1%
	N Count	0	1		6	2	3	1	9		4	3			2
	Column Comparisons				-	-	-	-							
NET: Agree	% within column	65%	61%		68%	71%	64%	64%	67%		70%↑	62%			74%↑
	N Count	95	75		214	155	221	135	666		516↑	105			263↑
	Column Comparisons				-	-	-	-			d				d
NET: Disagree	% within column	10%	9%		8%	7%	9%	8%	9%		8%	9%			8%
	N Count	14	12		25	16	31	18	85		55	16			28
	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 = 989 (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)

G8_4 - I like the feeling of making purchases whilst gaming

		D3 - Social grade					Financial wellbeing			Ethnicity		Child identified need/ impacting condition			
		C1	C2	DE	NET: ABC1	NET: C2DE	Doing well	Getting by	Struggling	White B-ritish	NET: All other Ethnic-ities	Neurodiv-ersity	Mental Health	NET: Identified need/ condition	NET: No identified need/ condition
Don't know	% within column	0%	1%	3%	1%	2%	1%	1%	1%	1%	0%			2%	1%
	N Count	1	1	7	4	8	2	7	2	12	0			4	7
	Column Comparisons				-	-								-	
NET: Agree	% within column	65%	65%	61%	70%	63%	75%↑	66%	61%	67%	67%			65%	68%
	N Count	169	141	147	432	288	179↑	355	183	564	146			173	538
	Column Comparisons				-	-	b c							-	
NET: Disagree	% within column	6%	11%	9%	7%	10%	9%	8%	8%	7%	11%			8%	8%
	N Count	16	23	23	44	46	21	45	24	63	23			20	67
	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 = 989 (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)

G8_4 - I like the feeling of making purchases whilst gaming		Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits		Parental Controls		Parental Concern			Time Spent Online (Weekday)		
		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
Don't know	% within column	1%	1%	1%	1%	1%	1%	1%		2%	1%	1%	1%	1%	1%
	N Count	1	2	1	10	7	5	9		6	2	3	3	6	2
	Column Comparisons														
NET: Agree	% within column	62%	65%	78%	66%	65%	69%	68%		57%↓	71%	73%	68%	65%	70%
	N Count	85	245	78	642	319	370	671		215↓	236	267	209	338	122
	Column Comparisons			b							a	a			
NET: Disagree	% within column	6%	10%	3%	9%	8%	9%	8%		11%	8%	6%	10%	9%	6%
	N Count	8	37	3	86	39	46	84		42	26	21	31	45	10
	Column Comparisons				a					c					

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 = 989 (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)

BANNER

G8_4 - I like the feeling of making purchases whilst gaming	Time Spent Online (Weekday)		Time Spent Online (Weekend)					Spent Money					SM purchase category	
	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	Bought something from both	Not bought from either	Product	Activity
Don't know		1% 2		1% 3	2% 6	1% 1	1% 7	1% 12	0% 2	1% 12	0% 2		0% 1	1% 1
	-	-				-	-	-	-	-	-			
NET: Agree		71% 171		66% 241	67% 220	68% 195	68% 415	67% 720	73%↑ 432↑	67% 720	73%↑ 432↑		78% 238	74% 101
	-	-				-	-	-	-	-	-			
NET: Disagree		5% 12		10% 35	7% 22	8% 23	7% 45	8% 90	7% 41	8% 90	7% 41		5% 14	6% 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 game AND who have bought something via gaming; Weight: Based on Nat Rep Sample; effective sample size = 989 (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)

G8_4 - I like the feeling of making purchases whilst gaming

| | | SM purchase category | | Feelings about SM purchase | | | | Gaming Method | | | | | Gaming Type | | |
		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
Don't know	% within column	0%	0%	0%	0%	0%	0%	1%	1%	2%	1%	1%	1%	1%	0%
	N Count	0	0	1	1	0	1	11	5	10	3	12	3	6	0
	Column Comparisons											-			
NET: Agree	% within column	71%	78%	74%	76%↑	77%↑	80%↑	67%	69%	65%	71%	67%	71%	70%	72%
	N Count	137	113	203	337↑	254↑	362↑	492	230	448	269	720	203	291	261
	Column Comparisons						b c					-			
NET: Disagree	% within column	9%	5%	6%	6%	5%	5%↓	8%	7%	9%	7%	8%	7%	6%	5%
	N Count	17	8	16	28	17	23↓	58	22	60	25	90	19	27	19
	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 = 989 (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)

G8_4 - I like the feeling of making purchases whilst gaming		Gaming Type										Gaming Frequency		Gaming Purchase Type	
		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
Don't know	% within column	0%	1%	1%	2%	0%	0%	1%	1%	1%	1%	1%	1%	1%	1%
	N Count	1	8	7	6	0	1	4	1	2	8	10	1	4	1
	Column Comparisons										-				
NET: Agree	% within column	75%↑	67%	66%	70%	67%	75%	72%	73%	71%	68%	68%	63%	73%↑	72%
	N Count	189↑	347	380	222	110	121	312	96	92	433	612	102	389↑	171
	Column Comparisons										-			e f	
NET: Disagree	% within column	7%	6%	8%	8%	8%	8%	9%	5%	8%	6%	7%	10%	6%	7%
	N Count	17	32	47	25	14	14	37	7	11	41	66	16	33	17
	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 = 989 (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)

G8_4 - I like the feeling of making purchases whilst gaming		Gaming Purchase Type						Feelings about Gaming Purchase					
		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	It's not always clear what I'm going to get for my money in games
Don't know	% within column	1%	2%	1%	0%	2%	1%	0%	1%	1%	0%↓	1%	1%
	N Count	1	7	2	1	2	2	1	6	4	0↓	7	4
	Column Comparisons									d			d
NET: Agree	% within column	69%	68%	63%	63%	70%	75%	76%↑	73%↑	77%↑	100%↑	70%↑	73%↑
	N Count	104	304	93	191	85	153	265↑	565↑	344↑	720↑	504↑	328↑
	Column Comparisons										a b c e f		
NET: Disagree	% within column	10%	7%	11%	12%	10%	6%	5%	5%↓	5%↓	0%↓	7%	8%
	N Count	15	30	16	37	12	12	18	42↓	23↓	0↓	50	38
	Column Comparisons			a	a d h			d	d	d		d	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 AND Children who game AND who have bought something via gaming; Weight: Based on Nat Rep Sample; effective sample size = 989 (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)

G8_5 - I think it's unfair that people who spend more, get further in games like these		Gender of child respondent		Age of child respondent						Age and gender of child respondent				
		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
Weighted Base	% within column	1078	656	422	190	341	365	182	531	547	113	77	200	141	219
	N Count														
	Column Comparisons														
Unweighted Base	% within column	1082	640	442	192	329	367	194	521	561	114	78	191	138	211
	N Count														
	Column Comparisons														
Column Names	% within column	a	a	b	a	b	c	d	e	f	a	b	c	d	e
	N Count														
	Column Comparisons														
Strongly agree	% within column	24%	26%	22%	27%	27%	21%	24%	27%	22%	27%		29%	25%	23%
	N Count	264	171	93	51	92	77	43	143	121	31		57	35	50
	Column Comparisons	-							-	-					
Agree	% within column	42%	41%	43%	39%	41%	44%	42%	41%	43%	39%		40%	43%	44%
	N Count	451	272	179	75	141	160	76	215	236	45		80	61	96
	Column Comparisons	-							-	-					
Neither agree nor disagree	% within column	19%	19%	19%	17%	22%	18%	17%	20%	18%	21%		21%	23%	18%
	N Count	206	126	80	33	75	67	31	108	98	24		42	33	40
	Column Comparisons	-							-	-					
Disagree	% within column	10%	10%	11%	9%	6%	13%	12%	8%	13%	6%		7%	6%	12%
	N Count	111	62	48	18	22	49	22	40	71	7		14	8	27
	Column Comparisons	-					b		-	-					
Strongly disagree	% within column	3%	3%	4%	5%	2%	3%	4%	3%	3%	3%		3%	1%	2%
	N Count	34	19	15	9	8	10	7	17	18	3		6	1	5
	Column Comparisons	-							-	-					
Don't know	% within column	1%	1%	1%	2%	1%	0%	1%	2%	1%	3%		0%	2%	1%
	N Count	12	5	6	5	4	1	2	8	3	3		1	3	1
	Column Comparisons	-							-	-					
NET: Agree	% within column	66%	67%	65%	66%	68%	65%	66%	67%	65%	67%		68%	68%	67%
	N Count	715	443	272	126	233	238	119	359	357	76		137	96	146
	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 = 1002 (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 1 of 16

G8_5 - I think it's unfair that people who spend more, get further in games like these

		Age and gender of child respondent							Urban/ Rural		Working status				D3 - Social grade
		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
Weighted Base	% within column	146	124	66	313	218	343	209	990	88	732	169	46	109	358
	N Count														
	Column Comparisons														
Unweighted Base	% within column	156	124	82	305	216	335	234	989	93	774	144	46	99	498
	N Count														
	Column Comparisons														
Column Names	% within column	f	g	h	i	j	k	l	a	b	a	b	c	d	a
	N Count														
	Column Comparisons														
Strongly agree	% within column	19%	26%		28%	25%	24%	19%	24%		24%	25%			22%
	N Count	27	32		88	55	83	40	237		174	42			79
	Column Comparisons				-	-	-	-							
Agree	% within column	44%	42%		40%	42%	43%	43%	43%		42%	43%			42%
	N Count	64	52		124	91	148	91	422		309	73			149
	Column Comparisons				-	-	-	-							
Neither agree nor disagree	% within column	19%	16%		21%	19%	17%	18%	19%		18%	23%			18%
	N Count	27	20		66	41	60	38	188		133	39			65
	Column Comparisons				-	-	-	-							
Disagree	% within column	15%	12%		7%	9%	12%	14%	11%		11%	6%			13%
	N Count	22	15		21	19	42	30	105		84	10			48
	Column Comparisons				-	-	-	-							c
Strongly disagree	% within column	4%	4%		3%	3%	3%	4%	3%		4%	0%			4%
	N Count	5	5		10	7	10	8	29		30	0			15
	Column Comparisons				-	-	-	-			b				
Don't know	% within column	0%	0%		1%	2%	0%	1%	1%		0%↓	3%			0%
	N Count	0	0		4	4	1	2	9		3↓	6			2
	Column Comparisons				-	-	-	-				a			
NET: Agree	% within column	63%	68%		68%	67%	67%	62%	66%		66%	68%			64%
	N Count	92	84		213	146	230	130	658		483	114			228
	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 = 1002 (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)

G8_5 - I think it's unfair that people who spend more, get further in games like these		D3 - Social grade					Financial wellbeing			Ethnicity		Child identified need/ impacting condition			
		C1	C2	DE	NET: ABC1	NET: C2DE	Doing well	Getting by	Struggling	White B-ritish	NET: All other Ethnic-ities	Neurodiv-ersity	Mental Health	NET: Identified need/ condition	NET: No identified need/ condition
Weighted Base	% within column	261	217	242	618	460	239	536	299	841	216	93	55	264	796
	N Count														
	Column Comparisons														
Unweighted Base	% within column	213	158	213	711	371	277	522	279	844	217	87	56	259	804
	N Count														
	Column Comparisons														
Column Names	% within column	b	c	d	e	f	a	b	c	a	b	a	b	c	d
	N Count														
	Column Comparisons														
Strongly agree	% within column	26%	23%	28%	24%	26%	24%	23%	28%	25%	22%			32%	22%↓
	N Count	67	49	68	146	118	56	123	84	209	48			84	173↓
	Column Comparisons				-	-								-	
Agree	% within column	39%	50%	38%	41%	44%	38%	43%	43%	42%	40%			37%	44%
	N Count	102	108	92	251	200	91	228	130	357	87			98	349
	Column Comparisons				-	-								-	
Neither agree nor disagree	% within column	22%	17%	19%	20%	18%	17%	22%	16%	18%	21%			20%	18%
	N Count	59	36	46	124	82	40	116	47	154	46			53	147
	Column Comparisons				-	-								-	
Disagree	% within column	8%	5%	12%	11%	9%	15%	8%	11%	10%	12%			9%	11%
	N Count	22	12	30	69	41	37	41	33	84	26			23	87
	Column Comparisons				-	-	b							-	
Strongly disagree	% within column	3%	4%	1%	3%	3%	5%	4%	1%	3%	4%			2%	4%
	N Count	7	10	3	22	13	12	19	3	26	9			5	30
	Column Comparisons				-	-	c							-	
Don't know	% within column	2%	1%	1%	1%	1%	1%	1%	1%	1%	0%			1%	1%
	N Count	5	2	3	6	5	2	8	2	11	1			2	9
	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 = 1002 (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)

G8_5 - I think it's unfair that people who spend more, get further in games like these

		Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits		Parental Controls		Parental Concern			Time Spent Online (Weekday)		
		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
Weighted Base	% within column	136	376	100	978	493	539	992	83	376	331	367	309	524	176
	N Count														
	Column Comparisons														
Unweighted Base	% within column	138	389	103	979	487	553	993	87	352	338	389	307	521	181
	N Count														
	Column Comparisons														
Column Names	% within column	a	b	a	b	a	b	a	b	a	b	c	a	b	c
	N Count														
	Column Comparisons														
Strongly agree	% within column	32%↑	18%	32%	24%	28%	22%	25%		24%	23%	27%	21%	24%	30%
	N Count	43↑	69	32	232	137	117	246		89	76	97	64	126	53
	Column Comparisons	b				b									
Agree	% within column	41%	43%	41%	42%	40%	43%	42%		40%	46%	40%	44%	42%	40%
	N Count	56	162	41	410	196	234	421		150	152	148	137	219	70
	Column Comparisons														
Neither agree nor disagree	% within column	17%	18%	18%	19%	18%	19%	19%		21%	18%	18%	18%	21%	15%
	N Count	23	70	18	188	91	105	185		78	60	67	57	112	26
	Column Comparisons														
Disagree	% within column	8%	15%	6%	11%	10%	10%	10%		11%	9%	10%	11%	10%	10%
	N Count	11	57	6	104	51	57	98		43	31	37	33	52	18
	Column Comparisons		a												
Strongly disagree	% within column	2%	4%	2%	3%	3%	4%	3%		3%	2%	4%	4%	2%	4%
	N Count	2	15	2	32	13	21	33		12	8	14	12	11	8
	Column Comparisons														
Don't know	% within column	0%	1%	0%	1%	1%	1%	1%		1%	1%	1%	2%	1%	1%
	N Count	0	3	0	12	4	6	8		4	3	4	6	4	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 game AND who have bought something via gaming; Weight: Based on Nat Rep Sample; effective sample size = 1002 (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 4 of 16

G8_5 - I think it's unfair that people who spend more, get further in games like these		Time Spent Online (Weekday)		Time Spent Online (Weekend)					Spent Money					SM purchase category	
		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	Bought something from both	Not bought from either	Product	Activity
Weighted Base	% within column	66	241	94	365	326	288	614	1078	590	1078	590	0	306	135
	N Count														
	Column Comparisons														
Unweighted Base	% within column	69	250	92	367	334	284	618	1082	619	1082	619	0	323	147
	N Count														
	Column Comparisons														
Column Names	% within column	d	e	a	b	c	d	e	a	b	c	d	e	a	b
	N Count														
	Column Comparisons														
Strongly agree			29%		20%	24%	29%	26%	24%	27%	24%	27%		29%	27%
			71		72	77	84	161	264	161	264	161		89	36
			-					-	-	-	-	-			
Agree			39%		49%	46%	33%↓	40%	42%	41%	42%	41%		43%	41%
			95		178	148	95↓	243	451	243	451	243		130	55
			-		a d	a d	-	-	-	-	-	-			
Neither agree nor disagree			15%		18%	19%	18%	18%	19%	19%	19%	19%		15%	18%
			37		65	61	53	114	206	112	206	112		47	25
			-					-	-	-	-	-			
Disagree			10%		9%	10%	14%	12%	10%	9%	10%	9%		9%	10%
			25		34	31	40	71	111	52	111	52		27	13
			-					-	-	-	-	-			
Strongly disagree			5%		3%	2%	5%	3%	3%	3%	3%	3%		3%	4%
			12		11	7	14	20	34	19	34	19		9	6
			-					-	-	-	-	-			

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 = 1002 (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 5 of 16

G8_5 - I think it's unfair that people who spend more, get further in games like these		SM purchase category		Feelings about SM purchase				Gaming Method					Gaming Type		
		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	NET: Any Gaming	Puzzles or quizzes	Action/ adventure	Shooters
Weighted Base	% within column	193	145	274	441	330	451	733	331	687	379	1078	287	416	361
	N Count														
	Column Comparisons														
Unweighted Base	% within column	205	158	290	466	354	479	732	345	693	381	1082	297	431	379
	N Count														
	Column Comparisons														
Column Names	% within column	c	d	a	b	c	d	a	b	c	d	e	a	b	c
	N Count														
	Column Comparisons														
Strongly agree	% within column	27%	24%	28%	28%	30%	29%	25%	24%	24%	25%	24%	23%	26%	22%
	N Count	52	35	76	121	98	130	183	80	167	96	264	67	107	81
	Column Comparisons											-			
Agree	% within column	40%	47%	50%	42%	48%	42%	39%	41%	42%	43%	42%	43%	39%	43%
	N Count	76	69	137	186	159	190	288	137	289	163	451	122	164	157
	Column Comparisons											-			
Neither agree nor disagree	% within column	17%	16%	16%	16%	13%↓	16%	20%	19%	19%	17%	19%	17%	19%	19%
	N Count	33	24	43	73	43↓	73	144	64	128	65	206	47	78	67
	Column Comparisons											-			
Disagree	% within column	12%	9%	5%	9%	6%	9%	10%	10%	10%	9%	10%	12%	10%	10%
	N Count	22	13	14	41	21	42	75	32	67	34	111	35	41	37
	Column Comparisons											-			
Strongly disagree	% within column	4%	3%	1%	4%	3%	3%	4%	5%	4%	5%	3%	6%	5%	4%
	N Count	8	5	3	17	9	14	32	15	29	19	34	16	20	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 game AND who have bought something via gaming; Weight: Based on Nat Rep Sample; effective sample size = 1002 (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 6 of 16

G8_5 - I think it's unfair that people who spend more, get further in games like these		Gaming Type										Gaming Frequency		Gaming Purchase Type	
		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
Weighted Base	% within column	253	517	575	318	163	162	436	131	130	633	900	162	535	237
	N Count														
	Column Comparisons														
Unweighted Base	% within column	264	518	556	332	174	168	451	141	137	638	898	169	549	250
	N Count														
	Column Comparisons														
Column Names	% within column	d	e	f	g	h	i	j	k	l	m	a	b	a	b
	N Count														
	Column Comparisons														
Strongly agree	% within column	27%	29%	25%	25%	23%	31%	25%	26%	24%	27%	26%	19%	28%	27%
	N Count	69	148	144	78	38	50	107	34	32	168	233	30	148	64
	Column Comparisons										-				g
Agree	% within column	39%	40%	42%	39%	42%	39%	40%	42%	46%	41%	41%	45%	42%	41%
	N Count	99	208	239	123	68	63	173	55	60	262	373	73	224	96
	Column Comparisons										-				
Neither agree nor disagree	% within column	15%	17%	19%	19%	21%	16%	19%	11%	18%	17%	19%	17%	17%	16%
	N Count	39	87	111	61	35	27	82	14	24	108	172	28	92	39
	Column Comparisons										-				
Disagree	% within column	12%	10%	9%	10%	7%	9%	12%	15%	7%	10%	9%	15%	9%	8%
	N Count	29	50	54	33	11	14	50	19	9	64	84	24	48	20
	Column Comparisons										-		a		
Strongly disagree	% within column	6%↑	4%	3%	5%	7%	4%	4%	6%	3%	4%	3%	3%	3%	6%
	N Count	16↑	19	19	16	12	6	18	8	4	26	29	4	18	15
	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 = 1002 (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)

G8_5 - I think it's unfair that people who spend more, get further in games like these

		Gaming Purchase Type						Feelings about Gaming Purchase					
		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	It's not always clear what I'm going to get for my money in games
Weighted Base	% within column	151	447	147	302	122	205	346	772	445	720	715	449
	N Count												
	Column Comparisons												
Unweighted Base	% within column	158	428	154	320	133	211	356	777	454	734	710	459
	N Count												
	Column Comparisons												
Column Names	% within column	c	d	e	f	g	h	a	b	c	d	e	f
	N Count												
	Column Comparisons												
Strongly agree	% within column	28%	27%	23%	27%	15%	28%	29%	24%	31%↑	28%↑	37%↑	31%↑
	N Count	43	120	33	81	19	57	102	187	136↑	201↑	264↑	138↑
	Column Comparisons	g	g				g				b	a b c d f	b
Agree	% within column	42%	43%	42%	35%	42%	38%	49%↑	42%	43%	42%	63%↑	45%
	N Count	63	191	61	105	52	79	171↑	320	193	303	451↑	203
	Column Comparisons							c d				a b c d f	
Neither agree nor disagree	% within column	16%	17%	17%	18%	20%	17%	14%	19%	17%	16%↓	0%↓	14%↓
	N Count	25	77	25	55	24	36	48	145	76	114↓	0↓	64↓
	Column Comparisons							e	d e f	e	e		e
Disagree	% within column	10%	9%	12%	14%	16%	11%	5%↓	11%	6%↓	10%	0%↓	7%
	N Count	14	40	17	42	19	22	17↓	82	28↓	74	0↓	34
	Column Comparisons							e	e	e	a e		e
Strongly disagree	% within column	4%	3%	4%	5%	6%	5%	2%	4%	2%	3%	0%↓	1%
	N Count	6	16	7	16	7	10	7	30	10	24	0↓	6
	Column Comparisons							e	c e	e	e		e

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 = 1002 (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)

G8_5 - I think it's unfair that people who spend more, get further in games like these		Gender of child respondent		Age of child respondent						Age and gender of child respondent				
		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
Don't know	% within column	1%	1%	1%	2%	1%	0%	1%	2%	1%	3%		0%	2%	1%
	N Count	12	5	6	5	4	1	2	8	3	3		1	3	1
	Column Comparisons	-							-	-					
NET: Agree	% within column	66%	67%	65%	66%	68%	65%	66%	67%	65%	67%		68%	68%	67%
	N Count	715	443	272	126	233	238	119	359	357	76		137	96	146
	Column Comparisons	-							-	-					
NET: Disagree	% within column	13%	12%	15%	14%	9%	16%	16%	11%	16%	9%		10%	7%	15%
	N Count	145	82	63	27	30	59	30	57	88	10		20	10	32
	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 AND Children who game AND who have bought something via gaming; Weight: Based on Nat Rep Sample; effective sample size = 1002 (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)

G8_5 - I think it's unfair that people who spend more, get further in games like these

		Age and gender of child respondent							Urban/ Rural		Working status				D3 - Social grade
		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
Don't know	% within column	0%	0%		1%	2%	0%	1%	1%		0%↓	3%			0%
	N Count	0	0		4	4	1	2	9		3↓	6			2
	Column Comparisons				-	-	-	-				a			
NET: Agree	% within column	63%	68%		68%	67%	67%	62%	66%		66%	68%			64%
	N Count	92	84		213	146	230	130	658		483	114			228
	Column Comparisons				-	-	-	-							
NET: Disagree	% within column	18%	16%		10%	12%	15%	18%	14%		16%	6%			18%
	N Count	27	20		30	26	52	38	135		114	10			63
	Column Comparisons				-	-	-	-			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 game AND who have bought something via gaming; Weight: Based on Nat Rep Sample; effective sample size = 1002 (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)

G8_5 - I think it's unfair that people who spend more, get further in games like these		D3 - Social grade					Financial wellbeing			Ethnicity		Child identified need/ impacting condition			
		C1	C2	DE	NET: ABC1	NET: C2DE	Doing well	Getting by	Struggling	White B-ritish	NET: All other Ethnic-ities	Neurodiv-ersity	Mental Health	NET: Identified need/ condition	NET: No identified need/ condition
Don't know	% within column	2%	1%	1%	1%	1%	1%	1%	1%	1%	0%			1%	1%
	N Count	5	2	3	6	5	2	8	2	11	1			2	9
	Column Comparisons				-	-								-	
NET: Agree	% within column	65%	73%	66%	64%	69%	62%	66%	72%	67%	62%			69%	66%
	N Count	169	158	160	397	318	148	351	214	567	135			181	522
	Column Comparisons				-	-								-	
NET: Disagree	% within column	11%	10%	13%	15%	12%	21%↑	11%	12%	13%	16%			10%	15%
	N Count	28	21	33	91	54	49↑	60	35	110	34			27	117
	Column Comparisons				-	-	b c							-	

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 = 1002 (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 11 of 16

		Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits		Parental Controls		Parental Concern			Time Spent Online (Weekday)		
G8_5 - I think it's unfair that people who spend more, get further in games like these		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
Don't know	% within column	0%	1%	0%	1%	1%	1%	1%		1%	1%	1%	2%	1%	1%
	N Count	0	3	0	12	4	6	8		4	3	4	6	4	1
	Column Comparisons														
NET: Agree	% within column	73%	61%	73%	66%	68%	65%	67%		64%	69%	67%	65%	66%	70%
	N Count	100	231	73	642	333	350	668		239	228	245	201	345	122
	Column Comparisons	b													
NET: Disagree	% within column	10%	19%	8%	14%	13%	14%	13%		15%	12%	14%	15%	12%	15%
	N Count	13	73	8	137	64	78	131		55	39	51	45	63	26
	Column Comparisons		a												

G8_5 - I think it's unfair that people who spend more, get further in games like these	Time Spent Online (Weekday)		Time Spent Online (Weekend)					Spent Money					SM purchase category	
	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	Bought something from both	Not bought from either	Product	Activity
Don't know		1%		1%	0%	1%	1%	1%	1%	1%	1%		1%	0%
		1		5	1	4	5	12	3	12	3		3	0
		-					-	-	-	-	-			
NET: Agree		69%		69%	69%	62%	66%	66%	69%	66%	69%		72%	68%
		166		250	226	178	404	715	404	715	404		220	91
		-					-	-	-	-	-			
NET: Disagree		15%		12%	12%	18%	15%	13%	12%	13%	12%		12%	14%
		37		44	38	53	91	145	71	145	71		37	19
		-					-	-	-	-	-			

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 = 1002 (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 16

G8_5 - I think it's unfair that people who spend more, get further in games like these		SM purchase category		Feelings about SM purchase				Gaming Method					Gaming Type		
		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
Don't know	% within column	0%	0%	0%	0%	0%	0%	1%	1%	1%	1%	1%	0%	1%	1%
	N Count	1	0	1	2	1	2	10	3	7	2	12	0	5	4
	Column Comparisons											-			
NET: Agree	% within column	67%	72%	78%↑	70%	78%↑	71%	64%	65%	66%	68%	66%	66%	65%	66%
	N Count	129	104	214↑	308	257↑	320	472	217	456	259	715	189	271	237
	Column Comparisons										a	-			
NET: Disagree	% within column	16%	12%	6%↓	13%	9%	12%	15%	14%	14%	14%	13%	18%	15%	14%
	N Count	31	17	17↓	58	29	56	107	47	96	53	145	51	61	52
	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 = 1002 (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)

G8_5 - I think it's unfair that people who spend more, get further in games like these		Gaming Type									NET: Playing against other people	Gaming Frequency		Gaming Purchase Type	
		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: Daily	Weekly	NET: Charac-ter, skins, weapons, armour, tools	NET: Ga-me expa-nsion
Don't know	% within column	0%	1%	1%	2%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%
	N Count	1	5	8	6	0	2	5	1	1	5	9	2	5	3
	Column Comparisons										-				
NET: Agree	% within column	66%	69%	67%	63%	65%	70%	64%	68%	71%	68%	67%	64%	70%	68%
	N Count	168	355	383	202	106	113	280	89	92	430	605	103	372	160
	Column Comparisons										-			g	
NET: Disagree	% within column	18%	13%	13%	15%	14%	12%	16%	21%	10%	14%	13%	18%	12%	15%
	N Count	46	70	73	49	23	20	68	27	13	90	113	28	66	35
	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 = 1002 (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 15 of 16

BANNER

G8_5 - I think it's unfair that people who spend more, get further in games like these		Gaming Purchase Type						Feelings about Gaming Purchase					
		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	It's not always clear what I'm going to get for my money in games
Don't know	% within column	0%	1%	2%	1%	1%	1%	1%	1%	0%	1%	0%↓	1%
	N Count	1	4	3	3	2	2	2	6	2	5	0↓	4
	Column Comparisons							e					e
NET: Agree	% within column	70%	69%	64%	62%	58%	66%	79%↑	66%	74%↑	70%↑	100%↑	76%↑
	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
NET: Disagree	% within column	13%	13%	16%	19%↑	21%	16%	7%↓	15%	9%↓	14%	0%↓	9%↓
	N Count	20	56	24	58↑	26	32	24↓	113	38↓	98	0↓	40↓
	Column Comparisons				a	a		e	a c e f	e	a e		e

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 = 1002 (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)

BANNER

G8_6 - It's not always clear what I'm going to get for my money in games

		Total	Gender of child respondent		Age of child respondent						Age and gender of child respondent			
			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
Weighted Base	% within column	1078	656	422	190	341	365	182	531	547	113	77	200	141
	N Count													
	Column Comparisons													
Unweighted Base	% within column	1082	640	442	192	329	367	194	521	561	114	78	191	138
	N Count													
	Column Comparisons													
Column Names	% within column	a	a	b	a	b	c	d	e	f	a	b	c	d
	N Count													
	Column Comparisons													
Strongly agree	% within column	11%	11%	11%	17%↑	12%	8%	10%	14%	8%	17%		11%	13%
	N Count	117	69	48	32↑	40	28	17	72	45	19		22	18
	Column Comparisons	-			c				-	-				
Agree	% within column	31%	29%	34%	28%	29%	33%	31%	29%	33%	31%		23%	38%
	N Count	332	188	144	54	99	122	57	153	179	35		45	54
	Column Comparisons	-							-	-				
Neither agree nor disagree	% within column	23%	24%	21%	21%	26%	23%	17%	24%	21%	20%		31%↑	19%
	N Count	245	157	88	40	89	85	31	129	116	22		63↑	26
	Column Comparisons	-							-	-			h	
Disagree	% within column	26%	27%	23%	25%	23%	24%	34%↑	24%	27%	27%		23%	23%
	N Count	275	178	97	47	79	87	62↑	126	149	31		46	33
	Column Comparisons	-						b c	-	-				
Strongly disagree	% within column	9%	9%	9%	8%	8%	11%	7%	8%	10%	4%		11%	5%
	N Count	98	58	40	15	28	42	13	43	54	4		22	6
	Column Comparisons	-							-	-				
Don't know	% within column	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%		1%	2%
	N Count	11	7	4	2	5	2	1	8	3	1		3	3
	Column Comparisons	-							-	-				
NET: Agree	% within column	42%	39%	46%	45%	41%	41%	41%	42%	41%	48%		33%	51%
	N Count	449	257	192	86	139	149	75	225	224	54		67	73
	Column Comparisons	-		a					-	-				c

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 = 997 (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)

G8_6 - It's not always clear what I'm going to get for my money in games		Male 13-15	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
								Age and gender of child respondent		Urban/ Rural		Working status		
Weighted Base	% within column	219	146	124	66	313	218	343	209	990	88	732	169	46
	N Count													
	Column Comparisons													
Unweighted Base	% within column	211	156	124	82	305	216	335	234	989	93	774	144	46
	N Count													
	Column Comparisons													
Column Names	% within column	e	f	g	h	i	j	k	l	a	b	a	b	c
	N Count													
	Column Comparisons													
Strongly agree	% within column	8%	7%	9%		13%	14%	8%	9%	11%		12%	9%	
	N Count	17	10	11		40	32	29	18	111		88	15	
	Column Comparisons					-	-	-	-					
Agree	% within column	33%	33%	28%		26%	33%	31%	34%	31%		32%	30%	
	N Count	73	49	35		80	73	108	71	305		233	50	
	Column Comparisons					-	-	-	-					
Neither agree nor disagree	% within column	22%	25%	19%		27%	20%	21%	21%	23%		22%	24%	
	N Count	49	36	23		85	44	72	44	230		164	40	
	Column Comparisons					-	-	-	-					
Disagree	% within column	25%	23%	38%↑		25%	22%	29%	25%	25%		23%	29%	
	N Count	54	33	47↑		77	49	101	52	245		172	49	
	Column Comparisons					-	-	-	-					
Strongly disagree	% within column	12%	11%	5%		8%	8%	9%	11%	9%		10%	6%	
	N Count	25	17	6		26	17	31	24	88		71	11	
	Column Comparisons					-	-	-	-					
Don't know	% within column	1%	1%	1%		1%	2%	1%	0%	1%		1%	3%	
	N Count	1	1	1		4	4	3	1	10		4	5	
	Column Comparisons					-	-	-	-					
NET: Agree	% within column	41%	41%	37%		39%	48%	40%	43%	42%		44%	38%	
	N Count	90	59	46		121	105	136	89	417		321	65	
	Column Comparisons					-	-	-	-					

Part 2 of 18

G8_6 - It's not always clear what I'm going to get for my money in games

		Working status	D3 - Social grade						Financial wellbeing			Ethnicity		Child identified need/ impacting condition
		NET: Not working/ retired	AB	C1	C2	DE	NET: ABC1	NET: C2DE	Doing well	Getting by	Struggling	White B-ritish	NET: All other Ethnicities	Neurodiv-ersity
Weighted Base	% within column	109	358	261	217	242	618	460	239	536	299	841	216	93
	N Count													
	Column Comparisons													
Unweighted Base	% within column	99	498	213	158	213	711	371	277	522	279	844	217	87
	N Count													
	Column Comparisons													
Column Names	% within column	d	a	b	c	d	e	f	a	b	c	a	b	a
	N Count													
	Column Comparisons													
Strongly agree			13%	9%	9%	11%	11%	10%	19%↑	8%	9%	11%	9%	
			47	22	20	28	70	48	46↑	45	26	95	20	
							-	-	b c					
Agree			32%	28%	35%	28%	30%	32%	28%	32%	32%	30%	36%	
			115	72	77	68	187	145	67	169	96	249	77	
							-	-						
Neither agree nor disagree			19%	25%	25%	24%	22%	24%	20%	24%	22%	23%	22%	
			68	66	54	57	134	111	47	131	66	190	48	
							-	-						
Disagree			25%	29%	21%	26%	27%	24%	22%	26%	27%	26%	23%	
			89	77	46	63	165	110	53	139	80	220	51	
							-	-						
Strongly disagree			10%	9%	8%	9%	9%	9%	10%	9%	9%	9%	9%	
			36	22	17	22	58	39	24	46	28	78	19	
							-	-						
Don't know			1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	
			3	1	3	4	4	7	2	6	3	9	2	
							-	-						

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 = 997 (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 3 of 18

BANNER

G8_6 - It's not always clear what I'm going to get for my money in games

		Child identified need/ impacting condition			Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits		Parental Controls		Parental Concern	
		Mental Health	NET: Identified need/ condition	NET: No identified 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	c	d	a	b	a	b	a	b	a	b	a	b
Strongly agree			14% 37 -	10% 78	9% 12	9% 32	17% 17	10% 101	14%↑ 71↑ b	8%↓ 41↓	11% 114		6%↓ 22↓ a	10% 35 a
Agree			36% 96 -	29% 231	39% 53	30% 113	33% 33	31% 299	30% 148	30% 163	32% 314		23%↓ 87↓ a	32% 106 a
Neither agree nor disagree			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 a	5% 5	9% 93	8% 40	11% 58	8% 84		12% 45	8% 27
Don't know			2% 6 -	1% 5	1% 1	0% 1	2% 2	1% 9	1% 5	1% 6	1% 10		1% 6	1% 3

G8_6 - It's not always clear what I'm going to get for my money in games

		Parental Concern	Time Spent Online (Weekday)					Time Spent Online (Weekend)					Spent Money	
		NET: Moderately/ Very Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs	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
Weighted Base	% within column	367	309	524	176	66	241	94	365	326	288	614	1078	590
	N Count													
	Column Comparisons													
Unweighted Base	% within column	389	307	521	181	69	250	92	367	334	284	618	1082	619
	N Count													
	Column Comparisons													
Column Names	% within column	c	a	b	c	d	e	a	b	c	d	e	a	b
	N Count													
	Column Comparisons													
Strongly agree	% within column	16%↑	11%	9%	15%		15%		13%	9%	9%	9%	11%	15%↑
	N Count	59↑	33	48	27		36		49	31	25	56	117	90↑
	Column Comparisons	a b					-					-	-	-
Agree	% within column	38%↑	25%	33%	33%		33%		27%	39%↑	26%	33%	31%	37%↑
	N Count	138↑	79	174	58		79		97	128↑	74	202	332	220↑
	Column Comparisons	a					-			b d		-	-	-
Neither agree nor disagree	% within column	23%	26%	21%	21%		22%		26%	19%	20%	20%	23%	22%
	N Count	85	80	111	36		54		97	63	58	121	245	130
	Column Comparisons						-					-	-	-
Disagree	% within column	16%↓	27%	27%	22%		21%		24%	23%	34%↑	28%	26%	18%↓
	N Count	57↓	82	142	39		51		88	74	99↑	173	275	105↓
	Column Comparisons						-				a b c	-	-	-
Strongly disagree	% within column	7%	10%	9%	8%		8%		8%	8%	10%	9%	9%	7%
	N Count	25	30	45	14		20		30	28	30	57	98	40
	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 = 997 (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 5 of 18

BANNER

G8_6 - It's not always clear what I'm going to get for my money in games

		Spent Money			SM purchase category				Feelings about SM purchase				Gaming Method	
		Bought something while Gaming	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	Desktop computer, laptop or netbook
Weighted Base	% within column	1078	590	0	306	135	193	145	274	441	330	451	733	331
	N Count													
	Column Comparisons													
Unweighted Base	% within column	1082	619	0	323	147	205	158	290	466	354	479	732	345
	N Count													
	Column Comparisons													
Column Names	% within column	c	d	e	a	b	c	d	a	b	c	d	a	b
	N Count													
	Column Comparisons													
Strongly agree	% within column	11%	15%↑		10%↓	25%↑	22%↑	23%↑	25%↑	18%↑	22%↑	17%↑	9%	10%
	N Count	117	90↑		31↓	33↑	42↑	34↑	67↑	79↑	73↑	76↑	68	33
	Column Comparisons	-	-			a	a	a						
Agree	% within column	31%	37%↑		40%	37%	38%	41%	48%↑	37%↑	44%↑	38%↑	29%	34%
	N Count	332	220↑		121	50	73	59	132↑	162↑	146↑	169↑	214	113
	Column Comparisons	-	-						b		b d			
Neither agree nor disagree	% within column	23%	22%		22%	19%	17%	21%	19%	19%	20%	21%	21%	20%
	N Count	245	130		66	26	33	30	51	86	66	94	155	65
	Column Comparisons	-	-											
Disagree	% within column	26%	18%↓		20%	13%	17%	9%↓	6%↓	17%↓	10%↓	17%↓	29%↑	24%
	N Count	275	105↓		61	18	33	13↓	16↓	77↓	32↓	76↓	212↑	79
	Column Comparisons	-	-		d					a c		c		
Strongly disagree	% within column	9%	7%		8%	5%	6%	5%	2%↓	8%	4%↓	7%	10%	12%
	N Count	98	40		23	6	12	7	6↓	35	12↓	32	75	39
	Column Comparisons	-	-								c			

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 = 997 (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)

G8_6 - It's not always clear what I'm going to get for my money in games

		Gaming Method			Gaming Type									
		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
Weighted Base	% within column	687	379	1078	287	416	361	253	517	575	318	163	162	436
	N Count													
	Column Comparisons													
Unweighted Base	% within column	693	381	1082	297	431	379	264	518	556	332	174	168	451
	N Count													
	Column Comparisons													
Column Names	% within column	c	d	e	a	b	c	d	e	f	g	h	i	j
	N Count													
	Column Comparisons													
Strongly agree	% within column	9%	11%	11%	14%	12%	10%	12%	10%	8%↓	14%	10%	17%	11%
	N Count	62	40	117	41	48	35	31	50	46↓	45	16	28	46
	Column Comparisons			-	f	f		f			f		f	
Agree	% within column	31%	32%	31%	31%	29%	27%	36%	28%	28%	33%	34%	29%	30%
	N Count	214	122	332	88	119	98	91	144	161	106	55	47	131
	Column Comparisons			-										
Neither agree nor disagree	% within column	21%	22%	23%	19%	21%	21%	20%	21%	23%	19%	21%	23%	23%
	N Count	143	82	245	56	86	77	51	108	133	60	33	37	99
	Column Comparisons			-										
Disagree	% within column	26%	24%	26%	25%	27%	31%	21%	30%↑	28%	23%	23%	21%	28%
	N Count	181	90	275	72	112	110	53	156↑	163	72	37	34	120
	Column Comparisons			-				d		d	l			
Strongly disagree	% within column	11%↑	10%	9%	10%	11%	11%	10%	10%	11%	9%	13%	8%	9%
	N Count	77↑	39	98	29	45	40	26	53	65	30	21	14	41
	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 = 997 (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

G8_6 - It's not always clear what I'm going to get for my money in games		Gaming Type			Gaming Frequency		Gaming Purchase Type							
		Intera-ctive stor-ies	Makeo-vers	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	A standard version of the game	A subscri-ption	Early access to a game	Battle Pass
Weighted Base	% within column	131	130	633	900	162	535	237	151	447	147	302	122	205
	N Count													
	Column Comparisons													
Unweighted Base	% within column	141	137	638	898	169	549	250	158	428	154	320	133	211
	N Count													
	Column Comparisons													
Column Names	% within column	k	l	m	a	b	a	b	c	d	e	f	g	h
	N Count													
	Column Comparisons													
Strongly agree	% within column	13%	17%	11%	11%	11%	11%	14%	13%	10%	16%	10%	16%	12%
	N Count	16	22	67	96	18	60	32	20	46	23	30	19	24
	Column Comparisons		f	-										
Agree	% within column	29%	38%	29%	29%↓	42%↑	33%	36%	36%	30%	43%↑	34%	42%↑	42%↑
	N Count	38	50	185	261↓	69↑	175	86	54	136	63↑	102	52↑	86↑
	Column Comparisons			-		a								
Neither agree nor disagree	% within column	23%	17%	22%	23%	21%	22%	22%	17%	19%	16%	19%	16%	21%
	N Count	30	22	139	206	34	116	52	25	84	23	57	19	44
	Column Comparisons			-										
Disagree	% within column	23%	18%	27%	27%	20%	25%	20%	18%	29%	19%	26%	19%	16%↓
	N Count	30	23	174	241	32	133	46	27	128	27	79	23	33↓
	Column Comparisons			-						h				
Strongly disagree	% within column	12%	8%	10%	10%	5%	8%	8%	15%↑	10%	5%	11%	6%	8%
	N Count	15	11	62	86	8	45	19	23↑	47	7	32	7	16
	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 AND Children who game AND who have bought something via gaming; Weight: Based on Nat Rep Sample; effective sample size = 997 (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

Feelings about Gaming Purchase

G8_6 - It's not always clear what I'm going to get for my money in games		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	346	772	445	720	715	449
	N Count						
	Column Comparisons						
Unweighted Base	% within column	356	777	454	734	710	459
	N Count						
	Column Comparisons						
Column Names	% within column	a	b	c	d	e	f
	N Count						
	Column Comparisons						
Strongly agree	% within column	24%↑	12%	21%↑	13%↑	14%↑	26%↑
	N Count	83↑	96	92↑	95↑	101↑	117↑
	Column Comparisons	b d		b d			a b c d e
Agree	% within column	44%↑	29%	42%↑	32%	34%	74%↑
	N Count	153↑	223	188↑	233	240	332↑
	Column Comparisons	b d e		b d e	b	b	a b c d e
Neither agree nor disagree	% within column	18%	20%↓	19%	19%↓	21%	0%↓
	N Count	62	153↓	86	140↓	153	0↓
	Column Comparisons	f	f	f	f	f	
Disagree	% within column	10%↓	27%	12%↓	26%	23%↓	0%↓
	N Count	34↓	210	55↓	188	163↓	0↓
	Column Comparisons	f	a c e f	f	a c e f	a c f	
Strongly disagree	% within column	4%↓	11%↑	5%↓	8%	7%↓	0%↓
	N Count	12↓	83↑	21↓	60	51↓	0↓
	Column Comparisons	f	a c d e f	f	f	f	

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 = 997 (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)

G8_6 - It's not always clear what I'm going to get for my money in games			Gender of child respondent			Age of child respondent						Age and gender of child respondent			
		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
Don't know	% within column	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%		1%	2%
	N Count	11	7	4	2	5	2	1	8	3	1		3	3
	Column Comparisons	-							-	-				
NET: Agree	% within column	42%	39%	46%	45%	41%	41%	41%	42%	41%	48%		33%	51%
	N Count	449	257	192	86	139	149	75	225	224	54		67	73
	Column Comparisons	-		a					-	-				c
NET: Disagree	% within column	35%	36%	33%	33%	31%	35%	41%	32%	37%	31%		34%	28%
	N Count	373	236	137	62	107	129	75	169	203	35		68	39
	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 = 997 (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 10 of 18

G8_6 - It's not always clear what I'm going to get for my money in games		Age and gender of child respondent								Urban/ Rural		Working status		
		Male 13-15	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
Don't know	% within column	1%	1%	1%		1%	2%	1%	0%	1%		1%	3%	
	N Count	1	1	1		4	4	3	1	10		4	5	
	Column Comparisons					-	-	-	-					
NET: Agree	% within column	41%	41%	37%		39%	48%	40%	43%	42%		44%	38%	
	N Count	90	59	46		121	105	136	89	417		321	65	
	Column Comparisons					-	-	-	-					
NET: Disagree	% within column	36%	34%	43%		33%	30%	39%	36%	34%		33%	35%	
	N Count	79	50	53		104	66	132	76	333		243	60	
	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 = 997 (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)

G8_6 - It's not always clear what I'm going to get for my money in games

	Working status	D3 - Social grade						Financial wellbeing			Ethnicity		Child identified need/ impacting condition
	NET: Not working/ retired	AB	C1	C2	DE	NET: ABC1	NET: C2DE	Doing well	Getting by	Struggling	White B-ritish	NET: All other Ethnicities	Neurodiv-ersity
Don't know		1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	
		3	1	3	4	4	7	2	6	3	9	2	
NET: Agree		45%	36%	45%	40%	41% -	42% -	47%	40%	41%	41%	45%	
		162	94	97	96	257	193	113	214	121	344	97	
NET: Disagree		35%	38%	29%	35%	36% -	32% -	32%	35%	36%	35%	32%	
		125	99	64	85	224 -	149 -	77	185	108	298	69	

BANNER

G8_6 - It's not always clear what I'm going to get for my money in games	Mental Health	Child identified need/ impacting condition		Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits		Parental Controls		Parental Concern	
		NET: Identified need/ condition	NET: No identified 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
Don't know		2%	1%	1%	0%	2%	1%	1%	1%	1%		1%	1%
		6	5	1	1	2	9	5	6	10		6	3
	-												
NET: Agree		50%↑	39%↓	48%	38%	50%	41%	45%	38%	43%↑		29%↓	42%
		133↑	309↓	65	145	50	399	219	205	428↑		109↓	140
	-							b		b			a
NET: Disagree		26%↓	38%↑	32%	41%	30%	35%	31%	39%	33%↓		49%↑	32%
		69↓	300↑	43	155	30	342	153	209	330↓		184↑	106
	-								a			b c	c

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 = 997 (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)

G8_6 - It's not always clear what I'm going to get for my money in games		Parental Concern NET: Moderately/ Very Concerned	Time Spent Online (Weekday)					Time Spent Online (Weekend)					Spent Money	
			0 - 2hrs	3 - 4hrs	5 - 6hrs	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
Don't know	% within column	1%	2%	1%	1%		1%		1%	1%	1%	1%	1%	1%
	N Count	2	6	3	1		1		5	2	2	5	11	4
	Column Comparisons						-					-	-	-
NET: Agree	% within column	54%↑	36%	42%	48%		47%		40%	49%↑	34%↓	42%	42%	53%↑
	N Count	197↑	111	222	85		115		146	159↑	99↓	258	449	311↑
	Column Comparisons	a b					-			d		-	-	-
NET: Disagree	% within column	22%↓	36%	36%	30%		30%		32%	31%	45%↑	37%	35%	25%↓
	N Count	82↓	112	187	53		72		118	102	128↑	230	373	145↓
	Column Comparisons						-				a b c	-	-	-

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 = 997 (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

G8_6 - It's not always clear what I'm going to get for my money in games		Spent Money			SM purchase category				Feelings about SM purchase				Gaming Method	
		Bought something while Gaming	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	Desktop computer, laptop or netbook
Don't know	% within column	1%	1%		1%	1%	0%	1%	1%	0%	0%	1%	1%	1%
	N Count	11	4		3	2	0	1	2	2	2	4	9	3
	Column Comparisons	-	-											
NET: Agree	% within column	42%	53%↑		50%	62%	59%	64%↑	73%↑	55%↑	66%↑	54%↑	39%↓	44%
	N Count	449	311↑		153	83	114	93↑	199↑	241↑	218↑	245↑	282↓	145
	Column Comparisons	-	-					a	b		b d			a
NET: Disagree	% within column	35%	25%↓		28%	18%	23%	14%↓	8%↓	25%↓	13%↓	24%↓	39%↑	36%
	N Count	373	145↓		85	24	45	20↓	22↓	112↓	44↓	108↓	287↑	118
	Column Comparisons	-	-		d					a c		c	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 = 997 (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)

G8_6 - It's not always clear what I'm going to get for my money in games		Gaming Method			Gaming Type									
		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
Don't know	% within column	1%	1%	1%	1%	1%	1%	0%	1%	1%	2%	0%	2%	0%
	N Count	9	5	11	2	6	2	1	6	7	6	1	3	0
	Column Comparisons			-										
NET: Agree	% within column	40%	43%	42%	45%	40%	37%	48%	38%	36%↓	47%	43%	46%	41%
	N Count	276	162	449	129	167	132	123	194	207↓	151	71	74	177
	Column Comparisons		a	-	c f			b c e f j		c e f			f	
NET: Disagree	% within column	38%	34%	35%	35%	38%	42%↑	31%	40%↑	40%↑	32%	36%	29%	37%
	N Count	259	129	373	101	157	150↑	79	208↑	228↑	101	58	48	160
	Column Comparisons			-		d	d g i l		d g i l	g l				

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 = 997 (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)

G8_6 - It's not always clear what I'm going to get for my money in games		Gaming Type			Gaming Frequency		Gaming Purchase Type							
		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	A standard version of the game	A subscription	Early access to a game	Battle Pass
Don't know	% within column	1%	2%	1%	1%	1%	1%	1%	0%	1%	2%	1%	2%	1%
	N Count	1	2	6	10	1	6	1	1	6	3	3	2	2
	Column Comparisons			-										
NET: Agree	% within column	42%	55%↑	40%	40%↓	53%↑	44%	50%↑	49%	41%	59%↑	44%	58%↑	54%↑
	N Count	55	71↑	252	357↓	86↑	235	118↑	74	182	86↑	132	71↑	110↑
	Column Comparisons		b c e f j	-		a					a d f		d	
NET: Disagree	% within column	34%	27%	37%	36%	25%	33%	28%	34%	39%	24%↓	37%	25%	24%↓
	N Count	45	34	236	327	40	178	65	51	175	35↓	111	30	49↓
	Column Comparisons			-	b		h			b e g h		b 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 = 997 (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

Feelings about Gaming Purchase

G8_6 - It's not always clear what I'm going to get for my money in games		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
Don't know	% within column	0%	1%	1%	1%	1%	0%
	N Count	1	6	2	5	7	0
	Column Comparisons						
NET: Agree	% within column	68%↑	41%	63%↑	46%↑	48%↑	100%↑
	N Count	237↑	320	281↑	328↑	341↑	449↑
	Column Comparisons	b d e		b d e	b	b	a b c d e
NET: Disagree	% within column	13%↓	38%↑	17%↓	34%	30%↓	0%↓
	N Count	47↓	293↑	76↓	248	213↓	0↓
	Column Comparisons	f	a c d e f	f	a c e 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 AND Children who game AND who have bought something via gaming; Weight: Based on Nat Rep Sample; effective sample size = 997 (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)

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 do you use? [MULTI]

			BANNER					
			Gender of child respondent		Age of child respondent			
		Total	Male	Female	8-9	10-12	13-15	16-17	NET: 8-12
Weighted Base	% within column	2215	1145	1070	442	690	682	401	1131
	N Count								
	Column Comparisons								
Unweighted Base	% within column	2189	1093	1096	431	655	658	445	1086
	N Count								
	Column Comparisons								
Column Names	% within column	a	a	b	a	b	c	d	e
	N Count								
	Column Comparisons								
TikTok	% within column	56%	54%↓	59%↑	32%↓	48%↓	74%↑	69%↑	41%↓
	N Count	1,248	616↓	632↑	140↓	329↓	502↑	277↑	469↓
	Column Comparisons	-		a		a	a b	a b	-
Snapchat	% within column	49%	46%↓	53%↑	21%↓	39%↓	67%↑	68%↑	32%↓
	N Count	1,086	521↓	565↑	91↓	266↓	458↑	271↑	357↓
	Column Comparisons	-		a		a	a b	a b	-
Instagram	% within column	39%	35%↓	44%↑	17%↓	24%↓	53%↑	67%↑	21%↓
	N Count	872	404↓	468↑	74↓	165↓	362↑	271↑	239↓
	Column Comparisons	-		a		a	a b	a b c	-
Facebook	% within column	37%	37%	36%	19%↓	26%↓	47%↑	56%↑	23%↓
	N Count	809	428	381	85↓	180↓	320↑	225↑	264↓
	Column Comparisons	-				a	a b	a b c	-

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]

Age of child respondent

Age and gender of child respondent

		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	1083	221	221	358	332	341	341	224
	N Count								
	Column Comparisons								
Unweighted Base	% within column	1103	216	215	331	324	323	335	223
	N Count								
	Column Comparisons								
Column Names	% within column	f	a	b	c	d	e	f	g
	N Count								
	Column Comparisons								
TikTok	% within column	72%↑	35%↓	29%↓	44%↓	51%	70%↑	78%↑	63%
	N Count	779↑	77↓	63↓	159↓	169	237↑	265↑	142
	Column Comparisons	-			a b	a b	a b c d	a b c d e g	a b c d
Snapchat	% within column	67%↑	21%↓	20%↓	36%↓	41%↓	61%↑	73%↑	61%↑
	N Count	729↑	46↓	45↓	128↓	137↓	209↑	249↑	138↑
	Column Comparisons	-			a b	a b	a b c d	a b c d e g	a b c d
Instagram	% within column	58%↑	20%↓	13%↓	19%↓	30%↓	45%	61%↑	62%↑
	N Count	632↑	44↓	30↓	67↓	99↓	153	209↑	140↑
	Column Comparisons	-			a b c	a b c d	a b c d e	a b c d e	
Facebook	% within column	50%↑	20%↓	19%↓	25%↓	27%↓	49%↑	44%↑	56%↑
	N Count	545↑	43↓	41↓	90↓	89↓	168↑	152↑	126↑
	Column Comparisons	-				b	a b c d	a b c d	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)

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]

		Female 16-17	NET: Male 8-12	NET: Female 8-12	NET: Male 13-17	NET: Female 13-17	NET: Urban	Rural	Full time
				Age and gender of child respondent				Urban/ Rural	Working status
Weighted Base	% within column	201	579	552	565	536	1971	244	1326
	N Count								
	Column Comparisons								
Unweighted Base	% within column	253	547	539	546	580	1935	254	1370
	N Count								
	Column Comparisons								
Column Names	% within column	h	i	j	k	l	a	b	a
	N Count								
	Column Comparisons								
TikTok	% within column	74%↑	41%↓	42%↓	67%↑	76%↑	57%	53%	59%↑
	N Count	149↑	236↓	233↓	379↑	409↑	1,118	130	787↑
	Column Comparisons	a b c d g	-	-	-	-			b d
Snapchat	% within column	74%↑	30%↓	33%↓	61%↑	73%↑	50%	43%	51%↑
	N Count	149↑	175↓	182↓	347↑	393↑	981	105	678↑
	Column Comparisons	a b c d e g	-	-	-	-			d
Instagram	% within column	71%↑	19%↓	23%↓	52%↑	65%↑	40%	34%	44%↑
	N Count	142↑	111↓	128↓	293↑	348↑	789	83	583↑
	Column Comparisons	a b c d e f	-	-	-	-			b d
Facebook	% within column	52%↑	23%↓	24%↓	52%↑	48%↑	37%	31%	41%↑
	N Count	105↑	134↓	130↓	294↑	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 do you use? [MULTI]

		Working status			D3 - Social grade				
		Part time	Student	NET: Not working/ retired	AB	C1	C2	DE	NET: ABC1
Weighted Base	% within column	426	112	305	623	580	486	526	1202
	N Count								
	Column Comparisons								
Unweighted Base	% within column	384	113	281	882	482	354	471	1364
	N Count								
	Column Comparisons								
Column Names	% within column	b	c	d	a	b	c	d	e
	N Count								
	Column Comparisons								
TikTok	% within column	53%	71%↑	46%↓	59%	52%↓	57%	58%	56%
	N Count	224	79↑	140↓	366	301↓	277	303	668
	Column Comparisons		a b d						-
Snapchat	% within column	45%	64%↑	42%↓	49%	50%	50%	47%	49%
	N Count	192	71↑	128↓	305	288	243	249	594
	Column Comparisons		a b d						-
Instagram	% within column	34%↓	57%↑	25%↓	47%↑	39%	39%	32%↓	43%↑
	N Count	143↓	64↑	76↓	291↑	223	188	170↓	514↑
	Column Comparisons	d	a b d		b c d				-
Facebook	% within column	28%↓	48%↑	26%↓	39%	33%	40%	34%	36%
	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)

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]

		D3 - Social grade	Financial wellbeing			Ethnicity		Child identified need/ impacting condition	
		NET: C2DE	Doing well	Getting by	Struggling	White British	NET: All other Ethnicities	Neurodiversity	Mental Health
Weighted Base	% within column	1013	395	1145	652	1730	448	194	108
	N Count								
	Column Comparisons								
Unweighted Base	% within column	825	447	1114	608	1701	449	182	109
	N Count								
	Column Comparisons								
Column Names	% within column	f	a	b	c	a	b	a	b
	N Count								
	Column Comparisons								
TikTok	% within column	57%	63%↑	54%	57%	58%	52%	45%↓	75%↑
	N Count	580	249↑	618	368	995	234	87↓	81↑
	Column Comparisons	-	b						a d
Snapchat	% within column	49%	51%	48%	50%	49%	50%	42%	68%↑
	N Count	493	202	549	325	851	223	81	74↑
	Column Comparisons	-							a d
Instagram	% within column	35%↓	49%↑	38%	36%	40%	39%	31%↓	56%↑
	N Count	358↓	192↑	437	236	684	177	60↓	61↑
	Column Comparisons	-	b c						a d
Facebook	% within column	37%	46%↑	35%	34%	37%	34%	23%↓	51%↑
	N Count	375	183↑	403	219	646	153	45↓	55↑
	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)

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]

		Child identified need/ impacting condition		Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits	
		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
Weighted Base	% within column	473	1710	234	791	158	2057	915	1195
	N Count								
	Column Comparisons								
Unweighted Base	% within column	457	1698	238	805	154	2035	874	1216
	N Count								
	Column Comparisons								
Column Names	% within column	c	d	a	b	a	b	a	b
	N Count								
	Column Comparisons								
TikTok	% within column	55%	57%	71%	72%	55%	56%	60%↑	53%↓
	N Count	260	973	166	569	88	1,160	548↑	634↓
	Column Comparisons	-	a					b	
Snapchat	% within column	51%	49%	68%	67%	48%	49%	52%↑	46%↓
	N Count	240	834	160	531	76	1,011	479↑	555↓
	Column Comparisons	-						b	
Instagram	% within column	41%	39%	58%	59%	40%	39%	38%	41%
	N Count	192	671	136	467	64	808	346	487
	Column Comparisons	-	a						
Facebook	% within column	38%	36%	49%	51%	33%	37%	39%	35%
	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)		
		NET: Has Parental Controls	No Controls	Not Concerned	A little Concerned	NET: Moderately/ Very Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs
Weighted Base	% within column	1853	336	1045	548	601	873	938	278
	N Count								
	Column Comparisons								
Unweighted Base	% within column	1828	339	1007	554	610	855	924	282
	N Count								
	Column Comparisons								
Column Names	% within column	a	b	a	b	c	a	b	c
	N Count								
	Column Comparisons								
TikTok	% within column	55%	64%↑	54%↓	58%	61%↑	41%↓	64%↑	74%↑
	N Count	1,026	214↑	559↓	317	364↑	357↓	598↑	206↑
	Column Comparisons		a			a		a	a b
Snapchat	% within column	48%↓	58%↑	48%	49%	52%	33%↓	57%↑	65%↑
	N Count	882↓	196↑	498	268	312	290↓	532↑	181↑
	Column Comparisons		a					a	a b
Instagram	% within column	37%↓	53%↑	36%↓	41%	45%↑	26%↓	46%↑	50%↑
	N Count	689↓	177↑	372↓	225	269↑	229↓	434↑	139↑
	Column Comparisons		a			a		a	a
Facebook	% within column	36%	42%↑	30%↓	39%	47%↑	26%↓	42%↑	47%↑
	N Count	661	142↑	312↓	214	280↑	223↓	397↑	130↑
	Column Comparisons		a		a	a b		a	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 (Weekday)		Time Spent Online (Weekend)					Spent Money
		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
Weighted Base	% within column	102	380	291	785	622	492	1114	1289
	N Count								
	Column Comparisons								
Unweighted Base	% within column	106	388	281	777	619	489	1108	1296
	N Count								
	Column Comparisons								
Column Names	% within column	d	e	a	b	c	d	e	a
	N Count								
	Column Comparisons								
TikTok	% within column	77%↑	75%↑	37%↓	50%↓	61%↑	72%↑	66%↑	64%↑
	N Count	78↑	284↑	108↓	393↓	382↑	353↑	735↑	819↑
	Column Comparisons	a b	-		a	a b	a b c	-	e
Snapchat	% within column	73%↑	67%↑	32%↓	40%↓	54%↑	68%↑	60%↑	56%↑
	N Count	74↑	256↑	93↓	313↓	336↑	335↑	671↑	725↑
	Column Comparisons	a b	-		a	a b	a b c	-	e
Instagram	% within column	66%↑	54%↑	30%↓	32%↓	44%↑	51%↑	47%↑	46%↑
	N Count	67↑	206↑	87↓	252↓	275↑	252↑	526↑	599↑
	Column Comparisons	a b c	-			a b	a b c	-	e
Facebook	% within column	55%↑	49%↑	26%↓	35%	39%	44%↑	41%↑	45%↑
	N Count	56↑	186↑	76↓	274	240	216↑	456↑	574↑
	Column Comparisons	a b	-		a	a	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)

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							
		Spent Money				SM purchase category			
		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	768	1125	604	926	429	153	216	158
	N Count								
	Column Comparisons								
Unweighted Base	% within column	800	1128	632	893	450	165	226	171
	N Count								
	Column Comparisons								
Column Names	% within column	b	c	d	e	a	b	c	d
	N Count								
	Column Comparisons								
TikTok	% within column	71%↑	62%↑	71%↑	46%↓	79%↑	70%	72%	67%
	N Count	547↑	701↑	429↑	429↓	339↑	107	157	106
	Column Comparisons	c e	e	e		b c d			
Snapchat	% within column	62%↑	54%↑	60%↑	39%↓	69%↑	63%	65%	50%↓
	N Count	479↑	611↑	364↑	361↓	298↑	96	140	80↓
	Column Comparisons	c e	e	e		b d	d	d	
Instagram	% within column	54%↑	45%↑	54%↑	29%↓	63%↑	66%↑	56%	58%
	N Count	413↑	511↑	326↑	273↓	272↑	101↑	121	91
	Column Comparisons	c e	e	e		c d			
Facebook	% within column	52%↑	45%↑	54%↑	25%↓	56%↑	68%↑	58%	54%
	N Count	398↑	501↑	325↑	235↓	241↑	105↑	126	86
	Column Comparisons	c e	e	e			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 do you use? [MULTI]

		Feelings about SM purchase				Gaming Method			
		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	314	556	378	565	1330	572	1316	782
	N Count								
	Column Comparisons								
Unweighted Base	% within column	329	585	402	596	1316	582	1317	774
	N Count								
	Column Comparisons								
Column Names	% within column	a	b	c	d	a	b	c	d
	N Count								
	Column Comparisons								
TikTok	% within column	69%↑	74%↑	73%↑	75%↑	58%	59%	65%↑	49%↓
	N Count	215↑	413↑	277↑	423↑	767	337	859↑	386↓
	Column Comparisons			a	a	d	d	a b d	
Snapchat	% within column	57%↑	64%↑	59%↑	65%↑	51%	52%	57%↑	41%↓
	N Count	180↑	355↑	222↑	367↑	679	297	750↑	319↓
	Column Comparisons					d	d	a b d	
Instagram	% within column	55%↑	57%↑	59%↑	57%↑	41%	45%↑	45%↑	33%↓
	N Count	174↑	318↑	221↑	319↑	539	255↑	596↑	257↓
	Column Comparisons					d	d	a b d	
Facebook	% 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	

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, 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

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

		Gaming Method	Gaming Type						
		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	2140	650	731	547	387	822	1151	557
	N Count								
	Column Comparisons								
Unweighted Base	% within column	2117	662	740	564	395	802	1111	570
	N Count								
	Column Comparisons								
Column Names	% within column	e	a	b	c	d	e	f	g
	N Count								
	Column Comparisons								
TikTok	% within column	57%	63%↑	54%	69%↑	68%↑	62%↑	54%↓	61%
	N Count	1,215	407↑	393	380↑	264↑	511↑	623↓	339
	Column Comparisons	-	b f		b f g h	b f	b f		b
Snapchat	% within column	49%	55%↑	46%	62%↑	59%↑	58%↑	48%	52%
	N Count	1,057	358↑	338	337↑	230↑	476↑	558	290
	Column Comparisons	-	b		b f g i	b	b f g		
Instagram	% within column	39%	46%↑	43%↑	51%↑	49%↑	44%↑	35%↓	45%↑
	N Count	843	298↑	314↑	280↑	191↑	363↑	397↓	252↑
	Column Comparisons	-	f	f	b f	f	f		f
Facebook	% within column	37%	44%↑	42%↑	53%↑	53%↑	40%	32%↓	42%↑
	N Count	789	283↑	305↑	292↑	205↑	328	365↓	236↑
	Column Comparisons	-	f	f	a b e f g l	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)

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]

		Gaming Type						Gaming Frequency	
		Simulation experience	Fitness and dance	Sports	Interactive stories	Makeovers	NET: Playing against other people	NET: Daily	Weekly
Weighted Base	% within column	248	278	728	207	249	1027	1602	460
	N Count								
	Column Comparisons								
Unweighted Base	% within column	266	283	736	218	257	1009	1567	480
	N Count								
	Column Comparisons								
Column Names	% within column	h	i	j	k	l	m	a	b
	N Count								
	Column Comparisons								
TikTok	% within column	65%↑	64%↑	63%↑	64%	64%↑	62%↑	59%↑	48%↓
	N Count	162↑	177↑	459↑	133	159↑	641↑	953↑	219↓
	Column Comparisons	b f		b f		b	-	b	
Snapchat	% within column	57%↑	53%	56%↑	60%↑	55%	57%↑	51%↑	45%↓
	N Count	142↑	146	405↑	125↑	136	581↑	820↑	206↓
	Column Comparisons	f		b f	b		-	b	
Instagram	% within column	53%↑	48%↑	45%↑	52%↑	47%↑	44%↑	40%	38%
	N Count	133↑	132↑	331↑	108↑	117↑	450↑	643	177
	Column Comparisons	f	f	f	f	f	-		
Facebook	% within column	54%↑	49%↑	47%↑	49%↑	41%	42%↑	38%	34%
	N Count	134↑	136↑	339↑	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)

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]

		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
Weighted Base	% within column	535	237	151	447	147	302	122	205
	N Count								
	Column Comparisons								
Unweighted Base	% within column	549	250	158	428	154	320	133	211
	N Count								
	Column Comparisons								
Column Names	% within column	a	b	c	d	e	f	g	h
	N Count								
	Column Comparisons								
TikTok	% within column	64%	72%↑	67%	61%	64%	72%↑	74%↑	67%
	N Count	340	170↑	101	271	95	216↑	90↑	137
	Column Comparisons								
Snapchat	% within column	58%	60%	59%	53%	64%↑	63%↑	66%↑	59%
	N Count	308	142	90	237	93↑	190↑	81↑	121
	Column Comparisons								
Instagram	% within column	49%	57%↑	51%	39%↓	58%↑	58%↑	62%↑	50%
	N Count	262	135↑	77	175↓	85↑	175↑	76↑	102
	Column Comparisons	d	d			d	a d	d	d
Facebook	% within column	47%	61%↑	53%	40%↓	57%↑	54%↑	61%↑	50%
	N Count	253	146↑	80	180↓	84↑	164↑	74↑	103
	Column Comparisons	d	d h			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 = 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]

		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	346	772	445	720	715	449
	N Count						
	Column Comparisons						
Unweighted Base	% within column	356	777	454	734	710	459
	N Count						
	Column Comparisons						
Column Names	% within column	a	b	c	d	e	f
	N Count						
	Column Comparisons						
TikTok	% within column	66%↑	63%↑	66%↑	65%↑	65%↑	66%↑
	N Count	229↑	488↑	292↑	465↑	462↑	298↑
	Column Comparisons						
Snapchat	% within column	54%	53%↑	55%↑	56%↑	56%↑	55%↑
	N Count	186	408↑	246↑	403↑	400↑	249↑
	Column Comparisons						
Instagram	% within column	51%↑	45%↑	50%↑	47%↑	47%↑	50%↑
	N Count	176↑	349↑	222↑	336↑	335↑	223↑
	Column Comparisons						
Facebook	% within column	48%↑	47%↑	49%↑	44%↑	42%↑	48%↑
	N Count	168↑	364↑	217↑	320↑	304↑	217↑
	Column Comparisons		e	e			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) Chart 14 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]

		Total	Gender of child respondent		Age of child respondent				
			Male	Female	8-9	10-12	13-15	16-17	NET: 8-12
I do not use any of these	% within column	21%	23%↑	18%↓	49%↑	27%↑	6%↓	3%↓	36%↑
	N Count	455	258↑	197↓	216↑	188↑	38↓	13↓	404↑
	Column Comparisons	-	b		b c d	c d			-
Pinterest	% within column	15%	9%↓	20%↑	9%↓	11%↓	20%↑	19%↑	10%↓
	N Count	326	108↓	218↑	38↓	76↓	135↑	77↑	114↓
	Column Comparisons	-		a			a b	a b	-
X/ Twitter	% within column	13%	16%↑	10%↓	8%↓	8%↓	17%↑	21%↑	8%↓
	N Count	295	184↑	111↓	35↓	57↓	118↑	85↑	92↓
	Column Comparisons	-	b				a b	a b	-
Reddit	% within column	8%	9%	7%	5%↓	6%	10%↑	11%↑	6%↓
	N Count	179	105	74	21↓	43	70↑	45↑	64↓
	Column Comparisons	-	b				a b	a b	-
Threads	% within column	6%	6%	5%	3%↓	4%	7%↑	8%↑	4%↓
	N Count	125	68	57	13↓	29	51↑	32↑	42↓
	Column Comparisons	-					a b	a b	-
BeReal	% within column	4%	3%↓	5%↑	3%	1%↓	6%↑	7%↑	2%↓
	N Count	93	34↓	59↑	15	9↓	40↑	29↑	24↓
	Column Comparisons	-		a	b		b	a b	-
I use other social media sites/apps	% within column	3%	4%	3%	3%	4%	2%	3%	4%
	N Count	71	41	31	12	30	15	14	42
	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)

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

Age and gender of child respondent

		NET: 13-17	Male 8-9	Female 8-9	Male 10-12	Female 10-12	Male 13-15	Female 13-15	Male 16-17
I do not use any of these	% within column	5%↓	49%↑	49%↑	32%↑	22%	7%↓	4%↓	5%↓
	N Count	51↓	109↑	108↑	114↑	74	25↓	13↓	10↓
	Column Comparisons	-	c d e f g h	c d e f g h	d e f g h	e f g h			
Pinterest	% within column	20%↑	8%↓	9%↓	6%↓	17%	12%	27%↑	12%
	N Count	212↑	18↓	20↓	21↓	55	41	94↑	28
	Column Comparisons	-				a b c	c	a b c d e g	c
X/ Twitter	% within column	19%↑	11%	4%↓	8%↓	8%↓	22%↑	13%	24%↑
	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
Reddit	% within column	11%↑	6%	3%↓	6%	7%	12%↑	8%	13%↑
	N Count	115↑	14	7↓	20	22	42↑	28	29↑
	Column Comparisons	-					b c		b c
Threads	% within column	8%↑	4%	2%↓	5%	4%	7%	7%	8%
	N Count	83↑	8	5↓	16	13	25	25	19
	Column Comparisons	-							
BeReal	% within column	6%↑	4%	2%	1%↓	2%↓	4%	7%↑	3%
	N Count	69↑	9	5	3↓	6↓	14	26↑	7
	Column Comparisons	-	c				c	b c d	
I use other social media sites/apps	% within column	3%	2%	4%	5%↑	3%	3%	2%	3%
	N Count	29	4	8	19↑	11	10	5	8
	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)

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]

		Female 16-17	NET: Male 8-12	NET: Female 8-12	NET: Male 13-17	NET: Female 13-17	NET: Urban	Rural	Full time
			Age and gender of child respondent				Urban/ Rural		Working status
I do not use any of these	% within column	5%↓	38%↑	33%↑	6%↓	4%↓	20%	26%	17%↓
	N Count	9↓	223↑	182↑	35↓	21↓	393	62	222↓
	Column Comparisons		-	-	-	-			
Pinterest	% within column	27%↑	7%↓	14%	12%	27%↑	15%	13%	16%
	N Count	53↑	39↓	75	69	145↑	294	32	212
	Column Comparisons	a b c d e g	-	-	-	-			d
X/ Twitter	% within column	16%	9%↓	7%↓	23%↑	14%	14%↑	7%↓	17%↑
	N Count	32	55↓	37↓	129↑	75	277↑	18↓	232↑
	Column Comparisons	b c d	-	-	-	-	b		b d
Reddit	% within column	9%	6%	5%↓	12%↑	8%	9%↑	3%↓	11%↑
	N Count	18	34	30↓	71↑	46	171↑	8↓	144↑
	Column Comparisons		-	-	-	-	b		b d
Threads	% within column	7%	4%	3%↓	8%↑	7%	6%	4%	8%↑
	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	a b c d e g	-	-	-	-			d
I use other social media sites/apps	% within column	3%	4%	3%	3%	2%	3%	6%	2%↓
	N Count	7	23	19	18	12	58	14	32↓
	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]

		Working status			D3 - Social grade				
		Part time	Student	NET: Not working/ retired	AB	C1	C2	DE	NET: ABC1
I do not use any of these	% within column	26%↑	11%↓	32%↑	19%	24%	20%	19%	21%
	N Count	112↑	13↓	96↑	116	138	98	103	254
	Column Comparisons	a c		a c					-
Pinterest	% within column	15%	17%	9%↓	18%↑	16%	14%	10%↓	17%↑
	N Count	62	19	29↓	113↑	91	70	52↓	204↑
	Column Comparisons				d	d			-
X/ Twitter	% within column	5%↓	19%	7%↓	22%↑	10%↓	10%	9%↓	16%↑
	N Count	20↓	21	20↓	137↑	58↓	50	50↓	195↑
	Column Comparisons		b d		b c d				-
Reddit	% within column	3%↓	10%	4%↓	13%↑	7%	5%	5%↓	10%↑
	N Count	12↓	11	12↓	83↑	41	26	28↓	124↑
	Column Comparisons		b d		b c d				-
Threads	% within column	3%↓	2%	2%↓	10%↑	5%	5%	2%↓	7%↑
	N Count	12↓	3	6↓	60↑	27	26	12↓	88↑
	Column Comparisons				b c d		d		-
BeReal	% within column	3%	4%	1%↓	7%↑	2%↓	6%	2%↓	5%
	N Count	14	5	4↓	43↑	12↓	27	11↓	55
	Column Comparisons				b d		b d		-
I use other social media sites/apps	% within column	4%	3%	5%	3%	5%	2%	3%	4%
	N Count	16	4	15	19	27	12	14	45
	Column Comparisons								-

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]

		D3 - Social grade	Financial wellbeing			Ethnicity		Child identified need/ impacting condition	
		NET: C2DE	Doing well	Getting by	Struggling	White British	NET: All other Ethnicities	Neurodiversity	Mental Health
I do not use any of these	% within column	20%	15%↓	23%↑	20%	20%	21%	28%↑	6%↓
	N Count	201	59↓	264↑	130	354	93	54↑	7↓
	Column Comparisons	-		a				b	
Pinterest	% within column	12%↓	21%↑	13%↓	14%	14%	17%	9%	23%↑
	N Count	122↓	84↑	145↓	93	245	76	18	25↑
	Column Comparisons	-	b c						a d
X/ Twitter	% within column	10%↓	25%↑	11%↓	11%↓	14%	12%	8%↓	14%
	N Count	100↓	97↑	128↓	69↓	239	54	15↓	16
	Column Comparisons	-	b c						
Reddit	% within column	5%↓	15%↑	7%	6%	8%	7%	5%	6%
	N Count	54↓	59↑	79	41	144	31	9	7
	Column Comparisons	-	b c						
Threads	% within column	4%↓	11%↑	5%	4%	5%	8%	2%	6%
	N Count	37↓	42↑	55	29	91	34	4	6
	Column Comparisons	-	b c						
BeReal	% within column	4%	7%↑	4%	4%	5%	2%	3%	3%
	N Count	38	26↑	43	23	80	11	5	3
	Column Comparisons	-	b c			b			
I use other social media sites/apps	% within column	3%	2%	4%	3%	4%	2%	7%↑	6%
	N Count	26	8	41	20	61	9	14↑	6
	Column Comparisons	-						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 do you use? [MULTI]

		Child identified need/ impacting condition		Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits	
		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
I do not use any of these	% within column	17%	21%	4%	5%	21%	21%	16%↓	24%↑
	N Count	81	367	9	41	32	423	151↓	288↑
	Column Comparisons	-	b						a
Pinterest	% within column	13%	15%	18%	20%	15%	15%	15%	14%
	N Count	61	260	43	157	24	302	137	167
	Column Comparisons	-	a						
X/ Twitter	% within column	14%	13%	20%	19%	20%↑	13%↓	14%	13%
	N Count	64	228	46	151	31↑	264↓	131	156
	Column Comparisons	-				b			
Reddit	% within column	8%	8%	10%	11%	8%	8%	8%	8%
	N Count	36	140	24	88	13	166	73	99
	Column Comparisons	-							
Threads	% within column	6%	6%	8%	8%	7%	6%	6%	6%
	N Count	26	99	19	62	11	115	56	66
	Column Comparisons	-							
BeReal	% within column	6%	4%	9%	6%	6%	4%	5%↑	4%
	N Count	28	63	21	45	9	84	49↑	42
	Column Comparisons	-						b	
I use other social media sites/apps	% within column	5%↑	3%↓	4%	2%	7%↑	3%↓	3%	3%
	N Count	23↑	46↓	9	18	10↑	61↓	30	38
	Column Comparisons	-				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 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]

		Parental Controls		Parental Concern			Time Spent Online (Weekday)		
		NET: Has Parental Controls	No Controls	Not Concerned	A little Concerned	NET: Moderately/ Very Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs
I do not use any of these	% within column	21%	17%	26%↑	19%	12%↓	35%↑	14%↓	4%↓
	N Count	387	58	273↑	103	75↓	302↑	135↓	11↓
	Column Comparisons			b c	c		b c d	c d	
Pinterest	% within column	15%	17%	12%↓	14%	20%↑	11%↓	15%	21%↑
	N Count	269	57	121↓	79	122↑	95↓	141	58↑
	Column Comparisons				a b			a	a b
X/ Twitter	% within column	13%	12%	8%↓	15%	21%↑	8%↓	14%	22%↑
	N Count	248	42	89↓	80	124↑	69↓	136	62↑
	Column Comparisons				a	a b		a	a b
Reddit	% within column	8%	7%	5%↓	9%	13%↑	4%↓	9%	17%↑
	N Count	155	24	55↓	47	76↑	38↓	81	47↑
	Column Comparisons				a	a b		a	a b
Threads	% within column	6%↑	3%↓	3%↓	7%	9%↑	3%↓	6%	9%↑
	N Count	115↑	10↓	33↓	37	55↑	28↓	55	26↑
	Column Comparisons	b			a	a		a	a b
BeReal	% within column	4%	6%	3%	4%	6%	1%↓	4%	12%↑
	N Count	74	19	35	23	34	12↓	38	33↑
	Column Comparisons							a	a b
I use other social media sites/apps	% within column	3%	2%	4%	3%	2%	4%	2%	4%
	N Count	63	8	39	18	14	32	22	12
	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]

		Time Spent Online (Weekday)		Time Spent Online (Weekend)					Spent Money
		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
I do not use any of these	% within column	2%↓	4%↓	34%↑	25%↑	16%↓	11%↓	14%↓	14%↓
	N Count	2↓	14↓	100↑	194↑	102↓	52↓	154↓	175↓
	Column Comparisons		-	b c d	c d	d		-	
Pinterest	% within column	27%↑	23%↑	11%	12%↓	16%	19%↑	18%↑	18%↑
	N Count	28↑	86↑	33	93↓	100	96↑	196↑	230↑
	Column Comparisons	a b	-				a b	-	e
X/ Twitter	% within column	26%↑	23%↑	11%	12%	14%	16%↑	15%↑	19%↑
	N Count	26↑	88↑	31	92	89	81↑	170↑	240↑
	Column Comparisons	a b	-					-	e
Reddit	% within column	13%	16%↑	5%	6%	9%	12%↑	10%↑	12%↑
	N Count	13	60↑	15	51	56	58↑	113↑	156↑
	Column Comparisons	a	-				a b	-	e
Threads	% within column	16%↑	11%↑	5%	5%	5%	8%↑	7%	8%↑
	N Count	17↑	42↑	15	36	34	41↑	75	101↑
	Column Comparisons	a b c	-				b	-	e
BeReal	% within column	10%↑	11%↑	2%↓	3%	5%	6%↑	6%↑	6%↑
	N Count	10↑	43↑	5↓	24	33	30↑	64↑	71↑
	Column Comparisons	a b	-			a	a b	-	e
I use other social media sites/apps	% within column	4%	4%	4%	3%	3%	4%	3%	2%↓
	N Count	4	16	13	21	17	20	36	30↓
	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)

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

		Spent Money				SM purchase category			
		Bought something on social media	Bought something while Gaming	Bought something from both	Not bought from either	Product	Activity	Subscription/ Upgrade	NET: Gift
I do not use any of these	% within column	6%↓	14%↓	5%↓	30%↑	5%	1%↓	2%↓	4%
	N Count	47↓	160↓	32↓	280↑	20	1↓	5↓	7
	Column Comparisons		b		a b c d				
Pinterest	% within column	24%↑	17%↑	24%↑	10%↓	27%	37%↑	30%	27%
	N Count	187↑	188↑	144↑	96↓	116	57↑	64	43
	Column Comparisons	c e	e	e					
X/ Twitter	% within column	22%↑	20%↑	25%↑	6%↓	23%	40%↑	34%↑	33%↑
	N Count	170↑	223↑	153↑	55↓	98	61↑	73↑	53↑
	Column Comparisons	e	e	e			a		
Reddit	% within column	14%↑	13%↑	17%↑	2%↓	16%	27%↑	19%↑	26%↑
	N Count	110↑	148↑	102↑	23↓	70	42↑	41↑	41↑
	Column Comparisons	e	e	e					
Threads	% within column	11%↑	8%↑	13%↑	3%↓	10%	21%↑	18%↑	18%↑
	N Count	86↑	94↑	79↑	24↓	44	32↑	39↑	28↑
	Column Comparisons	e	e	e			a	a	
BeReal	% within column	9%↑	6%↑	10%↑	2%↓	9%	13%↑	13%↑	15%↑
	N Count	65↑	63↑	57↑	22↓	40	21↑	28↑	24↑
	Column Comparisons	c e	e	e					
I use other social media sites/apps	% within column	2%	2%↓	2%	4%↑	3%	2%	2%	1%
	N Count	19	24↓	12	41↑	11	4	4	2
	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%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, 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]

		Feelings about SM purchase				Gaming Method			
		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
I do not use any of these	% within column	2%↓	4%↓	2%↓	5%↓	21%	19%	14%↓	29%↑
	N Count	8↓	25↓	8↓	28↓	278	107	180↓	231↑
	Column Comparisons					c	c		a b c
Pinterest	% within column	26%↑	25%↑	27%↑	25%↑	13%↓	20%↑	19%↑	15%
	N Count	81↑	138↑	102↑	140↑	172↓	113↑	244↑	120
	Column Comparisons					a d		a d	
X/ Twitter	% within column	27%↑	25%↑	27%↑	25%↑	14%	18%↑	15%↑	13%
	N Count	85↑	138↑	101↑	143↑	192	104↑	198↑	103
	Column Comparisons					d		d	
Reddit	% within column	18%↑	14%↑	19%↑	15%↑	9%↑	13%↑	10%↑	8%
	N Count	55↑	80↑	72↑	86↑	126↑	76↑	127↑	59
	Column Comparisons			b			d	d	
Threads	% within column	13%↑	14%↑	14%↑	12%↑	6%	9%↑	7%↑	7%
	N Count	42↑	78↑	54↑	66↑	81	49↑	93↑	53
	Column Comparisons		a d						
BeReal	% within column	10%↑	10%↑	11%↑	10%↑	4%	6%↑	5%↑	5%
	N Count	31↑	54↑	42↑	59↑	50	33↑	70↑	37
	Column Comparisons							a	
I use other social media sites/apps	% within column	1%	2%	2%	2%	3%	4%	3%	5%↑
	N Count	4	13	9	12	44	24	35	35↑
	Column Comparisons								c

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]

Gaming Method

Gaming Type

		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
I do not use any of these	% within column	20%	17%↓	23%	8%↓	10%↓	18%↓	27%↑	18%
	N Count	434	107↓	169	45↓	37↓	144↓	308↑	103
	Column Comparisons	-	c d	a c d e g h j k			c d	a b c d e g h i j k l	c d
Pinterest	% within column	15%	24%↑	17%	17%	21%↑	15%	15%	23%↑
	N Count	315	154↑	122	93	83↑	126	167	125↑
	Column Comparisons	-	b c e f j			j			b c e f j
X/ Twitter	% within column	14%	15%	19%↑	26%↑	24%↑	16%↑	11%↓	18%↑
	N Count	291	100	140↑	144↑	93↑	129↑	124↓	99↑
	Column Comparisons	-	f	a f l	a b e f g i j l	a e f l	f		f
Reddit	% within column	8%	11%↑	14%↑	17%↑	17%↑	11%↑	8%	13%↑
	N Count	177	73↑	106↑	96↑	66↑	89↑	97	71↑
	Column Comparisons	-		a e f l	a e f g j l	f l			f
Threads	% within column	6%	9%↑	8%↑	11%↑	12%↑	7%↑	5%↓	8%↑
	N Count	125	56↑	59↑	59↑	47↑	61↑	52↓	47↑
	Column Comparisons	-	f	f	f	f	f		f
BeReal	% within column	4%	6%↑	5%	5%	8%↑	5%	5%	7%↑
	N Count	91	41↑	40	30	31↑	43	52	38↑
	Column Comparisons	-							
I use other social media sites/apps	% within column	3%	3%	3%	3%	4%	3%	4%	3%
	N Count	70	19	21	17	15	25	46	17
	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)

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

		Gaming Type						Gaming Frequency	
		Simulation experience	Fitness and dance	Sports	Interactive stories	Makeovers	NET: Playing against other people	NET: Daily	Weekly
I do not use any of these	% within column	13%↓	16%	16%↓	10%↓	14%↓	16%↓	19%↓	25%↑
	N Count	31↓	44	117↓	20↓	36↓	167↓	300↓	116↑
	Column Comparisons	c	c d	c		c	-		a
Pinterest	% within column	22%↑	25%↑	14%	26%↑	28%↑	16%	14%	16%
	N Count	55↑	71↑	99	53↑	70↑	165	225	75
	Column Comparisons		e f j		f j	b c e f j	-		
X/ Twitter	% within column	25%↑	22%↑	20%↑	25%↑	16%	17%↑	15%↑	11%
	N Count	62↑	61↑	149↑	52↑	39	171↑	237↑	50
	Column Comparisons	a e f l	a f l	a e f g l	a f l		-	b	
Reddit	% within column	18%↑	16%↑	12%↑	20%↑	12%↑	11%↑	9%↑	6%
	N Count	46↑	45↑	89↑	42↑	30↑	114↑	147↑	30
	Column Comparisons	f l	f	f	a f l		-		
Threads	% within column	14%↑	12%↑	9%↑	13%↑	10%↑	8%↑	7%↑	4%
	N Count	34↑	34↑	65↑	26↑	26↑	78↑	104↑	18
	Column Comparisons	f	f	f	f		-	b	
BeReal	% within column	8%↑	10%↑	5%	10%↑	8%↑	5%↑	5%	3%
	N Count	20↑	28↑	37	21↑	21↑	55↑	74	13
	Column Comparisons						-		
I use other social media sites/apps	% within column	5%	3%	3%	4%	3%	3%	3%	3%
	N Count	13	8	20	9	8	29	51	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; 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]

		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
I do not use any of these	% within column	15%	7%↓	6%↓	21%↑	8%	10%↓	4%↓	13%
	N Count	81	17↓	9↓	95↑	11	30↓	5↓	28
	Column Comparisons	b f g			a b c e f g h				g
Pinterest	% within column	18%	24%↑	23%	15%	21%	19%	31%↑	21%
	N Count	95	56↑	34	68	31	59	38↑	43
	Column Comparisons							d	
X/ Twitter	% within column	24%↑	30%↑	26%	16%↓	28%↑	28%↑	37%↑	30%↑
	N Count	127↑	71↑	39	74↓	41↑	83↑	46↑	62↑
	Column Comparisons	d	d			d	d	d	d
Reddit	% within column	17%↑	22%↑	19%↑	13%	19%↑	21%↑	27%↑	21%↑
	N Count	90↑	53↑	29↑	56	28↑	64↑	33↑	43↑
	Column Comparisons	d	d				d	d	d
Threads	% within column	12%↑	12%↑	12%	9%	13%↑	14%↑	17%↑	16%↑
	N Count	64↑	29↑	19	39	19↑	41↑	21↑	32↑
	Column Comparisons								
BeReal	% within column	7%	13%↑	10%↑	7%	10%↑	7%	17%↑	12%↑
	N Count	36	30↑	15↑	30	15↑	22	21↑	24↑
	Column Comparisons							f	
I use other social media sites/apps	% within column	2%	3%	2%	2%	1%	3%	1%	2%
	N Count	11	7	3	11	1	10	2	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 = 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

Page 1086

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]

Feelings about Gaming Purchase

		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
I do not use any of these	% within column	8%↓	15%↓	8%↓	15%↓	13%↓	11%↓
	N Count	28↓	115↓	35↓	105↓	90↓	50↓
	Column Comparisons		a c		c		
Pinterest	% within column	21%↑	17%↑	20%↑	19%↑	16%	19%↑
	N Count	74↑	135↑	90↑	134↑	115	87↑
	Column Comparisons						
X/ Twitter	% within column	26%↑	22%↑	25%↑	22%↑	20%↑	22%↑
	N Count	89↑	168↑	111↑	160↑	141↑	100↑
	Column Comparisons						
Reddit	% within column	16%↑	14%↑	17%↑	15%↑	14%↑	14%↑
	N Count	56↑	110↑	77↑	107↑	101↑	65↑
	Column Comparisons						
Threads	% within column	14%↑	9%↑	12%↑	10%↑	9%↑	12%↑
	N Count	48↑	70↑	53↑	73↑	63↑	52↑
	Column Comparisons						
BeReal	% within column	8%↑	7%↑	9%↑	7%↑	6%↑	8%↑
	N Count	29↑	50↑	42↑	48↑	45↑	35↑
	Column Comparisons						
I use other social media sites/apps	% within column	1%↓	2%	2%	2%↓	2%	1%↓
	N Count	2↓	19	8	13↓	17	6↓
	Column Comparisons						

Chart 28 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]

		Total	Gender of child respondent		Age of child respondent				
			Male	Female	8-9	10-12	13-15	16-17	NET: 8-12
Tumblr	% within column	3%	3%	3%	3%	2%	3%	3%	3%
	N Count	62	35	27	14	15	23	11	29
	Column Comparisons	-							-
Wink	% within column	2%	2%	2%	3%	2%	2%	1%	2%
	N Count	38	18	21	12	13	10	3	25
	Column Comparisons	-							-
Amino	% within column	2%	2%	2%	2%	2%	1%	1%	2%
	N Count	35	18	18	10	12	8	4	23
	Column Comparisons	-							-
HiPal	% within column	2%	2%	2%	2%	2%	1%	1%	2%
	N Count	34	18	17	9	14	7	4	24
	Column Comparisons	-							-
Yubo	% within column	1%	1%	2%	2%	2%	1%	1%	2%
	N Count	31	13	18	8	11	8	5	19
	Column Comparisons	-							-
Don't know	% within column	1%	1%	1%	1%	1%	0%	2%	1%
	N Count	21	8	14	5	7	3	7	12
	Column Comparisons	-							-
NET: Any	% within column	78%	77%	80%	50%↓	72%↓	94%↑	95%↑	63%↓
	N Count	1,738	878	859	221↓	494↓	642↑	381↑	715↓
	Column Comparisons	-			a	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)

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]

		NET: 13-17	Male 8-9	Female 8-9	Male 10-12	Female 10-12	Male 13-15	Female 13-15	Male 16-17
					BANNER				
		Age of child respondent		Age and gender of child respondent					
Tumblr	% within column	3%	4%	2%	2%	2%	3%	4%	4%
	N Count	33	9	5	8	7	10	13	8
	Column Comparisons	-							
Wink	% within column	1%	3%	3%	2%	2%	1%	2%	0%
	N Count	13	7	6	6	7	4	6	1
	Column Comparisons	-							
Amino	% within column	1%	2%	2%	2%	2%	1%	1%	1%
	N Count	12	5	5	6	7	5	3	2
	Column Comparisons	-							
HiPal	% within column	1%	2%	2%	2%	2%	1%	1%	1%
	N Count	11	5	4	8	6	2	4	2
	Column Comparisons	-							
Yubo	% within column	1%	2%	2%	1%	2%	1%	1%	1%
	N Count	13	4	5	3	8	4	4	3
	Column Comparisons	-							
Don't know	% within column	1%	0%	2%	1%	1%	0%	1%	2%
	N Count	9	0	5	3	5	0	3	5
	Column Comparisons	-							
NET: Any	% within column	94%↑	51%↓	49%↓	67%↓	76%	93%↑	95%↑	93%↑
	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

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 and gender of child respondent					Urban/ Rural		Working status
		Female 16-17	NET: Male 8-12	NET: Female 8-12	NET: Male 13-17	NET: Female 13-17	NET: Urban	Rural	Full time
Tumblr	% within column	1%	3%	2%	3%	3%	3%	1%	4%↑
	N Count	3	17	12	18	15	59	3	57↑
	Column Comparisons		-	-	-	-			b d
Wink	% within column	1%	2%	2%	1%	2%	2%	0%	3%↑
	N Count	2	13	12	5	9	37	1	36↑
	Column Comparisons		-	-	-	-			b d
Amino	% within column	1%	2%	2%	1%	1%	2%	1%	2%↑
	N Count	2	11	12	7	5	33	2	31↑
	Column Comparisons		-	-	-	-			d
HiPal	% within column	1%	2%	2%	1%	1%	2%	1%	2%↑
	N Count	3	13	10	4	7	31	3	32↑
	Column Comparisons		-	-	-	-			b d
Yubo	% within column	1%	1%	2%	1%	1%	1%	1%	2%↑
	N Count	2	6	12	7	6	29	2	29↑
	Column Comparisons		-	-	-	-			d
Don't know	% within column	1%	1%	2%	1%	1%	1%	1%	1%
	N Count	2	3	9	5	5	19	2	11
	Column Comparisons		-	-	-	-			
NET: Any	% within column	94%↑	61%↓	65%↓	93%↑	95%↑	79%	74%	82%↑
	N Count	190↑	354↓	362↓	525↑	510↑	1,559	179	1,093↑
	Column Comparisons	a b c d	-	-	-	-			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 31 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]

		Working status			D3 - Social grade				
		Part time	Student	NET: Not working/ retired	AB	C1	C2	DE	NET: ABC1
Tumblr	% within column	0%↓	2%	1%↓	5%↑	1%↓	4%	1%↓	3%
	N Count	1↓	2	2↓	32↑	7↓	18	5↓	39
	Column Comparisons				b d		b d		-
Wink	% within column	0%	1%	0%↓	3%↑	1%	2%	1%↓	2%
	N Count	2	1	0↓	19↑	7	10	3↓	25
	Column Comparisons				d				-
Amino	% within column	1%	1%	0%↓	3%↑	1%	2%	1%	2%
	N Count	4	1	0↓	19↑	4	8	4	24
	Column Comparisons				b d				-
HiPal	% within column	0%	1%	0%	3%↑	1%	1%	1%	2%
	N Count	1	1	1	21↑	5	4	5	26
	Column Comparisons				b c d				-
Yubo	% within column	0%	1%	0%↓	3%↑	1%	1%	1%	2%
	N Count	1	1	0↓	19↑	4	5	4	22
	Column Comparisons				b d				-
Don't know	% within column	1%	0%	2%	0%	1%	1%	2%↑	1%
	N Count	4	0	7	3	5	3	10↑	8
	Column Comparisons								-
NET: Any	% within column	73%↓	89%↑	66%↓	81%	75%	79%	79%	78%
	N Count	310↓	99↑	202↓	503	436	385	413	940
	Column Comparisons		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 do you use? [MULTI]

		D3 - Social grade	Financial wellbeing			Ethnicity		Child identified need/ impacting condition	
		NET: C2DE	Doing well	Getting by	Struggling	White British	NET: All other Ethnicities	Neurodiversity	Mental Health
Tumblr	% within column	2%	8%↑	1%↓	2%	3%	2%	0%↓	3%
	N Count	23	33↑	17↓	13	51	10	0↓	4
	Column Comparisons	-	b c						a
Wink	% within column	1%	4%↑	1%	1%	2%	2%	0%	2%
	N Count	13	17↑	15	6	29	9	1	2
	Column Comparisons	-	b c						
Amino	% within column	1%	5%↑	1%↓	2%	1%	2%	1%	2%
	N Count	12	19↑	7↓	10	25	9	2	2
	Column Comparisons	-	b c						
HiPal	% within column	1%	5%↑	1%↓	0%↓	1%	2%	1%	0%
	N Count	9	21↑	11↓	3↓	24	9	1	0
	Column Comparisons	-	b c						
Yubo	% within column	1%	5%↑	1%	0%↓	2%	1%	0%	1%
	N Count	9	19↑	10	2↓	27	4	1	1
	Column Comparisons	-	b c						
Don't know	% within column	1%	1%	1%	1%	1%	2%	2%	1%
	N Count	13	3	9	8	14	7	4	1
	Column Comparisons	-							
NET: Any	% within column	79%	84%↑	76%↓	79%	79%	78%	70%↓	93%↑
	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)

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]

		Child identified need/ impacting condition		Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits	
		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
Tumblr	% within column	4%	3%	5%	3%	4%	3%	3%	2%
	N Count	18	43	11	22	6	56	32	30
	Column Comparisons	-	a						
Wink	% within column	3%	2%	2%	1%	4%	2%	2%	1%
	N Count	12	26	4	9	6	33	21	16
	Column Comparisons	-				b			
Amino	% within column	3%	1%	1%	1%	3%	1%	2%↑	1%↓
	N Count	12	23	2	8	5	30	21↑	12↓
	Column Comparisons	-				b		b	
HiPal	% within column	2%	1%	1%	1%	2%	1%	2%	1%
	N Count	9	24	3	6	4	30	18	14
	Column Comparisons	-							
Yubo	% within column	3%↑	1%↓	2%	1%	4%↑	1%↓	2%	1%
	N Count	12↑	19↓	5	8	7↑	24↓	17	13
	Column Comparisons	-				b			
Don't know	% within column	2%	1%	2%↑	0%↓	1%	1%	1%	1%
	N Count	8	13	5↑	1↓	2	20	12	7
	Column Comparisons	-		b					
NET: Any	% within column	81%	78%	94%	95%	78%	78%	82%↑	75%↓
	N Count	384	1,330	220	749	124	1,614	751↑	900↓
	Column Comparisons	-	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)

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]

		Parental Controls		Parental Concern			Time Spent Online (Weekday)		
		NET: Has Parental Controls	No Controls	Not Concerned	A little Concerned	NET: Moderately/ Very Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs
Tumblr	% within column	3%↑	1%↓	1%↓	2%	7%↑	1%↓	3%	8%↑
	N Count	60↑	2↓	10↓	10	40↑	7↓	26	23↑
	Column Comparisons	b				a b		a	a b
Wink	% within column	2%	0%	1%↓	2%	4%↑	1%	2%	4%↑
	N Count	37	2	6↓	8	23↑	8	18	11↑
	Column Comparisons	b				a b			a
Amino	% within column	2%	0%	0%↓	1%	4%↑	1%↓	2%	3%↑
	N Count	34	1	3↓	6	26↑	6↓	18	9↑
	Column Comparisons				a	a b		a	a
HiPal	% within column	2%	0%	1%↓	2%	3%↑	1%	1%	3%↑
	N Count	33	1	6↓	10	17↑	9	13	9↑
	Column Comparisons				a	a			a
Yubo	% within column	2%	0%	1%↓	1%	3%↑	0%↓	1%	5%↑
	N Count	30	1	5↓	6	20↑	4↓	12	13↑
	Column Comparisons					a b			a b
Don't know	% within column	1%	0%	0%	1%	1%	1%	1%	0%
	N Count	18	0	5	6	7	7	7	1
	Column Comparisons								
NET: Any	% within column	78%	83%	73%↓	80%	86%↑	65%↓	85%↑	96%↑
	N Count	1,448	278	767↓	439	519↑	564↓	796↑	266↑
	Column Comparisons			a	a b		a	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)

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]

		Time Spent Online (Weekday)		Time Spent Online (Weekend)					Spent Money
		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
Tumblr	% within column	6%	8%↑	1%	2%	4%	3%	4%↑	4%↑
	N Count	6	29↑	4	18	24	17	41↑	57↑
	Column Comparisons	a	-					-	e
Wink	% within column	1%	3%↑	2%	1%	2%	2%	2%	3%↑
	N Count	1	13↑	6	11	13	8	22	35↑
	Column Comparisons		-					-	e
Amino	% within column	2%	3%↑	1%	2%	2%	0%↓	1%	2%↑
	N Count	2	11↑	4	16	14	1↓	15	32↑
	Column Comparisons		-	d	d	d		-	e
HiPal	% within column	4%	3%↑	2%	1%	2%	2%	2%	2%↑
	N Count	4	13↑	5	10	10	8	18	28↑
	Column Comparisons	a	-					-	e
Yubo	% within column	3%	4%↑	1%	1%	2%	2%	2%	2%↑
	N Count	3	15↑	2	9	11	9	21	27↑
	Column Comparisons	a	-					-	e
Don't know	% within column	1%	1%	1%	1%	1%	1%	1%	1%
	N Count	1	2	3	5	3	6	10	12
	Column Comparisons		-					-	
NET: Any	% within column	96%↑	96%↑	65%↓	75%↓	83%↑	88%↑	85%↑	86%↑
	N Count	98↑	364↑	188↓	586↓	517↑	434↑	950↑	1,102↑
	Column Comparisons	a b	-		a	a b	a b c	-	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)

Part 36 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 | | | | | | | |
| | | Spent Money | | | | SM purchase category | | | |
		Bought something on social media	Bought something while Gaming	Bought something from both	Not bought from either	Product	Activity	Subscription/ Upgrade	NET: Gift
Tumblr	% within column	6%↑	5%↑	8%↑	1%↓	7%	17%↑	13%↑	13%↑
	N Count	50↑	55↑	48↑	5↓	28	26↑	29↑	21↑
	Column Comparisons	e	e	e			a	a	
Wink	% within column	4%↑	3%↑	5%↑	0%↓	4%	9%↑	7%↑	13%↑
	N Count	33↑	33↑	31↑	3↓	19	15↑	16↑	21↑
	Column Comparisons	e	e	e					a
Amino	% within column	4%↑	3%↑	5%↑	0%↓	4%	11%↑	9%↑	10%↑
	N Count	30↑	32↑	30↑	3↓	15	17↑	19↑	16↑
	Column Comparisons	e	e	e			a	a	a
HiPal	% within column	4%↑	3%↑	4%↑	1%↓	4%	7%↑	6%↑	11%↑
	N Count	27↑	28↑	27↑	6↓	17	11↑	13↑	17↑
	Column Comparisons	e	e	e					
Yubo	% within column	4%↑	2%↑	5%↑	0%↓	3%	8%↑	8%↑	11%↑
	N Count	27↑	27↑	27↑	4↓	12	13↑	18↑	17↑
	Column Comparisons	e	e	e			a	a	a
Don't know	% within column	1%	1%	1%	1%	1%	2%	1%	3%
	N Count	9	9	7	10	4	3	1	4
	Column Comparisons								
NET: Any	% within column	93%↑	85%↑	94%↑	69%↓	95%	97%↑	97%↑	93%
	N Count	712↑	955↑	565↑	636↓	405	149↑	210↑	148
	Column Comparisons	c e	e	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? [MULTI]

		Feelings about SM purchase				Gaming Method			
		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
Tumblr	% within column	10%↑	7%↑	10%↑	8%↑	3%	5%↑	3%	3%
	N Count	32↑	39↑	40↑	43↑	39	29↑	44	24
	Column Comparisons								
Wink	% within column	6%↑	5%↑	6%↑	4%↑	2%	4%↑	2%	2%
	N Count	20↑	30↑	22↑	25↑	20	22↑	27	15
	Column Comparisons						a c d		
Amino	% within column	8%↑	5%↑	6%↑	5%↑	2%	3%↑	2%	2%
	N Count	24↑	27↑	23↑	26↑	20	15↑	23	13
	Column Comparisons								
HiPal	% within column	6%↑	4%↑	5%↑	4%↑	1%	3%↑	2%	2%
	N Count	19↑	22↑	20↑	21↑	17	19↑	24	15
	Column Comparisons	d					a c		
Yubo	% within column	6%↑	4%↑	6%↑	4%↑	2%	3%↑	2%	2%
	N Count	18↑	23↑	21↑	21↑	23	15↑	21	12
	Column Comparisons								
Don't know	% within column	1%	1%	2%	1%	0%↓	1%	1%	1%
	N Count	2	8	6	6	6↓	3	9	6
	Column Comparisons								
NET: Any	% within column	97%↑	94%↑	96%↑	94%↑	79%	81%	86%↑	70%↓
	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

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]

Gaming Method | Gaming Type

		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
Tumblr	% within column	3%	5%↑	5%↑	6%↑	6%↑	3%	3%	5%↑
	N Count	62	33↑	37↑	30↑	22↑	22	30	27↑
	Column Comparisons	-	e f	e f	e f	e			
Wink	% within column	2%	3%↑	3%	3%	4%↑	2%	2%	3%
	N Count	38	20↑	19	15	14↑	16	20	15
	Column Comparisons	-							
Amino	% within column	2%	2%	2%	2%	3%↑	2%	2%	2%
	N Count	35	13	15	13	13↑	16	22	11
	Column Comparisons	-							
HiPal	% within column	2%	2%	2%↑	3%↑	4%↑	2%	1%↓	2%
	N Count	34	16	18↑	17↑	15↑	14	12↓	10
	Column Comparisons	-		f	f	f	f		
Yubo	% within column	1%	2%↑	2%	2%	4%↑	2%	1%	2%↑
	N Count	30	15↑	16	12	15↑	16	16	13↑
	Column Comparisons	-							
Don't know	% within column	1%↓	1%	1%	1%	0%	0%	0%	0%
	N Count	18↓	6	5	5	1	4	5	2
	Column Comparisons	-							
NET: Any	% within column	79%↑	83%↑	76%	91%↑	90%↑	82%↑	73%↓	81%
	N Count	1,689↑	537↑	557	497↑	349↑	675↑	837↓	452
	Column Comparisons	-	b f	f	a b e f g h i j l	a b e f g i l	b f		b f

Part 39 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]

		Gaming Type						Gaming Frequency	
		Simulation experience	Fitness and dance	Sports	Interactive stories	Makeovers	NET: Playing against other people	NET: Daily	Weekly
Tumblr	% within column	8%↑	9%↑	4%↑	9%↑	6%↑	3%	3%	1%↓
	N Count	19↑	25↑	32↑	18↑	14↑	34	54	6↓
	Column Comparisons	e	e f		e		-	b	
Wink	% within column	5%↑	6%↑	2%	4%↑	4%↑	2%	2%	1%
	N Count	13↑	16↑	18	9↑	9↑	21	34	4
	Column Comparisons		e f				-		
Amino	% within column	3%↑	4%↑	3%↑	6%↑	5%↑	2%	2%	1%
	N Count	9↑	11↑	20↑	12↑	13↑	22	26	6
	Column Comparisons						-		
HiPal	% within column	5%↑	5%↑	2%	5%↑	3%	2%	2%	1%
	N Count	13↑	13↑	17	10↑	7	21	29	5
	Column Comparisons	e f g	f g	f	f		-		
Yubo	% within column	4%↑	4%↑	2%	4%↑	2%	2%↑	2%	1%
	N Count	9↑	12↑	14	8↑	4	21↑	26	3
	Column Comparisons		f				-		
Don't know	% within column	1%	1%	0%	1%	2%	0%	1%	1%
	N Count	3	3	2	2	5	5	11	3
	Column Comparisons						-		
NET: Any	% within column	86%↑	83%	84%↑	89%↑	84%	83%↑	81%↑	74%↓
	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)

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]

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	Early access to a game	Battle Pass
Tumblr	% within column	7%↑	12%↑	9%↑	5%	9%↑	7%	17%↑	9%↑
	N Count	36↑	29↑	14↑	23	13↑	21	21↑	18↑
	Column Comparisons		d					d	
Wink	% within column	4%	8%↑	5%	3%	8%↑	4%	11%↑	5%
	N Count	20	20↑	7	14	11↑	11	14↑	9
	Column Comparisons		a d f h					a d f h	
Amino	% within column	3%	7%↑	7%↑	3%	8%↑	4%	8%↑	4%
	N Count	18	16↑	10↑	11	12↑	12	10↑	9
	Column Comparisons								
HiPal	% within column	3%	6%↑	4%	2%	3%	4%	10%↑	6%↑
	N Count	16	14↑	7	9	5	12	13↑	11↑
	Column Comparisons		d					a d e f	a d
Yubo	% within column	4%↑	6%↑	6%↑	2%	8%↑	5%↑	11%↑	4%
	N Count	20↑	14↑	9↑	9	12↑	14↑	13↑	8
	Column Comparisons		d	d		d		d h	
Don't know	% within column	1%	1%	2%	0%↓	2%	1%	2%	0%
	N Count	3	1	2	0↓	2	3	2	1
	Column Comparisons								
NET: Any	% within column	84%	92%↑	92%↑	79%↓	91%	89%↑	94%↑	86%
	N Count	451	219↑	140↑	352↓	133	270↑	115↑	177
	Column Comparisons	d	a d	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 = 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]

Feelings about Gaming Purchase

		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
Tumblr	% within column	10%↑	6%↑	8%↑	6%↑	5%↑	8%↑
	N Count	35↑	44↑	37↑	45↑	37↑	34↑
	Column Comparisons	e		e			
Wink	% within column	7%↑	4%↑	4%↑	4%↑	3%↑	5%↑
	N Count	23↑	29↑	19↑	28↑	23↑	22↑
	Column Comparisons	e					
Amino	% within column	7%↑	3%↑	4%↑	3%↑	3%↑	5%↑
	N Count	24↑	26↑	18↑	24↑	21↑	22↑
	Column Comparisons	c d e					e
HiPal	% within column	5%↑	3%↑	5%↑	3%↑	3%↑	4%↑
	N Count	16↑	25↑	21↑	23↑	20↑	18↑
	Column Comparisons						
Yubo	% within column	5%↑	3%↑	5%↑	3%↑	2%↑	5%↑
	N Count	17↑	22↑	21↑	21↑	17↑	21↑
	Column Comparisons	e		e			e
Don't know	% within column	1%	1%	2%	1%	1%	1%
	N Count	4	5	7	5	6	5
	Column Comparisons						
NET: Any	% within column	91%↑	84%↑	91%↑	85%↑	87%↑	88%↑
	N Count	314↑	651↑	403↑	611↑	619↑	394↑
	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) Chart 42 of 42

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
TikTok	% within row	66%↑	23%↓	9%↓	1%↓	1%↓	0%	0%↓	89%↑	1%↓
	Column Comparisons	b c d e f g	c d e f g	d e f g	f g	f			-	-
	N Count	824↑	289↓	108↓	16↓	8↓	0	3↓	1,113↑	8↓
Snapchat	% within row	62%↑	27%↓	9%↓	1%↓	1%↓	0%	0%↓	89%↑	1%↓
	Column Comparisons	b c d e f g	c d e f g	d e f g	f g	f			-	-
	N Count	671↑	294↓	94↓	15↓	9↓	0	3↓	966↑	9↓
Instagram	% within row	48%↑	34%	15%	2%↓	1%	0%	0%	82%↑	1%
	Column Comparisons	b c d e f g	c d e f g	d e f g	f g	f		f	-	-
	N Count	422↑	293	128	15↓	10	0	4	715↑	10
Facebook	% within row	43%	34%	16%	3%	3%	0%	0%↓	77%	3%
	Column Comparisons	b c d e f g	c d e f g	d e f g	f g	f g			-	-
	N Count	351	275	133	23	24	0	2↓	626	24
Tumblr										
X/Twitter	% within row	41%	34%	20%	2%	2%	0%	1%	74%	2%
	Column Comparisons	c d e f g	c d e f g	d e f g	f	f			-	-
	N Count	120	99	60	6	7	0	2	219	7
HiPal										
Amino										
Wink										
Yubo										
Reddit	% within row	29%↓	33%	31%↑	4%	3%	0%	0%	62%↓	3%
	Column Comparisons	d e f g	d e f g	d e f g	f g	f g			-	-
	N Count	52↓	58	55↑	8	5	0	0	111↓	5
Threads	% within row	29%↓	52%↑	18%	1%↓	1%	0%	0%	81%	1%
	Column Comparisons	d e f g	a c d e f g	d e f g					-	-
	N Count	36↓	65↑	22	1↓	1	0	0	101	1
BeReal	% within row	23%↓	54%↑	12%	1%	8%↑	0%	1%	77%	8%↑
	Column Comparisons	d e f g	a c d e f g	d f g		d f g			-	-
	N Count	22↓	50↑	11	1	8↑	0	1	72	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 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

		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
		SM2a - How often do you go on the social media sites/ apps that you said you use? [SINGLE]								
Pinterest	% within row	23%↓	34%	29%↑	10%↑	5%↑	0%	1%	57%↓	5%↑
	Column Comparisons	d e f g	a d e f g	d e f g	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.; 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 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]

		Total	Gender of child respondent		Age of child respondent				
			Male	Female	8-9	10-12	13-15	16-17	NET: 8-12
Weighted Base	% within column	2215	1145	1070	442	690	682	401	1131
	N Count								
	Column Comparisons								
Unweighted Base	% within column	2189	1093	1096	431	655	658	445	1086
	N Count								
	Column Comparisons								
Column Names	% within column	a	a	b	a	b	c	d	e
	N Count								
	Column Comparisons								
YouTube	% within column	78%	79%	78%	72%↓	78%	80%	82%	76%↓
	N Count	1,735	903	832	317↓	540	548	329	857↓
	Column Comparisons	-				a	a	a	-
TikTok	% within column	48%	45%↓	51%↑	21%↓	39%↓	65%↑	62%↑	32%↓
	N Count	1,057	516↓	541↑	95↓	272↓	441↑	250↑	367↓
	Column Comparisons	-		a		a	a b	a b	-
YouTube Kids	% within column	30%	29%	31%	54%↑	39%↑	17%↓	9%↓	45%↑
	N Count	665	335	330	238↑	272↑	117↓	38↓	510↑
	Column Comparisons	-			b c d	c d	d		-
Snapchat	% within column	30%	27%↓	32%↑	14%↓	21%↓	41%↑	44%↑	18%↓
	N Count	658	314↓	345↑	60↓	147↓	276↑	174↑	208↓
	Column Comparisons	-		a		a	a b	a b	-
Instagram	% within column	28%	26%	30%	14%↓	16%↓	38%↑	45%↑	15%↓
	N Count	616	295	321	64↓	110↓	261↑	182↑	174↓
	Column Comparisons	-		a			a b	a b c	-
Facebook(inc. Facebook Gaming)	% within column	20%	21%	18%	15%↓	13%↓	25%↑	27%↑	14%↓
	N Count	437	241	196	64↓	92↓	172↑	108↑	156↓
	Column Comparisons	-					a b	a b	-
Twitch	% within column	8%	10%↑	6%↓	5%↓	7%	11%↑	10%	6%↓
	N Count	179	111↑	68↓	22↓	46	72↑	40	67↓
	Column Comparisons	-	b				a b	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 = 2071 (95%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, 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

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]

		Age of child respondent			Age and gender of child respondent				
		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	1083	221	221	358	332	341	341	224
	N Count								
	Column Comparisons								
Unweighted Base	% within column	1103	216	215	331	324	323	335	223
	N Count								
	Column Comparisons								
Column Names	% within column	f	a	b	c	d	e	f	g
	N Count								
	Column Comparisons								
YouTube	% within column	81%↑	74%	69%↓	78%	78%	81%	80%	81%
	N Count	878↑	164	153↓	281	259	276	272	182
	Column Comparisons	-					b		
TikTok	% within column	64%↑	22%↓	21%↓	39%↓	40%↓	59%↑	70%↑	57%↑
	N Count	691↑	48↓	47↓	139↓	133↓	201↑	240↑	129↑
	Column Comparisons	-			a b	a b	a b c d	a b c d e g	a b c d
YouTube Kids	% within column	14%↓	49%↑	59%↑	39%↑	40%↑	19%↓	16%↓	9%↓
	N Count	155↓	109↑	129↑	141↑	131↑	64↓	53↓	21↓
	Column Comparisons	-	c d e f g h	c d e f g h	e f g h	e f g h	g h		
Snapchat	% within column	42%↑	15%↓	12%↓	19%↓	24%↓	37%↑	44%↑	39%↑
	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
Instagram	% within column	41%↑	18%↓	11%↓	15%↓	17%↓	32%	44%↑	41%↑
	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(inc. Facebook Gaming)	% within column	26%↑	14%	15%	13%↓	13%↓	29%↑	21%	28%↑
	N Count	280↑	31	33	48↓	44↓	99↑	73	62↑
	Column Comparisons	-					a b c d f	c d	a b c d
Twitch	% within column	10%↑	6%	4%↓	7%	6%	14%↑	8%	12%
	N Count	112↑	13	9↓	26	20	46↑	26	26
	Column Comparisons	-					a b c d		b

Part 2 of 42

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]

		Age and gender of child respondent					Urban/ Rural		Working status
		Female 16-17	NET: Male 8-12	NET: Female 8-12	NET: Male 13-17	NET: Female 13-17	NET: Urban	Rural	Full time
Weighted Base	% within column	201	579	552	565	536	1971	244	1326
	N Count								
	Column Comparisons								
Unweighted Base	% within column	253	547	539	546	580	1935	254	1370
	N Count								
	Column Comparisons								
Column Names	% within column	h	i	j	k	l	a	b	a
	N Count								
	Column Comparisons								
YouTube	% within column	83%	77%	75%	81%	81%	78%	80%	77%
	N Count	167	445	412	458	434	1,539	196	1,023
	Column Comparisons	b	-	-	-	-			
TikTok	% within column	67%↑	32%↓	33%↓	58%↑	69%↑	48%	47%	50%↑
	N Count	134↑	187↓	180↓	330↑	369↑	942	115	667↑
	Column Comparisons	a b c d	-	-	-	-			d
YouTube Kids	% within column	10%↓	43%↑	47%↑	15%↓	14%↓	30%	26%	33%↑
	N Count	20↓	249↑	260↑	85↓	73↓	600	64	435↑
	Column Comparisons	-	-	-	-	-			c
Snapchat	% within column	48%↑	18%↓	19%↓	37%↑	46%↑	30%	27%	31%
	N Count	97↑	102↓	106↓	212↑	245↑	592	67	407
	Column Comparisons	a b c d e	-	-	-	-			d
Instagram	% within column	47%↑	16%↓	15%↓	36%↑	45%↑	29%↑	20%↓	31%↑
	N Count	94↑	92↓	82↓	203↑	243↑	568↑	49↓	416↑
	Column Comparisons	a b c d e	-	-	-	-	b		b d
Facebook(inc. Facebook Gaming)	% within column	25%	14%↓	14%↓	29%↑	23%	21%↑	13%↓	23%↑
	N Count	49	79↓	77↓	162↑	121	404↑	32↓	304↑
	Column Comparisons	a b c d	-	-	-	-	b		b d
Twitch	% within column	8%	7%	5%↓	13%↑	8%	9%	5%	10%↑
	N Count	16	39	28↓	73↑	41	168	12	128↑
	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 = 2071 (95%)

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

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]

		Working status			D3 - Social grade				
		Part time	Student	NET: Not working/ retired	AB	C1	C2	DE	NET: ABC1
Weighted Base	% within column	426	112	305	623	580	486	526	1202
	N Count								
	Column Comparisons								
Unweighted Base	% within column	384	113	281	882	482	354	471	1364
	N Count								
	Column Comparisons								
Column Names	% within column	b	c	d	a	b	c	d	e
	N Count								
	Column Comparisons								
YouTube	% within column	79%	83%	80%	76%	79%	78%	80%	77%
	N Count	337	92	244	474	456	382	422	931
	Column Comparisons								-
TikTok	% within column	45%	64%↑	37%↓	50%	45%	50%	47%	47%
	N Count	191	72↑	114↓	309	260	242	246	569
	Column Comparisons		a b d						-
YouTube Kids	% within column	28%	14%↓	29%	39%↑	27%	27%	24%↓	34%↑
	N Count	118	15↓	87	245↑	159	133	127↓	404↑
	Column Comparisons	c		c	b c d				-
Snapchat	% within column	28%	46%↑	24%	30%	30%	31%	28%	30%
	N Count	118	52↑	74	184	175	152	147	359
	Column Comparisons		a b d						-
Instagram	% within column	23%	42%↑	17%↓	34%↑	28%	28%	20%↓	31%↑
	N Count	98	47↑	51↓	212↑	161	136	108↓	373↑
	Column Comparisons	d	a b d		b c d	d	d		-
Facebook(inc. Facebook Gaming)	% within column	14%↓	26%	12%↓	25%↑	16%	18%	19%	21%
	N Count	61↓	29	38↓	156↑	95	87	99	250
	Column Comparisons		b d		b c d				-
Twitch	% within column	5%↓	10%	6%	11%↑	6%	7%	7%	9%
	N Count	19↓	11	18	70↑	35	36	39	105
	Column Comparisons				b				-

Part 4 of 42

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]

BANNER

		D3 - Social grade	Financial wellbeing			Ethnicity		Child identified need/ impacting condition	
		NET: C2DE	Doing well	Getting by	Struggling	White British	NET: All other Ethnicities	Neurodiversity	Mental Health
Weighted Base	% within column	1013	395	1145	652	1730	448	194	108
	N Count								
	Column Comparisons								
Unweighted Base	% within column	825	447	1114	608	1701	449	182	109
	N Count								
	Column Comparisons								
Column Names	% within column	f	a	b	c	a	b	a	b
	N Count								
	Column Comparisons								
YouTube	% within column	79%	73%↓	79%	80%	79%	75%	82%	88%↑
	N Count	804	289↓	910	519	1,370	338	158	95↑
	Column Comparisons	-		a	a				
TikTok	% within column	48%	52%	47%	47%	49%	45%	40%	69%↑
	N Count	488	204	534	309	843	201	77	74↑
	Column Comparisons	-							a d
YouTube Kids	% within column	26%↓	43%↑	29%	25%↓	27%↓	43%↑	26%	23%
	N Count	260↓	169↑	329	163↓	460↓	194↑	50	25
	Column Comparisons	-	b c				a		
Snapchat	% within column	30%	30%	30%	29%	30%	29%	23%	46%↑
	N Count	300	119	347	187	522	130	45	50↑
	Column Comparisons	-							a d
Instagram	% within column	24%↓	38%↑	27%	23%↓	28%	29%	23%	38%
	N Count	244↓	151↑	311	149↓	477	131	45	41
	Column Comparisons	-	b c						a
Facebook(inc. Facebook Gaming)	% within column	18%	33%↑	18%↓	16%↓	20%	19%	10%↓	23%
	N Count	186	131↑	203↓	102↓	343	86	19↓	25
	Column Comparisons	-	b c						a
Twitch	% within column	7%	12%↑	8%	6%	9%	5%	10%	11%
	N Count	75	48↑	91	40	150	24	18	12
	Column Comparisons	-	b c			b			

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]		Child identified need/ impacting condition		Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits	
		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
Weighted Base	% within column	473	1710	234	791	158	2057	915	1195
	N Count								
	Column Comparisons								
Unweighted Base	% within column	457	1698	238	805	154	2035	874	1216
	N Count								
	Column Comparisons								
Column Names	% within column	c	d	a	b	a	b	a	b
	N Count								
	Column Comparisons								
YouTube	% within column	80%	78%	83%	81%	81%	78%	79%	78%
	N Count	380	1,333	195	642	127	1,607	724	932
	Column Comparisons	-							
TikTok	% within column	48%	48%	68%	63%	51%	47%	49%	46%
	N Count	229	816	158	497	80	977	447	554
	Column Comparisons	-	a						
YouTube Kids	% within column	27%	31%	14%	14%	37%	29%	28%	32%
	N Count	126	530	32	114	58	607	255	377
	Column Comparisons	-							
Snapchat	% within column	32%	29%	44%	42%	27%	30%	33%↑	27%↓
	N Count	154	498	103	329	42	616	300↑	322↓
	Column Comparisons	-						b	
Instagram	% within column	27%	28%	37%	43%	26%	28%	27%	29%
	N Count	130	479	88	338	42	575	247	345
	Column Comparisons	-							
Facebook(inc. Facebook Gaming)	% within column	21%	19%	27%	25%	26%	19%	23%↑	17%↓
	N Count	101	329	64	200	40	396	213↑	205↓
	Column Comparisons	-	a					b	
Twitch	% within column	10%	7%	15%↑	9%	11%	8%	10%↑	7%
	N Count	46	128	34↑	74	18	161	89↑	88
	Column Comparisons	-		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 = 2071 (95%)

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

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]		Parental Controls		Parental Concern			Time Spent Online (Weekday)		
		NET: Has Parental Controls	No Controls	Not Concerned	A little Concerned	NET: Moderately / Very Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs
Weighted Base	% within column	1853	336	1045	548	601	873	938	278
	N Count								
	Column Comparisons								
Unweighted Base	% within column	1828	339	1007	554	610	855	924	282
	N Count								
	Column Comparisons								
Column Names	% within column	a	b	a	b	c	a	b	c
	N Count								
	Column Comparisons								
YouTube	% within column	78%	82%	80%	79%	75%↓	76%↓	80%	80%
	N Count	1,443	275	837	434	448↓	660↓	754	222
	Column Comparisons			c					
TikTok	% within column	47%↓	55%↑	46%	48%	52%	34%↓	54%↑	66%↑
	N Count	863↓	186↑	479	262	310	293↓	506↑	184↑
	Column Comparisons		a					a	a b
YouTube Kids	% within column	33%↑	11%↓	25%↓	28%	41%↑	38%↑	26%↓	20%↓
	N Count	621↑	37↓	263↓	152	247↑	335↑	242↓	57↓
	Column Comparisons	b				a b	b c d		
Snapchat	% within column	29%	34%	28%	28%	34%↑	18%↓	34%↑	46%↑
	N Count	537	116	295	153	206↑	156↓	319↑	128↑
	Column Comparisons					a b		a	a b
Instagram	% within column	26%↓	36%↑	25%↓	28%	33%↑	17%↓	33%↑	37%↑
	N Count	491↓	120↑	257↓	155	200↑	151↓	313↑	103↑
	Column Comparisons		a			a		a	a
Facebook(inc. Facebook Gaming)	% within column	21%	15%	11%↓	23%	32%↑	12%↓	22%↑	28%↑
	N Count	381	52	119↓	125	192↑	108↓	208↑	79↑
	Column Comparisons	b			a	a b		a	a b
Twitch	% within column	8%	8%	5%↓	11%↑	10%	4%↓	9%	15%↑
	N Count	150	28	56↓	63↑	57	35↓	85	41↑
	Column Comparisons				a	a		a	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 = 2071 (95%)

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

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]

		Time Spent Online (Weekday)		Time Spent Online (Weekend)					Spent Money
		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
Weighted Base	% within column	102	380	291	785	622	492	1114	1289
	N Count								
	Column Comparisons								
Unweighted Base	% within column	106	388	281	777	619	489	1108	1296
	N Count								
	Column Comparisons								
Column Names	% within column	d	e	a	b	c	d	e	a
	N Count								
	Column Comparisons								
YouTube	% within column	82%	80%	67%↓	77%	80%	86%↑	83%↑	79%
	N Count	83	305	194↓	604	500	422↑	922↑	1,023
	Column Comparisons		-		a	a	a b c	-	
TikTok	% within column	67%↑	66%↑	28%↓	41%↓	52%↑	65%↑	58%↑	54%↑
	N Count	68↑	252↑	81↓	323↓	324↑	321↑	646↑	700↑
	Column Comparisons	a b	-		a	a b	a b c	-	e
YouTube Kids	% within column	26%	22%↓	36%	34%↑	30%	22%↓	26%↓	30%
	N Count	26	83↓	103	263↑	184	108↓	292↓	384
	Column Comparisons		-	d	d	d		-	
Snapchat	% within column	50%↑	47%↑	16%↓	24%↓	33%	42%↑	37%↑	35%↑
	N Count	51↑	179↑	46↓	192↓	207	207↑	413↑	456↑
	Column Comparisons	a b	-		a	a b	a b c	-	e
Instagram	% within column	47%↑	40%↑	20%↓	21%↓	33%↑	37%↑	35%↑	35%↑
	N Count	47↑	151↑	59↓	166↓	204↑	181↑	384↑	448↑
	Column Comparisons	a b	-			a b	a b	-	e
Facebook(inc. Facebook Gaming)	% within column	39%↑	31%↑	14%	18%	21%	24%↑	23%↑	27%↑
	N Count	40↑	119↑	42	139	132	120↑	252↑	346↑
	Column Comparisons	a b c	-			a	a b	-	e
Twitch	% within column	18%↑	15%↑	5%	5%↓	10%	11%↑	11%↑	12%↑
	N Count	18↑	59↑	14	43↓	64	56↑	120↑	155↑
	Column Comparisons	a b	-			a b	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 = 2071 (95%)

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

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]

		Spent Money				SM purchase category			
		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	768	1125	604	926	429	153	216	158
	N Count								
	Column Comparisons								
Unweighted Base	% within column	800	1128	632	893	450	165	226	171
	N Count								
	Column Comparisons								
Column Names	% within column	b	c	d	e	a	b	c	d
	N Count								
	Column Comparisons								
YouTube	% within column	77%	80%	77%	77%	84%↑	76%	79%	64%↓
	N Count	591	896	464	712	360↑	117	171	102↓
	Column Comparisons					b d	d	d	
TikTok	% within column	61%↑	53%↑	61%↑	39%↓	71%↑	65%	64%	49%↓
	N Count	472↑	599↑	371↑	357↓	305↑	100	138	77↓
	Column Comparisons	c e	e	e		b c d	d	d	
YouTube Kids	% within column	33%↑	31%	36%↑	30%	35%	43%↑	37%	46%↑
	N Count	257↑	344	217↑	280	152	66↑	80	74↑
	Column Comparisons								
Snapchat	% within column	41%↑	35%↑	41%↑	22%↓	46%↑	45%	46%	38%
	N Count	315↑	390↑	249↑	202↓	197↑	69	100	60
	Column Comparisons	c e	e	e					
Instagram	% within column	42%↑	34%↑	42%↑	18%↓	50%↑	52%↑	51%↑	39%
	N Count	323↑	379↑	253↑	168↓	214↑	79↑	110↑	62
	Column Comparisons	c e	e	e		d	d	d	
Facebook(inc. Facebook Gaming)	% within column	34%↑	28%↑	39%↑	10%↓	34%	56%↑	42%↑	52%↑
	N Count	262↑	317↑	233↑	91↓	148	85↑	90↑	82↑
	Column Comparisons	e	e	e			a c		a
Twitch	% within column	15%↑	13%↑	18%↑	3%↓	15%	21%	20%↑	24%↑
	N Count	112↑	150↑	107↑	24↓	65	31	43↑	38↑
	Column Comparisons	e	b e	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 = 2071 (95%)

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

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]

		Feelings about SM purchase				Gaming Method			
		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	314	556	378	565	1330	572	1316	782
	N Count								
	Column Comparisons								
Unweighted Base	% within column	329	585	402	596	1316	582	1317	774
	N Count								
	Column Comparisons								
Column Names	% within column	a	b	c	d	a	b	c	d
	N Count								
	Column Comparisons								
YouTube	% within column	72%↓	77%	73%↓	77%	83%↑	85%↑	83%↑	76%
	N Count	227↓	428	275↓	435	1,108↑	488↑	1,098↑	598
	Column Comparisons					d	d	d	
TikTok	% within column	58%↑	64%↑	60%↑	64%↑	50%↑	52%↑	57%↑	41%↓
	N Count	182↑	355↑	227↑	360↑	671↑	299↑	752↑	323↓
	Column Comparisons					d	d	a b d	
YouTube Kids	% within column	35%	37%↑	36%↑	37%↑	29%	34%↑	29%	44%↑
	N Count	110	204↑	135↑	210↑	389	196↑	381	341↑
	Column Comparisons		a						a b c
Snapchat	% within column	39%↑	42%↑	43%↑	42%↑	32%↑	35%↑	36%↑	27%
	N Count	122↑	234↑	163↑	239↑	422↑	197↑	478↑	208
	Column Comparisons					d	d	a b d	
Instagram	% within column	41%↑	45%↑	45%↑	45%↑	29%	33%↑	33%↑	26%
	N Count	129↑	251↑	169↑	253↑	385	189↑	433↑	205
	Column Comparisons						d	a d	
Facebook(inc. Facebook Gaming)	% within column	44%↑	38%↑	43%↑	37%↑	21%	28%↑	24%↑	19%
	N Count	137↑	210↑	164↑	207↑	273	163↑	310↑	152
	Column Comparisons						a d	a d	
Twitch	% within column	17%↑	16%↑	18%↑	15%↑	10%↑	15%↑	10%↑	9%
	N Count	54↑	88↑	69↑	83↑	135↑	86↑	125↑	70
	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 = 2071 (95%)

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

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]

		Gaming Method	Gaming Type						
		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	2140	650	731	547	387	822	1151	557
	N Count								
	Column Comparisons								
Unweighted Base	% within column	2117	662	740	564	395	802	1111	570
	N Count								
	Column Comparisons								
Column Names	% within column	e	a	b	c	d	e	f	g
	N Count								
	Column Comparisons								
YouTube	% within column	79%↑	79%	80%	83%↑	80%	87%↑	83%↑	81%
	N Count	1,685↑	514	587	455↑	309	718↑	959↑	449
	Column Comparisons	-			l		a b c d g h i j k l	a b g h l	
TikTok	% within column	48%	55%↑	48%	62%↑	59%↑	55%↑	48%	54%↑
	N Count	1,030	359↑	352	340↑	228↑	450↑	553	301↑
	Column Comparisons	-	b		b f g h i	b	b f		
YouTube Kids	% within column	30%	37%↑	38%↑	27%	39%↑	28%	34%↑	36%↑
	N Count	648	243↑	278↑	149	151↑	227	395↑	201↑
	Column Comparisons	-	c e j	c e j		c e		c e j	c e
Snapchat	% within column	30%	36%↑	29%	42%↑	38%↑	37%↑	30%	34%
	N Count	644	233↑	215	228↑	146↑	303↑	349	187
	Column Comparisons	-	b		b f g i j		b f j		
Instagram	% within column	28%	35%↑	33%↑	38%↑	38%↑	31%↑	26%	34%↑
	N Count	597	226↑	238↑	207↑	146↑	255↑	300	191↑
	Column Comparisons	-	f	f	f	f	f		f
Facebook(inc. Facebook Gaming)	% within column	20%↑	27%↑	27%↑	33%↑	35%↑	22%	17%↓	27%↑
	N Count	432↑	174↑	196↑	179↑	136↑	182	199↓	148↑
	Column Comparisons	-	f	e f	e f g l	e f l	f		f
Twitch	% within column	8%↑	9%	13%↑	14%↑	15%↑	12%↑	10%	13%↑
	N Count	179↑	57	94↑	78↑	57↑	96↑	111	70↑
	Column Comparisons	-		a	a	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 = 2071 (95%)

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

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]

		Gaming Type						Gaming Frequency	
		Simulation experience	Fitness and dance	Sports	Interactive stories	Makeovers	NET: Playing against other people	NET: Daily	Weekly
Weighted Base	% within column	248	278	728	207	249	1027	1602	460
	N Count								
	Column Comparisons								
Unweighted Base	% within column	266	283	736	218	257	1009	1567	480
	N Count								
	Column Comparisons								
Column Names	% within column	h	i	j	k	l	m	a	b
	N Count								
	Column Comparisons								
YouTube	% within column	80%	82%	83%↑	79%	75%	84%↑	80%	78%
	N Count	199	227	603↑	164	186	864↑	1,279	357
	Column Comparisons			l			-		
TikTok	% within column	58%↑	53%	56%↑	57%↑	56%↑	54%↑	51%↑	40%↓
	N Count	145↑	146	409↑	119↑	139↑	550↑	822↑	182↓
	Column Comparisons			b f			-	b	
YouTube Kids	% within column	39%↑	43%↑	32%	44%↑	38%↑	31%	31%	31%
	N Count	96↑	118↑	231	92↑	94↑	314	491	143
	Column Comparisons	c e	c e	c	c e	c e	-		
Snapchat	% within column	41%↑	34%	32%	36%	37%↑	36%↑	31%	26%
	N Count	102↑	93	232	74	92↑	366↑	503	121
	Column Comparisons	f					-	b	
Instagram	% within column	43%↑	34%↑	32%↑	40%↑	40%↑	31%↑	29%	26%
	N Count	107↑	94↑	236↑	83↑	99↑	321↑	460	119
	Column Comparisons	f		f	f	f	-		
Facebook(inc. Facebook Gaming)	% within column	37%↑	35%↑	27%↑	37%↑	28%↑	24%↑	22%↑	16%↓
	N Count	91↑	98↑	196↑	76↑	70↑	243↑	345↑	73↓
	Column Comparisons	e f	e f	e f	a e f	f	-	b	
Twitch	% within column	20%↑	14%↑	12%↑	18%↑	13%↑	12%↑	10%↑	5%↓
	N Count	49↑	39↑	88↑	38↑	31↑	120↑	153↑	25↓
	Column Comparisons	a f			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 = 2071 (95%)

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

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]

BANNER

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	Early access to a game	Battle Pass
Weighted Base	% within column	535	237	151	447	147	302	122	205
	N Count								
	Column Comparisons								
Unweighted Base	% within column	549	250	158	428	154	320	133	211
	N Count								
	Column Comparisons								
Column Names	% within column	a	b	c	d	e	f	g	h
	N Count								
	Column Comparisons								
YouTube	% within column	81%	78%	80%	86%↑	78%	86%↑	79%	82%
	N Count	432	184	121	386↑	114	260↑	97	168
	Column Comparisons				b e		b		
TikTok	% within column	58%↑	60%↑	61%	54%	62%	65%↑	67%↑	55%
	N Count	308↑	143↑	92	240	91	196↑	82↑	113
	Column Comparisons								
YouTube Kids	% within column	33%	39%↑	37%	31%	47%↑	34%	43%↑	33%
	N Count	178	92↑	55	138	69↑	102	53↑	68
	Column Comparisons					d			
Snapchat	% within column	37%	41%	37%	35%	34%	44%↑	47%↑	41%
	N Count	196	97	55	155	50	134↑	57↑	84
	Column Comparisons								
Instagram	% within column	37%	44%↑	42%	32%	43%↑	43%↑	49%↑	37%
	N Count	197	104↑	63	141	63↑	130↑	60↑	77
	Column Comparisons						d		
Facebook(inc. Facebook Gaming)	% within column	32%↑	49%↑	39%↑	24%	50%↑	40%↑	48%↑	37%↑
	N Count	169↑	116↑	59↑	108	73↑	120↑	58↑	75↑
	Column Comparisons	d	a d h	d		d h	d	d	d
Twitch	% within column	15%	20%↑	22%↑	15%	15%	22%↑	25%↑	24%↑
	N Count	79	46↑	33↑	69	21	65↑	31↑	49↑
	Column Comparisons								

BANNER

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]

Feelings about Gaming Purchase

		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	346	772	445	720	715	449
	N Count						
	Column Comparisons						
Unweighted Base	% within column	356	777	454	734	710	459
	N Count						
	Column Comparisons						
Column Names	% within column	a	b	c	d	e	f
	N Count						
	Column Comparisons						
YouTube	% within column	71%↓	79%	75%	79%	80%	76%
	N Count	247↓	610	331	571	572	340
	Column Comparisons						
TikTok	% within column	52%	53%↑	56%↑	55%↑	56%↑	57%↑
	N Count	181	412↑	248↑	395↑	404↑	255↑
	Column Comparisons						
YouTube Kids	% within column	33%	34%↑	34%	35%↑	30%	34%
	N Count	115	265↑	152	250↑	217	151
	Column Comparisons		e		e		
Snapchat	% within column	39%↑	35%↑	37%↑	36%↑	37%↑	39%↑
	N Count	136↑	271↑	166↑	262↑	263↑	174↑
	Column Comparisons						
Instagram	% within column	40%↑	34%↑	39%↑	35%↑	34%↑	38%↑
	N Count	138↑	259↑	175↑	253↑	241↑	173↑
	Column Comparisons						
Facebook(inc. Facebook Gaming)	% within column	36%↑	31%↑	38%↑	29%↑	27%↑	34%↑
	N Count	126↑	242↑	169↑	211↑	192↑	153↑
	Column Comparisons	e	e	d e			e

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]		**BANNER**							
			Gender of child respondent		Age of child respondent				
		Total	Male	Female	8-9	10-12	13-15	16-17	NET: 8-12
Twitch	% within column	8%	10%↑	6%↓	5%↓	7%	11%↑	10%	6%↓
	N Count	179	111↑	68↓	22↓	46	72↑	40	67↓
	Column Comparisons	-	b				a b	a	-
Pinterest	% within column	7%	6%↓	9%↑	5%↓	6%	10%↑	9%	6%↓
	N Count	163	64↓	99↑	20↓	42	65↑	36	63↓
	Column Comparisons	-		a			a b	a	-
I do not use any of these	% within column	3%	3%	3%	6%↑	2%	2%	2%	4%
	N Count	65	32	33	26↑	16	13	10	42
	Column Comparisons	-			b c d				-
Vimeo	% within column	3%	3%	2%	3%	2%	3%	3%	2%
	N Count	59	32	27	12	15	19	12	27
	Column Comparisons	-							-
Dailymotion	% within column	2%	2%	1%	2%	2%	1%	3%	2%
	N Count	36	21	15	8	10	6	12	18
	Column Comparisons	-							-
GoNoodle	% within column	1%	1%	2%	3%↑	1%	1%	1%	2%
	N Count	29	12	17	13↑	6	7	2	20
	Column Comparisons	-			b c d				-
GROM social	% within column	1%	1%	1%	2%	1%	1%	1%	1%
	N Count	26	16	10	7	8	7	4	15
	Column Comparisons	-							-
I watch videos on other sites/apps	% within column	1%	1%	2%	0%	1%	1%	1%	1%
	N Count	24	7	17	2	10	8	5	11
	Column Comparisons	-		a					-
Triller	% within column	1%	1%	1%	1%	1%	1%	0%	1%
	N Count	24	15	9	5	7	10	2	12
	Column Comparisons	-							-
Imgur	% within column	1%	1%	1%	1%	1%	1%	1%	1%
	N Count	20	11	9	4	5	8	3	9
	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 = 2071 (95%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, 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 42

Page 1118

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]

		Age of child respondent	Age and gender of child respondent						
		NET: 13-17	Male 8-9	Female 8-9	Male 10-12	Female 10-12	Male 13-15	Female 13-15	Male 16-17
Twitch	% within column	10%↑	6%	4%↓	7%	6%	14%↑	8%	12%
	N Count	112↑	13	9↓	26	20	46↑	26	26
	Column Comparisons	-					a b c d		b
Pinterest	% within column	9%↑	4%	5%	4%↓	8%	7%	12%↑	7%
	N Count	100↑	9	11	16↓	27	24	41↑	15
	Column Comparisons	-						a b c	
I do not use any of these	% within column	2%	4%	8%↑	2%	2%	2%	2%	3%
	N Count	23	10	17↑	9	7	7	6	6
	Column Comparisons	-		c d e f h					
Vimeo	% within column	3%	3%	2%	1%	3%	3%	3%	4%
	N Count	32	7	4	5	10	10	9	10
	Column Comparisons	-							
Dailymotion	% within column	2%	2%	1%	2%	1%	1%	1%	4%
	N Count	18	5	3	6	5	2	3	8
	Column Comparisons	-							
GoNoodle	% within column	1%	2%	4%↑	1%	1%	1%	1%	0%
	N Count	9	4	9↑	5	2	4	3	0
	Column Comparisons	-		d g					
GROM social	% within column	1%	2%	1%	1%	1%	2%	0%	1%
	N Count	11	4	3	5	4	5	2	3
	Column Comparisons	-							
I watch videos on other sites/apps	% within column	1%	0%	0%	1%	2%	1%	2%	1%
	N Count	13	1	1	3	7	2	6	2
	Column Comparisons	-							
Triller	% within column	1%	1%	1%	1%	1%	2%	1%	0%
	N Count	12	3	2	4	3	7	3	1
	Column Comparisons	-							
Imgur	% within column	1%	1%	1%	1%	1%	2%	1%	1%
	N Count	11	2	2	2	3	6	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; Weight: Based on Nat Rep Sample; effective sample size = 2071 (95%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, 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

Page 1119

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]

		Age and gender of child respondent					Urban/ Rural		Working status
		Female 16-17	NET: Male 8-12	NET: Female 8-12	NET: Male 13-17	NET: Female 13-17	NET: Urban	Rural	Full time
Twitch	% within column	8%	7%	5%↓	13%↑	8%	9%	5%	10%↑
	N Count	16	39	28↓	73↑	41	168	12	128↑
	Column Comparisons		-	-	-	-	b		b
Pinterest	% within column	11%	4%↓	7%	7%	12%↑	8%	4%	8%
	N Count	22	25↓	38	39	62↑	153	10	104
	Column Comparisons	a c	-	-	-	-	b		d
I do not use any of these	% within column	2%	3%	4%	2%	2%	3%	3%	3%
	N Count	4	19	23	13	10	58	7	35
	Column Comparisons		-	-	-	-			
Vimeo	% within column	1%	2%	3%	4%	2%	3%	2%	4%↑
	N Count	3	12	15	20	12	54	4	50↑
	Column Comparisons		-	-	-	-			b d
Dailymotion	% within column	2%	2%	1%	2%	1%	2%	2%	2%↑
	N Count	4	10	8	10	7	32	4	32↑
	Column Comparisons		-	-	-	-			b d
GoNoodle	% within column	1%	1%	2%	1%	1%	1%	1%	2%
	N Count	2	8	11	4	5	27	1	22
	Column Comparisons		-	-	-	-			
GROM social	% within column	1%	1%	1%	1%	1%	1%	0%	1%
	N Count	2	8	7	8	3	25	1	20
	Column Comparisons		-	-	-	-			
I watch videos on other sites/apps	% within column	2%	1%	1%	1%	2%	1%	1%	1%
	N Count	3	3	8	4	9	22	3	11
	Column Comparisons		-	-	-	-			
Triller	% within column	1%	1%	1%	1%	1%	1%	0%	2%↑
	N Count	1	7	5	8	4	24	0	22↑
	Column Comparisons		-	-	-	-			
Imgur	% within column	1%	1%	1%	1%	1%	1%	0%	1%
	N Count	1	4	5	7	4	20	0	16
	Column Comparisons		-	-	-	-			

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]

		Working status			D3 - Social grade				
		Part time	Student	NET: Not working/ retired	AB	C1	C2	DE	NET: ABC1
Twitch	% within column	5%↓	10%	6%	11%↑	6%	7%	7%	9%
	N Count	19↓	11	18	70↑	35	36	39	105
	Column Comparisons				b				-
Pinterest	% within column	8%	12%	4%↓	10%↑	8%	6%	5%↓	9%↑
	N Count	33	13	11↓	62↑	45	31	26↓	107↑
	Column Comparisons		d		d				-
I do not use any of these	% within column	3%	2%	3%	3%	3%	3%	3%	3%
	N Count	14	2	10	17	19	12	16	37
	Column Comparisons								-
Vimeo	% within column	1%	2%	0%↓	6%↑	2%	1%	1%↓	4%↑
	N Count	6	2	1↓	34↑	14	7	4↓	48↑
	Column Comparisons				b c d				-
Dailymotion	% within column	0%	1%	0%	2%	1%	2%	1%	1%
	N Count	1	1	1	13	4	12	7	17
	Column Comparisons								-
GoNoodle	% within column	1%	1%	1%	2%	1%	1%	1%	1%
	N Count	2	1	3	13	4	6	6	17
	Column Comparisons								-
GROM social	% within column	1%	1%	1%	2%	0%	1%	1%	1%
	N Count	4	1	2	11	2	7	7	13
	Column Comparisons								-
I watch videos on other sites/apps	% within column	2%	1%	1%	2%	2%	0%↓	1%	2%↑
	N Count	9	2	3	10	9	1↓	4	19↑
	Column Comparisons				c	c			-
Triller	% within column	0%	1%	0%	3%↑	0%↓	1%	0%	2%
	N Count	1	1	0	18↑	1↓	4	1	19
	Column Comparisons				b d				-
Imgur	% within column	0%	3%	0%	2%↑	0%	1%	0%	1%
	N Count	1	3	0	11↑	1	6	2	12
	Column Comparisons		d						-

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]

		D3 - Social grade	Financial wellbeing			Ethnicity		Child identified need/ impacting condition	
		NET: C2DE	Doing well	Getting by	Struggling	White British	NET: All other Ethnicities	Neurodiversity	Mental Health
Twitch	% within column	7%	12%↑	8%	6%	9%	5%	10%	11%
	N Count	75	48↑	91	40	150	24	18	12
	Column Comparisons	-	b c			b			
Pinterest	% within column	6%↓	11%↑	6%↓	8%	7%	9%	4%	12%
	N Count	56↓	45↑	65↓	53	121	42	8	13
	Column Comparisons	-	b						a
I do not use any of these	% within column	3%	3%	3%	4%	3%	2%	4%	2%
	N Count	28	11	29	25	53	10	7	2
	Column Comparisons	-							
Vimeo	% within column	1%↓	5%↑	2%	2%	2%	4%	1%	2%
	N Count	11↓	20↑	26	13	42	17	2	2
	Column Comparisons	-	b c						
Dailymotion	% within column	2%	4%↑	1%	1%	2%	1%	0%	1%
	N Count	18	17↑	13	6	29	6	0	1
	Column Comparisons	-	b c						
GoNoodle	% within column	1%	3%↑	1%↓	1%	1%	1%	2%	1%
	N Count	11	11↑	8↓	9	22	5	4	1
	Column Comparisons	-	b						
GROM social	% within column	1%	2%↑	1%	1%	1%	1%	1%	0%
	N Count	13	10↑	11	6	20	6	2	0
	Column Comparisons	-							
I watch videos on other sites/apps	% within column	1%↓	1%	1%	1%	1%	2%↑	1%	1%
	N Count	5↓	4	15	5	15	10↑	2	1
	Column Comparisons	-					a		
Triller	% within column	1%	3%↑	1%↓	1%	1%	1%	0%	1%
	N Count	5	13↑	6↓	5	21	4	1	2
	Column Comparisons	-	b c						
Imgur	% within column	1%	2%↑	0%↓	1%	1%	1%	0%	0%
	N Count	8	9↑	5↓	6	17	3	0	0
	Column Comparisons	-	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 = 2071 (95%)

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

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]

		Child identified need/ impacting condition		Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits	
		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
Twitch	% within column	10%	7%	15%↑	9%	11%	8%	10%↑	7%
	N Count	46	128	34↑	74	18	161	89↑	88
	Column Comparisons	-		b					
Pinterest	% within column	8%	7%	10%	9%	7%	7%	8%	6%
	N Count	38	126	24	72	12	152	69	76
	Column Comparisons	-							
I do not use any of these	% within column	3%	3%	3%	2%	1%	3%	2%↓	4%
	N Count	12	51	6	15	1	64	16↓	44
	Column Comparisons	-						a	
Vimeo	% within column	3%	3%	3%	3%	6%↑	2%↓	3%	2%
	N Count	16	43	6	26	10↑	49↓	29	29
	Column Comparisons	-				b			
Dailymotion	% within column	1%	2%	1%	2%	2%	2%	2%	1%
	N Count	5	31	2	16	3	33	21	14
	Column Comparisons	-							
GoNoodle	% within column	2%	1%	1%	1%	0%	1%	2%	1%
	N Count	10	18	2	8	1	28	17	12
	Column Comparisons	-							
GROM social	% within column	2%↑	1%	2%	1%	3%↑	1%↓	2%↑	1%↓
	N Count	11↑	15	5	5	5↑	21↓	19↑	6↓
	Column Comparisons	-				b		b	
I watch videos on other sites/apps	% within column	1%	1%	2%	1%	0%	1%	1%	1%
	N Count	5	20	4	9	0	24	9	14
	Column Comparisons	-							
Triller	% within column	2%	1%	2%	1%	6%↑	1%↓	2%↑	1%↓
	N Count	8	16	4	6	9↑	15↓	17↑	6↓
	Column Comparisons	-				b		b	
Imgur	% within column	1%	1%	1%	1%	1%	1%	1%	0%↓
	N Count	6	14	2	8	2	18	12	5↓
	Column Comparisons	-						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 = 2071 (95%)

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

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]		Parental Controls		Parental Concern			Time Spent Online (Weekday)		
		NET: Has Parental Controls	No Controls	Not Concerned	A little Concerned	NET: Moderately / Very Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs
Twitch	% within column	8%	8%	5%↓	11%↑	10%	4%↓	9%	15%↑
	N Count	150	28	56↓	63↑	57	35↓	85	41↑
	Column Comparisons				a	a		a	a b
Pinterest	% within column	8%	7%	5%↓	6%	12%↑	5%↓	7%	12%↑
	N Count	141	22	57↓	34	71↑	43↓	70	32↑
	Column Comparisons					a b		a	a b
I do not use any of these	% within column	2%↓	5%↑	4%	3%	2%	4%↑	2%	1%
	N Count	45↓	17↑	39	14	10	38↑	20	3
	Column Comparisons		a				b c		
Vimeo	% within column	3%	1%	1%↓	3%	5%↑	2%↓	3%	5%
	N Count	54	5	15↓	14	29↑	14↓	27	13
	Column Comparisons					a			a
Dailymotion	% within column	2%	1%	1%↓	2%	3%↑	1%	2%	2%
	N Count	32	4	7↓	11	16↑	7	20	5
	Column Comparisons				a	a			
GoNoodle	% within column	1%	1%	1%↓	1%	2%↑	1%	1%	2%
	N Count	25	2	6↓	6	13↑	6	13	6
	Column Comparisons					a			
GROM social	% within column	1%	1%	0%↓	2%	2%↑	0%	1%	3%
	N Count	24	2	2↓	10	14↑	4	10	7
	Column Comparisons				a	a			a
I watch videos on other sites/apps	% within column	1%	0%	1%	1%	1%	1%	1%	1%
	N Count	22	2	15	4	6	10	10	2
	Column Comparisons								
Triller	% within column	1%	0%	0%↓	1%	3%↑	0%	1%	4%↑
	N Count	23	1	3↓	3	18↑	4	6	11↑
	Column Comparisons					a b			a b
Imgur	% within column	1%	0%	0%↓	0%	3%↑	0%↓	1%	3%↑
	N Count	19	1	3↓	2	15↑	3↓	8	8↑
	Column Comparisons					a b			a b

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]

		Time Spent Online (Weekday)		Time Spent Online (Weekend)					Spent Money
		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
Twitch	% within column	18%↑	15%↑	5%	5%↓	10%	11%↑	11%↑	12%↑
	N Count	18↑	59↑	14	43↓	64	56↑	120↑	155↑
	Column Comparisons	a b	-			a b	a b	-	e
Pinterest	% within column	16%↑	13%↑	6%	6%	8%	9%	9%	9%↑
	N Count	16↑	48↑	16	48	49	47	96	117↑
	Column Comparisons	a b	-					-	e
I do not use any of these	% within column	0%	1%↓	9%↑	3%	2%	1%↓	1%↓	1%↓
	N Count	0	3↓	26↑	21	10	4↓	14↓	15↓
	Column Comparisons		-	b c d	d			-	
Vimeo	% within column	4%	4%↑	2%	2%	4%↑	2%	3%	4%↑
	N Count	4	17↑	7	17	25↑	10	35	54↑
	Column Comparisons		-					-	e
Dailymotion	% within column	3%	2%	1%	2%	2%	1%	2%	2%
	N Count	3	8	2	15	14	4	18	28
	Column Comparisons		-					-	e
GoNoodle	% within column	3%	3%↑	0%	1%	2%	2%	2%	2%
	N Count	3	10↑	0	10	11	8	19	23
	Column Comparisons	a	-					-	e
GROM social	% within column	5%↑	3%↑	1%	1%	3%↑	0%	2%	2%↑
	N Count	5↑	12↑	4	5	16↑	2	18	24↑
	Column Comparisons	a b	-			b d		-	e
I watch videos on other sites/apps	% within column	2%	1%	2%	1%	1%	1%	1%	1%
	N Count	2	4	7	7	8	3	11	13
	Column Comparisons		-					-	
Triller	% within column	3%↑	4%↑	1%	1%	1%	1%	1%	2%↑
	N Count	3↑	14↑	3	6	8	7	15	23↑
	Column Comparisons	a b	-					-	e
Imgur	% within column	1%	2%↑	1%	1%	2%↑	0%	1%	1%
	N Count	1	9↑	4	5	10↑	1	12	17
	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 = 2071 (95%)

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

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]

		Spent Money				SM purchase category			
		Bought something on social media	Bought something while Gaming	Bought something from both	Not bought from either	Product	Activity	Subscription/ Upgrade	NET: Gift
Twitch	% within column	15%↑	13%↑	18%↑	3%↓	15%	21%	20%↑	24%↑
	N Count	112↑	150↑	107↑	24↓	65	31	43↑	38↑
	Column Comparisons	e	b e	e					
Pinterest	% within column	13%↑	9%↑	14%↑	5%↓	16%	23%↑	17%	21%↑
	N Count	100↑	101↑	85↑	46↓	67	35↑	36	33↑
	Column Comparisons	c e	e	e					
I do not use any of these	% within column	1%↓	1%↓	0%↓	5%↑	0%	0%	0%	0%
	N Count	5↓	12↓	2↓	50↑	2	1	0	0
	Column Comparisons				a b c d				
Vimeo	% within column	6%↑	4%↑	7%↑	1%↓	6%	12%↑	9%	12%↑
	N Count	49↑	50↑	45↑	5↓	27	18↑	20	19↑
	Column Comparisons	e	e	e					
Dailymotion	% within column	3%↑	2%↑	4%↑	1%	3%	7%↑	4%	9%↑
	N Count	25↑	28↑	25↑	8	13	10↑	9	14↑
	Column Comparisons	e	e	e					
GoNoodle	% within column	3%↑	2%↑	3%↑	1%	3%	5%	4%	5%
	N Count	22↑	22↑	20↑	6	13	8	9	8
	Column Comparisons	e	e	e					
GROM social	% within column	3%↑	2%↑	3%↑	0%↓	2%	8%↑	2%	10%↑
	N Count	22↑	23↑	20↑	2↓	8	11↑	5	16↑
	Column Comparisons	e	e	e			a c		a c
I watch videos on other sites/apps	% within column	1%	1%	1%	1%	2%	1%	1%	2%
	N Count	11	9	7	11	9	1	1	3
	Column Comparisons								
Triller	% within column	3%↑	2%↑	4%↑	0%↓	3%	9%↑	6%↑	8%↑
	N Count	21↑	23↑	21↑	1↓	13	13↑	13↑	12↑
	Column Comparisons	e	e	e					
Imgur	% within column	2%↑	1%↑	2%↑	0%	2%	6%↑	3%	7%↑
	N Count	16↑	16↑	15↑	3	8	9↑	7	11↑
	Column Comparisons	e	e	e			a		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 = 2071 (95%)

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

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]		BANNER							
		Feelings about SM purchase				Gaming Method			
		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
Twitch	% within column	17%↑	16%↑	18%↑	15%↑	10%↑	15%↑	10%↑	9%
	N Count	54↑	88↑	69↑	83↑	135↑	86↑	125↑	70
	Column Comparisons						d		
Pinterest	% within column	15%↑	13%↑	16%↑	14%↑	7%	11%↑	9%↑	9%
	N Count	46↑	75↑	60↑	77↑	97	62↑	122↑	71
	Column Comparisons							a	
I do not use any of these	% within column	0%↓	0%↓	0%↓	0%↓	2%↓	1%↓	1%↓	3%
	N Count	1↓	2↓	1↓	1↓	27↓	8↓	17↓	27
	Column Comparisons								a c
Vimeo	% within column	8%↑	7%↑	7%↑	7%↑	3%	5%↑	3%	4%
	N Count	25↑	41↑	28↑	38↑	39	31↑	39	29
	Column Comparisons						a c		
Dailymotion	% within column	5%↑	3%↑	5%↑	4%↑	1%	4%↑	2%	2%
	N Count	14↑	17↑	19↑	21↑	19	21↑	22	15
	Column Comparisons						a c		
GoNoodle	% within column	4%↑	3%↑	4%↑	3%↑	1%	2%↑	2%	2%
	N Count	12↑	18↑	14↑	18↑	17	14↑	21	16
	Column Comparisons								
GROM social	% within column	4%↑	3%↑	4%↑	3%↑	1%	2%↑	1%	1%
	N Count	14↑	19↑	14↑	19↑	12	14↑	13	11
	Column Comparisons						a c		
I watch videos on other sites/apps	% within column	1%	2%	0%	2%	1%	1%	1%	2%
	N Count	2	10	1	9	11	7	17	14
	Column Comparisons							a	
Triller	% within column	5%↑	4%↑	3%↑	3%↑	1%	3%↑	1%	1%
	N Count	14↑	20↑	12↑	20↑	14	17↑	16	10
	Column Comparisons						a c d		
Imgur	% within column	3%↑	3%↑	3%↑	2%↑	1%	2%↑	1%	1%
	N Count	11↑	14↑	10↑	13↑	9	12↑	14	9
	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 = 2071 (95%)

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

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]	Gaming Method		Gaming Type						
		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
Twitch	% within column	8%↑	9%	13%↑	14%↑	15%↑	12%↑	10%	13%↑
	N Count	179↑	57	94↑	78↑	57↑	96↑	111	70↑
	Column Comparisons	-		a	a	a			
Pinterest	% within column	7%	13%↑	10%↑	10%↑	13%↑	8%	8%	12%↑
	N Count	159	81↑	70↑	55↑	52↑	67	91	66↑
	Column Comparisons	-	e f j						
I do not use any of these	% within column	2%↓	2%	2%	1%	1%	1%	2%	2%
	N Count	53↓	12	15	6	5	12	26	14
	Column Comparisons	-							
Vimeo	% within column	3%	4%↑	5%↑	5%↑	7%↑	3%	3%	5%↑
	N Count	59	27↑	35↑	28↑	27↑	25	30	29↑
	Column Comparisons	-		f	f	e f			f
Dailymotion	% within column	2%	2%	2%	3%	3%	1%	1%	3%↑
	N Count	36	16	18	14	10	11	17	18↑
	Column Comparisons	-							
GoNoodle	% within column	1%	2%↑	3%↑	2%	3%↑	2%	2%	2%
	N Count	29	15↑	20↑	9	12↑	13	19	10
	Column Comparisons	-							
GROM social	% within column	1%	2%	2%	2%	3%↑	1%	1%	2%
	N Count	26	13	11	11	11↑	11	16	11
	Column Comparisons	-							
I watch videos on other sites/apps	% within column	1%	1%	2%	1%	1%	1%	1%	1%
	N Count	22	9	11	4	4	10	12	7
	Column Comparisons	-							
Triller	% within column	1%	2%↑	2%	2%↑	3%↑	2%	1%	1%
	N Count	24	13↑	13	11↑	11↑	12	9	7
	Column Comparisons	-	f	f	f	f			
Imgur	% within column	1%	2%↑	1%	1%	3%↑	1%	1%	2%
	N Count	20	12↑	11	7	11↑	9	15	8
	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 = 2071 (95%)

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

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]

		Gaming Type						Gaming Frequency	
		Simulation experience	Fitness and dance	Sports	Interactive stories	Makeovers	NET: Playing against other people	NET: Daily	Weekly
Twitch	% within column	20%↑	14%↑	12%↑	18%↑	13%↑	12%↑	10%↑	5%↓
	N Count	49↑	39↑	88↑	38↑	31↑	120↑	153↑	25↓
	Column Comparisons	a f			a		-	b	
Pinterest	% within column	13%↑	13%↑	8%	17%↑	13%↑	9%	8%	7%
	N Count	31↑	35↑	62	35↑	33↑	88	122	34
	Column Comparisons				f		-		
I do not use any of these	% within column	1%	3%	2%	1%	1%	1%↓	2%	3%
	N Count	2	8	12	2	3	15↓	32	15
	Column Comparisons						-		
Vimeo	% within column	7%↑	7%↑	4%↑	10%↑	5%↑	3%	3%	2%
	N Count	18↑	19↑	33↑	22↑	13↑	36	47	11
	Column Comparisons	e	f		e f		-		
Dailymotion	% within column	4%↑	3%	3%	5%↑	3%	1%	2%	1%
	N Count	9↑	9	19	11↑	6	14	29	5
	Column Comparisons				e		-		
GoNoodle	% within column	3%	4%↑	2%	4%↑	4%↑	2%	1%	1%
	N Count	7	12↑	12	8↑	9↑	18	23	5
	Column Comparisons						-		
GROM social	% within column	4%↑	4%↑	2%↑	5%↑	3%	2%	1%	0%
	N Count	11↑	12↑	15↑	10↑	7	17	23	2
	Column Comparisons	e					-	b	
I watch videos on other sites/apps	% within column	2%	2%	1%	2%	2%	1%	1%	1%
	N Count	4	4	4	5	5	11	17	4
	Column Comparisons						-		
Triller	% within column	4%↑	4%↑	2%↑	5%↑	3%↑	2%	1%	1%
	N Count	10↑	11↑	14↑	10↑	8↑	16	19	5
	Column Comparisons	f g	f g	f	f g	f	-		
Imgur	% within column	3%↑	4%↑	2%↑	6%↑	3%↑	1%	1%	0%
	N Count	7↑	11↑	13↑	12↑	6↑	14	17	2
	Column Comparisons		c e		b c e g		-		

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]		BANNER							
		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	Early access to a game	Battle Pass
Twitch	% within column	15%	20%↑	22%↑	15%	15%	22%↑	25%↑	24%↑
	N Count	79	46↑	33↑	69	21	65↑	31↑	49↑
	Column Comparisons								
Pinterest	% within column	11%↑	14%↑	14%↑	8%	11%	11%	18%↑	11%
	N Count	60↑	33↑	21↑	34	16	34	22↑	23
	Column Comparisons							d	
I do not use any of these	% within column	1%	2%	1%	1%	1%	1%	1%	2%
	N Count	7	5	1	4	1	3	1	4
	Column Comparisons								
Vimeo	% within column	7%↑	9%↑	9%↑	4%	7%	6%	11%↑	8%↑
	N Count	35↑	22↑	13↑	16	10	18	14↑	16↑
	Column Comparisons		d					d	
Dailymotion	% within column	3%	5%↑	4%	1%	5%	4%	8%↑	4%
	N Count	17	13↑	7	6	7	11	9↑	7
	Column Comparisons		d					d	
GoNoodle	% within column	2%	5%↑	4%↑	2%	2%	3%	6%↑	4%↑
	N Count	11	12↑	7↑	11	3	9	8↑	9↑
	Column Comparisons								
GROM social	% within column	3%	5%↑	3%	2%	4%	3%	4%	3%
	N Count	15	12↑	4	8	6	8	5	5
	Column Comparisons								
I watch videos on other sites/apps	% within column	1%	1%	0%	1%	1%	1%	0%	0%
	N Count	4	2	1	4	1	3	0	0
	Column Comparisons								
Triller	% within column	3%↑	4%↑	6%↑	2%	6%↑	3%	7%↑	4%
	N Count	17↑	10↑	9↑	8	9↑	8	8↑	8
	Column Comparisons								
Imgur	% within column	2%	5%↑	6%↑	1%	4%↑	2%	4%	2%
	N Count	11	11↑	9↑	7	5↑	5	5	5
	Column Comparisons		d f	d f h					

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]

Feelings about Gaming Purchase

		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
Twitch	% within column	16%↑	14%↑	17%↑	14%↑	15%↑	17%↑
	N Count	54↑	105↑	77↑	99↑	105↑	78↑
	Column Comparisons						
Pinterest	% within column	11%↑	10%↑	13%↑	10%↑	9%	11%↑
	N Count	39↑	77↑	57↑	73↑	62	47↑
	Column Comparisons						
I do not use any of these	% within column	1%	1%↓	1%↓	1%↓	1%↓	1%
	N Count	3	9↓	3↓	6↓	7↓	5
	Column Comparisons						
Vimeo	% within column	6%↑	6%↑	6%↑	5%↑	5%↑	6%↑
	N Count	19↑	43↑	27↑	39↑	33↑	28↑
	Column Comparisons						
Dailymotion	% within column	4%↑	3%↑	5%↑	3%↑	2%	4%↑
	N Count	14↑	20↑	20↑	21↑	14	16↑
	Column Comparisons	e		e	e		e
GoNoodle	% within column	3%↑	3%↑	3%↑	2%	2%	3%↑
	N Count	11↑	20↑	13↑	13	13	14↑
	Column Comparisons						
GROM social	% within column	4%↑	3%↑	3%↑	2%↑	2%↑	3%↑
	N Count	14↑	21↑	14↑	18↑	14↑	13↑
	Column Comparisons						
I watch videos on other sites/apps	% within column	1%	1%	1%	0%↓	1%	1%
	N Count	3	6	3	2↓	4	3
	Column Comparisons						
Triller	% within column	4%↑	3%↑	3%↑	3%↑	2%↑	3%↑
	N Count	14↑	21↑	13↑	19↑	16↑	15↑
	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 = 2071 (95%)

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

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]

		Total	Gender of child respondent		Age of child respondent				
			Male	Female	8-9	10-12	13-15	16-17	NET: 8-12
Imgur	% within column	1%	1%	1%	1%	1%	1%	1%	1%
	N Count	20	11	9	4	5	8	3	9
	Column Comparisons	-							-
Fruitlab	% within column	1%	1%	1%	1%	1%	1%	1%	1%
	N Count	20	11	8	6	6	5	3	12
	Column Comparisons	-							-
Don't know	% within column	0%	0%	0%	0%	0%	0%	1%	0%
	N Count	6	6	1	1	1	1	3	2
	Column Comparisons	-	b						-
NET: Any	% within column	97%	96%	97%	94%↓	97%	98%	97%	96%
	N Count	2,137	1,104	1,034	414↓	671	665	387	1,085
	Column Comparisons	-			a	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 = 2071 (95%)

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

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]

		Age of child respondent	Age and gender of child respondent						
		NET: 13-17	Male 8-9	Female 8-9	Male 10-12	Female 10-12	Male 13-15	Female 13-15	Male 16-17
Imgur	% within column	1%	1%	1%	1%	1%	2%	1%	1%
	N Count	11	2	2	2	3	6	3	1
	Column Comparisons	-							
Fruitlab	% within column	1%	1%	1%	1%	1%	1%	0%	1%
	N Count	8	3	3	3	3	4	1	1
	Column Comparisons	-							
Don't know	% within column	0%	1%	0%	0%	0%	0%	0%	1%↑
	N Count	4	1	0	0	1	1	0	3↑
	Column Comparisons	-							
NET: Any	% within column	97%	95%	92%↓	97%	98%	98%	97%	96%
	N Count	1,053	210	204↓	347	324	333	333	214
	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 = 2071 (95%)

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

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]

BANNER

		Age and gender of child respondent					Urban/ Rural		Working status
		Female 16-17	NET: Male 8-12	NET: Female 8-12	NET: Male 13-17	NET: Female 13-17	NET: Urban	Rural	Full time
Imgur	% within column	1%	1%	1%	1%	1%	1%	0%	1%
	N Count	1	4	5	7	4	20	0	16
	Column Comparisons		-	-	-	-			
Fruitlab	% within column	1%	1%	1%	1%	0%	1%	1%	1%↑
	N Count	1	6	6	5	3	18	1	20↑
	Column Comparisons		-	-	-	-			b
Don't know	% within column	0%	0%	0%	1%↑	0%	0%	0%	0%
	N Count	0	1	1	4↑	0	5	1	3
	Column Comparisons		-	-	-	-			
NET: Any	% within column	98%	96%	96%	97%	98%	97%	97%	97%
	N Count	197	556	528	547	523	1,902	235	1,284
	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 = 2071 (95%)

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

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]

		Working status			D3 - Social grade				
		Part time	Student	NET: Not working/ retired	AB	C1	C2	DE	NET: ABC1
Imgur	% within column	0%	3%	0%	2%↑	0%	1%	0%	1%
	N Count	1	3	0	11↑	1	6	2	12
	Column Comparisons		d						-
Fruitlab	% within column	0%	0%	0%	2%↑	0%	1%	0%↓	1%
	N Count	0	0	0	11↑	1	7	0↓	12
	Column Comparisons				b d		d		-
Don't know	% within column	0%	0%	1%	0%	0%	0%	1%	0%
	N Count	1	0	2	1	1	0	4	3
	Column Comparisons								-
NET: Any	% within column	96%	98%	96%	97%	96%	97%	96%	96%
	N Count	408	110	291	602	555	474	506	1,157
	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 = 2071 (95%)

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

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]

		D3 - Social grade	Financial wellbeing			Ethnicity		Child identified need/ impacting condition	
		NET: C2DE	Doing well	Getting by	Struggling	White British	NET: All other Ethnicities	Neurodiversity	Mental Health
Imgur	% within column	1%	2%↑	0%↓	1%	1%	1%	0%	0%
	N Count	8	9↑	5↓	6	17	3	0	0
	Column Comparisons	-	b						
Fruitlab	% within column	1%	2%↑	0%	1%	1%	1%	0%	1%
	N Count	7	10↑	5	5	14	5	1	1
	Column Comparisons	-	b						
Don't know	% within column	0%	0%	0%	1%	0%	0%	0%	0%
	N Count	4	0	3	4	4	2	0	0
	Column Comparisons	-							
NET: Any	% within column	97%	97%	97%	95%	96%	97%	96%	98%
	N Count	980	382	1,111	622	1,668	435	186	107
	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 = 2071 (95%)

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

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]

		Child identified need/ impacting condition		Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits	
		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
Imgur	% within column	1%	1%	1%	1%	1%	1%	1%	0%↓
	N Count	6	14	2	8	2	18	12	5↓
	Column Comparisons	-						b	
Fruitlab	% within column	1%	1%	0%	1%	1%	1%	1%	1%
	N Count	6	12	1	6	2	18	13	7
	Column Comparisons	-							
Don't know	% within column	1%	0%	1%	0%	0%	0%	0%	0%
	N Count	3	4	1	2	0	6	4	2
	Column Comparisons	-							
NET: Any	% within column	97%	96%	97%	97%	99%	96%	98%↑	96%
	N Count	459	1,649	226	771	157	1,981	894↑	1,145
	Column Comparisons	-						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 = 2071 (95%)

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

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]		Parental Controls		Parental Concern			Time Spent Online (Weekday)		
		NET: Has Parental Controls	No Controls	Not Concerned	A little Concerned	NET: Moderately / Very Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs
Imgur	% within column	1%	0%	0%↓	0%	3%↑	0%↓	1%	3%↑
	N Count	19	1	3↓	2	15↑	3↓	8	8↑
	Column Comparisons					a b			a b
Fruitlab	% within column	1%	1%	0%↓	1%	1%	1%	1%	2%
	N Count	18	2	4↓	5	9	5	8	6
	Column Comparisons					a			
Don't know	% within column	0%	0%	0%	0%	1%	0%	0%	0%
	N Count	5	0	0	1	4	1	3	1
	Column Comparisons					a			
NET: Any	% within column	97%↑	95%	96%	97%	97%	95%	97%	99%
	N Count	1,797↑	319	1,001	533	585	833	911	274
	Column Comparisons								

BANNER

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 = 2071 (95%)

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

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]		Time Spent Online (Weekday)		Time Spent Online (Weekend)					Spent Money
		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
Imgur	% within column	1%	2%↑	1%	1%	2%↑	0%	1%	1%
	N Count	1	9↑	4	5	10↑	1	12	17
	Column Comparisons		-					-	e
Fruitlab	% within column	1%	2%	0%	1%	2%	0%	1%	1%↑
	N Count	1	7	1	8	9	2	11	18↑
	Column Comparisons		-					-	e
Don't know	% within column	1%	1%	0%	0%	0%	0%	0%	0%
	N Count	1	2	1	1	2	1	3	3
	Column Comparisons		-					-	
NET: Any	% within column	99%	99%↑	90%↓	97%	98%	99%↑	98%↑	98%↑
	N Count	101	375↑	261↓	761	609	487↑	1,096↑	1,267↑
	Column Comparisons		-		a	a	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 = 2071 (95%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, 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 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]

BANNER

		Spent Money				SM purchase category			
		Bought something on social media	Bought something while Gaming	Bought something from both	Not bought from either	Product	Activity	Subscription/ Upgrade	NET: Gift
Imgur	% within column	2%↑	1%↑	2%↑	0%	2%	6%↑	3%	7%↑
	N Count	16↑	16↑	15↑	3	8	9↑	7	11↑
	Column Comparisons	e	e	e			a		a
Fruitlab	% within column	2%↑	2%↑	3%↑	0%↓	3%	6%↑	4%↑	7%↑
	N Count	16↑	18↑	16↑	2↓	12	9↑	9↑	10↑
	Column Comparisons	e	e	e					
Don't know	% within column	0%	0%	0%	0%	0%	0%	0%	0%
	N Count	0	3	0	3	0	0	0	0
	Column Comparisons					-	-	-	-
NET: Any	% within column	99%↑	98%↑	100%↑	94%↓	100%	100%	100%	100%
	N Count	762↑	1,106↑	601↑	870↓	427	152	216	158
	Column Comparisons	e	e	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 = 2071 (95%)

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

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]

		Feelings about SM purchase				Gaming Method			
		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
Imgur	% within column	3%↑	3%↑	3%↑	2%↑	1%	2%↑	1%	1%
	N Count	11↑	14↑	10↑	13↑	9	12↑	14	9
	Column Comparisons						a		
Fruitlab	% within column	3%↑	3%↑	3%↑	3%↑	1%	2%↑	1%	1%
	N Count	9↑	16↑	12↑	14↑	10	13↑	13	8
	Column Comparisons						a c		
Don't know	% within column	0%	0%	0%	0%	0%	0%	0%	0%
	N Count	0	0	0	0	2	0	2	2
	Column Comparisons	-	-	-	-				
NET: Any	% within column	100%↑	99%↑	100%↑	99%↑	98%↑	98%↑	98%↑	96%
	N Count	312↑	553↑	376↑	562↑	1,299↑	563↑	1,294↑	750
	Column Comparisons					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 = 2071 (95%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, 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 sites and apps that you use to watch videos on. Which, if any, of these video sites/ apps do you use? [MULTI]

		Gaming Method	Gaming Type						
		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
Imgur	% within column	1%	2%↑	1%	1%	3%↑	1%	1%	2%
	N Count	20	12↑	11	7	11↑	9	15	8
	Column Comparisons	-							
Fruitlab	% within column	1%	2%↑	2%	2%	3%↑	1%	1%	1%
	N Count	20	12↑	11	8	11↑	8	9	5
	Column Comparisons	-				e f			
Don't know	% within column	0%	0%	0%	0%	0%	0%	0%↓	0%
	N Count	6	1	1	1	0	0	1↓	0
	Column Comparisons	-							
NET: Any	% within column	97%↑	98%	97%	98%	99%	98%↑	98%	97%
	N Count	2,077↑	636	712	538	382	808↑	1,122	542
	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 = 2071 (95%)

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

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]

BANNER

		Gaming Type						Gaming Frequency	
		Simulation experience	Fitness and dance	Sports	Interactive stories	Makeovers	NET: Playing against other people	NET: Daily	Weekly
Imgur	% within column	3%↑	4%↑	2%↑	6%↑	3%↑	1%	1%	0%
	N Count	7↑	11↑	13↑	12↑	6↑	14	17	2
	Column Comparisons		c e		b c e g		-		
Fruitlab	% within column	4%↑	3%↑	1%	4%↑	2%	1%	1%	1%
	N Count	9↑	9↑	11	8↑	5	14	16	4
	Column Comparisons	e f g	f g		e g		-		
Don't know	% within column	0%	0%	0%	0%	0%	0%	0%	0%
	N Count	0	0	0	0	0	0	2	1
	Column Comparisons						-		
NET: Any	% within column	99%	97%	98%	99%	99%	98%↑	98%↑	96%
	N Count	246	270	714	205	246	1,010↑	1,566↑	443
	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 = 2071 (95%)

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

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]

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	Early access to a game	Battle Pass
Imgur	% within column	2%	5%↑	6%↑	1%	4%↑	2%	4%	2%
	N Count	11	11↑	9↑	7	5↑	5	5	5
	Column Comparisons		d f	d f h					
Fruitlab	% within column	2%	4%↑	3%	1%	4%	3%↑	5%↑	3%
	N Count	10	10↑	5	6	5	10↑	6↑	7
	Column Comparisons								
Don't know	% within column	0%	0%	0%	0%	0%	0%	1%	0%
	N Count	0	0	0	0	0	1	1	0
	Column Comparisons							a	
NET: Any	% within column	98%	97%	99%	99%	99%	99%	98%	98%
	N Count	527	231	150	443	146	299	120	201
	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 = 2071 (95%)

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

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]		Feelings about Gaming Purchase					
		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
Imgur	% within column	3%↑	2%↑	3%↑	2%↑	1%	2%
	N Count	10↑	13↑	12↑	13↑	9	8
	Column Comparisons	e		e			
Fruitlab	% within column	3%↑	2%↑	2%↑	2%↑	1%	2%↑
	N Count	11↑	16↑	10↑	16↑	10	11↑
	Column Comparisons	e					
Don't know	% within column	1%	0%	0%	0%	0%	0%
	N Count	2	1	1	0	1	0
	Column Comparisons	d					
NET: Any	% within column	98%	99%↑	99%↑	99%↑	99%↑	99%↑
	N Count	341	760↑	440↑	714↑	707↑	444↑
	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 = 2071 (95%)

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

SM2b - How often do you go on the video 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
TikTok	% within row	67%↑	25%↓	7%↓	1%↓	0%↓	0%	0%	92%↑	1%↓
	Column Comparisons	b c d e f g	c d e f g	d e f g	e f g				-	-
	N Count	707↑	261↓	71↓	13↓	1↓	0	4	967↑	14↓
Snapchat	% within row	67%↑	24%↓	8%↓	1%↓	0%↓	0%	0%↓	91%↑	1%↓
	Column Comparisons	b c d e f g	c d e f g	d e f g	f g				-	-
	N Count	439↑	157↓	55↓	5↓	3↓	0	0↓	596↑	8↓
Triller										
Instagram	% within row	51%↑	34%	12%	2%	1%	0%	0%	85%↑	3%↓
	Column Comparisons	b c d e f g	c d e f g	d e f g	f g	f			-	-
	N Count	314↑	208	76	13	4	0	2	521↑	17↓
YouTube	% within row	50%↑	34%↓	14%	1%↓	0%↓	0%	0%↓	84%↑	1%↓
	Column Comparisons	b c d e f g	c d e f g	d e f g	f g	f			-	-
	N Count	869↑	593↓	248	15↓	7↓	0	3↓	1,462↑	22↓
Facebook(inc. Facebook Gaming)	% within row	50%↑	34%	11%↓	2%	2%	0%	1%	84%↑	4%
	Column Comparisons	b c d e f g	c d e f g	d e f g	f	f			-	-
	N Count	218↑	150	47↓	9	9	0	3	368↑	18
YouTube Kids	% within row	42%	35%	17%	2%	3%	0%	1%	77%	5%
	Column Comparisons	c d e f g	c d e f g	d e f g	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										
Pinterest	% within row	31%↓	33%	28%↑	7%	1%	0%	0%	63%↓	8%
	Column Comparisons	d e f g	d e f g	d e f g	e f g				-	-
	N Count	50↓	54	46↑	11	2	0	0	103↓	14
GoNoodle										
Twitch	% within row	28%↓	44%	20%	6%	1%	0%	0%	73%	7%
	Column Comparisons	d e f g	a c d e f g	d e f g	e f g				-	-
	N Count	51↓	80	36	11	2	0	1	130	13
Dailymotion										

SM2b - How often do you go on the video 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
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.; 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 you spent any money on something you saw on social media or video sites/ apps you use? [YES MULTI/ NO EXCL]

		BANNER						
			Gender of child respondent		Age of child respondent			
		Total	Male	Female	8-9	10-12	13-15	16-17
Weighted Base	% within column	2157	1115	1042	415	671	674	396
	N Count							
	Column Comparisons							
Unweighted Base	% within column	2137	1067	1070	406	640	651	440
	N Count							
	Column Comparisons							
Column Names	% within column	a	a	b	a	b	c	d
	N Count							
	Column Comparisons							
Yes – I bought something directly on the site I was on	% within column	20%	20%	21%	19%	20%	22%	21%
	N Count	442	223	219	80	131	148	82
	Column Comparisons	-						
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)	% within column	13%	12%	15%	13%	13%	14%	13%
	N Count	287	131	156	54	87	93	53
	Column Comparisons	-		a				
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	6%	5%	7%	4%	6%	8%↑	5%
	N Count	135	58	77	18	40	55↑	22
	Column Comparisons	-		a				
No	% within column	62%	65%↑	60%↓	64%	64%	60%	63%
	N Count	1,346	726↑	620↓	267	429	402	248
	Column Comparisons	-	b					
Don't know	% within column	2%	2%	2%	3%	2%	1%	2%
	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%)
Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, 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 32

Page 1148

SM3 - In the last month have you spent any money on something you saw on social media or video sites/ apps you use? [YES MULTI/ NO EXCL]

		Age of child respondent		Age and gender of child respondent				
		NET: 8-12	NET: 13-17	Male 8-9	Female 8-9	Male 10-12	Female 10-12	Male 13-15
Weighted Base	% within column	1086	1070	209	206	349	323	337
	N Count							
	Column Comparisons							
Unweighted Base	% within column	1046	1091	204	202	324	316	320
	N Count							
	Column Comparisons							
Column Names	% within column	e	f	a	b	c	d	e
	N Count							
	Column Comparisons							
Yes – I bought something directly on the site I was on	% within column	19%	22%	19%	20%	20%	20%	21%
	N Count	212	230	39	41	68	63	70
	Column Comparisons	-	-					
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)	% within column	13%	14%	13%	13%	10%	16%	12%
	N Count	141	146	28	26	35	52	42
	Column Comparisons	-	-					
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	5%	7%	2%↓	7%	6%	5%	7%
	N Count	58	77	5↓	14	22	17	22
	Column Comparisons	-	-					
No	% within column	64%	61%	67%	61%	66%	62%	63%
	N Count	696	650	141	126	229	200	211
	Column Comparisons	-	-					
Don't know	% within column	2%	1%	3%	2%	2%	3%	2%
	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%)
Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, 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 32

Page 1149

SM3 - In the last month have you spent any money on something you saw on social media or video sites/ apps you use? [YES MULTI/ NO EXCL]

Age and gender of child respondent

		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
Weighted Base	% within column	337	221	200	558	529	557	531
	N Count							
	Column Comparisons							
Unweighted Base	% within column	331	219	252	528	518	539	575
	N Count							
	Column Comparisons							
Column Names	% within column	f	g	h	i	j	k	l
	N Count							
	Column Comparisons							
Yes – I bought something directly on the site I was on	% within column	23%	21%	21%	19%	20%	21%	22%
	N Count	78	46	43	107	104	116	119
	Column Comparisons				-	-	-	-
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)	% within column	15%	12%	13%	11%	15%	12%	15%
	N Count	51	27	27	63	78	68	78
	Column Comparisons				-	-	-	-
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	10%↑	4%	7%	5%	6%	6%	9%↑
	N Count	32↑	8	15	27	31	31	47↑
	Column Comparisons	a			-	-	-	-
No	% within column	56%	66%	60%	66%	62%	64%	57%↓
	N Count	191	145	119	370	327	356	305↓
	Column Comparisons				-	-	-	-
Don't know	% within column	1%	2%	1%	2%	3%	2%	1%
	N Count	3	5	2	13	14	11	5
	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%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, 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

Page 1150

SM3 - In the last month have you spent any money on something you saw on social media or video sites/ apps you use? [YES MULTI/ NO EXCL]

		Urban/ Rural		Working status				D3 - Social grade
		NET: Urban	Rural	Full time	Part time	Student	NET: Not working/ retired	AB
Weighted Base	% within column	1921	236	1300	411	111	293	611
	N Count							
	Column Comparisons							
Unweighted Base	% within column	1890	247	1346	370	112	271	866
	N Count							
	Column Comparisons							
Column Names	% within column	a	b	a	b	c	d	a
	N Count							
	Column Comparisons							
Yes – I bought something directly on the site I was on	% within column	21%	15%	25%↑	15%↓	18%	12%↓	28%↑
	N Count	406	36	323↑	61↓	20	34↓	171↑
	Column Comparisons	b		b d				b c d
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)	% within column	14%	11%	17%↑	10%	10%	7%↓	19%↑
	N Count	262	25	216↑	41	11	21↓	115↑
	Column Comparisons			b d				b c d
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	6%	6%	8%↑	5%	5%	4%	9%↑
	N Count	121	14	99↑	19	6	10	55↑
	Column Comparisons							b d
No	% within column	62%	69%	56%↓	70%↑	65%	76%↑	52%↓
	N Count	1,183	163	730↓	286↑	72	222↑	318↓
	Column Comparisons		a		a		a	
Don't know	% within column	2%	3%	1%↓	3%	3%	3%	1%
	N Count	35	7	16↓	12	3	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%)

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

SM3 - In the last month have you spent any money on something you saw on social media or video sites/ apps you use? [YES MULTI/ NO EXCL]

		D3 - Social grade					Financial wellbeing	
		C1	C2	DE	NET: ABC1	NET: C2DE	Doing well	Getting by
Weighted Base	% within column	562	473	511	1173	984	382	1121
	N Count							
	Column Comparisons							
Unweighted Base	% within column	468	345	458	1334	803	436	1092
	N Count							
	Column Comparisons							
Column Names	% within column	b	c	d	e	f	a	b
	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↓
	Column Comparisons		d		-	-	b c	
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)	% within column	12%	13%	9%↓	15%↑	11%↓	23%↑	12%
	N Count	66	63	44↓	181↑	107↓	87↑	133
	Column Comparisons		d		-	-	b c	
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	5%	6%	5%	7%	5%	8%	6%
	N Count	27	26	26	82	52	30	66
	Column Comparisons				-	-		
No	% within column	66%	62%	71%↑	59%↓	67%↑	45%↓	67%↑
	N Count	373	292	364↑	690↓	656↑	170↓	748↑
	Column Comparisons	a	a	a c	-	-		a
Don't know	% within column	3%	1%	3%	2%	2%	1%↓	2%
	N Count	15	7	14	21	21	2↓	20
	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%)
Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, 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 32
Page 1152

SM3 - In the last month have you spent any money on something you saw on social media or video sites/ apps you use? [YES MULTI/ NO EXCL]

		BANNER						
		Financial wellbeing	Ethnicity		Child identified need/ impacting condition			
		Struggling	White British	NET: All other Ethnicities	Neurodiversity	Mental Health	NET: Identified need/ condition	NET: No identified need/ condition
Weighted Base	% within column	632	1685	437	190	107	464	1662
	N Count							
	Column Comparisons							
Unweighted Base	% within column	590	1661	439	179	108	449	1655
	N Count							
	Column Comparisons							
Column Names	% within column	c	a	b	a	b	c	d
	N Count							
	Column Comparisons							
Yes – I bought something directly on the site I was on	% within column	19%	21%	20%	15%	29%	25%↑	19%
	N Count	120	350	87	29	31	116↑	322
	Column Comparisons				a d		-	
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)	% within column	10%↓	12%	16%	8%	12%	17%↑	12%↓
	N Count	66↓	207	70	15	13	79↑	198↓
	Column Comparisons			a			-	
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	6%	5%↓	11%↑	5%	11%	7%	6%
	N Count	38	87↓	47↑	10	11	34	100
	Column Comparisons			a			-	
No	% within column	65%	63%	59%	71%↑	55%	53%↓	65%↑
	N Count	413	1,069	257	135↑	58	247↓	1,081↑
	Column Comparisons	a			b		-	
Don't know	% within column	3%	2%	1%	2%	2%	2%	2%
	N Count	18	37	5	4	2	11	31
	Column Comparisons	a					-	

SM3 - In the last month have you spent any money on something you saw on social media or video sites/ apps you use? [YES MULTI/ NO EXCL]

		BANNER						
		Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits		Parental Controls
		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	230	784	157	2000	900	1154	1812
	N Count							
	Column Comparisons							
Unweighted Base	% within column	234	799	153	1984	861	1179	1791
	N Count							
	Column Comparisons							
Column Names	% within column	a	b	a	b	a	b	a
	N Count							
	Column Comparisons							
Yes – I bought something directly on the site I was on	% within column	29%↑	19%↓	30%↑	20%↓	24%↑	18%↓	22%↑
	N Count	66↑	151↓	47↑	395↓	217↑	211↓	399↑
	Column Comparisons	b		b		b		b
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)	% within column	16%	12%↓	15%	13%	16%↑	11%↓	15%↑
	N Count	37	92↓	24	263	143↑	129↓	269↑
	Column Comparisons					b		b
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	9%	7%	5%	6%	7%	6%	6%
	N Count	21	52	8	126	61	65	115
	Column Comparisons							
No	% within column	51%↓	65%↑	53%	63%	57%↓	67%↑	60%↓
	N Count	118↓	508↑	84	1,262	509↓	778↑	1,083↓
	Column Comparisons		a		a		a	
Don't know	% within column	1%	1%	2%	2%	2%	2%	2%
	N Count	3	10	3	39	15	18	36
	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%)
Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

SM3 - In the last month have you spent any money on something you saw on social media or video sites/ apps you use? [YES MULTI/ NO EXCL]

		BANNER						
		Parental Controls	Parental Concern			Time Spent Online (Weekday)		
		No Controls	Not Concerned	A little Concerned	NET: Moderately/ Very Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs
Weighted Base	% within column	323	1008	539	590	839	920	278
	N Count							
	Column Comparisons							
Unweighted Base	% within column	327	972	547	602	823	908	282
	N Count							
	Column Comparisons							
Column Names	% within column	b	a	b	c	a	b	c
	N Count							
	Column Comparisons							
Yes – I bought something directly on the site I was on	% within column	13%↓	13%↓	24%↑	30%↑	13%↓	23%↑	32%↑
	N Count	42↓	129↓	131↑	179↑	107↓	212↑	89↑
	Column Comparisons			a	a b		a	a b
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)	% within column	5%↓	5%↓	20%↑	22%↑	6%↓	16%↑	21%↑
	N Count	17↓	46↓	107↑	131↑	49↓	150↑	59↑
	Column Comparisons			a	a		a	a
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	6%	4%↓	7%	9%↑	5%	6%	9%
	N Count	20	41↓	38	56↑	42	56	26
	Column Comparisons			a	a			
No	% within column	76%↑	78%↑	51%↓	46%↓	75%↑	57%↓	48%↓
	N Count	245↑	787↑	275↓	270↓	633↑	520↓	134↓
	Column Comparisons	a	b c			b c d	c d	
Don't know	% within column	2%	1%	3%↑	2%	2%	2%	1%
	N Count	6	14	19↑	10	15	20	3
	Column Comparisons			a				

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

SM3 - In the last month have you spent any money on something you saw on social media or video sites/ apps you use? [YES MULTI/ NO EXCL]

		BANNER						
		Time Spent Online (Weekday)		Time Spent Online (Weekend)				
		6+ hrs	NET: 5+ Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6 hrs	NET: 5+ Hours
Weighted Base	% within column	102	380	267	765	613	490	1103
	N Count							
	Column Comparisons							
Unweighted Base	% within column	106	388	259	759	612	487	1099
	N Count							
	Column Comparisons							
Column Names	% within column	d	e	a	b	c	d	e
	N Count							
	Column Comparisons							
Yes – I bought something directly on the site I was on	% within column	32%↑	32%↑	15%	18%	21%	27%↑	24%↑
	N Count	33↑	121↑	41	139	129	131↑	260↑
	Column Comparisons	a b	-				a b	-
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)	% within column	29%↑	23%↑	8%↓	12%	16%	15%	16%↑
	N Count	30↑	88↑	21↓	94	96	75	171↑
	Column Comparisons	a b	-			a	a	-
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	11%	10%↑	8%	5%	7%	6%	7%
	N Count	11	37↑	21	38	44	31	75
	Column Comparisons		-					-
No	% within column	45%↓	47%↓	70%↑	66%	58%↓	58%	58%↓
	N Count	46↓	180↓	186↑	502	358↓	284	642↓
	Column Comparisons		-	c d	c d			-
Don't know	% within column	2%	1%	2%	2%	2%	1%	2%
	N Count	2	6	5	15	14	7	21
	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%)

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

SM3 - In the last month have you spent any money on something you saw on social media or video sites/ apps you use? [YES MULTI/ NO EXCL]		Spent Money					SM purchase category	
		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
Weighted Base	% within column	1279	768	1115	604	878	429	153
	N Count							
	Column Comparisons							
Unweighted Base	% within column	1288	800	1120	632	849	450	165
	N Count							
	Column Comparisons							
Column Names	% within column	a	b	c	d	e	a	b
	N Count							
	Column Comparisons							
Yes – I bought something directly on the site I was on	% within column	35%↑	58%↑	32%↑	59%↑	0%↓	59%	55%
	N Count	442↑	442↑	357↑	357↑	0↓	253	85
	Column Comparisons	e	c e	e	e			
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)	% within column	22%↑	37%↑	23%↑	42%↑	0%↓	35%	51%↑
	N Count	287↑	287↑	252↑	252↑	0↓	151	78↑
	Column Comparisons	e	c e	e	e			a
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	11%↑	18%↑	8%↑	14%↑	0%↓	19%	23%
	N Count	135↑	135↑	86↑	86↑	0↓	81	36
	Column Comparisons	e	c e	e	e			
No	% within column	38%↓	0%↓	44%↓	0%↓	98%↑	0%	0%
	N Count	485↓	0↓	485↓	0↓	861↑	0	0
	Column Comparisons			b		a b c d	-	-

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

SM3 - In the last month have you spent any money on something you saw on social media or video sites/ apps you use? [YES MULTI/ NO EXCL]		BANNER						
		SM purchase category		Feelings about SM purchase				Gaming Method
		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	216	158	314	556	378	565	1305
	N Count							
	Column Comparisons							
Unweighted Base	% within column	226	171	329	585	402	596	1294
	N Count							
	Column Comparisons							
Column Names	% within column	c	d	a	b	c	d	a
	N Count							
	Column Comparisons							
Yes – I bought something directly on the site I was on	% within column	60%	59%	53%↑	61%↑	57%↑	60%↑	20%
	N Count	130	93	168↑	342↑	215↑	341↑	257
	Column Comparisons				a c		a c	
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)	% within column	47%↑	51%↑	46%↑	37%↑	46%↑	38%↑	13%
	N Count	101↑	81↑	145↑	205↑	172↑	214↑	166
	Column Comparisons	a	a	b d		b d		
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	15%	14%	16%↑	16%↑	15%↑	16%↑	6%
	N Count	33	22	50↑	87↑	56↑	89↑	79
	Column Comparisons							
No	% within column	0%	0%	0%↓	0%↓	0%↓	0%↓	65%↑
	N Count	0	0	0↓	0↓	0↓	0↓	846↑
	Column Comparisons	-	-	-	-	-	-	c

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%)

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

SM3 - In the last month have you spent any money on something you saw on social media or video sites/ apps you use? [YES MULTI/ NO EXCL]

		Gaming Method				Gaming Type		
		Desktop computer, laptop or netbook	Mobile phone or smartphone	Tablet	NET: Any Gaming	Puzzles or quizzes	Action/ adventure	Shooters
Weighted Base	% within column	562	1302	755	2092	644	714	545
	N Count							
	Column Comparisons							
Unweighted Base	% within column	574	1305	749	2073	657	726	562
	N Count							
	Column Comparisons							
Column Names	% within column	b	c	d	e	a	b	c
	N Count							
	Column Comparisons							
Yes – I bought something directly on the site I was on	% within column	23%	22%↑	21%	21%	23%	23%	26%↑
	N Count	131	292↑	161	432	151	164	142↑
	Column Comparisons		a d		-		f	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)	% within column	15%	14%	15%	14%	15%	16%	17%↑
	N Count	82	178	112	285	100	111	91↑
	Column Comparisons				-		f	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	8%	6%	6%	6%	8%↑	7%	8%
	N Count	44	84	46	132	53↑	48	45
	Column Comparisons				-			
No	% within column	60%	60%	61%	62%↓	57%↓	60%	56%↓
	N Count	336	786	462	1,295↓	370↓	428	305↓
	Column Comparisons				-	d i l	d i l	d l

SM3 - In the last month have you spent any money on something you saw on social media or video sites/ apps you use? [YES MULTI/ NO EXCL]

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
Weighted Base	% within column	382	815	1124	545	245	270	718
	N Count							
	Column Comparisons							
Unweighted Base	% within column	391	796	1088	559	263	276	726
	N Count							
	Column Comparisons							
Column Names	% within column	d	e	f	g	h	i	j
	N Count							
	Column Comparisons							
Yes – I bought something directly on the site I was on	% within column	32%↑	21%	19%	25%↑	31%↑	34%↑	22%
	N Count	122↑	170	213	138↑	76↑	91↑	159
	Column Comparisons	a b e f j			f	e f	a e f j	
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)	% within column	22%↑	14%	12%↓	18%↑	24%↑	21%↑	14%
	N Count	82↑	113	133↓	100↑	58↑	56↑	100
	Column Comparisons	e f j			f	a f j	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	11%↑	7%	6%	6%	7%	9%	7%
	N Count	43↑	55	69	33	18	24	47
	Column Comparisons	b g h						
No	% within column	45%↓	63%	66%↑	57%↓	49%↓	46%↓	61%
	N Count	173↓	512	742↑	308↓	121↓	125↓	440
	Column Comparisons		a c d g h i k l	a b c d e g h i j k l	d i l			c d h i l

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%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, 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

SM3 - In the last month have you spent any money on something you saw on social media or video sites/ apps you use? [YES MULTI/ NO EXCL]

		Gaming Type			Gaming Frequency		Gaming Purchase Type	
		Interactive stories	Makeovers	NET: Playing against other people	NET: Daily	Weekly	NET: Character, skins, weapons, armour, tools	NET: Game expansion
Weighted Base	% within column	206	245	1017	1578	446	527	233
	N Count							
	Column Comparisons							
Unweighted Base	% within column	217	253	1001	1547	465	543	247
	N Count							
	Column Comparisons							
Column Names	% within column	k	l	m	a	b	a	b
	N Count							
	Column Comparisons							
Yes – I bought something directly on the site I was on	% within column	34%↑	26%	23%	23%↑	14%↓	36%↑	43%↑
	N Count	69↑	64	231	358↑	62↓	189↑	100↑
	Column Comparisons	e f	f	-	b			d
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)	% within column	21%↑	22%↑	15%	14%	14%	24%	36%↑
	N Count	42↑	54↑	152	215	61	129	83↑
	Column Comparisons	f	a e f j	-				d 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	10%↑	12%↑	7%	6%	7%	9%	17%↑
	N Count	21↑	29↑	73	94	30	46	39↑
	Column Comparisons			-				a c d h
No	% within column	49%↓	45%↓	60%	61%	66%	41%	22%↓
	N Count	100↓	110↓	607	962	296	217	51↓
	Column Comparisons			-		a	b g	

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%)
Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, 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

SM3 - In the last month have you spent any money on something you saw on social media or video sites/ apps you use? [YES MULTI/ NO EXCL]

		Gaming Purchase Type						Feelings about Gaming Purchase
		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
Weighted Base	% within column	150	443	145	301	120	203	343
	N Count							
	Column Comparisons							
Unweighted Base	% within column	157	425	152	319	131	209	353
	N Count							
	Column Comparisons							
Column Names	% within column	c	d	e	f	g	h	a
	N Count							
	Column Comparisons							
Yes – I bought something directly on the site I was on	% within column	45%↑	30%	40%	38%↑	50%↑	40%↑	46%↑
	N Count	67↑	131	57	114↑	60↑	82↑	157↑
	Column Comparisons				d			
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)	% within column	31%↑	21%	31%↑	24%	33%↑	26%	34%↑
	N Count	46↑	94	45↑	71	39↑	53	117↑
	Column Comparisons							b d e
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	8%	6%	14%↑	11%↑	14%↑	8%	8%
	N Count	13	25	20↑	33↑	17↑	15	26
	Column Comparisons			d	d	d		
No	% within column	35%	50%↑	32%↓	40%	20%↓	38%	24%↓
	N Count	52	220↑	46↓	120	24↓	78	82↓
	Column Comparisons	b g	a b c e f g h	b g	b g	b g		

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%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, 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

Feelings about Gaming Purchase

SM3 - In the last month have you spent any money on something you saw on social media or video sites/ apps you use? [YES MULTI/ NO EXCL]		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	764	441	717	710	446
	N Count					
	Column Comparisons					
Unweighted Base	% within column	771	451	731	706	456
	N Count					
	Column Comparisons					
Column Names	% within column	b	c	d	e	f
	N Count					
	Column Comparisons					
Yes – I bought something directly on the site I was on	% within column	37%↑	44%↑	39%↑	35%↑	41%↑
	N Count	282↑	196↑	279↑	251↑	181↑
	Column Comparisons					
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)	% within column	22%↑	35%↑	24%↑	23%↑	33%↑
	N Count	169↑	155↑	172↑	163↑	146↑
	Column Comparisons		b d e			b d e
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	7%	9%↑	7%	7%	8%
	N Count	55	39↑	49	50	38
	Column Comparisons					
No	% within column	41%↓	25%↓	38%↓	42%↓	29%↓
	N Count	315↓	112↓	274↓	295↓	127↓
	Column Comparisons	a c f		a c f	a c d f	

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

SM3 - In the last month have you spent any money on something you saw on social media or video sites/ apps you use? [YES MULTI/ NO EXCL]

		Total	Gender of child respondent		Age of child respondent			
			Male	Female	8-9	10-12	13-15	16-17
Don't know	% within column	2%	2%	2%	3%	2%	1%	2%
	N Count	42	24	19	11	16	9	7
	Column Comparisons	-						
NET: Bought something from Social Media (Yes)	% within column	36%	33%↓	39%↑	33%	34%	39%	36%
	N Count	768	365↓	402↑	137	227	263	141
	Column Comparisons	-		a				

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%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, 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 have you spent any money on something you saw on social media or video sites/ apps you use? [YES MULTI/ NO EXCL]

		Age of child respondent		Age and gender of child respondent				
		NET: 8-12	NET: 13-17	Male 8-9	Female 8-9	Male 10-12	Female 10-12	Male 13-15
Don't know	% within column	2%	1%	3%	2%	2%	3%	2%
	N Count	27	16	7	4	6	10	6
	Column Comparisons	-	-					
NET: Bought something from Social Media (Yes)	% within column	33%	38%	29%	37%	33%	35%	35%
	N Count	363	405	61	75	114	113	119
	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%)

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

SM3 - In the last month have you spent any money on something you saw on social media or video sites/ apps you use? [YES MULTI/ NO EXCL]

Age and gender of child respondent

		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				-	-	-	-

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%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, 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 have you spent any money on something you saw on social media or video sites/ apps you use? [YES MULTI/ NO EXCL]

		Urban/ Rural		Working status				D3 - Social grade
		NET: Urban	Rural	Full time	Part time	Student	NET: Not working/ 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

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%)

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

SM3 - In the last month have you spent any money on something you saw on social media or video sites/ apps you use? [YES MULTI/ NO EXCL]

BANNER

		D3 - Social grade					Financial wellbeing	
		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				-	-		
NET: Bought something from Social Media (Yes)	% within column	31%↓	37%	26%↓	39%↑	31%↓	55%↑	32%↓
	N Count	175↓	175	132↓	461↑	307↓	209↑	353↓
	Column Comparisons		d		-	-	b c	

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%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, 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 have you spent any money on something you saw on social media or video sites/ apps you use? [YES MULTI/ NO EXCL]

		Financial wellbeing	Ethnicity		Child identified need/ impacting condition			
		Struggling	White British	NET: All other Ethnicities	Neurodiversity	Mental Health	NET: Identified need/ condition	NET: No identified need/ condition
Don't know	% within column	3%	2%	1%	2%	2%	2%	2%
	N Count	18	37	5	4	2	11	31
	Column Comparisons	a					-	
NET: Bought something from Social Media (Yes)	% within column	32%	34%	40%	27%↓	43%	44%↑	33%↓
	N Count	201	579	176	50↓	46	205↑	551↓
	Column Comparisons			a		a	-	

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%)

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

SM3 - In the last month have you spent any money on something you saw on social media or video sites/ apps you use? [YES MULTI/ NO EXCL]

		Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits		Parental Controls
		NET: Yes	No	Has an EHCP	Don't have an EHCP	NET: Household receives Benefits	No Benefits	NET: Has Parental Controls
Don't know	% within column	1%	1%	2%	2%	2%	2%	2%
	N Count	3	10	3	39	15	18	36
	Column Comparisons							
NET: Bought something from Social Media (Yes)	% within column	47%↑	34%↓	44%	35%	42%↑	31%↓	38%↑
	N Count	109↑	267↓	70	698	376↑	358↓	693↑
	Column Comparisons	b		b		b		b

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%)

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

SM3 - In the last month have you spent any money on something you saw on social media or video sites/ apps you use? [YES MULTI/ NO EXCL]		BANNER						
		Parental Controls	Parental Concern			Time Spent Online (Weekday)		
		No Controls	Not Concerned	A little Concerned	NET: Moderately/ Very Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs
Don't know	% within column	2%	1%	3%↑	2%	2%	2%	1%
	N Count	6	14	19↑	10	15	20	3
	Column Comparisons			a				
NET: Bought something from Social Media (Yes)	% within column	22%↓	21%↓	46%↑	53%↑	23%↓	41%↑	51%↑
	N Count	72↓	207↓	246↑	310↑	191↓	380↑	141↑
	Column Comparisons			a	a b		a	a b

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%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, 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 have you spent any money on something you saw on social media or video sites/ apps you use? [YES MULTI/ NO EXCL]

		Time Spent Online (Weekday)		Time Spent Online (Weekend)				
		6+ hrs	NET: 5+ Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6 hrs	NET: 5+ Hours
Don't know	% within column	2%	1%	2%	2%	2%	1%	2%
	N Count	2	6	5	15	14	7	21
	Column Comparisons		-					-
NET: Bought something from Social Media (Yes)	% within column	53%↑	51%↑	29%↓	32%	39%	41%↑	40%↑
	N Count	54↑	195↑	77↓	248	242	199↑	440↑
	Column Comparisons	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 who use Social Media sites or video sites AND Children aged 8-17;

Weight: Based on Nat Rep Sample; effective sample size = 2003 (94%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, 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 have you spent any money on something you saw on social media or video sites/ apps you use? [YES MULTI/ NO EXCL]		Spent Money					SM purchase category	
		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
Don't know	% within column	2%	0%↓	2%	0%↓	2%	0%	0%
	N Count	26	0↓	26	0↓	17	0	0
	Column Comparisons			b		b d	-	-
NET: Bought something from Social Media (Yes)	% within column	60%↑	100%↑	54%↑	100%↑	0%↓	100%	100%
	N Count	768↑	768↑	604↑	604↑	0↓	429	153
	Column Comparisons	e	c e	e	e		-	-

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%)

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

SM3 - In the last month have you spent any money on something you saw on social media or video sites/ apps you use? [YES MULTI/ NO EXCL]

		SM purchase category		Feelings about SM purchase				Gaming Method
		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
Don't know	% within column	0%	0%	0%↓	0%↓	0%↓	0%↓	2%
	N Count	0	0	0↓	0↓	0↓	0↓	27
	Column Comparisons	-	-	-	-	-	-	
NET: Bought something from Social Media (Yes)	% within column	100%	100%	100%↑	100%↑	100%↑	100%↑	33%↓
	N Count	216	158	314↑	556↑	378↑	565↑	432↓
	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%)

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

SM3 - In the last month have you spent any money on something you saw on social media or video sites/ apps you use? [YES MULTI/ NO EXCL]

		Gaming Method				Gaming Type		
		Desktop computer, laptop or netbook	Mobile phone or smartphone	Tablet	NET: Any Gaming	Puzzles or quizzes	Action/ adventure	Shooters
Don't know	% within column	1%	2%	2%	2%	1%	1%	2%
	N Count	7	26	16	41	9	10	9
	Column Comparisons				-			
NET: Bought something from Social Media (Yes)	% within column	39%	38%↑	37%	36%↑	41%↑	39%	42%↑
	N Count	220	490↑	277	755↑	265↑	276	230↑
	Column Comparisons		a		-	e f	f	e f j

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%)

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

SM3 - In the last month have you spent any money on something you saw on social media or video sites/ apps you use? [YES MULTI/ NO EXCL]

		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
Don't know	% within column	1%	2%	2%	2%	1%	2%	2%
	N Count	5	15	19	9	2	5	15
	Column Comparisons							
NET: Bought something from Social Media (Yes)	% within column	53%↑	35%	32%↓	42%↑	50%↑	52%↑	37%
	N Count	203↑	287	363↓	228↑	122↑	140↑	263
	Column Comparisons	a b c e f g j	f		e f	b e f j	a b e f g j	

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%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, 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

SM3 - In the last month have you spent any money on something you saw on social media or video sites/ apps you use? [YES MULTI/ NO EXCL]		Gaming Type			Gaming Frequency		Gaming Purchase Type	
		Interactive stories	Makeovers	NET: Playing against other people	NET: Daily	Weekly	NET: Character, skins, weapons, armour, tools	NET: Game expansion
Don't know ↓	% within column	1%	3%	2%	2%	2%	2%	0%↓
	N Count	1	8	18	29	10	8	0↓
	Column Comparisons			-				
NET: Bought something from Social Media (Yes)	% within column	51%↑	52%↑	39%	37%	31%	57%	78%↑
	N Count	105↑	127↑	392	587	139	303	182↑
	Column Comparisons	e f	a b e f g j	-	b		d	a c d e f h

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%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, 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

SM3 - In the last month have you spent any money on something you saw on social media or video sites/ apps you use? [YES MULTI/ NO EXCL]

		Gaming Purchase Type						Feelings about Gaming Purchase
		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
Don't know	% within column	1%	2%	3%	3%	2%	2%	1%
	N Count	1	11	5	10	3	5	4
	Column Comparisons							
NET: Bought something from Social Media (Yes)	% within column	64%↑	48%↓	65%↑	57%	78%↑	59%	75%↑
	N Count	97↑	212↓	94↑	170	93↑	120	256↑
	Column Comparisons	d		d	d	c d e f h	d	b d e

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%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, 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

SM3 - In the last month have you spent any money on something you saw on social media or video sites/ apps you use? [YES MULTI/ NO EXCL]		Feelings about Gaming Purchase				
		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
Don't know	% within column	1%	1%	2%	2%	2%
	N Count	11	3	11	11	8
	Column Comparisons					
NET: Bought something from Social Media (Yes)	% within column	57%↑	74%↑	60%↑	57%↑	70%↑
	N Count	438↑	326↑	432↑	404↑	311↑
	Column Comparisons		b d e	e		b d e

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%)

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

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]

BANNER

		Total	Gender of child respondent		Age of child respondent		
			Male	Female	8-9	10-12	13-15
Weighted Base	% within column	2232	1153	1079	449	698	684
	N Count						
	Column Comparisons						
Unweighted Base	% within column	2205	1100	1105	439	662	659
	N Count						
	Column Comparisons						
Column Names	% within column	a	a	b	a	b	c
	N Count						
	Column Comparisons						
Yes – I bought something directly on the site I was on	% within column	20%	19%	20%	18%	19%	22%
	N Count	442	223	219	80	131	148
	Column Comparisons	-					
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)	% within column	13%	11%	14%	12%	13%	14%
	N Count	287	131	156	54	87	93
	Column Comparisons	-		a			
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	6%	5%	7%	4%	6%	8%↑
	N Count	135	58	77	18	40	55↑
	Column Comparisons	-		a			
No	% within column	60%	63%↑	58%↓	59%	61%	59%
	N Count	1,346	726↑	620↓	267	429	402
	Column Comparisons	-	b				
Don't know	% within column	2%	2%	2%	2%	2%	1%
	N Count	42	24	19	11	16	9
	Column Comparisons	-					
Not asked the question (didn't use social media or video)	% within column	3%	3%	3%	8%↑	4%	1%↓
	N Count	75	38	37	34↑	27	10↓
	Column Comparisons	-			b c d	c d	
NET: Bought something from Social Media (Yes)	% within column	34%	32%↓	37%↑	30%	32%	38%↑
	N Count	768	365↓	402↑	137	227	263↑
	Column Comparisons	-		a			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%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, 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 38

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]

BANNER

		Age of child respondent			Age and gender of child respondent		
		16-17	NET: 8-12	NET: 13-17	Male 8-9	Female 8-9	Male 10-12
Weighted Base	% within column	401	1147	1085	226	224	361
	N Count						
	Column Comparisons						
Unweighted Base	% within column	445	1101	1104	220	219	333
	N Count						
	Column Comparisons						
Column Names	% within column	d	e	f	a	b	c
	N Count						
	Column Comparisons						
Yes – I bought something directly on the site I was on	% within column	20%	18%	21%	17%	19%	19%
	N Count	82	212	230	39	41	68
	Column Comparisons		-	-			
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)	% within column	13%	12%	13%	12%	12%	10%
	N Count	53	141	146	28	26	35
	Column Comparisons		-	-			
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	5%	5%	7%	2%↓	6%	6%
	N Count	22	58	77	5↓	14	22
	Column Comparisons		-	-			
No	% within column	62%	61%	60%	62%	56%	63%
	N Count	248	696	650	141	126	229
	Column Comparisons		-	-			
Don't know	% within column	2%	2%	1%	3%	2%	2%
	N Count	7	27	16	7	4	6
	Column Comparisons		-	-			
Not asked the question (didn't use social media or video)	% within column	1%↓	5%↑	1%↓	7%↑	8%↑	3%
	N Count	5↓	61↑	14↓	16↑	18↑	12
	Column Comparisons		-	-	e f g h	e f g h	
NET: Bought something from Social Media (Yes)	% within column	35%	32%↓	37%↑	27%	34%	32%
	N Count	141	363↓	405↑	61	75	114
	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%)

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

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]

Age and gender of child respondent

		Female 10-12	Male 13-15	Female 13-15	Male 16-17	Female 16-17	NET: Male 8-12
Weighted Base	% within column	337	342	341	224	201	587
	N Count						
	Column Comparisons						
Unweighted Base	% within column	329	324	335	223	253	553
	N Count						
	Column Comparisons						
Column Names	% within column	d	e	f	g	h	i
	N Count						
	Column Comparisons						
Yes – I bought something directly on the site I was on	% within column	19%	21%	23%	20%	21%	18%
	N Count	63	70	78	46	43	107
	Column Comparisons						-
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)	% within column	15%	12%	15%	12%	13%	11%
	N Count	52	42	51	27	27	63
	Column Comparisons						-
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	5%	7%	10%↑	4%	7%	5%
	N Count	17	22	32↑	8	15	27
	Column Comparisons			a			-
No	% within column	59%	62%	56%	65%	59%	63%
	N Count	200	211	191	145	119	370
	Column Comparisons						-
Don't know	% within column	3%	2%	1%	2%	1%	2%
	N Count	10	6	3	5	2	13
	Column Comparisons						-
Not asked the question (didn't use social media or video)	% within column	4%	2%	1%↓	2%	0%↓	5%
	N Count	14	6	4↓	4	1↓	29
	Column Comparisons	f h					-
NET: Bought something from Social Media (Yes)	% within column	33%	35%	42%↑	32%	39%	30%↓
	N Count	113	119	144↑	71	79	175↓
	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%)

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

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]

		Age and gender of child respondent			Urban/ Rural		Working status
		NET: Female 8-12	NET: Male 13-17	NET: Female 13-17	NET: Urban	Rural	Full time
Weighted Base	% within column	561	567	536	1986	246	1332
	N Count						
	Column Comparisons						
Unweighted Base	% within column	548	547	580	1949	256	1376
	N Count						
	Column Comparisons						
Column Names	% within column	j	k	l	a	b	a
	N Count						
	Column Comparisons						
Yes – I bought something directly on the site I was on	% within column	19%	20%	22%	20%	15%	24%↑
	N Count	104	116	119	406	36	323↑
	Column Comparisons	-	-	-	b		b d
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)	% within column	14%	12%	15%	13%	10%	16%↑
	N Count	78	68	78	262	25	216↑
	Column Comparisons	-	-	-			b d
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	6%	5%	9%↑	6%	6%	7%↑
	N Count	31	31	47↑	121	14	99↑
	Column Comparisons	-	-	-			
No	% within column	58%	63%	57%	60%	66%	55%↓
	N Count	327	356	305	1,183	163	730↓
	Column Comparisons	-	-	-		a	
Don't know	% within column	2%	2%	1%	2%	3%	1%↓
	N Count	14	11	5	35	7	16↓
	Column Comparisons	-	-	-			
Not asked the question (didn't use social media or video)	% within column	6%↑	2%↓	1%↓	3%	4%	2%↓
	N Count	32↑	9↓	5↓	66	10	32↓
	Column Comparisons	-	-	-			
NET: Bought something from Social Media (Yes)	% within column	34%	34%	41%↑	35%↑	27%↓	42%↑
	N Count	188	190	221↑	703↑	65↓	554↑
	Column Comparisons	-	-	-	b		b d

Part 4 of 38

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]

		Working status			D3 - Social grade		
		Part time	Student	NET: Not working/ retired	AB	C1	C2
Weighted Base	% within column	430	112	310	625	580	491
	N Count						
	Column Comparisons						
Unweighted Base	% within column	388	113	286	885	483	357
	N Count						
	Column Comparisons						
Column Names	% within column	b	c	d	a	b	c
	N Count						
	Column Comparisons						
Yes – I bought something directly on the site I was on	% within column	14%↓	18%	11%↓	27%↑	16%	20%
	N Count	61↓	20	34↓	171↑	96	99
	Column Comparisons				b c d		d
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)	% within column	9%	10%	7%↓	18%↑	11%	13%
	N Count	41	11	21↓	115↑	66	63
	Column Comparisons				b c d		d
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	4%	5%	3%	9%↑	5%	5%
	N Count	19	6	10	55↑	27	26
	Column Comparisons				b d		
No	% within column	66%↑	64%	72%↑	51%↓	64%	59%
	N Count	286↑	72	222↑	318↓	373	292
	Column Comparisons	a		a		a	a
Don't know	% within column	3%	3%	3%	1%	3%	1%
	N Count	12	3	9	7	15	7
	Column Comparisons						
Not asked the question (didn't use social media or video)	% within column	5%	1%	6%	2%	3%	4%
	N Count	19	1	18	14	18	18
	Column Comparisons			a			
NET: Bought something from Social Media (Yes)	% within column	26%↓	32%	20%↓	46%↑	30%↓	36%
	N Count	113↓	35	62↓	286↑	175↓	175
	Column Comparisons		d		b c 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 = 2017 (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)

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]

		BANNER					
		D3 - Social grade			**Financial wellbeing**		
		DE	NET: ABC1	NET: C2DE	Doing well	Getting by	Struggling
Weighted Base	% within column	536	1205	1027	401	1152	655
	N Count						
	Column Comparisons						
Unweighted Base	% within column	480	1368	837	452	1121	611
	N Count						
	Column Comparisons						
Column Names	% within column	d	e	f	a	b	c
	N Count						
	Column Comparisons						
Yes – I bought something directly on the site I was on	% within column	14%↓	22%↑	17%↓	34%↑	16%↓	18%
	N Count	76↓	267↑	175↓	135↑	184↓	120
	Column Comparisons		-	-	b c		
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)	% within column	8%↓	15%↑	10%↓	22%↑	12%	10%↓
	N Count	44↓	181↑	107↓	87↑	133	66↓
	Column Comparisons		-	-	b c		
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	5%	7%	5%	8%	6%	6%
	N Count	26	82	52	30	66	38
	Column Comparisons		-	-			
No	% within column	68%↑	57%↓	64%↑	43%↓	65%↑	63%
	N Count	364↑	690↓	656↑	170↓	748↑	413
	Column Comparisons	a c	-	-		a	a
Don't know	% within column	3%	2%	2%	1%↓	2%	3%
	N Count	14	21	21	2↓	20	18
	Column Comparisons		-	-			a
Not asked the question (didn't use social media or video)	% within column	5%	3%	4%	5%	3%	4%
	N Count	25	33	43	19	31	23
	Column Comparisons		-	-			
NET: Bought something from Social Media (Yes)	% within column	25%↓	38%↑	30%↓	52%↑	31%↓	31%
	N Count	132↓	461↑	307↓	209↑	353↓	201
	Column Comparisons		-	-	b c		

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%)

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

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]

		Ethnicity		Child identified need/ impacting condition			
		White British	NET: All other Ethnicities	Neurodiversity	Mental Health	NET: Identified need/ condition	NET: No identified need/ condition
Weighted Base	% within column	1742	453	194	109	474	1726
	N Count						
	Column Comparisons						
Unweighted Base	% within column	1713	452	182	110	458	1713
	N Count						
	Column Comparisons						
Column Names	% within column	a	b	a	b	c	d
	N Count						
	Column Comparisons						
Yes – I bought something directly on the site I was on	% within column	20%	19%	15%	28%	24%↑	19%↓
	N Count	350	87	29	31	116↑	322↓
	Column Comparisons				a d	-	
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)	% within column	12%	15%	8%	12%	17%↑	11%↓
	N Count	207	70	15	13	79↑	198↓
	Column Comparisons					-	
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	5%↓	10%↑	5%	10%	7%	6%
	N Count	87↓	47↑	10	11	34	100
	Column Comparisons		a			-	
No	% within column	61%	57%	70%↑	53%	52%↓	63%↑
	N Count	1,069	257	135↑	58	247↓	1,081↑
	Column Comparisons			b		-	
Don't know	% within column	2%	1%	2%	2%	2%	2%
	N Count	37	5	4	2	11	31
	Column Comparisons					-	
Not asked the question (didn't use social media or video)	% within column	3%	3%	2%	2%	2%	4%
	N Count	56	16	3	2	11	63
	Column Comparisons					-	
NET: Bought something from Social Media (Yes)	% within column	33%	39%	26%↓	42%	43%↑	32%↓
	N Count	579	176	50↓	46	205↑	551↓
	Column Comparisons		a		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 = 2017 (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)

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]

		Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits	
		NET: Yes	No	Has an EHCP	Don't have an EHCP	NET: Household receives Benefits	No Benefits
Weighted Base	% within column	234	792	161	2071	925	1200
	N Count						
	Column Comparisons						
Unweighted Base	% within column	238	806	157	2048	883	1222
	N Count						
	Column Comparisons						
Column Names	% within column	a	b	a	b	a	b
	N Count						
	Column Comparisons						
Yes – I bought something directly on the site I was on	% within column	28%↑	19%↓	29%↑	19%↓	23%↑	18%↓
	N Count	66↑	151↓	47↑	395↓	217↑	211↓
	Column Comparisons	b		b		b	
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)	% within column	16%	12%↓	15%	13%	15%↑	11%↓
	N Count	37	92↓	24	263	143↑	129↓
	Column Comparisons					b	
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	9%	7%	5%	6%	7%	5%
	N Count	21	52	8	126	61	65
	Column Comparisons						
No	% within column	50%↓	64%↑	52%	61%	55%↓	65%↑
	N Count	118↓	508↑	84	1,262	509↓	778↑
	Column Comparisons		a		a		a
Don't know	% within column	1%	1%	2%	2%	2%	2%
	N Count	3	10	3	39	15	18
	Column Comparisons						
Not asked the question (didn't use social media or video)	% within column	2%	1%	3%	3%	3%	4%
	N Count	4	8	4	71	26	46
	Column Comparisons						
NET: Bought something from Social Media (Yes)	% within column	46%↑	34%↓	43%↑	34%↓	41%↑	30%↓
	N Count	109↑	267↓	70↑	698↓	376↑	358↓
	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 = 2017 (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

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]

		Parental Controls		Parental Concern			Time Spent Online (Weekday)
		NET: Has Parental Controls	No Controls	Not Concerned	A little Concerned	NET: Moderately/ Very Concerned	0 - 2hrs
Weighted Base	% within column	1865	339	1053	550	605	873
	N Count						
	Column Comparisons						
Unweighted Base	% within column	1839	342	1016	555	614	855
	N Count						
	Column Comparisons						
Column Names	% within column	a	b	a	b	c	a
	N Count						
	Column Comparisons						
Yes – I bought something directly on the site I was on	% within column	21%↑	12%↓	12%↓	24%↑	30%↑	12%↓
	N Count	399↑	42↓	129↓	131↑	179↑	107↓
	Column Comparisons	b			a	a b	
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)	% within column	14%↑	5%↓	4%↓	20%↑	22%↑	6%↓
	N Count	269↑	17↓	46↓	107↑	131↑	49↓
	Column Comparisons	b			a	a	
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	6%	6%	4%↓	7%	9%↑	5%
	N Count	115	20	41↓	38	56↑	42
	Column Comparisons				a	a	
No	% within column	58%↓	72%↑	75%↑	50%↓	45%↓	72%↑
	N Count	1,083↓	245↑	787↑	275↓	270↓	633↑
	Column Comparisons		a	b c			b c d
Don't know	% within column	2%	2%	1%	3%↑	2%	2%
	N Count	36	6	14	19↑	10	15
	Column Comparisons				a		
Not asked the question (didn't use social media or video)	% within column	3%↓	5%	4%	2%	2%	4%↑
	N Count	53↓	16	45	10	15	35↑
	Column Comparisons						c
NET: Bought something from Social Media (Yes)	% within column	37%↑	21%↓	20%↓	45%↑	51%↑	22%↓
	N Count	693↑	72↓	207↓	246↑	310↑	191↓
	Column Comparisons	b			a	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 = 2017 (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 9 of 38

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]

		Time Spent Online (Weekday)				Time Spent Online (Weekend)	
		3 - 4hrs	5 - 6hrs	6+ hrs	NET: 5+ Hours	0 - 2hrs	3 - 4hrs
Weighted Base	% within column	938	278	102	380	291	785
	N Count						
	Column Comparisons						
Unweighted Base	% within column	924	282	106	388	281	777
	N Count						
	Column Comparisons						
Column Names	% within column	b	c	d	e	a	b
	N Count						
	Column Comparisons						
Yes – I bought something directly on the site I was on	% within column	23%↑	32%↑	32%↑	32%↑	14%↓	18%
	N Count	212↑	89↑	33↑	121↑	41↓	139
	Column Comparisons	a	a b	a b	-		
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)	% within column	16%↑	21%↑	29%↑	23%↑	7%↓	12%
	N Count	150↑	59↑	30↑	88↑	21↓	94
	Column Comparisons	a	a	a b	-		
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	6%	9%↑	11%	10%↑	7%	5%
	N Count	56	26↑	11	37↑	21	38
	Column Comparisons		a	a	-		
No	% within column	55%↓	48%↓	45%↓	47%↓	64%	64%
	N Count	520↓	134↓	46↓	180↓	186	502
	Column Comparisons				-		
Don't know	% within column	2%	1%	2%	1%	2%	2%
	N Count	20	3	2	6	5	15
	Column Comparisons				-		
Not asked the question (didn't use social media or video)	% within column	2%	0%↓	0%	0%↓	8%↑	3%
	N Count	18	0↓	0	0↓	23↑	20
	Column Comparisons				-	b c d	d
NET: Bought something from Social Media (Yes)	% within column	40%↑	51%↑	53%↑	51%↑	26%↓	32%
	N Count	380↑	141↑	54↑	195↑	77↓	248
	Column Comparisons	a	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 = 2017 (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)

		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 on social media	Bought something while Gaming
Weighted Base	% within column	622	492	1114	1289	768	1125
	N Count						
	Column Comparisons						
Unweighted Base	% within column	619	489	1108	1296	800	1128
	N Count						
	Column Comparisons						
Column Names	% within column	c	d	e	a	b	c
	N Count						
	Column Comparisons						
Yes – I bought something directly on the site I was on	% within column	21%	27%↑	23%↑	34%↑	58%↑	32%↑
	N Count	129	131↑	260↑	442↑	442↑	357↑
	Column Comparisons	a	a b c	-	e	c e	e
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)	% within column	15%	15%	15%↑	22%↑	37%↑	22%↑
	N Count	96	75	171↑	287↑	287↑	252↑
	Column Comparisons	a	a	-	e	c e	e
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	7%	6%	7%	10%↑	18%↑	8%↑
	N Count	44	31	75	135↑	135↑	86↑
	Column Comparisons			-	e	c e	e
No	% within column	58%	58%	58%↓	38%↓	0%↓	43%↓
	N Count	358	284	642↓	485↓	0↓	485↓
	Column Comparisons			-			b
Don't know	% within column	2%	1%	2%	2%	0%↓	2%
	N Count	14	7	21	26	0↓	26
	Column Comparisons			-			b
Not asked the question (didn't use social media or video)	% within column	1%	0%↓	1%↓	1%↓	0%↓	1%↓
	N Count	9	2↓	11↓	10↓	0↓	10↓
	Column Comparisons			-			
NET: Bought something from Social Media (Yes)	% within column	39%↑	40%↑	40%↑	60%↑	100%↑	54%↑
	N Count	242↑	199↑	440↑	768↑	768↑	604↑
	Column Comparisons	a b	a b	-	e	c e	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 = 2017 (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

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]

		Spent Money		SM purchase category			
		Bought something from both	Not bought from either	Product	Activity	Subscription/ Upgrade	NET: Gift
Weighted Base	% within column	604	943	429	153	216	158
	N Count						
	Column Comparisons						
Unweighted Base	% within column	632	909	450	165	226	171
	N Count						
	Column Comparisons						
Column Names	% within column	d	e	a	b	c	d
	N Count						
	Column Comparisons						
Yes – I bought something directly on the site I was on	% within column	59%↑	0%↓	59%	55%	60%	59%
	N Count	357↑	0↓	253	85	130	93
	Column Comparisons	e					
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)	% within column	42%↑	0%↓	35%	51%↑	47%↑	51%↑
	N Count	252↑	0↓	151	78↑	101↑	81↑
	Column Comparisons	e			a	a	a
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	14%↑	0%↓	19%	23%	15%	14%
	N Count	86↑	0↓	81	36	33	22
	Column Comparisons	e					
No	% within column	0%↓	91%↑	0%	0%	0%	0%
	N Count	0↓	861↑	0	0	0	0
	Column Comparisons		a b c d	-	-	-	-
Don't know	% within column	0%↓	2%	0%	0%	0%	0%
	N Count	0↓	17	0	0	0	0
	Column Comparisons		b d	-	-	-	-
Not asked the question (didn't use social media or video)	% within column	0%↓	7%↑	0%	0%	0%	0%
	N Count	0↓	65↑	0	0	0	0
	Column Comparisons		a b c d	-	-	-	-
NET: Bought something from Social Media (Yes)	% within column	100%↑	0%↓	100%	100%	100%	100%
	N Count	604↑	0↓	429	153	216	158
	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 = 2017 (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)

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]

		Feelings about SM purchase				Gaming Method	
		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	314	556	378	565	1330	572
	N Count						
	Column Comparisons						
Unweighted Base	% within column	329	585	402	596	1316	582
	N Count						
	Column Comparisons						
Column Names	% within column	a	b	c	d	a	b
	N Count						
	Column Comparisons						
Yes – I bought something directly on the site I was on	% within column	53%↑	61%↑	57%↑	60%↑	19%	23%
	N Count	168↑	342↑	215↑	341↑	257	131
	Column Comparisons		a c		a c		
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)	% within column	46%↑	37%↑	46%↑	38%↑	12%	14%
	N Count	145↑	205↑	172↑	214↑	166	82
	Column Comparisons	b d		b d			
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	16%↑	16%↑	15%↑	16%↑	6%	8%
	N Count	50↑	87↑	56↑	89↑	79	44
	Column Comparisons						
No	% within column	0%↓	0%↓	0%↓	0%↓	64%↑	59%
	N Count	0↓	0↓	0↓	0↓	846↑	336
	Column Comparisons	-	-	-	-	c d	
Don't know	% within column	0%↓	0%↓	0%↓	0%↓	2%	1%
	N Count	0↓	0↓	0↓	0↓	27	7
	Column Comparisons	-	-	-	-		
Not asked the question (didn't use social media or video)	% within column	0%↓	0%↓	0%↓	0%↓	2%↓	2%
	N Count	0↓	0↓	0↓	0↓	25↓	10
	Column Comparisons	-	-	-	-	c	c
NET: Bought something from Social Media (Yes)	% within column	100%↑	100%↑	100%↑	100%↑	32%↓	38%
	N Count	314↑	556↑	378↑	565↑	432↓	220
	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%)

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

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 Method			Gaming Type		
		Mobile phone or smartphone	Tablet	NET: Any Gaming	Puzzles or quizzes	Action/ adventure	Shooters
Weighted Base	% within column	1316	782	2140	650	731	547
	N Count						
	Column Comparisons						
Unweighted Base	% within column	1317	774	2117	662	740	564
	N Count						
	Column Comparisons						
Column Names	% within column	c	d	e	a	b	c
	N Count						
	Column Comparisons						
Yes – I bought something directly on the site I was on	% within column	22%↑	21%	20%	23%	22%	26%↑
	N Count	292↑	161	432	151	164	142↑
	Column Comparisons	a d		-		f	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)	% within column	14%	14%	13%↑	15%	15%	17%↑
	N Count	178	112	285↑	100	111	91↑
	Column Comparisons			-		f	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	6%	6%	6%	8%↑	7%	8%
	N Count	84	46	132	53↑	48	45
	Column Comparisons			-			
No	% within column	60%	59%	61%	57%	59%	56%↓
	N Count	786	462	1,295	370	428	305↓
	Column Comparisons			-	d i l	d i l	d i l
Don't know	% within column	2%	2%	2%	1%	1%	2%
	N Count	26	16	41	9	10	9
	Column Comparisons			-			
Not asked the question (didn't use social media or video)	% within column	1%↓	3%	2%↓	1%↓	2%	0%↓
	N Count	14↓	27	49↓	6↓	16	3↓
	Column Comparisons		a c	-			
NET: Bought something from Social Media (Yes)	% within column	37%↑	35%	35%↑	41%↑	38%	42%↑
	N Count	490↑	277	755↑	265↑	276	230↑
	Column Comparisons	a d		-	e f	f	e f j

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%)

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

Gaming Type

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]		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	387	822	1151	557	248	278
	N Count						
	Column Comparisons						
Unweighted Base	% within column	395	802	1111	570	266	283
	N Count						
	Column Comparisons						
Column Names	% within column	d	e	f	g	h	i
	N Count						
	Column Comparisons						
Yes – I bought something directly on the site I was on	% within column	31%↑	21%	19%	25%↑	31%↑	33%↑
	N Count	122↑	170	213	138↑	76↑	91↑
	Column Comparisons	a b e f j			f	e f	a e f j
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)	% within column	21%↑	14%	12%↓	18%↑	24%↑	20%↑
	N Count	82↑	113	133↓	100↑	58↑	56↑
	Column Comparisons	e f j			f	a f j	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	11%↑	7%	6%	6%	7%	9%
	N Count	43↑	55	69	33	18	24
	Column Comparisons	b g h					
No	% within column	45%↓	62%	65%↑	55%↓	49%↓	45%↓
	N Count	173↓	512	742↑	308↓	121↓	125↓
	Column Comparisons		c d g h i k l	a b c d g h i k l	d i l		
Don't know	% within column	1%	2%	2%	2%	1%	2%
	N Count	5	15	19	9	2	5
	Column Comparisons						
Not asked the question (didn't use social media or video)	% within column	1%	1%↓	2%	2%	1%	3%
	N Count	5	8↓	26	12	4	8
	Column Comparisons						
NET: Bought something from Social Media (Yes)	% within column	53%↑	35%	32%↓	41%↑	49%↑	51%↑
	N Count	203↑	287	363↓	228↑	122↑	140↑
	Column Comparisons	a b c e f g j	f		f	b e f j	a b e f g j

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%)

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

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				Gaming Frequency	
		Sports	Interactive stories	Makeovers	NET: Playing against other people	NET: Daily	Weekly
Weighted Base	% within column	728	207	249	1027	1602	460
	N Count						
	Column Comparisons						
Unweighted Base	% within column	736	218	257	1009	1567	480
	N Count						
	Column Comparisons						
Column Names	% within column	j	k	l	m	a	b
	N Count						
	Column Comparisons						
Yes – I bought something directly on the site I was on	% within column	22%	33%↑	26%↑	22%↑	22%↑	14%↓
	N Count	159	69↑	64↑	231↑	358↑	62↓
	Column Comparisons		e f	f	-	b	
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)	% within column	14%	21%↑	22%↑	15%	13%	13%
	N Count	100	42↑	54↑	152	215	61
	Column Comparisons		f	f j	-		
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	6%	10%↑	12%↑	7%	6%	6%
	N Count	47	21↑	29↑	73	94	30
	Column Comparisons				-		
No	% within column	60%	48%↓	44%↓	59%	60%	64%
	N Count	440	100↓	110↓	607	962	296
	Column Comparisons	d h i l			-		
Don't know	% within column	2%	1%	3%	2%	2%	2%
	N Count	15	1	8	18	29	10
	Column Comparisons				-		
Not asked the question (didn't use social media or video)	% within column	1%	1%	2%	1%↓	1%↓	3%
	N Count	10	1	4	10↓	24↓	15
	Column Comparisons				-		a
NET: Bought something from Social Media (Yes)	% within column	36%	51%↑	51%↑	38%↑	37%↑	30%↓
	N Count	263	105↑	127↑	392↑	587↑	139↓
	Column Comparisons	f	b e f	a b e f g j	-	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%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, 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

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
Weighted Base	% within column	535	237	151	447	147	302
	N Count						
	Column Comparisons						
Unweighted Base	% within column	549	250	158	428	154	320
	N Count						
	Column Comparisons						
Column Names	% within column	a	b	c	d	e	f
	N Count						
	Column Comparisons						
Yes – I bought something directly on the site I was on	% within column	35%↑	42%↑	44%↑	29%	39%	38%↑
	N Count	189↑	100↑	67↑	131	57	114↑
	Column Comparisons		d				
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)	% within column	24%	35%↑	30%↑	21%	31%↑	24%
	N Count	129	83↑	46↑	94	45↑	71
	Column Comparisons		d 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	9%	16%↑	8%	6%	14%↑	11%↑
	N Count	46	39↑	13	25	20↑	33↑
	Column Comparisons		a c d h			d	d
No	% within column	41%	22%↓	34%	49%↑	31%↓	40%
	N Count	217	51↓	52	220↑	46↓	120
	Column Comparisons	b g		b g	a b c e f g h	b g	b g
Don't know	% within column	1%	0%↓	1%	2%	3%	3%
	N Count	8	0↓	1	11	5	10
	Column Comparisons						
Not asked the question (didn't use social media or video)	% within column	1%	2%	1%	1%	1%	0%
	N Count	7	4	1	4	2	1
	Column Comparisons						
NET: Bought something from Social Media (Yes)	% within column	57%	77%↑	64%↑	47%↓	64%↑	56%
	N Count	303	182↑	97↑	212↓	94↑	170
	Column Comparisons	d	a c d e f h	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 = 2017 (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

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		Feelings about Gaming Purchase			
		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	122	205	346	772	445	720
	N Count						
	Column Comparisons						
Unweighted Base	% within column	133	211	356	777	454	734
	N Count						
	Column Comparisons						
Column Names	% within column	g	h	a	b	c	d
	N Count						
	Column Comparisons						
Yes – I bought something directly on the site I was on	% within column	49%↑	40%↑	45%↑	37%↑	44%↑	39%↑
	N Count	60↑	82↑	157↑	282↑	196↑	279↑
	Column Comparisons	d					
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)	% within column	32%↑	26%	34%↑	22%↑	35%↑	24%↑
	N Count	39↑	53	117↑	169↑	155↑	172↑
	Column Comparisons			b d e		b d e	
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	14%↑	7%	8%	7%	9%↑	7%
	N Count	17↑	15	26	55	39↑	49
	Column Comparisons	d					
No	% within column	20%↓	38%	24%↓	41%↓	25%↓	38%↓
	N Count	24↓	78	82↓	315↓	112↓	274↓
	Column Comparisons		b g		a c f		a c f
Don't know	% within column	2%	2%	1%	1%	1%	2%
	N Count	3	5	4	11	3	11
	Column Comparisons						
Not asked the question (didn't use social media or video)	% within column	2%	1%	1%	1%↓	1%↓	0%↓
	N Count	3	3	4	7↓	4↓	3↓
	Column Comparisons						
NET: Bought something from Social Media (Yes)	% within column	76%↑	59%	74%↑	57%↑	73%↑	60%↑
	N Count	93↑	120	256↑	438↑	326↑	432↑
	Column Comparisons	d f h	d	b d e		b d e	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 = 2017 (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)

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]

		BANNER	
		Feelings about Gaming Purchase	
		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	715	449
	N Count		
	Column Comparisons		
Unweighted Base	% within column	710	459
	N Count		
	Column Comparisons		
Column Names	% within column	e	f
	N Count		
	Column Comparisons		
Yes – I bought something directly on the site I was on	% within column	35%↑	40%↑
	N Count	251↑	181↑
	Column Comparisons		
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)	% within column	23%↑	33%↑
	N Count	163↑	146↑
	Column Comparisons		b d e
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	7%	8%
	N Count	50	38
	Column Comparisons		
No	% within column	41%↓	28%↓
	N Count	295↓	127↓
	Column Comparisons	a c d f	
Don't know	% within column	2%	2%
	N Count	11	8
	Column Comparisons		
Not asked the question (didn't use social media or video)	% within column	1%↓	1%↓
	N Count	5↓	4↓
	Column Comparisons		
NET: Bought something from Social Media (Yes)	% within column	57%↑	69%↑
	N Count	404↑	311↑
	Column Comparisons		b d 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 = 2017 (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)

Page 1198

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]

		Total	Gender of child respondent		Age of child respondent		
			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				

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%)

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

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]

		Age of child respondent			Age and gender of child respondent		
		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		-	-			

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%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, 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 you spent any money on something you saw on social media or video sites / 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%)

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

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]

		Age and gender of child respondent			Urban/ Rural		Working status
		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%)

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

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]

		Working status			D3 - Social grade		
		Part time	Student	NET: Not working/ 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		a c		a	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%)

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

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]

		D3 - Social grade			Financial wellbeing		
		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	a c	-	-		a	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%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, 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

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]

		Ethnicity		Child identified need/ impacting condition			
		White British	NET: All other Ethnicities	Neurodiversity	Mental Health	NET: Identified need/ condition	NET: No identified 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%)

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

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]

		Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits	
		NET: Yes	No	Has an EHCP	Don't have an EHCP	NET: Household 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		a		a		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%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, 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

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]		Parental Controls		Parental Concern			Time Spent Online (Weekday)
		NET: Has Parental Controls	No Controls	Not Concerned	A little Concerned	NET: Moderately/ 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	b c			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%)

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

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]

		Time Spent Online (Weekday)				Time Spent Online (Weekend)	
		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%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, 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

		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 on social media	Bought something while Gaming
	% within column	59%↓	58%↓	59%↓	38%↓	0%↓	44%↓
NET: No (No or not asked the question)	N Count	367↓	286↓	653↓	495↓	0↓	495↓
	Column Comparisons			-			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%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, 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

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]

		Spent Money		SM purchase category			
		Bought something from both	Not bought from either	Product	Activity	Subscription/ Upgrade	NET: Gift
	% within column	0%↓	98%↑	0%	0%	0%	0%
NET: No (No or not asked the question)	N Count	0↓	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%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, 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

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]		Feelings about SM purchase				Gaming Method	
		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
	% within column	0%↓	0%↓	0%↓	0%↓	65%↑	60%
NET: No (No or not asked the question)	N Count	0↓	0↓	0↓	0↓	871↑	345
	Column Comparisons	-	-	-	-	c	

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%)

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

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 Method			Gaming Type		
		Mobile phone or 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		c	-	d i l	d h i k l	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%)

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

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%↑	57%↓	50%↓	48%↓
NET: No (No or not asked the question)	N Count	178↓	520	769↑	320↓	124↓	133↓
	Column Comparisons		c d h i k l	a b c d e g h i j k l	d i l		

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%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, 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

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				Gaming Frequency	
		Sports	Interactive stories	Makeovers	NET: Playing against other 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			-		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%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, 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

Gaming Purchase Type

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]		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)	N Count	224	55↓	53	224↑	48↓	122
	Column Comparisons	b		b g	a b c e f g h	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; Weight: Based on Nat Rep Sample; effective sample size = 2017 (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)

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		Feelings about Gaming Purchase			
		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
	% 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%)

Multiple comparison correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, 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

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]

		Feelings about Gaming Purchase	
		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
NET: No (No or not asked the question)	% within column	42%↓	29%↓
	N Count	300↓	131↓
	Column Comparisons	a 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 = 2017 (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)

SM4 - What did you buy in the last month on these social media and/ or video sites or apps? [MULTI]

		Total	Gender of child respondent Male	Gender of child respondent Female	8-9	10-12	13-15	16-17	NET: 8-12	NET: 13-17	Male 8-9	Female 8-9
Weighted Base	% within column	768	365	402	137	227	263	141	363	405	61	75
	N Count											
	Column Comparisons											
Unweighted Base	% within column	800	373	427	140	227	266	167	367	433	64	76
	N Count											
	Column Comparisons											
Column Names	% within column	a	a	b	a	b	c	d	e	f	a	b
	N Count											
	Column Comparisons											
A product (e.g. clothes, make-up, toys, jewellery)	% within column	56%	48%↓	63%↑	49%	49%	59%	67%↑	49%↓	62%↑		
	N Count	429	175↓	254↑	67	112	155	94↑	179↓	250↑		
	Column Comparisons	-		a				a b	-	-		
A subscription or upgraded/ premium account (e.g. Snapchat+)	% within column	28%	34%↑	22%↓	33%	29%	27%	23%	31%	26%		
	N Count	216	126↑	90↓	46	66	71	33	112	105		
	Column Comparisons	-	b						-	-		
An activity (e.g. cinema, restaurants, theme parks)	% within column	20%	23%	17%	24%	17%	22%	17%	19%	20%		
	N Count	153	84	69	32	38	59	23	71	82		
	Column Comparisons	-	b						-	-		
I donated to/ gifted another account items (e.g. in-app jewels or coins during a live stream)	% within column	12%	13%	12%	20%↑	13%	10%	9%	15%	10%		
	N Count	96	49	47	27↑	29	27	12	56	39		
	Column Comparisons	-			c d				-	-		
I donated to/ gifted another account real money	% within column	11%	12%	9%	11%	10%	11%	11%	10%	11%		
	N Count	82	44	37	15	22	28	16	37	44		
	Column Comparisons	-							-	-		
Something else	% within column	5%	5%	5%	6%	7%	4%	1%↓	7%	3%		
	N Count	37	17	21	8	16	12	1↓	24	13		
	Column Comparisons	-			d	d			-	-		
Don't know	% within column	5%	6%	3%	7%	7%	4%	1%	7%↑	3%↓		
	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)

SM4 - What did you buy in the last month on these social media and/ or video sites or apps? [MULTI]

		Age and gender of child respondent										Urban/ Rural
		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	NET: Female 13-17	NET: Urban
Weighted Base	% within column	114	113	119	144	71	79	175	188	190	221	703
	N Count											
	Column Comparisons											
Unweighted Base	% within column	114	113	119	147	76	102	178	189	195	247	732
	N Count											
	Column Comparisons											
Column Names	% within column	c	d	e	f	g	h	i	j	k	l	a
	N Count											
	Column Comparisons											
A product (e.g. clothes, make-up, toys, jewellery)	% within column	39%↓	59%	53%	64%		74%↑	41%↓	57%	54%	68%↑	55%
	N Count	45↓	67	63	92		58↑	72↓	107	102	150↑	387
	Column Comparisons		c		c		a b c e	-	-	-	-	
A subscription or upgraded/ premium account (e.g. Snapchat+)	% within column	26%	32%	34%	21%		13%↓	34%	28%	35%	18%↓	29%
	N Count	30	36	41	31		10↓	59	52	66	40↓	205
	Column Comparisons		h	h				-	-	-	-	b
An activity (e.g. cinema, restaurants, theme parks)	% within column	18%	16%	29%↑	17%		15%	21%	18%	25%	16%	21%
	N Count	20	18	35↑	24		12	36	35	48	35	146
	Column Comparisons							-	-	-	-	
I donated to/ gifted another account items (e.g. in-app jewels or coins during a live stream)	% within column	15%	11%	9%	11%		8%	17%	14%	10%	10%	13%
	N Count	17	13	11	16		6	31	26	18	22	91
	Column Comparisons							-	-	-	-	
I donated to/ gifted another account real money	% within column	10%	9%	14%	8%		8%	11%	10%	14%	8%	11%
	N Count	11	11	16	12		7	19	19	26	18	78
	Column Comparisons							-	-	-	-	
Something else	% 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							-	-	-	-	
Don't know	% within column	13%↑	1%	5%	3%		2%	9%↑	5%	4%	2%	5%
	N Count	15↑	1	6	4		2	16↑	9	7	5	36
	Column Comparisons	a d f 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 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

SM4 - What did you buy in the last month on these social media and/ or video sites or apps? [MULTI]		Urban/ Rural	Working status				D3 - Social grade					
		Rural	Full time	Part time	Student	NET: Not working/ retired	AB	C1	C2	DE	NET: ABC1	NET: 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	c	d	a	b	c	d	e	f
A product (e.g. clothes, make-up, toys, jewellery)			56% 312	52% 58			57% 163	54% 95	61% 106	49% 65	56% 258 -	56% 171 -
A subscription or upgraded/ premium account (e.g. Snapchat+)			30% 167	25% 28			32% 91	27% 47	31% 54	19% 25	30% 137 -	26% 79 -
An activity (e.g. cinema, restaurants, theme parks)			22% 122	16% 18			25%↑ 72↑	14% 25	19% 32	18% 24	21% 97 -	18% 56 -
I donated to/ gifted another account items (e.g. in-app jewels or coins during a live stream)			15%↑ 82↑ b	6% 7			16% 46	9% 15	10% 18	13% 18	13% 60 -	12% 35 -
I donated to/ gifted another account real money			12% 67	8% 9			13% 39	9% 15	7% 13	11% 15	12% 54 -	9% 28 -
Something else			4% 21	7% 8			3% 10	5% 8	4% 7	9% 12	4% 18 -	6% 20 -
Don't know			4% 19	7% 8			3% 7	9%↑ 16↑ a c	2% 3	8% 10	5% 24 a c	4% 13 -

SM4 - What did you buy in the last month on these social media and/ or video sites or apps? [MULTI]

		Financial wellbeing			Ethnicity		Child identified need/ impacting condition				Disability/ Condition in HH	
		Doing well	Getting by	Struggling	White B-ritish	NET: All other Ethnic-ities	Neurodiv-ersity	Mental Health	NET: Identified need/ condition	NET: No identified need/ condition	NET: Yes	No
Weighted Base	% within column	209	353	201	579	176	50	46	205	551	109	267
	N Count											
	Column Comparisons											
Unweighted Base	% within column	242	363	192	607	179	47	47	205	582	114	289
	N Count											
	Column Comparisons											
Column Names	% within column	a	b	c	a	b	a	b	c	d	a	b
	N Count											
	Column Comparisons											
A product (e.g. clothes, make-up, toys, jewellery)	% within column	55%	55%	57%	56%	56%			57%	56%	61%	62%
	N Count	116	196	116	324	98			116	307	66	167
	Column Comparisons								-	-		
A subscription or upgraded/ premium account (e.g. Snapchat+)	% within column	37%↑	23%↓	28%	28%	30%			25%	29%	25%	27%
	N Count	78↑	82↓	56	161	52			52	161	27	72
	Column Comparisons	b							-	-		
An activity (e.g. cinema, restaurants, theme parks)	% within column	31%↑	17%	15%	18%	25%			21%	19%	21%	20%
	N Count	65↑	59	30	106	44			44	106	23	54
	Column Comparisons	b c							-	-		
I donated to/ gifted another account items (e.g. in-app jewels or coins during a live stream)	% within column	18%↑	12%	7%↓	13%	11%			15%	12%	15%	7%
	N Count	38↑	44	14↓	77	19			32	64	16	20
	Column Comparisons	c							-	-	b	
I donated to/ gifted another account real money	% within column	15%↑	10%	7%	11%	10%			17%↑	8%↓	19%↑	7%↓
	N Count	32↑	34	14	61	18			35↑	45↓	20↑	19↓
	Column Comparisons	c							-	-	b	
Something else	% within column	3%	5%	7%	5%	5%			6%	5%	2%	4%
	N Count	5	18	14	29	8			12	26	2	11
	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)

SM4 - What did you buy in the last month on these social media and/ or video sites or apps? [MULTI]

		Educational Health Care Plan (EHCP)		Benefits		Parental Controls		Parental Concern			Time Spent Online (Weekday)	
		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	NET: Modera-tely/ Very Conce-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	a	b	a	b	a	b	a	b	c	a	b
A product (e.g. clothes, make-up, toys, jewellery)			56%	55%	58%	54%		62%	54%	54%	55%	55%
			388	205	208	377		128	132	167	104	210
A subscription or upgraded/ premium account (e.g. Snapchat+)			28%	30%	26%	29%		20%↓	22%	38%↑	20%↓	29%
			193	113	94	199		41↓	55	118↑	39↓	109
										a b		
An activity (e.g. cinema, restaurants, theme parks)			20%	23%	17%	20%		11%↓	20%	26%↑	15%	18%
			138	85	60	140		24↓	49	80↑	28	69
				b					a	a		
I donated to/ gifted another account items (e.g. in-app jewels or coins during a live stream)			11%↓	14%	11%	13%		7%↓	14%	14%	10%	12%
			80↓	53	40	92		15↓	35	44	19	44
								a	a			
I donated to/ gifted another account real money			10%	14%↑	7%↓	11%		5%↓	11%	14%↑	10%	8%↓
			68	52↑	26↓	77		10↓	26	45↑	18	29↓
				b				a	a			
Something else			5%	5%	6%	4%		8%↑	5%	3%	6%	5%
			35	17	20	31		18↑	12	8	12	18
								c				

SM4 - What did you buy in the last month on these social media and/ or video sites or apps? [MULTI]		Time Spent Online (Weekday)			Time Spent Online (Weekend)					Spent Money		
		5 - 6hrs	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
Weighted Base	% within column	141	54	195	77	248	242	199	440	768	768	604
	N Count											
	Column Comparisons											
Unweighted Base	% within column	151	60	211	76	258	257	206	463	800	800	632
	N Count											
	Column Comparisons											
Column Names	% within column	c	d	e	a	b	c	d	e	a	b	c
	N Count											
	Column Comparisons											
A product (e.g. clothes, make-up, toys, jewellery)	% within column	55%		58%		49%	60%	61%	61%↑	56%	56%	51%↓
	N Count	78		113		123	145	122	268↑	429	429	309↓
	Column Comparisons			-					-	-	-	-
A subscription or upgraded/ premium account (e.g. Snapchat+)	% within column	38%↑		35%		25%	29%	32%	30%	28%	28%	32%↑
	N Count	53↑		68		62	71	63	134	216	216	195↑
	Column Comparisons	a		-					-	-	-	-
An activity (e.g. cinema, restaurants, theme parks)	% within column	31%↑		28%↑		22%	21%	16%	19%	20%	20%	23%↑
	N Count	44↑		55↑		55	50	32	82	153	153	138↑
	Column Comparisons	a b		-					-	-	-	-
I donated to/ gifted another account items (e.g. in-app jewels or coins during a live stream)	% within column	16%		17%		15%	15%	9%	12%	12%	12%	15%↑
	N Count	22		33		36	36	17	53	96	96	88↑
	Column Comparisons			-					-	-	-	-
I donated to/ gifted another account real money	% within column	16%		17%↑		10%	11%	8%	10%	11%	11%	13%↑
	N Count	23		34↑		25	27	16	43	82	82	77↑
	Column Comparisons	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 = 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)

SM4 - What did you buy in the last month on these social media and/ or video sites or apps? [MULTI]		Spent Money		SM purchase category				Feelings about SM purchase				Gaming Method
		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
Weighted Base	% within column	604	0	429	153	216	158	314	556	378	565	432
	N Count											
	Column Comparisons											
Unweighted Base	% within column	632	0	450	165	226	171	329	585	402	596	454
	N Count											
	Column Comparisons											
Column Names	% within column	d	e	a	b	c	d	a	b	c	d	a
	N Count											
	Column Comparisons											
A product (e.g. clothes, make-up, toys, jewellery)	% within column	51%↓		100%↑	46%↓	36%↓	30%↓	48%↓	59%↑	53%	60%↑	60%↑
	N Count	309↓		429↑	70↓	77↓	48↓	150↓	328↑	201	339↑	261↑
	Column Comparisons	-		b c d	d				a		a c	
A subscription or upgraded/ premium account (e.g. Snapchat+)	% within column	32%↑		18%↓	31%	100%↑	30%	37%↑	30%	35%↑	30%	29%
	N Count	195↑		77↓	48	216↑	48	116↑	166	132↑	170	125
	Column Comparisons	-			a	a b d	a					
An activity (e.g. cinema, restaurants, theme parks)	% within column	23%↑		16%↓	100%↑	22%	27%	29%↑	21%	27%↑	21%	22%
	N Count	138↑		70↓	153↑	48	42	91↑	117	102↑	121	95
	Column Comparisons	-			a c d							
I donated to/ gifted another account items (e.g. in-app jewels or coins during a live stream)	% within column	15%↑		7%↓	18%	13%	60%↑	20%↑	14%	19%↑	14%	12%
	N Count	88↑		30↓	27	29	96↑	63↑	79	71↑	78	51
	Column Comparisons	-			a	a	a b c	d		d		
I donated to/ gifted another account real money	% within column	13%↑		6%↓	16%	13%	51%↑	17%↑	11%	16%↑	12%	10%
	N Count	77↑		25↓	24	29	82↑	53↑	62	62↑	68	41
	Column Comparisons	-			a	a	a b c	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 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)

SM4 - What did you buy in the last month on these social media and/ or video sites or apps? [MULTI]		Gaming Method				Gaming Type						
		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
Weighted Base	% within column	220	490	277	755	265	276	230	203	287	363	228
	N Count											
	Column Comparisons											
Unweighted Base	% within column	239	515	289	787	280	304	257	217	302	368	245
	N Count											
	Column Comparisons											
Column Names	% within column	b	c	d	e	a	b	c	d	e	f	g
	N Count											
	Column Comparisons											
A product (e.g. clothes, make-up, toys, jewellery)	% within column	57%	62%↑	61%	56%	63%↑	54%	59%	64%↑	57%	63%↑	57%
	N Count	126	303↑	169	422	167↑	149	136	130↑	164	230↑	130
	Column Comparisons				-							
A subscription or upgraded/ premium account (e.g. Snapchat+)	% within column	33%	29%	28%	28%	28%	32%	32%	35%	33%	27%	35%
	N Count	71	143	79	214	74	88	74	71	94	97	79
	Column Comparisons				-							
An activity (e.g. cinema, restaurants, theme parks)	% within column	25%	19%	20%	20%	23%	28%↑	26%↑	28%↑	19%	17%	22%
	N Count	55	95	56	151	62	76↑	59↑	56↑	55	61	49
	Column Comparisons				-		e f	f	f			
I donated to/ gifted another account items (e.g. in-app jewels or coins during a live stream)	% within column	17%	11%	11%	13%	14%	17%↑	17%↑	16%	13%	11%	18%↑
	N Count	37	54	32	95	36	47↑	40↑	33	37	40	41↑
	Column Comparisons				-							
I donated to/ gifted another account real money	% within column	14%	9%	10%	11%	12%	12%	16%↑	13%	13%	9%	15%↑
	N Count	32	45	27	81	32	34	36↑	27	38	32	35↑
	Column Comparisons	c			-			f				f

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)

SM4 - What did you buy in the last month on these social media and/ or video sites or apps? [MULTI]		Gaming Type						Gaming Frequency		Gaming Purchase Type		
		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: Game expansion	Loot boxes/ packs/ chests/ bundles
Weighted Base	% within column	122	140	263	105	127	392	587	139	303	182	97
	N Count											
	Column Comparisons											
Unweighted Base	% within column	141	151	284	118	134	411	614	147	330	198	104
	N Count											
	Column Comparisons											
Column Names	% within column	h	i	j	k	l	m	a	b	a	b	c
	N Count											
	Column Comparisons											
A product (e.g. clothes, make-up, toys, jewellery)	% within column	55%	61%	60%	62%	62%	58%	56%	60%	57%↑	54%	53%
	N Count	67	86	158	65	79	227	327	84	172↑	99	51
	Column Comparisons						-					
A subscription or upgraded/ premium account (e.g. Snapchat+)	% within column	41%↑	30%	35%↑	36%	26%	32%	30%	19%↓	35%	39%	41%
	N Count	50↑	42	93↑	38	33	125	179	26↓	107	71	39
	Column Comparisons						-	b				
An activity (e.g. cinema, restaurants, theme parks)	% within column	27%	34%↑	25%	31%↑	23%	22%	21%	16%	28%↑	31%↑	25%
	N Count	32	48↑	65	33↑	29	86	124	23	84↑	56↑	24
	Column Comparisons		e f g	f	f		-					
I donated to/ gifted another account items (e.g. in-app jewels or coins during a live stream)	% within column	23%↑	20%↑	16%	22%↑	17%	14%	13%	13%	17%	21%↑	21%
	N Count	28↑	29↑	43	23↑	22	54	74	18	50	39↑	20
	Column Comparisons						-					
I donated to/ gifted another account real money	% within column	18%↑	20%↑	12%	23%↑	15%	12%	12%	8%	14%	16%	23%↑
	N Count	22↑	28↑	32	25↑	19	46	68	11	42	30	22↑
	Column Comparisons	f	f		b f		-					

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 9 of 20

SM4 - What did you buy in the last month on these social media and/ or video sites or apps? [MULTI]

		Gaming Purchase Type					Feelings about Gaming Purchase					
		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	It's not always clear what I'm going to get for my money in games
Weighted Base	% within column	212	94	170	93	120	256	438	326	432	404	311
	N Count											
	Column Comparisons											
Unweighted Base	% within column	214	104	189	104	132	273	459	343	457	419	331
	N Count											
	Column Comparisons											
Column Names	% within column	d	e	f	g	h	a	b	c	d	e	f
	N Count											
	Column Comparisons											
A product (e.g. clothes, make-up, toys, jewellery)	% within column	54%	50%	54%	60%	51%	48%↓	52%	50%↓	55%	54%	49%↓
	N Count	115	47	92	56	62	123↓	229	162↓	238	220	153↓
	Column Comparisons											
A subscription or upgraded/ premium account (e.g. Snapchat+)	% within column	37%	41%	40%↑	47%↑	44%↑	37%↑	35%↑	37%↑	32%	32%	37%↑
	N Count	79	39	69↑	43↑	53↑	94↑	153↑	121↑	137	129	114↑
	Column Comparisons											
An activity (e.g. cinema, restaurants, theme parks)	% within column	20%	32%	35%↑	36%↑	26%	27%↑	25%↑	27%↑	23%↑	23%	27%↑
	N Count	43	30	59↑	34↑	32	70↑	110↑	89↑	101↑	91	83↑
	Column Comparisons			d								
I donated to/ gifted another account items (e.g. in-app jewels or coins during a live stream)	% within column	16%	22%	13%	22%	22%	22%↑	15%	20%↑	16%↑	17%↑	18%↑
	N Count	33	20	22	20	26	57↑	66	66↑	67↑	69↑	55↑
	Column Comparisons											
I donated to/ gifted another account real money	% within column	13%	20%	18%	20%	13%	17%↑	13%↑	17%↑	13%↑	12%	16%↑
	N Count	27	19	31	19	15	43↑	58↑	57↑	58↑	49	50↑
	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 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

SM4 - What did you buy in the last month on these social media and/ or video sites or apps? [MULTI]		Total	Gender of child respondent		Age of child respondent						Age and gender of child respondent	
			Male	Female	8-9	10-12	13-15	16-17	NET: 8-12	NET: 13-17	Male 8-9	Female 8-9
Something else	% within column	5%	5%	5%	6%	7%	4%	1%↓	7%	3%		
	N Count	37	17	21	8	16	12	1↓	24	13		
	Column Comparisons	-			d	d			-	-		
Don't know	% within column	5%	6%	3%	7%	7%	4%	1%	7%↑	3%↓		
	N Count	37	23	14	9	17	9	2	26↑	11↓		
	Column Comparisons	-			d	d			-	-		
NET: Any	% within column	95%	94%	97%	93%	93%	96%	99%	93%↓	97%↑		
	N Count	731	342	389	128	210	254	139	338↓	393↑		
	Column Comparisons	-						a b	-	-		
NET: Gift	% within column	21%	23%	19%	26%	21%	19%	19%	23%	19%		
	N Count	158	83	75	35	47	49	26	83	76		
	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)

BANNER

SM4 - What did you buy in the last month on these social media and/ or video sites or apps? [MULTI]

		Age and gender of child respondent										Urban/ Rural
		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	NET: Female 13-17	NET: Urban
Something else	% 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							-	-	-	-	
Don't know	% within column	13%↑	1%	5%	3%		2%	9%↑	5%	4%	2%	5%
	N Count	15↑	1	6	4		2	16↑	9	7	5	36
	Column Comparisons	a d f g h						-	-	-	-	
NET: Any	% within column	87%↓	99%	95%	97%		98%	91%↓	95%	96%	98%	95%
	N Count	99↓	112	114	140		77	159↓	178	183	216	667
	Column Comparisons		b c		c		c	-	-	-	-	
NET: Gift	% within column	23%	19%	19%	18%		16%	25%	20%	20%	17%	21%
	N Count	26	21	23	26		13	45	38	38	38	150
	Column Comparisons							-	-	-	-	

SM4 - What did you buy in the last month on these social media and/ or video sites or apps? [MULTI]	Urban/ Rural	Working status				D3 - Social grade					
	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
							a c		a c	-	-
		96%	93%			97%	91%↓	98%	92%	95%	96%
NET: Any		534	105			279	158↓	172	122	437	294
		d				b d		b d		-	-
		24%↑	12%			25%	16%	16%	23%	22%	19%
NET: Gift		131↑	14			72	29	28	30	101	58
		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 = 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										
	Financial wellbeing			Ethnicity		Child identified need/ impacting condition				Disability/ Condition in HH	
SM4 - What did you buy in the last month on these social media and/ or video sites or apps? [MULTI]	Doing well	Getting by	Struggling	White B-ritish	NET: All other Ethnic-ities	Neurodiv-ersity	Mental Health	NET: Identified need/ condition	NET: No identified need/ condition	NET: Yes	No
Something else											
% within column	3%	5%	7%	5%	5%			6%	5%	2%	4%
N Count	5	18	14	29	8			12	26	2	11
Column Comparisons								-	-		
Don't know											
% within column	3%	5%	6%	4%	6%			3%	5%	2%	3%
N Count	6	16	13	24	11			6	29	2	8
Column Comparisons								-	-		
NET: Any											
% within column	97%	95%	94%	96%	94%			97%	95%	98%	97%
N Count	203	337	188	556	165			200	521	107	259
Column Comparisons								-	-		
NET: Gift											
% within column	28%↑	21%	12%↓	21%	19%			28%↑	18%↓	30%↑	13%↓
N Count	60↑	73	24↓	122	34			58↑	98↓	32↑	36↓
Column Comparisons	b c	c						-	-	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 = 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)

SM4 - What did you buy in the last month on these social media and/ or video sites or apps? [MULTI]

	Educational Health Care Plan (EHCP)		Benefits		Parental Controls		Parental Concern			Time Spent Online (Weekday)	
	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	NET: Modera-tely/ Very Conce-rned	0 - 2hrs	3 - 4hrs
Something else		5%	5%	6%	4%		8%↑	5%	3%	6%	5%
		35	17	20	31		18↑	12	8	12	18
							c				
Don't know		5%	5%	4%	5%		6%	6%	2%	9%↑	4%
		35	19	16	35		13	16	7	18↑	17
										b c	c
NET: Any		95%	95%	96%	95%		94%	94%	98%	91%↓	96%
		663	357	342	659		194	230	303	173↓	363
											a
NET: Gift		19%↓	24%	17%	22%↑		11%↓	22%	25%	18%	18%
		134↓	90	62	153↑		24↓	54	78	35	68
			b		b		a	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 = 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)

SM4 - What did you buy in the last month on these social media and/ or video sites or apps? [MULTI]

	Time Spent Online (Weekday)			Time Spent Online (Weekend)					Spent Money		
	5 - 6hrs	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
Something else											
% within column	6%		4%		4%	5%	7%	6%	5%	5%	4%
N Count	8		8		9	11	14	25	37	37	26
Column Comparisons			-					-	-	-	-
Don't know											
% within column	0%↓		1%		7%	3%	2%	3%↓	5%	5%	4%
N Count	0↓		2		17	8	4	12↓	37	37	26
Column Comparisons			-					-	-	-	-
NET: Any											
% within column	100%↑		99%		93%	97%	98%	97%↑	95%	95%	96%
N Count	141↑		192		231	233	195	428↑	731	731	578
Column Comparisons	a b d		-				a	-	-	-	-
NET: Gift											
% within column	26%		28%↑		22%	23%	15%	19%	21%	21%	24%↑
N Count	37		55↑		55	55	29	84	158	158	148↑
Column Comparisons			-					-	-	-	-

SM4 - What did you buy in the last month on these social media and/ or video sites or apps? [MULTI]		Spent Money		SM purchase category				Feelings about SM purchase				Gaming Method
		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
Something else	% within column	4%		1%↓	0%↓	1%↓	0%↓	3%	4%	2%↓	5%	6%
	N Count	26		4↓	0↓	1↓	0↓	8	25	8↓	26	25
	Column Comparisons	-										
Don't know	% within column	4%		0%↓	0%↓	0%↓	0%↓	0%↓	0%↓	0%↓	0%↓	5%
	N Count	26		0↓	0↓	0↓	0↓	0↓	0↓	0↓	0↓	20
	Column Comparisons	-		-	-	-	-	-	-	-	-	
NET: Any	% within column	96%		100%↑	100%↑	100%↑	100%↑	100%↑	100%↑	100%↑	100%↑	95%
	N Count	578		429↑	153↑	216↑	158↑	314↑	556↑	378↑	565↑	412
	Column Comparisons	-		-	-	-	-	-	-	-	-	
NET: Gift	% within column	24%↑		11%↓	28%	22%	100%↑	33%↑	23%	31%↑	23%↑	18%
	N Count	148↑		48↓	42	48	158↑	104↑	126	118↑	130↑	78
	Column Comparisons	-			a	a	a b c	b d		b 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

SM4 - What did you buy in the last month on these social media and/ or video sites or apps? [MULTI]

		Gaming Method				Gaming Type						
		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
Something else	% within column	3%	6%	6%	5%	3%	6%	3%	1%↓	7%	7%	5%
	N Count	7	28	15	37	8	18	7	3↓	19	25	10
	Column Comparisons				-							
Don't know	% within column	5%	3%↓	4%	5%	1%↓	4%	4%	3%	4%	5%	2%
	N Count	11	16↓	12	35	4↓	11	9	5	11	18	4
	Column Comparisons				-							
NET: Any	% within column	95%	97%↑	96%	95%	99%↑	96%	96%	97%	96%	95%	98%
	N Count	209	475↑	266	720	261↑	264	221	198	276	345	224
	Column Comparisons				-							
NET: Gift	% within column	27%↑	18%↓	19%	21%	22%	25%	26%↑	26%	22%	17%	30%↑
	N Count	60↑	86↓	52	157	58	68	61↑	52	63	63	68↑
	Column Comparisons	a c d			-		f	f	f			f

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)

SM4 - What did you buy in the last month on these social media and/ or video sites or apps? [MULTI]		Gaming Type						Gaming Frequency		Gaming Purchase Type		
		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: Game expansion	Loot boxes/ packs/ chests/ bundles
Something else	% within column	2%	5%	3%	4%	1%↓	5%	5%	3%	4%	3%	1%
	N Count	2	7	9	4	1↓	21	32	5	13	5	1
	Column Comparisons						-					
Don't know	% within column	3%	3%	2%↓	3%	4%	4%	4%	4%	5%	4%	4%
	N Count	4	4	4↓	3	5	16	24	6	14	8	4
	Column Comparisons						-					
NET: Any	% within column	97%	97%	98%↑	97%	96%	96%	96%	96%	95%	96%	96%
	N Count	119	137	258↑	102	123	376	564	133	289	174	92
	Column Comparisons						-					
NET: Gift	% within column	37%↑	34%↑	25%	36%↑	27%	22%	22%	18%	27%	33%↑	33%
	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	-					

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)

SM4 - What did you buy in the last month on these social media and/ or video sites or apps? [MULTI]		Gaming Purchase Type					Feelings about Gaming Purchase					
		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 money in games
Something else	% within column	4%	3%	0%↓	0%	3%	2%↓	4%	1%↓	5%	3%	2%↓
	N Count	8	3	0↓	0	4	4↓	17	3↓	20	14	7↓
	Column Comparisons											
Don't know	% within column	4%	2%	1%	2%	4%	3%	3%↓	3%	3%	4%	3%
	N Count	8	2	2	2	4	8	12↓	9	15	15	8
	Column Comparisons											
NET: Any	% within column	96%	98%	99%	98%	96%	97%	97%↑	97%	97%	96%	97%
	N Count	204	92	168	91	116	248	426↑	316	417	389	303
	Column Comparisons											
NET: Gift	% within column	24%	35%	25%	37%↑	31%	35%↑	25%↑	33%↑	26%↑	26%↑	30%↑
	N Count	51	33	42	34↑	37	89↑	112↑	108↑	113↑	104↑	93↑
	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 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)

SM4B&C - 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 spend ... [SINGLE]

BANNER

		Total	Gender of child respondent		Age of child respondent				NET: 8-12	NET: 13-17	Age and gender of child respondent								NET: Male 8-12	NET: Female 8-12
			Male	Female	8-9	10-12	13-15	16-17			Male 8-9	Female 8-9	Male 10-12	Female 10-12	Male 13-15	Female 13-15	Male 16-17	Female 16-17		
Weighted Base	% within column	731	342	389	128	210	254	139	338	393	61	67	99	112	114	140	69	77	159	178
	N Count																			
	Column Comparisons																			
Unweighted Base	% within column	766	351	415	132	212	258	164	344	422	63	69	100	112	114	144	74	100	163	181
	N Count																			
	Column Comparisons																			
Column Names	% within column	a	a	b	a	b	c	d	e	f	a	b	c	d	e	f	g	h	i	j
	N Count																			
	Column Comparisons																			
A few times a year	% within column	44%	44%	43%	44%	39%	48%	42%	41%	46%			37%	40%	51%	45%		45%	39%	42%
	N Count	318	151	167	57	81	121	59	138	181			37	44	58	63		35	63	75
	Column Comparisons	-							-	-									-	-
Every month	% within column	38%	36%	39%	29%	41%	38%	40%	36%	39%			41%	40%	34%	41%		40%	36%	36%
	N Count	274	123	151	37	85	96	56	123	152			40	45	38	58		31	58	64
	Column Comparisons	-							-	-									-	-
Every week	% within column	13%	14%	12%	19%	12%	10%	15%	15%	12%			14%	10%	11%	10%		13%	16%	13%
	N Count	96	48	48	24	25	27	20	49	47			14	11	12	15		10	25	24
	Column Comparisons	-							-	-									-	-
More than once a week	% within column	4%	4%	4%	5%	5%	3%	1%	5%	2%			4%	6%	3%	2%		1%	5%	5%
	N Count	26	12	14	6	11	7	2	17	9			4	7	4	3		1	8	9
	Column Comparisons	-							-	-									-	-
Don't know	% within column	2%	2%	2%	3%	4%	1%	2%	3%	1%			4%	4%	1%	1%		1%	3%	3%
	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.; 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)

SM4B&C - 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 spend ... [SINGLE]

		Age and gender of child respondent		Urban/ Rural		Working status				D3 - Social grade						Financial wellbeing			Ethnicity	
		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	Gett-ing by	Strugg-ling	Whit...	NET: All oth-er Ethnic-ities
Weighted Base	% within column	183	216	667	64	534	105	35	54	279	158	172	122	437	294	203	337	188	556	165
	N Count																			
	Column Comparisons																			
Unweighted Base	% within column	188	242	699	67	576	96	39	52	394	136	126	110	530	236	236	347	181	585	169
	N Count																			
	Column Comparisons																			
Column Names	% within column	k	l	a	b	a	b	c	d	a	b	c	d	e	f	a	b	c	a	b
	N Count																			
	Column Comparisons																			
A few times a year	% within column	48%	45%	43%		42%				42%	48%	40%	48%	44%	43%	39%	46%	45%	40%↓	54%↑
	N Count	88	98	287		222				116	75	68	58	191	127	79	154	84	224↓	89↑
	Column Comparisons	-	-											-	-					a
Every month	% within column	35%	41%	38%		38%				37%	37%	43%	31%	37%	38%	38%	37%	39%	40%	29%
	N Count	65	88	254		202				103	59	74	38	162	112	77	125	73	224	47
	Column Comparisons	-	-											-	-					b
Every week	% within column	12%	11%	13%		15%				15%	9%	12%	16%	13%	14%	15%	14%	10%	13%	13%
	N Count	23	24	89		78				41	15	21	19	56	40	31	46	18	74	21
	Column Comparisons	-	-											-	-					
More than once a week	% within column	3%	2%	4%		4%				6%	4%	0%↓	3%	5%	1%	7%	2%	3%	4%	2%
	N Count	5	4	25		21				17	6	0↓	4	23	4	14	7	6	21	4
	Column Comparisons	-	-							c				-	-	b				
Don't know	% within column	2%	1%	2%		2%				1%	2%	5%	2%	1%	4%	1%	2%	4%	2%	2%
	N Count	3	2	11		11				2	4	8	3	5	11	3	6	7	13	3
	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.; 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)

SM4B&C - 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 spend ... [SINGLE]

		Child identified need/ impacting condition				Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits		Parental Controls		Parental Concern			Time Spent Online (Weekday)			
		Neur...	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	NET: Has Parental Controls	No Controls	Not Concerned	A little Concerned	NET: Very Concerned (Mod...)	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	a	b	c	d	a	b	a	b	a	b	a	b	a	b	c	a	b	c	d
A few times a year				41%	45%	47%	46%		44%	41%	46%	43%		52%	43%	38%	58%↑	38%	39%	
				82	232	50	120		289	146	158	284		101	99	117	101↑	139	55	
				-	-									c			b c			
Every month				39%	37%	38%	40%		38%	39%	36%	38%		37%	35%	40%	32%	43%	36%	
				78	193	40	103		252	141	123	250		71	80	122	56	155	51	
				-	-													d		
Every week				12%	14%	10%	12%		13%	13%	13%	13%		9%	15%	14%	6%↓	13%	16%	
				25	71	11	31		84	47	45	85		17	35	42	10↓	48	23	
				-	-												a	a	a	
More than once a week				4%	4%	2%	2%		3%	4%	3%	4%		1%	3%	6%	1%	4%	5%	
				7	18	2	4		23	14	11	25		2	7	17	1	15	7	
				-	-											a				
Don't know				4%	1%	3%	1%		2%	3%	1%	2%		2%	3%	2%	3%	2%	3%	
				9	7	3	2		15	9	4	15		3	8	5	5	6	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 = 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 3 of 12

SM4B&C - 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 spend … [SINGLE]		Time Spent Online (Weekday) NET: 5 + Hours	Time Spent Online (Weekend) 0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6 hrs	NET: 5 + Hours	Spent Money — 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	SM purchase category — Product	Activity	Subs… Upgrade	NET: Gift	Feelings about SM purchase — 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	192	69	231	233	195	428	731	731	578	578	0	429	153	216	158	314	556	378	565
	N Count																			
	Column Comparisons																			
Unweighted Base	% within column	209	69	242	249	203	452	766	766	608	608	0	450	165	226	171	329	585	402	596
	N Count																			
	Column Comparisons																			
Column Names	% within column	e	a	b	c	d	e	a	b	c	d	e	a	b	c	d	a	b	c	d
	N Count																			
	Column Comparisons																			
A few times a year	% within column	41%		46%	43%	40%	42%	44%	44%	40%↓	40%↓		47%	30%↓	35%↓	33%↓	40%	42%	35%↓	43%
	N Count	79		106	101	77	179	318	318	229↓	229↓		199	46↓	75↓	52↓	127	232	133↓	241
	Column Comparisons	-					-	-	-	-	-		b c d							
Every month	% within column	32%		39%	37%	36%	36%	38%	38%	41%↑	41%↑		37%	43%	41%	41%	37%	38%	42%	37%
	N Count	62		90	86	70	156	274	274	234↑	234↑		158	66	88	65	115	210	159	211
	Column Comparisons	-					-	-	-	-	-								a	
Every week	% within column	19%		10%	14%	18%	16%	13%	13%	14%	14%		12%	20%	17%	17%	17%	14%	15%	14%
	N Count	37		23	33	34	67	96	96	82	82		53	30	36	27	52	79	58	79
	Column Comparisons	-					-	-	-	-	-									
More than once a week	% within column	5%		3%	4%	4%	4%	4%	4%	4%	4%		2%	5%	6%	9%↑	5%	4%	6%↑	4%
	N Count	10		6	10	8	17	26	26	25	25		10	8	13	14↑	14	24	22↑	24
	Column Comparisons	-					-	-	-	-	-			a	a	a				

SM4B&C - 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 spend ... [SINGLE]

		Gaming Method					Gaming Type													Gaming Frequency
		Games console or games player	Desk-top comp-uter, laptop or net-book	Mobile phone or smart-phone	Tablet	NET: Any Gami-ng	Puzzles or quizzes	Action / adve-nture	Shoot-ers	Playing against one other person	Playing against multi-ple people / tea-ms	Creat-ive and build-ing ga-mes	Playing in a virtual worlds	Simul-ation experi-ence	Fitness and dance	Sports	Intera-ctive stories	Make-overs	NET: Playing against other people	NET: Daily
Weighted Base	% within column	412	209	475	266	720	261	264	221	198	276	345	224	119	137	258	102	123	376	564
	N Count																			
	Column Comparisons																			
Unweighted Base	% within column	436	230	500	278	755	276	294	248	212	292	351	241	138	148	280	115	130	397	592
	N Count																			
	Column Comparisons																			
Column Names	% within column	a	b	c	d	e	a	b	c	d	e	f	g	h	i	j	k	l	m	a
	N Count																			
	Column Comparisons																			
A few times a year	% within column	42%	42%	45%	46%	43%	49%	39%	37%	41%	41%	47%	40%	37%	40%	41%	37%	40%	42%	42%
	N Count	172	88	215	121	311	129	103	83	82	113	163	90	44	55	106	38	50	159	239
	Column Comparisons					-														-
Every month	% within column	39%	34%	37%	38%	38%	36%	39%	39%	34%	41%	37%	40%	41%	35%	39%	39%	40%	39%	39%
	N Count	161	72	178	101	273	94	103	87	67	114	127	88	49	48	102	40	49	149	221
	Column Comparisons					-														-
Every week	% within column	13%	14%	12%	11%	13%	11%	17%	14%	19%	14%	11%	14%	17%	16%	13%	18%	11%	14%	13%
	N Count	55	29	58	28	95	28	44	32	37	38	39	31	20	22	35	18	14	52	74
	Column Comparisons					-														-
More than once a week	% within column	4%	7%↑	3%	3%	4%	3%	5%	7%↑	5%	3%	3%	5%	4%	7%	4%	5%	5%	4%	4%
	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			-														-

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 5 of 12

BANNER

SM4B&C - 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 spend … [SINGLE]		Gaming Frequency	Gaming Purchase Type								Feelings about Gaming Purchase					
		Week-ly	NET: Chara-cter, skins, weap-ons, armo-ur, to-ols	NET: Game expan-sion	Loot boxes/ packs/ chests/ bund-les	In-game money	A stan-dard version of the game	A subscr-iption	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	133	289	174	92	204	92	168	91	116	248	426	316	417	389	303
	N Count															
	Column Comparisons															
Unweighted Base	% within column	141	317	191	101	208	101	187	102	128	266	448	335	443	405	324
	N Count															
	Column Comparisons															
Column Names	% within column	b	a	b	c	d	e	f	g	h	a	b	c	d	e	f
	N Count															
	Column Comparisons															
A few times a year	% within column	49%	36%	38%	38%	35%	37%	34%	30%	30%	35%↓	39%	37%↓	36%↓	39%	35%↓
	N Count	65	105	67	35	71	34	58	27	35	87↓	166	116↓	152↓	152	106↓
	Column Comparisons															
Every month	% within column	35%	42%	37%	35%	42%	38%	42%	36%	48%	40%	39%	41%	42%	43%	41%
	N Count	47	120	64	33	85	35	71	33	55	99	167	129	173	166	125
	Column Comparisons															
Every week	% within column	11%	17%	18%	16%	16%	18%	14%	26%↑	17%	17%	16%	15%	16%	12%	17%
	N Count	14	49	32	15	34	16	24	23↑	19	42	66	48	65	48	53
	Column Comparisons															e
More than once a week	% within column	1%	4%	6%	11%↑	6%	7%	8%↑	8%	5%	7%↑	5%↑	6%↑	5%	4%	5%
	N Count	1	13	10	10↑	12	7	14↑	7	6	17↑	22↑	20↑	21	17	14
	Column Comparisons															

SM4B&C - 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 spend ... [SINGLE]

		Total	Gender of child respondent		Age of child respondent						Age and gender of child respondent									
			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	Female 13-15	Male 16-17	Female 16-17	NET: Male 8-12	NET: Female 8-12
Don't know	% within column	2%	2%	2%	3%	4%	1%	2%	3%	1%			4%	4%	1%	1%		1%	3%	3%
	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.; 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

SM4B&C - 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 spend ... [SINGLE]		Age and gender of child respondent		Urban/ Rural		Working status				D3 - Social grade						Financial wellbeing			Ethnicity	
		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	Gett-ing by	Strugg-ling	Whit...	NET: All oth-er Ethnic-ities
Don't know	% within column	2%	1%	2%		2%				1%	2%	5%	2%	1%	4%	1%	2%	4%	2%	2%
	N Count	3	2	11		11				2	4	8	3	5	11	3	6	7	13	3
	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.; 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

SM4B&C - 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 spend ... [SINGLE]	Child identified need/ impacting condition				Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits		Parental Controls		Parental Concern			Time Spent Online (Weekday)			
	Neur...	Mental Health	NET: Identified need/ condi-tion	NET: No identi-fied need/ condi-tion	NET: Yes	No	Has an EHCP	Don't have an EHCP	NET: House-hold recei-ves Benef-its	No Benef-its	NET: Has Paren-tal Contr-ols	No Contr-ols	Not Conce-rned	A little Conce-rned	NET: Mod... Very Conce-rned	0 - 2hrs	3 - 4hrs	5 - 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	
			-	-															

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)

SM4B&C - 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 spend … [SINGLE]		Time Spent Online (Week-day)	Time Spent Online (Weekend)					Spent Money					SM purchase category				Feelings about SM purchase			
		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	Bought something from both	Not bought from either	Prod-uct	Activ-ity	Subs... 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
Don't know	% within column	3%		3%	2%	3%	2%	2%	2%	1%	1%		2%	2%	2%	0%	2%	2%	1%	2%
	N Count	5		6	4	6	10	16	16	8	8		8	3	4	1	6	10	5	11
	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)

Part 10 of 12

SM4B&C - 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 spend ... [SINGLE]

		Gaming Method					Gaming Type													Gaming Frequency
		Games console or games player	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	Simulation experience	Fitness and dance	Sports	Interactive stories	Makeovers	NET: Playing against other people	NET: Daily
Don't know	% within column	2%	3%	1%	3%	2%	1%	0%	2%	1%	1%	1%	1%	1%	2%	2%	0%	3%	1%	1%
	N Count	7	6	7	8	16	2	1	4	2	2	4	3	1	3	6	0	4	3	8
	Column Comparisons				c	-														-

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

SM4B&C - 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 spend ... [SINGLE]		Gaming Frequency	Gaming Purchase Type								Feelings about Gaming Purchase					
		Week-ly	NET: Chara-cter, skins, weap-ons, armo-ur, to-ols	NET: Game expan-sion	Loot boxes/ packs/ chests/ bund-les	In-game money	A stan-dard version of the game	A subscr-iption	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
Don't know	% within column	4%	1%	1%	0%	1%	0%	1%	0%	0%	1%	1%	1%	1%	2%	1%
	N Count	6	2	1	0	2	0	2	0	0	3	4	3	6	6	4
	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.; 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 12

Please complete the following sentence about when you buy things from social media or video sites/ apps. When I buy things online, I usually spend them		Total	Gender of child respon-dent		Age of child respondent						Age and gender of child respondent									
			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	Female 13-15	Male 16-17	Female 16-17	NET: Male 8-12	NET: Female 8-12
Weighted Base	% within column	731	342	389	128	210	254	139	338	393	61	67	99	112	114	140	69	77	159	178
	N Count																			
	Column Comparisons																			
Unweighted Base	% within column	766	351	415	132	212	258	164	344	422	63	69	100	112	114	144	74	100	163	181
	N Count																			
	Column Comparisons																			
Column Names	% within column	a	a	b	a	b	c	d	e	f	a	b	c	d	e	f	g	h	i	j
	N Count																			
	Column Comparisons																			
a little bit of money	% within column	54%	50%	57%	44%	54%	59%	53%	50%	57%			49%	59%	56%	61%		59%	46%	54%
	N Count	394	172	222	56	114	149	74	170	224			48	66	64	85		46	74	96
	Column Comparisons	-					a		-	-									-	-
a medium about of money	% within column	36%	38%	34%	40%	34%	33%	40%	36%	36%			37%	32%	32%	35%		32%	39%	34%
	N Count	263	130	133	51	72	85	56	122	141			37	35	36	49		25	62	60
	Column Comparisons	-							-	-									-	-
a lot of money	% within column	7%	9%	6%	11%	8%	6%	6%	9%	6%			8%	7%	10%	3%		7%	10%	8%
	N Count	53	30	24	14	16	15	8	30	23			8	8	11	4		5	16	14
	Column Comparisons	-							-	-									-	-
don't know	% within column	3%	3%	3%	5%	4%	2%	1%	4%	1%			6%	2%	2%	1%		1%	5%	4%
	N Count	20	10	10	7	8	4	1	15	5			6	2	3	2		1	7	8
	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)

Part 1 of 6

Please complete the following sentence about when you buy things from social media or video sites/ apps. When I buy things online, I usually spend them		Age and gender of child respondent		Urban/ Rural		Working status				D3 - Social grade						Financial wellbeing			Ethnicity	
		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	Gett-ing by	Strugg-ling	Whit...	NET: All oth-er Ethnic-ities
Weighted Base	% within column	183	216	667	64	534	105	35	54	279	158	172	122	437	294	203	337	188	556	165
	N Count																			
	Column Comparisons																			
Unweighted Base	% within column	188	242	699	67	576	96	39	52	394	136	126	110	530	236	236	347	181	585	169
	N Count																			
	Column Comparisons																			
Column Names	% within column	k	l	a	b	a	b	c	d	a	b	c	d	e	f	a	b	c	a	b
	N Count																			
	Column Comparisons																			
a little bit of money	% within column	54%	60%	53%		56%				49%	53%	59%	58%	51%	59%	52%	52%	60%	53%	56%
	N Count	99	130	354		297				137	84	102	71	221	173	105	175	112	297	92
	Column Comparisons	-	-											-	-					
a medium about of money	% within column	37%	34%	36%		34%				40%	37%	32%	33%	39%	32%	35%	39%	31%	36%	36%
	N Count	68	74	242		184				111	58	54	41	169	95	71	133	58	201	59
	Column Comparisons	-	-											-	-					
a lot of money	% within column	7%	4%	8%		7%				10%	6%	4%	8%	9%	5%	11%	6%	6%	7%	6%
	N Count	13	10	53		40				28	10	6	10	37	16	22	20	11	41	10
	Column Comparisons	-	-	b										-	-					
don't know	% within column	1%	1%	3%		3%				1%	4%	5%	1%	2%	3%	2%	3%	4%	3%	2%
	N Count	3	3	18		14				4	6	9	1	10	10	4	9	7	17	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 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 2 of 6

BANNER

	Child identified need/ impacting condition				Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits		Parental Controls		Parental Concern			Time Spent Online (Weekday)			
Please complete the following sentence about when you buy things from social media or video sites/ apps. When I buy things online, I usually spend them	Neur...	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	NET: Has Parental Controls	No Controls	Not Concerned	A little Concerned	NET: Mod... Very Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs	6+ hrs
Weighted Base — % within column	50	45	200	521	107	259	68	663	357	342	659	71	194	230	303	173	363	141	52
Unweighted Base — % within column	46	45	199	556	111	282	71	695	364	370	691	74	194	246	323	178	376	151	58
Column Names — % within column	a	b	c	d	a	b	a	b	a	b	a	b	a	b	c	a	b	c	d
a little bit of money — %			49%	56%	48%	59%		56%↑	49%	59%	54%		69%↑	51%	46%↓	66%↑	54%	44%	
a little bit of money — N			97	292	51	154		369↑	175	202	356		134↑	118	140↓	113↑	195	63	
a little bit of money — Column Comparisons			-	-				a		a			b c			b c d			
a medium about of money — %			34%	37%	38%	36%		35%	38%	34%	36%		28%	36%	41%	28%	38%	39%	
a medium about of money — N			69	192	40	94		233	135	117	235		55	84	123	49	138	55	
a medium about of money — Column Comparisons			-	-											a				
a lot of money — %			11%	6%	9%	4%		7%	10%	5%	7%		1%↓	10%	9%	3%	6%	13%↑	
a lot of money — N			22	30	10	10		44	34	17	48		3↓	23	28	5	22	19↑	
a lot of money — Column Comparisons			-	-	b			b						a	a			a b	
don't know — %			6%	2%↓	4%↑	0%↓		3%	4%	2%	3%		1%	2%	4%	3%	2%	3%	
don't know — N			12	8↓	5↑	1↓		18	13	6	20		3	5	12	6	9	4	
don't know — Column Comparisons			-	-	b														

		Time Spent Online (Weekday)	Time Spent Online (Weekend)					Spent Money					SM purchase category				Feelings about SM purchase			
Please complete the following sentence about when you buy things from social media or video sites/ apps. When I buy things online, I usually spend them		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	Bought something from both	Not bought from either	Product	Activity	Subs... Upgrade	NET: Gift	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	192	69	231	233	195	428	731	731	578	578	0	429	153	216	158	314	556	378	565
	N Count																			
	Column Comparisons																			
Unweighted Base	% within column	209	69	242	249	203	452	766	766	608	608	0	450	165	226	171	329	585	402	596
	N Count																			
	Column Comparisons																			
Column Names	% within column	e	a	b	c	d	e	a	b	c	d	e	a	b	c	d	a	b	c	d
	N Count																			
	Column Comparisons																			
a little bit of money	% within column	44%↓		56%	46%	57%	51%	54%	54%	51%↓	51%↓		54%	47%	47%	44%	47%↓	52%	48%↓	53%
	N Count	85↓		128	108	111	220	394	394	292↓	292↓		232	72	101	70	147↓	289	183↓	301
	Column Comparisons	-					-	-	-	-	-									a c
a medium about of money	% within column	40%		34%	42%	33%	38%	36%	36%	38%	38%		37%	38%	41%	36%	39%	38%	39%	38%
	N Count	76		80	98	65	163	263	263	221	221		158	58	88	57	121	209	147	212
	Column Comparisons	-					-	-	-	-	-									
a lot of money	% within column	13%↑		7%	9%	6%	8%	7%	7%	9%↑	9%↑		6%	14%↑	11%	16%↑	11%↑	8%	10%↑	8%
	N Count	26↑		16	22	12	33	53	53	50↑	50↑		27	21↑	24	25↑	36↑	43	39↑	43
	Column Comparisons	-					-	-	-	-	-			a		a				
don't know	% within column	3%		3%	2%	3%	3%	3%	3%	3%	3%		3%	1%	2%	3%	3%	3%	2%	2%↓
	N Count	6		7	5	7	12	20	20	15	15		13	2	3	5	10	14	9	9↓
	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 = 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 4 of 6

Please complete the following sentence about when you buy things from social media or video sites/ apps. When I buy things online, I usually spend them		Gaming Method					Gaming Type													Gaming Frequency
		Games console or games player	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	Simulation experience	Fitness and dance	Sports	Interactive stories	Makeovers	NET: Playing against other people	NET: Daily
Weighted Base	% within column	412	209	475	266	720	261	264	221	198	276	345	224	119	137	258	102	123	376	564
	N Count																			
	Column Comparisons																			
Unweighted Base	% within column	436	230	500	278	755	276	294	248	212	292	351	241	138	148	280	115	130	397	592
	N Count																			
	Column Comparisons																			
Column Names	% within column	a	b	c	d	e	a	b	c	d	e	f	g	h	i	j	k	l	m	a
	N Count																			
	Column Comparisons																			
a little bit of money	% within column	52%	53%	56%	59%	54%	60%	51%	47%	49%	54%	55%	51%	49%	43%	52%	43%	52%	53%	53%
	N Count	215	111	265	156	387	155	135	105	97	149	190	115	58	59	134	44	63	200	299
	Column Comparisons					-	c i k													-
a medium about of money	% within column	38%	33%	38%	34%	36%	34%	39%	40%	36%	36%	35%	39%	39%	42%	38%	45%	38%	36%	37%
	N Count	155	70	179	90	260	89	103	87	72	101	122	88	46	57	98	46	46	134	208
	Column Comparisons			b		-														-
a lot of money	% within column	8%	11%	5%↓	5%	7%	5%	9%	11%	11%	8%	7%	9%	10%	14%↑	7%	12%	7%	9%	8%
	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			-				a	a				a					-
don't know	% within column	2%	3%	2%	3%	3%	1%	1%	2%	3%	2%	2%	1%	2%	2%	3%	0%	4%	3%	3%
	N Count	8	6	8	7	20	4	2	5	6	5	8	2	3	2	8	0	5	11	14
	Column Comparisons					-					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.; 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)

Please complete the following sentence about when you buy things from social media or video sites/ apps. When I buy things online, I usually spend them		Gaming Frequency	Gaming Purchase Type								Feelings about Gaming Purchase					
		Weekly	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	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	133	289	174	92	204	92	168	91	116	248	426	316	417	389	303
	N Count															
	Column Comparisons															
Unweighted Base	% within column	141	317	191	101	208	101	187	102	128	266	448	335	443	405	324
	N Count															
	Column Comparisons															
Column Names	% within column	b	a	b	c	d	e	f	g	h	a	b	c	d	e	f
	N Count															
	Column Comparisons															
a little bit of money	% within column	59%	51%	44%	38%	52%	39%	48%	40%	37%↓	48%	49%↓	47%↓	48%↓	51%	48%
	N Count	78	147	76	35	106	36	81	36	42↓	118	210↓	148↓	202↓	199	145
	Column Comparisons															
a medium about of money	% within column	33%	36%	41%	39%	38%	44%	42%	49%	52%↑	37%	40%	39%	40%	37%	40%
	N Count	44	105	71	36	77	41	71	45	60↑	91	168	122	167	146	122
	Column Comparisons															
a lot of money	% within column	4%	11%	13%	21%↑	8%	13%	9%	10%	8%	13%↑	9%	12%↑	9%	8%	10%
	N Count	6	31	22	19↑	17	12	14	9	9	33↑	39	38↑	37	33	30
	Column Comparisons				d f h											
don't know	% within column	4%	2%	3%	2%	2%	3%	1%	1%	4%	2%	2%	3%	3%	3%	2%
	N Count	5	6	5	2	4	3	2	1	5	6	9	8	11	11	5
	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	Row Population
			SM4D - Roughly how much do you think you spent on these things in the last month? [SINGLE]							
A product (e.g. clothes, make-up, toys, jewellery)	% within row	18%↓	38%↑	26%	11%	4%	2%	0%		
	Column Comparisons	d e f g	a c d e f g	a d e f g	e f g	f g	g		39.3↑	429
	N Count	79↓	164↑	110	46	19	8	2		
An activity (e.g. cinema, restaurants, theme parks)	% within row	15%↓	35%	29%	17%	3%	0%	1%		
	Column Comparisons	e f g	a d e f g	a d e f g	e f g				37.8	153
	N Count	23↓	53	45	26	5	1	1		
A subscription or upgraded/ premium account (e.g. Snapchat+)	% within row	34%	34%	17%	10%	2%	2%	1%		
	Column Comparisons	c d e f g	c d e f g	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
I donated to/gifted another account items (e.g. in-app jewels or coins)	% within row	24%	23%	23%	19%	7%	2%	2%		
	Column Comparisons	e f g	e f g	e f g	f g				45.3	96
	N Count	23	22	22	18	7	2	1		
Other items									16.5	37

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)

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)

		Total	Gender of child respondent — Male	Gender of child respondent — 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	Female 13-15	Male 16-17	Female 16-17	NET: Male 8-12	NET: Female 8-12	NET: Male 13-17
Weighted Base	% within column	429	175	254	67	112	155	94	179	250	27	40	45	67	63	92	40	58	72	107	102
	N Count																				
	Column Comparisons																				
Unweighted Base	% within column	450	179	271	66	114	159	111	180	270	27	39	48	66	64	95	40	76	75	105	104
	N Count																				
	Column Comparisons																				
Column Names	% within column	a	a	b	a	b	c	d	e	f	a	b	c	d	e	f	g	h	i	j	k
	N Count																				
	Column Comparisons																				
£1-10 (£5)	% within column	18%	17%	19%		21%	15%	20%	21%	17%										22%	16%
	N Count	79	30	49		23	23	19	38	41										24	16
	Column Comparisons	-							-	-										-	-
£11-25 (£18)	% within column	38%	29%	45%		37%	44%	32%	37%	39%										45%	30%
	N Count	164	50	114		42	68	30	67	97										48	31
	Column Comparisons	-		a					-	-										-	-
£26-50 (£38)	% within column	26%	32%	22%		25%	24%	31%	24%	27%										23%	36%
	N Count	110	55	55		28	38	29	43	67										24	37
	Column Comparisons	-	b						-	-										-	-
£51-100 (£75.5)	% within column	11%	11%	10%		7%	11%	12%	10%	11%										8%	11%
	N Count	46	20	26		8	17	11	18	28										9	11
	Column Comparisons	-							-	-										-	-
£101-£200 (£150.5)	% within column	4%	6%	3%		6%	6%	2%	5%	4%										2%	5%
	N Count	19	11	8		6	9	2	8	11										2	5
	Column Comparisons	-							-	-										-	-
£201+ (£351.5)	% within column	2%	4%	1%		3%	0%	4%	2%	2%										0%	2%
	N Count	8	6	2		3	1	3	4	4										0	2
	Column Comparisons	-	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 = 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, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

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)

		Age and gender of child respondent	Urban/ Rural		Working status				D3 - Social grade						Financial wellbeing			Ethnicity		Child identified need/ impacting condition	
		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	Gett-ing by	Strugg-ling	Whit...	NET: All oth-er Ethnic-ities	Neur...	Mental Health
Weighted Base	% within column	150	387	41	312	58	25	31	163	95	106	65	258	171	116	196	116	324	98	35	35
	N Count																				
	Column Comparisons																				
Unweighted Base	% within column	170	405	45	333	55	28	31	232	81	78	59	313	137	133	206	110	342	101	33	34
	N Count																				
	Column Comparisons																				
Column Names	% within column	l	a	b	a	b	c	d	a	b	c	d	e	f	a	b	c	a	b	a	b
	N Count																				
	Column Comparisons																				
£1-10 (£5)	% within column	17%	18%		18%				16%				17%	21%	24%	13%	21%	19%	16%		
	N Count	26	68		57				26				43	36	28	26	25	62	15		
	Column Comparisons	-	-										-	-							
£11-25 (£18)	% within column	45%	38%		38%				31%				37%	40%	24%↓	46%	40%	37%	41%		
	N Count	68	147		119				50				96	68	27↓	89	46	121	40		
	Column Comparisons	-	-										-	-		a	a				
£26-50 (£38)	% within column	21%	26%		26%				28%				26%	25%	25%	28%	22%	24%	32%		
	N Count	31	101		82				45				67	43	29	55	26	78	32		
	Column Comparisons	-	-										-	-							
£51-100 (£75.5)	% within column	12%	11%		11%				13%				12%	9%	16%	10%	8%	12%	7%		
	N Count	17	44		35				22				31	15	19	19	9	38	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 = 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, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

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)

		Child identified need/ impacting condition		Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits		Parental Controls		Parental Concern			Time Spent Online (Weekday)					Time Spent Online (Weekend)	
		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	Not Concerned	A little Concerned	NET: Mod... Very Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs	6+ hrs	NET: 5 + Hours	0 - 2hrs	3 - 4hrs
Weighted Base	% within column / N Count / Column Comparisons	116	307	66	167	41	388	205	208	377	52	128	132	167	104	210	78	35	113	37	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	c	d	a	b	a	b	a	b	a	b	a	b	c	a	b	c	d	e	a	b
£1-10 (£5)	% within column	20%	18%		17%		19%	18%	18%	17%		28%	13%	15%	31%↑	17%			9%		21%
	N Count	24	54		28		75	36	36	66		36	17	26	32↑	35			11		25
	Column Comparisons	-	-				-					b c			b c						-
£11-25 (£18)	% within column	36%	39%		39%		38%	34%	43%	39%		37%	41%	37%	40%	38%			37%		41%
	N Count	42	119		65		147	70	90	148		47	55	62	41	81			41		50
	Column Comparisons	-	-				-														-
£26-50 (£38)	% within column	23%	27%		29%		25%	26%	26%	26%		23%	26%	27%	22%	27%			27%		24%
	N Count	27	83		49		98	53	54	99		29	34	46	23	56			31		29
	Column Comparisons	-	-				-														-
£51-100 (£75.5)	% within column	14%	10%		8%		11%	13%	9%	11%		7%	14%	11%	5%	12%			14%		8%
	N Count	16	30		14		42	27	19	41		9	18	19	5	26			15		10
	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 = 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, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 3 of 12

BANNER

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)

		Time Spent Online (Weekend)			Spent Money					SM purchase category				Feelings about SM purchase				Gaming Method			
		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	Subs... 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	145	122	268	429	429	309	309	0	429	70	77	48	150	328	201	339	261	126	303	169
	N Count																				
	Column Comparisons																				
Unweighted Base	% within column	157	130	287	450	450	325	325	0	450	74	81	53	158	346	218	355	278	136	319	176
	N Count																				
	Column Comparisons																				
Column Names	% within column	c	d	e	a	b	c	d	e	a	b	c	d	a	b	c	d	a	b	c	d
	N Count																				
	Column Comparisons																				
£1-10 (£5)	% within column	17%	13%	15%	18%	18%	13%↓	13%↓		18%				18%	18%	17%	18%	15%	16%	18%	18%
	N Count	24	16	40	79	79	40↓	40↓		79				28	60	35	62	40	20	55	30
	Column Comparisons			-	-	-	-	-		-				-							
£11-25 (£18)	% within column	34%	41%	37%	38%	38%	38%	38%		38%				30%	39%	34%	38%	38%	29%	38%	41%
	N Count	49	50	99	164	164	117	117		164				45	128	68	129	99	36	115	69
	Column Comparisons			-	-	-	-	-		-				-							
£26-50 (£38)	% within column	33%	21%	28%	26%	26%	28%	28%		26%				26%	25%	26%	26%	25%	23%	27%	26%
	N Count	47	26	74	110	110	87	87		110				40	82	53	90	65	29	83	44
	Column Comparisons			-	-	-	-	-		-				-							
£51-100 (£75.5)	% within column	13%	13%	13%	11%	11%	13%	13%		11%				14%	11%	15%	10%	13%	18%	11%	11%
	N Count	19	16	35	46	46	41	41		46				21	37	30	34	34	23	34	19
	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 = 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, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 4 of 12

BANNER

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)		Gaming Method	Gaming Type														Gaming Frequency		Gaming Purchase Type			
		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	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	422	167	149	136	130	164	230	130	67	86	158	65	79	227	327	84	172	99	51	115
	N Count																				
	Column Comparisons																				
Unweighted Base	% within column	443	174	168	156	139	174	234	140	80	94	170	75	83	241	345	88	189	111	56	119
	N Count																				
	Column Comparisons																				
Column Names	% within column	e	a	b	c	d	e	f	g	h	i	j	k	l	m	a	b	a	b	c	d
	N Count																				
	Column Comparisons																				
£1-10 (£5)	% within column	18%	16%	13%	12%	14%	14%	17%	12%			13%			15%	16%		12%	11%		16%
	N Count	76	27	20	16	18	23	39	16			20			34	52		21	11		19
	Column Comparisons	-													-						
£11-25 (£18)	% within column	38%	43%	28%	29%	30%	41%	44%	41%			35%			38%	38%		35%	25%		39%
	N Count	161	72	42	40	39	67	100	54			55			85	124		60	25		45
	Column Comparisons	-	b c				b c	b c d	b						-						f
£26-50 (£38)	% within column	26%	27%	31%	30%	29%	24%	24%	25%			31%			26%	26%		29%	30%		25%
	N Count	109	45	46	41	38	40	55	32			48			59	87		50	29		29
	Column Comparisons	-													-						
£51-100 (£75.5)	% within column	11%	8%	16%	19%↑	14%	13%	10%	13%			12%			12%	11%		15%	20%		10%
	N Count	46	13	24	26↑	18	22	22	17			20			28	37		26	20		12
	Column Comparisons	-		a	a f										-				d		

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)

		BANNER									
		Gaming Purchase Type				Feelings about Gaming Purchase					
		A standard version of the game	A subscr-iption	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	47	92	56	62	123	229	162	238	220	153
	N Count										
	Column Comparisons										
Unweighted Base	% within column	53	101	62	70	132	242	171	251	226	167
	N Count										
	Column Comparisons										
Column Names	% within column	e	f	g	h	a	b	c	d	e	f
	N Count										
	Column Comparisons										
£1-10 (£5)			14%			15%	12%↓	12%	11%↓	14%	17%
			13			18	28↓	20	26↓	30	27
						-			-		
£11-25 (£18)			26%			35%	39%	32%	40%	39%	30%
			24			43	89	51	96	86	46
						-			-		
£26-50 (£38)			29%			31%	28%	30%	28%	31%	28%
			27			38	64	49	68	67	43
						-			-		
£51-100 (£75.5)			19%			11%	14%	16%	12%	11%	16%
			17			14	32	26	28	24	24
			d			-			-		

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)

		Total	Gender of child respondent: Male	Gender of child respondent: Female	Age: 8-9	Age: 10-12	Age: 13-15	Age: 16-17	NET: 8-12	NET: 13-17	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	NET: Female 8-12	NET: Male 13-17
£101-£200 (£150.5)	% within column	4%	6%	3%		6%	6%	2%	5%	4%										2%	5%
	N Count	19	11	8		6	9	2	8	11										2	5
	Column Comparisons	-							-	-										-	-
£201+ (£351.5)	% within column	2%	4%	1%		3%	0%	4%	2%	2%										0%	2%
	N Count	8	6	2		3	1	3	4	4										0	2
	Column Comparisons	-	b						-	-										-	-
Don't know	% within column	0%	1%	0%		1%	0%	0%	1%	0%										0%	0%
	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

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, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

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)

		Age and gender of child respondent	Urban/ Rural		Working status				D3 - Social grade						Financial wellbeing			Ethnicity		Child identified need/ impacting condition	
		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	Gett-ing by	Strugg-ling	Whit...	NET: All oth-er Ethnic-ities	Neur...	Mental Health
£101-£200 (£150.5)	% within column	4%	5%		5%				9%↑				6%	3%	8%	3%	4%	6%	1%		
	N Count	6	18		14				15↑				15	5	9	5	5	18	1		
	Column Comparisons	-	-						b c				-	-	b			b			
£201+ (£351.5)	% within column	1%	2%		2%				3%				2%	2%	3%	1%	3%	2%	3%		
	N Count	2	8		5				5				5	3	4	1	3	5	3		
	Column Comparisons	-	-										-	-							
Don't know	% within column	0%	0%		0%				0%				0%	1%	0%	0%	1%	0%	0%		
	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

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)

		Child identified need/ impacting condition		Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits		Parental Controls		Parental Concern			Time Spent Online (Weekday)					Time Spent Online (Weekend)	
		NET: Identi-fied need/ condi-tion	NET: No identi-fied need/ condi-tion	NET: Yes	No	Has an EHCP	Don't have an EHCP	NET: House-hold recei-ves Benef-its	No Benef-its	NET: Has Paren-tal Contr-ols	No Contr-ols	Not Conce-rned	A little Conce-rned	NET: Mod... Very Conce-rned	0 - 2hrs	3 - 4hrs	5 - 6hrs	6+ hrs	NET: 5 + Hours	0 - 2hrs	3 - 4hrs
£101-£200 (£150.5)	% within column	3%	5%		6%		4%	5%	4%	4%		3%	4%	6%	2%	4%			7%		4%
	N Count	4	15		9		15	10	8	17		4	5	10	2	9			8		5
	Column Comparisons	-	-				-												-		
£201+ (£351.5)	% within column	3%	2%		1%		2%	4%	0%	1%		2%	2%	2%	0%	1%			6%↑		1%
	N Count	4	5		1		8	8	1	5		2	3	3	0	2			6↑		1
	Column Comparisons	-	-				-	b											-		
Don't know	% within column	0%	1%		0%		0%	1%	0%	0%		0%	0%	1%	0%	1%			0%		1%
	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

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)

		Time Spent Online (Weekend)			Spent Money					SM purchase category				Feelings about SM purchase				Gaming Method			
		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	Subs... 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 net-book	Mobile phone or smart-phone	Tablet
£101-£200 (£150.5)	% within column	3%	7%	5%	4%	4%	5%	5%		4%				7%	5%	6%	5%	6%	8%	4%	3%
	N Count	5	9	13	19	19	16	16		19				11	16	12	18	16	10	11	4
	Column Comparisons			-	-	-	-	-		-				-				c d	d		
£201+ (£351.5)	% within column	1%	5%	3%	2%	2%	2%	2%		2%				3%	2%	2%	2%	2%	4%	2%	0%
	N Count	1	6	7	8	8	7	7		8				5	5	4	7	6	5	5	1
	Column Comparisons			-	-	-	-	-		-				-					d		
Don't know	% within column	0%	0%	0%	0%	0%	1%	1%		0%				0%	0%	0%	0%	0%	1%	0%	1%
	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

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)

		Gaming Method	Gaming Type														Gaming Frequency		Gaming Purchase Type			
		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	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
£101-£200 (£150.5)	% within column	5%	5%	7%	6%	7%	5%	4%	6%			5%			6%	5%		6%	9%		6%
	N Count	19	8	10	9	8	8	8	7			8			13	18		9	9		7
	Column Comparisons	-													-						
£201+ (£351.5)	% within column	2%	2%	4%	4%	5%↑	3%	2%	2%			3%			3%	3%		3%	5%		3%
	N Count	8	3	6	5	7↑	5	5	3			4			7	8		5	5		3
	Column Comparisons	-													-						
Don't know	% within column	0%	0%	0%	0%	1%	0%	0%	0%			1%			1%	0%		0%	0%		0%
	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

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, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 11 of 12

BANNER

	Gaming Purchase Type				Feelings about Gaming Purchase					
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)	A stan-dard version of the game	A subscr-iption	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
£101-£200 (£150.5)		8%			6%	6%	6%	6%	4%	7%
		7			8	13	10	14	9	10
					-			-		
£201+ (£351.5)		4%			2%	2%	4%	3%	2%	2%
		3			2	5	6	6	4	2
					-			-		
Don't know		0%			0%	0%	0%	0%	0%	0%
		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, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

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)

		Total	Gender of child respondent		Age of child respondent						Age and gender of child respondent										
			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	Female 13-15	Male 16-17	Female 16-17	NET: Male 8-12	NET: Female 8-12	NET: Male 13-17
Weighted Base	% within column	153	84	69	32	38	59	23	71	82	16	16	20	18	35	24	13	12	36	35	48
	N Count																				
	Column Comparisons																				
Unweighted Base	% within column	165	86	79	34	39	64	28	73	92	17	17	20	19	35	29	14	15	37	36	49
	N Count																				
	Column Comparisons																				
Column Names	% within column	a	a	b	a	b	c	d	e	f	a	b	c	d	e	f	g	h	i	j	k
	N Count																				
	Column Comparisons																				
£1-10 (£5)	% within column	15%																			
	N Count	23																			
	Column Comparisons	-																			
£11-25 (£18)	% within column	35%																			
	N Count	53																			
	Column Comparisons	-																			
£26-50 (£38)	% within column	29%																			
	N Count	45																			
	Column Comparisons	-																			
£51-100 (£75.5)	% within column	17%																			
	N Count	26																			
	Column Comparisons	-																			
£101-£200 (£150.5)	% within column	3%																			
	N Count	5																			
	Column Comparisons	-																			
£201+ (£351.5)	% within column	0%																			
	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.; 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 12

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)

		Age and gender of child respondent	Urban/ Rural		Working status				D3 - Social grade						Financial wellbeing			Ethnicity		Child identified need/ impacting condition	
		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	Gett-ing by	Strugg-ling	Whit...	NET: All oth-er Ethnic-ities	Neur...	Mental Health
Weighted Base	% within column	35	146	7	122	18	6	7	72	25	32	24	97	56	65	59	30	106	44	4	6
	N Count																				
	Column Comparisons																				
Unweighted Base	% within column	44	157	8	133	16	8	8	98	21	24	22	119	46	74	62	29	120	42	5	7
	N Count																				
	Column Comparisons																				
Column Names	% within column	l	a	b	a	b	c	d	a	b	c	d	e	f	a	b	c	a	b	a	b
	N Count																				
	Column Comparisons																				
£1-10 (£5)			14%		14%								11%					14%			
			21		17								10					15			
			-		-								-					-			
£11-25 (£18)			35%		33%								31%					33%			
			51		40								30					35			
			-		-								-					-			
£26-50 (£38)			29%		29%								30%					26%			
			42		36								29					28			
			-		-								-					-			
£51-100 (£75.5)			17%		19%								21%					20%			
			25		23								20					21			
			-		-								-					-			

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, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 2 of 12

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)		Child identified need/ impacting condition		Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits		Parental Controls		Parental Concern			Time Spent Online (Weekday)					Time Spent Online (Week-end)	
		NET: Identi-fied need/ condi-tion	NET: No identi-fied need/ condi-tion	NET: Yes	No	Has an EHCP	Don't have an EHCP	NET: House-hold recei-ves Benef-its	No Benef-its	NET: Has Paren-tal Contr-ols	No Contr-ols	Not Conce-rned	A little Conce-rned	NET: Mod... Very Conce-rned	0 - 2hrs	3 - 4hrs	5 - 6hrs	6+ hrs	NET: 5 + 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	c	d	a	b	a	b	a	b	a	b	a	b	c	a	b	c	d	e	a	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 -											

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, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 3 of 12

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)

		Time Spent Online (Weekend)			Spent Money					SM purchase category				Feelings about SM purchase				Gaming Method			
		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	Subs... 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	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	c	d	e	a	b	c	d	e	a	b	c	d	a	b	c	d	a	b	c	d
£1-10 (£5)	% within column				15%	15%	16%	16%			15%				13%	16%	15%	12%		15%	
	N Count				23	23	22	22			23				15	16	18	12		14	
	Column Comparisons				-	-	-	-			-				-	-	-	-		-	
£11-25 (£18)	% within column				35%	35%	33%	33%			35%				37%	30%	34%	32%		35%	
	N Count				53	53	46	46			53				43	30	41	30		33	
	Column Comparisons				-	-	-	-			-				-	-	-	-		-	
£26-50 (£38)	% within column				29%	29%	28%	28%			29%				26%	29%	30%	31%		29%	
	N Count				45	45	39	39			45				30	30	36	30		28	
	Column Comparisons				-	-	-	-			-				-	-	-	-		-	
£51-100 (£75.5)	% within column				17%	17%	17%	17%			17%				21%	20%	17%	20%		16%	
	N Count				26	26	24	24			26				24	21	21	19		15	
	Column Comparisons				-	-	-	-			-				-	-	-	-		-	

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)		Gaming Method	Gaming Type													Gaming Frequency		Gaming Purchase Type			
		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	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	151	62	76	59	56	55	61	49	32	48	65	33	29	86	124	23	84	56	24	43
	N Count																				
	Column Comparisons																				
Unweighted Base	% within column	163	66	86	67	61	61	66	56	37	54	72	37	33	93	134	25	94	62	27	46
	N Count																				
	Column Comparisons																				
Column Names	% within column	e	a	b	c	d	e	f	g	h	i	j	k	l	m	a	b	a	b	c	d
	N Count																				
	Column Comparisons																				
£1-10 (£5)	% within column	15%														17%					
	N Count	23														21					
	Column Comparisons	-														-					
£11-25 (£18)	% within column	34%														35%					
	N Count	51														44					
	Column Comparisons	-														-					
£26-50 (£38)	% within column	29%														28%					
	N Count	44														35					
	Column Comparisons	-														-					
£51-100 (£75.5)	% within column	17%														15%					
	N Count	26														19					
	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.; 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

BANNER

		Gaming Purchase Type				Feelings about Gaming Purchase					
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)		A stan-dard version of the game	A subscr-iption	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	30	59	34	32	70	110	89	101	91	83
	N Count										
	Column Comparisons										
Unweighted Base	% within column	36	66	35	37	78	120	97	111	98	92
	N Count										
	Column Comparisons										
Column Names	% within column	e	f	g	h	a	b	c	d	e	f
	N Count										
	Column Comparisons										
£1-10 (£5)							16% 18 -		16% 16 -		
£11-25 (£18)							33% 36 -		31% 32 -		
£26-50 (£38)							29% 32 -		30% 30 -		
£51-100 (£75.5)							16% 18 -		19% 19 -		

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)

		Total	Gender of child respondent		Age of child respondent						Age and gender of child respondent										
			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	Female 13-15	Male 16-17	Female 16-17	NET: Male 8-12	NET: Female 8-12	NET: Male 13-17
£101-£200 (£150.5)	% within column	3%																			
	N Count	5																			
	Column Comparisons	-																			
£201+ (£351.5)	% within column	0%																			
	N Count	1																			
	Column Comparisons	-																			
Don't know	% within column	1%																			
	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

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, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 7 of 12

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)

	Age and gender of child respondent	Urban/ Rural		Working status				D3 - Social grade						Financial wellbeing			Ethnicity		Child identified need/ impacting condition	
	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	Gett-ing by	Strugg-ling	Whit...	NET: All oth-er Ethnic-ities	Neur...	Mental Health
		4%		4%								5%					5%			
£101-£200 (£150.5)		5		5								5					5			
		-		-								-					-			
		1%		1%								1%					1%			
£201+ (£351.5)		1		1								1					1			
		-		-								-					-			
		1%		1%								1%					1%			
Don't know		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

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, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

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)	Child identified need/ impacting condition		Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits		Parental Controls		Parental Concern			Time Spent Online (Weekday)					Time Spent Online (Weekend)	
	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	Not Concerned	A little Concerned	NET: Mod... Very Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs	6+ hrs	NET: 5 + Hours	0 - 2hrs	3 - 4hrs
£101-£200 (£150.5)		3%				3%			3%											
		3				5			5											
		-				-			-											
£201+ (£351.5)		1%				1%			1%											
		1				1			1											
		-				-			-											
Don't know		0%				1%			1%											
		0				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

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, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Part 9 of 12

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)

	Time Spent Online (Weekend)			Spent Money					SM purchase category				Feelings about SM purchase				Gaming Method			
	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	Subs... 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
£101-£200 (£150.5)				3%	3%	4%	4%			3%				4%	4%	3%	4%		3%	
				5	5	5	5			5				5	5	4	4		3	
				-	-	-	-			-				-	-	-	-		-	
£201+ (£351.5)				0%	0%	1%	1%			0%				1%	1%	1%	1%		1%	
				1	1	1	1			1				1	1	1	1		1	
				-	-	-	-			-				-	-	-	-		-	
				1%	1%	1%	1%			1%				0%	0%	1%	0%		1%	
Don't know				1	1	1	1			1				0	0	1	0		1	
				-	-	-	-			-				-	-	-	-		-	
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

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, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

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)		Gaming Method	Gaming Type													Gaming Frequency		Gaming Purchase Type			
		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	Sports	Interactive stories	Makeovers	NET: Playing against other people	NET: Daily	Weekly	NET: Character, skins, weapons, armour, tools	NET: Game expansion	NET: Loot boxes/ packs/ chests/ bundles	In-game money
£101-£200 (£150.5)	% within column	4%														4%					
	N Count	5														5					
	Column Comparisons	-														-					
£201+ (£351.5)	% within column	1%														1%					
	N Count	1														1					
	Column Comparisons	-														-					
Don't know	% within column	1%														1%					
	N Count	1														1					
	Column Comparisons	-														-					
Mean		38.0	40.1	45.2	39.4	37.5	38.6	36.6	47.6	42.5	51.9	37.2	49.2	46.0	36.6	36.7	44.7	39.7	41.3	51.2	37.6
Median		38	38	38	38	38	38	18	38	38	38	38	38	38	38	18	38	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 = 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, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

BANNER

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)

	Gaming Purchase Type				Feelings about Gaming Purchase					
	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
£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, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

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+)

		Total	Gender of child respondent — Male	Gender of child respondent — Female	Age of child respondent — 8-9	10-12	13-15	16-17	NET: 8-12	NET: 13-17	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	NET: Female 8-12	NET: Male 13-17
Weighted Base	% within column	216	126	90	46	66	71	33	112	105	30	16	30	36	41	31	25	10	59	52	66
	N Count																				
	Column Comparisons																				
Unweighted Base	% within column	226	127	99	48	68	73	37	116	110	30	18	29	39	42	31	26	13	59	57	68
	N Count																				
	Column Comparisons																				
Column Names	% within column	a	a	b	a	b	c	d	e	f	a	b	c	d	e	f	g	h	i	j	k
	N Count																				
	Column Comparisons																				
£1-10 (£5)	% within column	34%	35%						29%	39%											
	N Count	74	44						33	41											
	Column Comparisons	-							-	-											
£11-25 (£18)	% within column	34%	28%						32%	36%											
	N Count	73	35						35	37											
	Column Comparisons	-							-	-											
£26-50 (£38)	% within column	17%	20%						20%	13%											
	N Count	36	25						23	14											
	Column Comparisons	-							-	-											
£51-100 (£75.5)	% within column	10%	12%						14%	6%											
	N Count	22	15						16	6											
	Column Comparisons	-							-	-											
£101-£200 (£150.5)	% within column	2%	3%						1%	4%											
	N Count	5	4						1	4											
	Column Comparisons	-							-	-											
£201+ (£351.5)	% within column	2%	2%						2%	1%											
	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.; 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 12

BANNER

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+)		Age and gender of child respondent — NET: Female 13-17	Urban/ Rural — NET: Urban	Rural	Working status — Full time	Part time	Stud-ent	NET: Not work-ing/ retired	D3 - Social grade — AB	C1	C2	DE	NET: ABC1	NET: C2DE	Financial wellbeing — Doing well	Gett-ing by	Strugg-ling	Ethnicity — Whit...	NET: All oth-er Ethnic-ities	Neur...	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	l	a	b	a	b	c	d	a	b	c	d	e	f	a	b	c	a	b	a	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			

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.; 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 12

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+)		Child identi-fied need/ impacting condition		Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits		Parental Controls		Parental Concern			Time Spent Online (Weekday)					Time Spent Online (Week-end)	
		NET: Identi-fied need/ condi-tion	NET: No identi-fied need/ condi-tion	NET: Yes	No	Has an EHCP	Don't have an EHCP	NET: House-hold recei-ves Benef-its	No Benef-its	NET: Has Paren-tal Contr-ols	No Contr-ols	Not Conce-rned	A little Conce-rned	NET: Mod... Very Conce-rned	0 - 2hrs	3 - 4hrs	5 - 6hrs	6+ hrs	NET: 5 + Hours	0 - 2hrs	3 - 4hrs
Weighted Base	% within column / N Count / Column Comparisons	52	161	27	72	23	193	113	94	199	17	41	55	118	39	109	53	15	68	20	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	c	d	a	b	a	b	a	b	a	b	a	b	c	a	b	c	d	e	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% 23		18% 19					
£51-100 (£75.5)			9% 15 -				10% 20 -	10% 11	11% 11	10% 20 -				10% 12		13% 15 c					

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.; 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 12

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+)

		Time Spent Online (Weekend)			Spent Money					SM purchase category				Feelings about SM purchase				Gaming Method			
		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	Subs... 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 net-book	Mobile phone or smart-phone	Tablet
Weighted Base	% within column	71	63	134	216	216	195	195	0	77	48	216	48	116	166	132	170	125	71	143	79
	N Count																				
	Column Comparisons																				
Unweighted Base	% within column	73	68	141	226	226	207	207	0	81	52	226	54	120	177	138	179	137	81	150	83
	N Count																				
	Column Comparisons																				
Column Names	% within column	c	d	e	a	b	c	d	e	a	b	c	d	a	b	c	d	a	b	c	d
	N Count																				
	Column Comparisons																				
£1-10 (£5)				34%	34%	34%	33%	33%				34%		27%	33%	26%	33%	37%		32%	
				45	74	74	64	64				74		31	54	35	56	46		46	
				-	-	-	-	-				-		-	-	-	-	-		-	
£11-25 (£18)				37%	34%	34%	34%	34%				34%		35%	31%	34%	34%	34%		36%	
				50	73	73	66	66				73		41	52	45	58	42		51	
				-	-	-	-	-				-		-	-	-	-	-		-	
£26-50 (£38)				16%	17%	17%	17%	17%				17%		22%	19%	21%	18%	14%		17%	
				22	36	36	34	34				36		25	31	28	30	17		25	
				-	-	-	-	-				-		-	-	-	-	-		-	
£51-100 (£75.5)				8%	10%	10%	11%	11%				10%		12%	13%	13%	10%	10%		9%	
				10	22	22	22	22				22		14	21	16	18	13		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 = 204 (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 12

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+)		Gaming Method	Gaming Type													Gaming Frequency		Gaming Purchase Type			
		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	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	214	74	88	74	71	94	97	79	50	42	93	38	33	125	179	26	107	71	39	79
	N Count																				
	Column Comparisons																				
Unweighted Base	% within column	224	76	99	85	76	101	99	84	56	47	101	42	36	133	189	28	118	77	43	81
	N Count																				
	Column Comparisons																				
Column Names	% within column	e	a	b	c	d	e	f	g	h	i	j	k	l	m	a	b	a	b	c	d
	N Count																				
	Column Comparisons																				
£1-10 (£5)	% within column	34%					33%					37%			32%	36%		31%			
	N Count	72					31					34			40	65		33			
	Column Comparisons	-													-	-		-			
£11-25 (£18)	% within column	34%					38%					34%			39%	33%		34%			
	N Count	73					36					31			48	60		37			
	Column Comparisons	-													-	-		-			
£26-50 (£38)	% within column	17%					16%					13%			16%	15%		17%			
	N Count	36					15					12			20	27		18			
	Column Comparisons	-													-	-		-			
£51-100 (£75.5)	% within column	10%					7%					8%			9%	10%		12%			
	N Count	22					7					8			11	17		13			
	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.; 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

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+)		Gaming Purchase Type				Feelings about Gaming Purchase					
		A stan-dard version of the game	A subscr-iption	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	39	69	43	53	94	153	121	137	129	114
	N Count										
	Column Comparisons										
Unweighted Base	% within column	45	79	49	60	98	164	129	147	134	121
	N Count										
	Column Comparisons										
Column Names	% within column	e	f	g	h	a	b	c	d	e	f
	N Count										
	Column Comparisons										
£1-10 (£5)						32%	29%	32%	33%	27%	
						49	35	43	43	31	
						-	-	-	-	-	
£11-25 (£18)						32%	35%	34%	33%	41%	
						49	43	47	43	46	
						-	-	-	-	-	
£26-50 (£38)						18%	17%	16%	16%	16%	
						28	21	22	21	18	
						-	-	-	-	-	
£51-100 (£75.5)						12%	12%	14%	12%	11%	
						19	15	19	15	12	
						-	-	-	-	-	

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.; 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)

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+)

		Total	Gender of child respondent Male	Female	Age of child respondent 8-9	10-12	13-15	16-17	NET: 8-12	NET: 13-17	Age and gender of child respondent 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	NET: Female 8-12	NET: Male 13-17
£101-£200 (£150.5)	% within column	2%	3%						1%	4%											
	N Count	5	4						1	4											
	Column Comparisons	-							-	-											
£201+ (£351.5)	% within column	2%	2%						2%	1%											
	N Count	4	2						3	1											
	Column Comparisons	-							-	-											
Don't know	% within column	1%	1%						1%	1%											
	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

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.; 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

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+)

	Age and gender of child respondent	Urban/ Rural		Working status				D3 - Social grade						Financial wellbeing			Ethnicity		Child identified need/ impacting condition	
	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	Gett-ing by	Strugg-ling	Whit...	NET: All oth-er Ethnic-ities	Neur...	Mental Health
		3%	-	3%				6%				4%					3%			
£101-£200 (£150.5)		5	-	5				5				5					4			
		2%	-	2%				3%				2%					2%			
£201+ (£351.5)		4	-	4				3				3					4			
		1%	-	1%				1%				1%					1%			
Don't know		2	-	2				1				1					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

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.; 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)

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+)

	Child identified need/ impacting condition		Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits		Parental Controls		Parental Concern			Time Spent Online (Weekday)					Time Spent Online (Week-end)	
	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	Not Concerned	A little Concerned	NET: Mod... Very Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs	6+ hrs	NET: 5 + Hours	0 - 2hrs	3 - 4hrs
£101-£200 (£150.5)		1%				1%	4%	1%	3%				3%		1%					
		1				2	4	1	5				4		1					
		-				-			-											
£201+ (£351.5)		0%↓				1%	3%	1%	2%				3%		1%					
		0↓				3	4	1	4				4		1					
		-				-			-											
Don't know		1%				1%	1%	1%	0%				0%		1%					
		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

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.; 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)

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+)

	Time Spent Online (Weekend)			Spent Money						SM purchase category				Feelings about SM purchase				Gaming Method			
	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	Subs... 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
£101-£200 (£150.5)			2%	2%	2%	3%	3%				2%		3%	3%	3%	3%	2%		3%	
			3	5	5	5	5				5		3	4	4	4	3		4	
			-	-	-	-	-				-		-	-	-	-	-		-	
£201+ (£351.5)			2%	2%	2%	2%	2%				2%		2%	2%	3%	2%	1%		1%	
			3	4	4	4	4				4		3	3	4	3	1		2	
			-	-	-	-	-				-		-	-	-	-	-		-	
Don't know			2%	1%	1%	0%	0%				1%		0%	0%	0%	1%	2%		2%	
			2	2	2	1	1				2		0	1	0	1	2		2	
			-	-	-	-	-				-		-	-	-	-	-		-	
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

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.; 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)

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+)		Gaming Method: NET: Any Gaming	Gaming Type: 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	Sports	Interactive stories	Makeovers	NET: Playing against other people	Gaming Frequency: NET: Daily	Weekly	Gaming Purchase Type: NET: Character, skins, weapons, armour, tools	NET: Game expansion	Loot boxes/ packs/ chests/ bundles	In-game money
£101-£200 (£150.5)	% within column	2%					2%					2%			2%	2%		3%			
	N Count	5					2					2			3	4		3			
	Column Comparisons	-													-	-		-			
£201+ (£351.5)	% within column	2%					1%					4%			1%	2%		2%			
	N Count	4					1					3			1	4		3			
	Column Comparisons	-													-	-		-			
Don't know	% within column	1%					2%					2%			2%	1%		1%			
	N Count	2					2					2			2	2		1			
	Column Comparisons	-													-	-		-			
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

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.; 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)

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+)

	Gaming Purchase Type				Feelings about Gaming Purchase					
	A stan-dard version of the game	A subscr-iption	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
£101-£200 (£150.5)						3% 4 -	4% 4 -	2% 3 -	3% 4 -	4% 4 -
£201+ (£351.5)						2% 3 -	2% 3 -	1% 2 -	2% 3 -	2% 3 -
Don't know						1% 1 -	0% 0 -	0% 0 -	1% 1 -	0% 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

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.; 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

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

		Total	Gender of child respondent — Male	Gender of child respondent — Female	Age of child respondent 8-9	Age of child respondent 10-12	Age of child respondent 13-15	Age of child respondent 16-17	NET: 8-12	NET: 13-17	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	NET: Female 8-12	NET: Male 13-17	NET: Female 13-17
Weighted Base	% within column	82	44	37	15	22	28	16	37	44	7	8	11	11	16	12	10	7	19	19	26	18
	N Count																					
	Column Comparisons																					
Unweighted Base	% within column	89	49	40	19	23	28	19	42	47	9	10	12	11	18	10	10	9	21	21	28	19
	N Count																					
	Column Comparisons																					
Column Names	% within column	a	a	b	a	b	c	d	e	f	a	b	c	d	e	f	g	h	i	j	k	l
	N Count																					
	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		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.; 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

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		Urban/ Rural		Working status				D3 - Social grade						Financial wellbeing			Ethnicity		Child identified need/ impacting condition			
		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-ing by	Strug-gling	Whit...	NET: All ot-her Ethni-cities	Neu...	Ment-al Health	NET: Identi-fied need/ condi-tion	NET: No identi-fied need/ condi-tion
Weighted Base	% within column	78	4	67	9	3	3	39	15	13	15	54	28	32	34	14	61	18	3	4	35	45
	N Count																					
	Column Comparisons																					
Unweighted Base	% within column	86	3	74	9	3	3	54	12	9	14	66	23	41	33	14	67	20	3	5	39	48
	N Count																					
	Column Comparisons																					
Column Names	% within column	a	b	a	b	c	d	a	b	c	d	e	f	a	b	c	a	b	a	b	c	d
	N Count																					
	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		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

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 symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

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

		Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits		Parental Controls		Parental Concern			Time Spent Online (Weekday)					Time Spent Online (Weekend)				
		NET: Yes	No	Has an EHCP	Don't have an EHCP	NET: Household receives Benefits	No Benefits	NET: Has Parental Controls	No Controls	Not Concerned	A little Concerned	NET: Mod... Very Concerned	0 - 2hrs	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	20	19	13	68	52	26	77	4	10	26	45	18	29	23	11	34	14	25	27	16	43
	N Count																					
	Column Comparisons																					
Unweighted Base	% within column	24	19	16	73	55	31	85	4	10	29	49	17	34	26	12	38	14	29	28	18	46
	N Count																					
	Column Comparisons																					
Column Names	% within column	a	b	a	b	a	b	a	b	a	b	c	a	b	c	d	e	a	b	c	d	e
	N Count																					
	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	18	38	18	38	18	5	18	38	18	18	38	38	38	18	38	38	18	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.; 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

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		Spent Money					SM purchase category				Feelings about SM purchase				Gaming Method					Gaming Type		
		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	Subs... 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	NET: Any Gaming	Puzzles or quizzes	Action / adventure	Shooters
Weighted Base	% within column	82	82	77	77	0	25	24	29	82	53	62	62	68	41	32	45	27	81	32	34	36
	N Count																					
	Column Comparisons																					
Unweighted Base	% within column	89	89	85	85	0	27	27	33	89	59	69	67	78	45	36	50	31	88	33	37	42
	N Count																					
	Column Comparisons																					
Column Names	% within column	a	b	c	d	e	a	b	c	d	a	b	c	d	a	b	c	d	e	a	b	c
	N Count																					
	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		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

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 symbols: a, b, c, d, e, f, 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

BANNER

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		Gaming Type										Gaming Frequency		Gaming Purchase Type								Feelings about Gaming Purchase
		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	NET: Character, skins, weapons, armour, tools	NET: Game expansion	Loot boxes/ packs/ chests / bundles	In-game money	A standard version of the game	A subs...	Early access to a game	Battle Pass	Regret things I buy online
Weighted Base	% within column	27	38	32	35	22	28	32	25	19	46	68	11	42	30	22	27	19	31	19	15	43
	N Count																					
	Column Comparisons																					
Unweighted Base	% within column	31	41	34	41	25	33	35	29	20	51	75	11	49	34	25	31	22	36	22	20	49
	N Count																					
	Column Comparisons																					
Column Names	% within column	d	e	f	g	h	i	j	k	l	m	a	b	a	b	c	d	e	f	g	h	a
	N Count																					
	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		46.7	48.2	39.0	45.2	62.2	52.3	37.8	51.3	38.9	46.4	43.0	47.5	48.0	62.1	72.5	61.7	47.9	40.5	43.2	48.6	51.5
Median		38	38	18	38	38	38	18	38	38	18	18	38	38	76	76	38	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 = 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 symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

Feelings about Gaming Purchase

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		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 furt-her in games	It's n-ot always clear what I'm going to get for my mon-ey in games
Weighted Base	% within column	58	57	58	49	50
	N Count					
	Column Comparisons					
Unweighted Base	% within column	66	64	64	54	55
	N Count					
	Column Comparisons					
Column Names	% within column	b	c	d	e	f
	N Count					
	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		48.8	45.9	47.3	52.3	50.6
Median		38	38	38	38	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 = 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 symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

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)

		Total	Gender of child respondent		Age of child respondent						Age and gender of child respondent											
			Male	Fema-le	8-9	10-12	13-15	16-17	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
Weighted Base	% within column	96	49	47	27	29	27	12	56	39	14	13	17	13	11	16	7	6	31	26	18	22
	N Count																					
	Column Comparisons																					
Unweighted Base	% within column	104	53	51	27	33	28	16	60	44	13	14	19	14	12	16	9	9	32	28	21	24
	N Count																					
	Column Comparisons																					
Column Names	% within column	a	a	b	a	b	c	d	e	f	a	b	c	d	e	f	g	h	i	j	k	l
	N Count																					
	Column Comparisons																					
£1-10 (£5)	% within column	24%																				
	N Count	23																				
	Column Comparisons	-																				
£11-25 (£18)	% within column	23%																				
	N Count	22																				
	Column Comparisons	-																				
£26-50 (£38)	% within column	23%																				
	N Count	22																				
	Column Comparisons	-																				
£51-100 (£75.5)	% within column	19%																				
	N Count	18																				
	Column Comparisons	-																				
£101-£200 (£150.5)	% within column	7%																				
	N Count	7																				
	Column Comparisons	-																				
£201+ (£351.5)	% within column	2%																				
	N Count	2																				
	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 = 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 1 of 12

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)		Urban/ Rural		Working status				D3 - Social grade						Financial wellbeing			Ethnicity		Child identified need/ impacting condition			
		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-ing by	Strug-gling	Whit...	NET: All ot-her Ethni-cities	Neu...	Ment-al Health	NET: Identi-fied need/ condi-tion	NET: No identi-fied need/ condi-tion
Weighted Base	% within column	91	4	82	7	3	5	46	15	18	18	60	35	38	44	14	77	19	5	5	32	64
	N Count																					
	Column Comparisons																					
Unweighted Base	% within column	100	4	91	6	3	4	64	13	12	15	77	27	47	44	13	83	20	5	6	32	71
	N Count																					
	Column Comparisons																					
Column Names	% within column	a	b	a	b	c	d	a	b	c	d	e	f	a	b	c	a	b	a	b	c	d
	N Count																					
	Column Comparisons																					
£1-10 (£5)	% within column	23%																				
	N Count	21																				
	Column Comparisons	-																				
£11-25 (£18)	% within column	25%																				
	N Count	22																				
	Column Comparisons	-																				
£26-50 (£38)	% within column	23%																				
	N Count	21																				
	Column Comparisons	-																				
£51-100 (£75.5)	% within column	19%																				
	N Count	17																				
	Column Comparisons	-																				
£101-£200 (£150.5)	% within column	8%																				
	N Count	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 = 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 2 of 12

Page 1300

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)		Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits		Parental Controls		Parental Concern			Time Spent Online (Weekday)					Time Spent Online (Weekend)				
		NET: Yes	No	Has an EHCP	Don't have an EHCP	NET: Household receives Benefits	No Benefits	NET: Has Parental Controls	No Controls	Not Concerned	A little Concerned	NET: Mod... Very Concerned	0 - 2hrs	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	16	20	16	80	53	40	92	4	15	35	44	19	44	22	11	33	7	36	36	17	53
	N Count																					
	Column Comparisons																					
Unweighted Base	% within column	17	23	18	86	57	44	101	3	16	39	48	20	47	24	13	37	8	39	38	19	57
	N Count																					
	Column Comparisons																					
Column Names	% within column	a	b	a	b	a	b	a	b	a	b	c	a	b	c	d	e	a	b	c	d	e
	N Count																					
	Column Comparisons																					
£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)								8% 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 = 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)

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)

		Spent Money					SM purchase category				Feelings about SM purchase				Gaming Method				Gaming Type			
		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	Subs... 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	NET: Any Gaming	Puzzles or quizzes	Action / adventure	Shooters
Weighted Base	% within column	96	96	88	88	0	30	27	29	96	63	79	71	78	51	37	54	32	95	36	47	40
	N Count																					
	Column Comparisons																					
Unweighted Base	% within column	104	104	96	96	0	35	30	32	104	66	88	75	87	57	43	61	38	103	40	54	47
	N Count																					
	Column Comparisons																					
Column Names	% within column	a	b	c	d	e	a	b	c	d	a	b	c	d	a	b	c	d	e	a	b	c
	N Count																					
	Column Comparisons																					
£1-10 (£5)	% within column	24%	24%							24%									24%			
	N Count	23	23							23									23			
	Column Comparisons	-	-							-									-			
£11-25 (£18)	% within column	23%	23%							23%									24%			
	N Count	22	22							22									22			
	Column Comparisons	-	-							-									-			
£26-50 (£38)	% within column	23%	23%							23%									22%			
	N Count	22	22							22									21			
	Column Comparisons	-	-							-									-			
£51-100 (£75.5)	% within column	19%	19%							19%									19%			
	N Count	18	18							18									18			
	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 = 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)

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)

		Gaming Type										Gaming Frequency		Gaming Purchase Type								Feelings about Gaming Purchase
		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	NET: Character, skins, weapons, armour, tools	NET: Game expansion	Loot boxes/ packs/ chests / bundles	In-game money	A standard version of the game	A subs...	Early access to a game	Battle Pass	Regret things I buy online
Weighted Base	% within column	33	37	40	41	28	29	43	23	22	54	74	18	50	39	20	33	20	22	20	26	57
	N Count																					
	Column Comparisons																					
Unweighted Base	% within column	37	42	45	43	31	31	50	27	23	60	82	19	57	43	25	36	25	28	24	28	63
	N Count																					
	Column Comparisons																					
Column Names	% within column	d	e	f	g	h	i	j	k	l	m	a	b	a	b	c	d	e	f	g	h	a
	N Count																					
	Column Comparisons																					
£1-10 (£5)																						
£11-25 (£18)																						
£26-50 (£38)																						
£51-100 (£75.5)																						

Part 5 of 12

Feelings about Gaming Purchase

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)		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 furt-her in games	It's n-ot always clear what I'm going to get for my mon-ey in games
Weighted Base	% within column	66	66	67	69	55
	N Count					
	Column Comparisons					
Unweighted Base	% within column	71	72	75	75	60
	N Count					
	Column Comparisons					
Column Names	% within column	b	c	d	e	f
	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)

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)

		Total	Gender of child respondent		Age of child respondent						Age and gender of child respondent											
			Male	Fema-le	8-9	10-12	13-15	16-17	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
£101-£200 (£150.5)	% within column	7%																				
	N Count	7																				
	Column Comparisons	-																				
£201+ (£351.5)	% within column	2%																				
	N Count	2																				
	Column Comparisons	-																				
Don't know	% within column	2%																				
	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.; 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

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)		Urban/ Rural		Working status				D3 - Social grade						Financial wellbeing			Ethnicity		Child identified need/ impacting condition			
		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-ing by	Strug-gling	Whit...	NET: All ot-her Ethni-cities	Neu...	Ment-al Health	NET: Identi-fied need/ condi-tion	NET: No identi-fied need/ condi-tion
£101-£200 (£150.5)	% within column	8%																				
	N Count	7																				
	Column Comparisons	-																				
£201+ (£351.5)	% within column	2%																				
	N Count	2																				
	Column Comparisons	-																				
Don't know	% within column	2%																				
	N Count	1																				
	Column Comparisons	-																				
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

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)	Disability/Condition in HH		Educational Health Care Plan (EHCP)		Benefits		Parental Controls		Parental Concern			Time Spent Online (Weekday)					Time Spent Online (Weekend)				
	NET: Yes	No	Has an EHCP	Don't have an EHCP	NET: Household receives Benefits	No Benefits	NET: Has Parental Controls	No Controls	Not Concerned	A little Concerned	NET: Mod... Very Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs	6+ hrs	NET: 5+ Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6 hrs	NET: 5+ 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

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)

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)		Spent Money					SM purchase category				Feelings about SM purchase				Gaming Method				Gaming Type			
		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	Subs... 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	NET: Any Gaming	Puzzles or quizzes	Action / adventure	Shooters
£101-£200 (£150.5)	% within column	7%	7%							7%									7%			
	N Count	7	7							7									7			
	Column Comparisons	-	-							-									-			
£201+ (£351.5)	% within column	2%	2%							2%									2%			
	N Count	2	2							2									2			
	Column Comparisons	-	-							-									-			
Don't know	% within column	2%	2%							2%									2%			
	N Count	1	1							1									1			
	Column Comparisons	-	-							-									-			
Mean		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

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)

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)

	Gaming Type										Gaming Frequency		Gaming Purchase Type								Feelings about Gaming Purchase
	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	NET: Character, skins, weapons, armour, tools	NET: Game expansion	Loot boxes/ packs/ chests / bundles	In-game money	A standard version of the game	A subs...	Early access to a game	Battle Pass	Regret things I buy online
£101-£200 (£150.5)																					
£201+ (£351.5)																					
Don't know																					
Mean	46.7	44.6	43.8	44.5	44.4	64.9	51.1	53.4	42.3	43.9	47.2	37.5	53.2	59.1	61.5	40.5	71.9	66.1	62.8	52.5	51.6
Median	38	18	38	18	38	38	38	18	18	18	38	18	38	38	38	18	38	38	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 = 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)

BANNER

Feelings about Gaming Purchase

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)	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
£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

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)

SM4D - Average spent on social media/ video sites		Total	Gender of child respondent		Age of child respondent						Age and gender of child respondent				
			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
Weighted Base	% within column	768	365	402	137	227	263	141	363	405	61	75	114	113	119
	N Count														
	Column Comparisons														
Unweighted Base	% within column	800	373	427	140	227	266	167	367	433	64	76	114	113	119
	N Count														
	Column Comparisons														
Column Names	% within column	a	a	b	a	b	c	d	e	f	a	b	c	d	e
	N Count														
	Column Comparisons														
£0-10	% within column	28%	30%	27%	27%	36%↑	26%	22%	32%	25%			43%↑	28%	27%
	N Count	217	110	107	37	81↑	69	31	118	99			49↑	32	32
	Column Comparisons	-				d			-	-					
£11-£25	% within column	28%	20%↓	34%↑	26%	27%	29%	26%	27%	28%			17%	37%	21%
	N Count	212	73↓	139↑	36	61	77	37	98	114			19	42	25
	Column Comparisons	-		a					-	-				c	
£26-50	% within column	19%	19%	19%	21%	16%	20%	20%	18%	20%			16%	17%	21%
	N Count	146	71	76	28	37	53	28	65	81			18	19	25
	Column Comparisons	-							-	-					
£51-100	% within column	14%	16%	12%	8%	9%	15%	26%↑	9%↓	19%↑			12%	7%	18%
	N Count	107	58	49	11	21	39	36↑	32↓	75↑			13	8	21
	Column Comparisons	-						a b c	-	-					
£101+	% within column	11%	14%↑	8%↓	18%↑	12%	10%	6%	14%	9%			13%	11%	13%
	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

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)

SM4D - Average spent on social media/ video sites

		Age and gender of child respondent							Urban/ Rural		Working status				D3 - Social grade
		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
Weighted Base	% within column	144	71	79	175	188	190	221	703	65	554	113	35	62	286
	N Count														
	Column Comparisons														
Unweighted Base	% within column	147	76	102	178	189	195	247	732	68	596	102	39	59	404
	N Count														
	Column Comparisons														
Column Names	% within column	f	g	h	i	j	k	l	a	b	a	b	c	d	a
	N Count														
	Column Comparisons														
£0-10	% within column	25%		24%	35%	30%	26%	25%	28%		26%	34%			22%↓
	N Count	37		19	61	57	49	55	194		145	39			63↓
	Column Comparisons				-	-	-	-							
£11-£25	% within column	36%		32%	20%	34%	20%	34%↑	27%		28%	24%			22%↓
	N Count	51		25	34	63	39	76↑	191		155	27			64↓
	Column Comparisons	c			-	-	-	-							
£26-50	% within column	20%		16%	17%	19%	22%	19%	19%		18%	23%			22%
	N Count	28		13	29	36	42	41	131		101	26			62
	Column Comparisons				-	-	-	-							
£51-100	% within column	13%		24%↑	11%	6%↓	20%↑	17%	15%		14%	14%			15%
	N Count	18		19↑	20	12↓	39↑	37	104		80	16			42
	Column Comparisons			b d	-	-	-	-	b						
£101+	% within column	7%		4%↓	18%↑	11%	12%	6%↓	12%		13%↑	5%			19%↑
	N Count	10		3↓	31↑	20	22	13↓	83		73↑	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↑	36.7↓	35.7	33.4↓	73.4↑
Median		18	38	18	18	18	38	18	18	18	18	18	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 = 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 2 of 8

BANNER

SM4D - Average spent on social media/ video sites		D3 - Social grade					Financial wellbeing			Ethnicity		Child identified need/ impacting condition			
		C1	C2	DE	NET: ABC1	NET: C2DE	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
Weighted Base	% within column	175	175	132	461	307	209	353	201	579	176	50	46	205	551
	N Count														
	Column Comparisons														
Unweighted Base	% within column	149	128	119	553	247	242	363	192	607	179	47	47	205	582
	N Count														
	Column Comparisons														
Column Names	% within column	b	c	d	e	f	a	b	c	a	b	a	b	c	d
	N Count														
	Column Comparisons														
£0-10	% within column	32%	32%	32%	26%	32%	25%	27%	35%	27%	30%			23%	30%
	N Count	56	55	43	119	98	52	94	70	159	53			47	165
	Column Comparisons				-	-								-	-
£11-£25	% within column	34%	30%	28%	27%	29%	20%↓	31%	29%	29%	23%			29%	27%
	N Count	59	52	37	122	89	42↓	108	59	168	41			60	148
	Column Comparisons	a			-	-		a	a					-	-
£26-50	% within column	17%	16%	20%	20%	18%	16%	23%↑	14%	18%	22%			15%	21%
	N Count	30	28	27	92	55	34	83↑	29	105	39			30	114
	Column Comparisons				-	-		c						-	-
£51-100	% within column	13%	17%	10%	14%	14%	19%	11%	14%	13%	16%			17%	13%
	N Count	22	29	13	64	43	39	39	29	77	27			35	70
	Column Comparisons				-	-	b							-	-
£101+	% within column	5%↓	5%	9%	14%↑	7%↓	20%↑	8%	7%	12%	9%			16%↑	10%
	N Count	9↓	10	12	64↑	22↓	42↑	29	14	70	15			33↑	52
	Column Comparisons				-	-	b c							-	-
Mean		28.9↓	39.4	38.2↓	56.6↑	38.9↓	79.8↑	38.4↓	38.2↓	51.3	43.4	48.2	79.7	64.0↑	44.1↓
Median		18	18	18	23	18	38	18	18	18	18	18	36	23	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 = 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)

SM4D - Average spent on social media/ video sites		Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits		Parental Controls		Parental Concern			Time Spent Online (Weekday)		
		NET: Yes	No	Has an EHCP	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	3 - 4hrs	5 - 6hrs
Weighted Base	% within column	109	267	70	698	376	358	693	72	207	246	310	191	380	141
	N Count														
	Column Comparisons														
Unweighted Base	% within column	114	289	73	727	382	384	723	75	205	261	330	194	392	151
	N Count														
	Column Comparisons														
Column Names	% within column	a	b	a	b	a	b	a	b	a	b	c	a	b	c
	N Count														
	Column Comparisons														
£0-10	% within column	21%	26%		29%	26%	30%	28%		42%↑	23%	23%↓	41%↑	28%	16%↓
	N Count	22	70		205	97	106	194		88↑	58	70↓	79↑	106	22↓
	Column Comparisons									b c			b c d	c	
£11-£25	% within column	28%	28%		28%	27%	29%	28%		27%	29%	27%	30%	29%	21%
	N Count	31	73		194	100	103	191		55	72	83	57	109	30
	Column Comparisons														
£26-50	% within column	13%	22%		19%	17%	21%	19%		16%	23%	18%	15%	22%	18%
	N Count	15	58		132	63	75	134		33	57	56	29	82	25
	Column Comparisons														
£51-100	% within column	24%	18%		14%	16%	12%	14%		9%	13%	18%	9%	12%	25%↑
	N Count	26	47		100	61	44	96		20	33	54	17	47	35↑
	Column Comparisons											a			a b
£101+	% within column	14%	7%		10%↓	15%↑	8%	11%		6%↓	11%	15%↑	5%↓	9%	20%↑
	N Count	15	19		68↓	55↑	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

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 8

SM4D - Average spent on social media/ video sites

		Time Spent Online (Weekday)		Time Spent Online (Weekend)					Spent Money					SM purchase category	
		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	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	e	a	b	c	d	e	a	b	c	d	e	a	b
£0-10	% within column		16%↓		32%	22%	26%	24%↓	28%	28%	26%↓	26%↓		17%↓	11%↓
	N Count		32↓		79	53	52	105↓	217	217	155↓	155↓		73↓	17↓
	Column Comparisons		-		c			-	-	-	-	-			
£11-£25	% within column		23%		27%	26%	30%	28%	28%	28%	26%	26%		32%↑	14%↓
	N Count		44		66	64	60	124	212	212	160	160		137↑	22↓
	Column Comparisons		-					-	-	-	-	-		b d	
£26-50	% within column		18%		19%	22%	18%	20%	19%	19%	19%	19%		22%	21%
	N Count		35		48	52	35	87	146	146	115	115		94	32
	Column Comparisons		-					-	-	-	-	-		c	
£51-100	% within column		22%↑		13%	17%	15%	16%	14%	14%	16%↑	16%↑		17%	25%↑
	N Count		42↑		32	41	29	70	107	107	95↑	95↑		72	38↑
	Column Comparisons		-			a		-	-	-	-	-			
£101+	% within column		21%↑		10%	13%	11%	12%	11%	11%	13%↑	13%↑		12%	29%↑
	N Count		41↑		24	32	22	54	86	86	80↑	80↑		53	44↑
	Column Comparisons		-					-	-	-	-	-			a
Mean		87.3↑	87.2↑	32.2↓	45.6	53.9	56.0	54.8↑	49.5	49.5	55.5↑	55.5↑		57.6↑	91.9↑
Median		38	38	18	18	36	18	23	18	18	23	23		36	56

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

SM4D - Average spent on social media/ video sites

		SM purchase category		Feelings about SM purchase				Gaming Method					Gaming Type		
		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	NET: Any Gaming	Puzzles or quizzes	Action/ adventure	Shooters
Weighted Base	% within column	216	158	314	556	378	565	432	220	490	277	755	265	276	230
	N Count														
	Column Comparisons														
Unweighted Base	% within column	226	171	329	585	402	596	454	239	515	289	787	280	304	257
	N Count														
	Column Comparisons														
Column Names	% within column	c	d	a	b	c	d	a	b	c	d	e	a	b	c
	N Count														
	Column Comparisons														
£0-10	% within column	23%	16%↓	20%↓	24%↓	19%↓	23%↓	26%	28%	27%	29%	28%	21%↓	25%	23%
	N Count	50	25↓	63↓	131↓	74↓	128↓	113	61	134	81	212	56↓	70	54
	Column Comparisons	a b										-			
£11-£25	% within column	24%	15%↓	26%	29%	26%	29%	27%	22%	29%	30%	28%	32%	23%	21%↓
	N Count	51	24↓	83	161	100	162	115	49	140	84	208	84	64	48↓
	Column Comparisons											-			
£26-50	% within column	13%	19%	17%	20%	20%	21%	19%	14%	19%	17%	19%	20%	17%	19%
	N Count	29	29	54	114	74	118	82	30	94	47	142	53	46	44
	Column Comparisons											-			
£51-100	% within column	19%	20%↑	17%	14%	17%↑	15%	15%	15%	15%	15%	14%	15%	15%	18%
	N Count	42	32↑	53	79	65↑	85	64	34	71	41	107	40	41	41
	Column Comparisons											-			
£101+	% within column	21%↑	30%↑	19%↑	13%	17%↑	13%	13%	21%↑	11%	9%	11%	12%	20%↑	19%↑
	N Count	44↑	47↑	60↑	71	65↑	71	58	45↑	52	25	86	31	54↑	43↑
	Column Comparisons		a	d				c d	c d			-		a e f j l	a e f j l
Mean		76.7↑	100.7↑	68.2↑	54.3↑	66.0↑	54.9↑	55.7↑	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

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)

SM4D - Average spent on social media/ video sites		Gaming Type										Gaming Frequency		Gaming Purchase Type	
		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: Character, skins, weapons, armour, tools	NET: Game expansion
Weighted Base	% within column	203	287	363	228	122	140	263	105	127	392	587	139	303	182
	N Count														
	Column Comparisons														
Unweighted Base	% within column	217	302	368	245	141	151	284	118	134	411	614	147	330	198
	N Count														
	Column Comparisons														
Column Names	% within column	d	e	f	g	h	i	j	k	l	m	a	b	a	b
	N Count														
	Column Comparisons														
£0-10	% within column	22%	25%	29%	22%	20%	22%	21%↓	16%↓	22%	25%	29%	27%	23%	20%
	N Count	44	72	106	51	24	31	56↓	17↓	28	98	168	37	69	37
	Column Comparisons										-				
£11-£25	% within column	22%	28%	30%	27%	20%	21%	28%	22%	31%	27%	27%	28%	24%	19%↓
	N Count	45	80	110	62	24	29	72	23	40	106	157	39	72	34↓
	Column Comparisons										-				
£26-50	% within column	21%	20%	19%	19%	22%	15%	20%	18%	17%	20%	18%	23%	18%	15%
	N Count	42	57	69	44	27	22	53	18	21	77	108	31	54	28
	Column Comparisons										-				
£51-100	% within column	15%	15%	12%	16%	16%	17%	17%	19%	17%	14%	14%	15%	18%	20%
	N Count	31	43	43	36	19	23	45	20	21	56	81	21	55	37
	Column Comparisons										-			d	d
£101+	% within column	20%↑	12%	10%	16%	23%↑	25%↑	14%	24%↑	13%	14%	13%	7%	18%↑	25%↑
	N Count	42↑	35	36	35	28↑	35↑	36	26↑	17	55	74	10	53↑	46↑
	Column Comparisons	a e f j l			f	a e f l	a e f g j l		a e f l		-				
Mean		69.5↑	54.8	46.9	61.5↑	77.1↑	85.1↑	62.1↑	92.2↑	59.7	55.7	53.5↑	38.9↓	66.7↑	86.8↑
Median		38	23	18	28	38	38	28	38	23	23	18	18	36	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 = 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)

SM4D - Average spent on social media/ video sites		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	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
		Gaming Purchase Type						**Feelings about Gaming Purchase**					
Weighted Base	% within column	97	212	94	170	93	120	256	438	326	432	404	311
	N Count												
	Column Comparisons												
Unweighted Base	% within column	104	214	104	189	104	132	273	459	343	457	419	331
	N Count												
	Column Comparisons												
Column Names	% within column	c	d	e	f	g	h	a	b	c	d	e	f
	N Count												
	Column Comparisons												
£0-10	% within column	19%	29%	15%	22%	15%	19%	21%↓	23%↓	19%↓	22%↓	25%	22%↓
	N Count	19	61	14	37	14	23	53↓	102↓	63↓	96↓	99	68↓
	Column Comparisons												
£11-£25	% within column	24%	27%	19%	20%	19%	24%	27%	26%	26%	29%	28%	26%
	N Count	23	58	18	34	17	29	68	115	86	123	111	80
	Column Comparisons												
£26-50	% within column	18%	19%	23%	23%	17%	19%	17%	19%	18%	19%	18%	18%
	N Count	17	41	22	40	16	23	43	83	58	84	73	56
	Column Comparisons												
£51-100	% within column	12%	9%↓	18%	18%	22%	17%	18%	16%	19%↑	15%	16%	18%↑
	N Count	11	20↓	17	31	20	21	47	72	60↑	65	64	57↑
	Column Comparisons				d	d							
£101+	% within column	28%↑	15%	24%↑	17%	27%↑	20%↑	18%↑	15%↑	18%↑	15%↑	14%↑	16%↑
	N Count	27↑	33	23↑	29	25↑	25↑	47↑	65↑	58↑	64↑	57↑	50↑
	Column Comparisons												
Mean		84.6↑	55.5	89.3↑	71.9↑	95.2↑	78.2↑	66.7↑	59.9↑	69.3↑	59.2↑	56.2↑	64.1↑
Median		38	18	38	38	38	38	36	28	38	23	23	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)

Part 8 of 8

		A product (e.g. clothes, make-up, toys, jewellery)	An activity (e.g. cinema, restaurants, theme parks)	A subscription or upgraded/ premium account (e.g. Snapchat+)	I donated to/ gifted another account real money	I donated to/ gifted another account items (e.g. in-app jewels or coins)
Weighted Base	%	429	153	216	82	96
	Column Comparisons					
	N Count					
Unweighted Base	%	450	165	226	89	104
	Column Comparisons					
	N Count					
Column Names	%	a	b	c	d	e
	Column Comparisons					
	N Count					
My parent(s) bought these for me / I used my parent's card (I/ they entered their card details)	%	46%	41%	47%		50%
	Column Comparisons					-
	N Count	197	64	102		48
Using my debit card/ prepay card (I entered my card details)	%	39%↑	39%	34%		30%
	Column Comparisons					-
	N Count	169↑	59	73		28
Using my debit card/ prepay card (my card details were saved on the device already)	%	24%	27%	30%		36%
	Column Comparisons					-
	N Count	103	41	65		34
My parent(s) bought these for me / I used my parent's card (their card details were saved on the device already)	%	7%↓	14%	11%		19%
	Column Comparisons					-
	N Count	29↓	21	23		18

Part 1 of 2

		A product (e.g. clothes, make-up, toys, jewellery)	An activity (e.g. cinema, restaurants, theme parks)	A subscription or upgraded/ premium account (e.g. Snapchat+)	I donated to/ gifted another account real money	I donated to/ gifted another account items (e.g. in-app jewels or coins)
Using a gift card or voucher	%	9%↑	5%	7%		6%
	Column Comparisons					-
	N Count	38↑	8	15		6
My brother/ sister/ friend(s) bought these for me/ I used my brother/ sister/ friend's card (I/ they entered their card details)	%	3%	5%	3%		7%
	Column Comparisons					-
	N Count	14	8	7		7
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 already)	%	2%↓	7%	5%		9%
	Column Comparisons					-
	N Count	9↓	10	12		9
Someone else bought these for me	%	0%	2%	1%		3%
	Column Comparisons					-
	N Count	2	3	3		3
Don't know	%	1%	1%	2%		2%
	Column Comparisons					-
	N Count	3	1	5		2
NET: Any	%	99%↑	99%↑	98%		98%
	Column Comparisons					-
	N Count	426↑	152↑	211		94
NET: Someone else paid for them	%	49%	54%	58%		67%
	Column Comparisons					-
	N Count	212	83	125		64

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, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

SM5b - You said someone else bought the items for you. Did that person know about these purchases? [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	Female 10-12	Male 13-15	Female 13-15	Male 16-17	Female 16-17	NET: Male 8-12	NET: Female 8-12
			Gender of child respondent		Age of child respondent						Age and gender of child respondent									
Weighted Base	% within column	391	186	205	87	131	119	54	218	173	39	48	60	72	56	63	32	24	99	119
	N Count																			
	Column Comparisons																			
Unweighted Base	% within column	411	195	216	91	133	124	63	224	187	42	49	61	72	57	67	35	31	103	121
	N Count																			
	Column Comparisons																			
Column Names	% within column	a	a	b	a	b	c	d	e	f	a	b	c	d	e	f	g	h	i	j
	N Count																			
	Column Comparisons																			
Yes	% within column	77%	75%	79%		74%	84%		74%	80%									72%	76%
	N Count	301	140	161		97	100		162	139									71	91
	Column Comparisons	-							-	-									-	-
Some of them	% within column	19%	23%	16%		22%	15%		20%	18%									25%	16%
	N Count	76	43	33		29	17		44	32									25	19
	Column Comparisons	-							-	-									-	-
No	% within column	3%	2%	4%		4%	2%		5%	1%									2%	7%
	N Count	12	4	9		6	2		10	2									2	8
	Column Comparisons	-							-	-									-	-
Don't know	% within column	0%	0%	1%		0%	0%		1%	0%									0%	1%
	N Count	2	0	2		0	0		2	0									0	2
	Column Comparisons	-							-	-									-	-
NET: Some of them / No	% within column	23%	25%	21%		26%	16%		25%	20%									28%	23%
	N Count	88	46	42		35	20		54	34									27	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 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)

Part 1 of 12

		Age and gender of child respondent		Urban/ Rural		Working status				D3 - Social grade						Financial wellbeing			Ethnicity	
SM5b - You said someone else bought the items for you. Did that person know about these purchases? [SINGLE]		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	Gett-ing by	Strugg-ling	Whit...	NET: All oth-er Ethnic-ities
Weighted Base	% within column	88	86	364	27	295	52	15	27	168	67	94	61	235	156	125	172	94	278	106
	N Count																			
	Column Comparisons																			
Unweighted Base	% within column	92	97	384	27	320	48	16	25	233	57	68	53	290	121	148	176	87	294	110
	N Count																			
	Column Comparisons																			
Column Names	% within column	k	l	a	b	a	b	c	d	a	b	c	d	e	f	a	b	c	a	b
	N Count																			
	Column Comparisons																			
Yes				76%		76%				80%				76%	79%	81%	78%		78%	76%
				277		224				134				178	123	101	135		216	81
				-		-								-	-					
Some of them				20%		20%				17%				20%	19%	18%	18%		19%	20%
				73		59				28				47	29	22	31		52	21
				-		-								-	-					
No				3%		4%				3%				4%	1%	2%	2%		3%	4%
				12		11				5				10	2	2	4		8	4
				-		-								-	-					
Don't know				0%		1%				0%				0%	1%	0%	1%		1%	0%
				2		2				0				0	2	0	2		2	0
				-		-								-	-					
NET: Some of them / No				23%		24%				20%				24%	20%	19%	21%		22%	24%
				85		69				34				57	31	24	36		61	25
				-		-								-	-					

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)

Part 2 of 12

SM5b - You said someone else bought the items for you. Did that person know about these purchases? [SINGLE]

		Child identified need/ impacting condition				Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits		Parental Controls		Parental Concern			Time Spent Online (Weekday)			
		Neur...	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	NET: Has Parental Controls	No Controls	Not Concerned	A little Concerned	NET: Mod... Very Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs	6+ hrs
Weighted Base	% within column	28	18	121	263	54	106	49	342	215	161	375	16	81	121	188	93	200	70	28
Unweighted Base	% within column	25	20	120	284	57	116	52	359	222	174	395	16	78	129	203	99	203	78	31
Column Names	% within column	a	b	c	d	a	b	a	b	a	b	a	b	a	b	c	a	b	c	d
Yes	% within column			76%	78%		79%		76%	76%	79%	76%			68%	76%		74%		
	N Count			92	205		84		261	163	128	286			82	142		148		
	Column Comparisons			-	-							-								
Some of them	% within column			21%	18%		20%		20%	22%	15%	20%			27%	20%		23%		
	N Count			25	49		21		69	47	25	75			33	38		46		
	Column Comparisons			-	-							-			a	a		a		
No	% within column			2%	4%		1%		3%	2%	5%	3%			5%	3%		3%		
	N Count			2	10		1		10	4	8	11			6	6		6		
	Column Comparisons			-	-							-								
Don't know	% within column			1%	0%		0%		0%	1%	0%	0%			0%	1%		0%		
	N Count			2	0		0		2	2	0	2			0	2		0		
	Column Comparisons			-	-		-					-								
NET: Some of them / No	% within column			23%	22%		21%		23%	23%	21%	23%			32%	24%		26%		
	N Count			27	58		23		79	51	33	87			38	44		52		
	Column Comparisons			-	-							-			a	a		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 = 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)

Part 3 of 12

SM5b - You said someone else bought the items for you. Did that person know about these purchases? [SINGLE]

		Time Spent Online (Weekday)	Time Spent Online (Weekend)					Spent Money					SM purchase category				Feelings about SM purchase			
		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	Bought something from both	Not bought from either	Product	Activity	Subs... Upgrade	NET: Gift	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	98	40	126	127	98	225	391	391	324	324	0	228	98	138	110	184	313	216	308
	N Count																			
	Column Comparisons																			
Unweighted Base	% within column	109	38	138	132	103	235	411	411	346	346	0	236	107	149	122	197	332	233	327
	N Count																			
	Column Comparisons																			
Column Names	% within column	e	a	b	c	d	e	a	b	c	d	e	a	b	c	d	a	b	c	d
	N Count																			
	Column Comparisons																			
Yes	% within column	72%		74%	76%	81%	78%	77%	77%	74%	74%		82%	79%	70%	70%	68%↓	83%↑	69%↓	78%
	N Count	71		93	96	80	176	301	301	241	241		188	77	97	77	125↓	260↑	149↓	242
	Column Comparisons	-					-	-	-	-	-		c d				-	d	-	
Some of them	% within column	24%		23%	20%	15%	18%	19%	19%	22%	22%		15%	18%	26%	25%	28%↑	15%↓	26%↑	19%
	N Count	23		29	26	15	40	76	76	71	71		35	17	36	27	51↑	47↓	56↑	59
	Column Comparisons	-					-	-	-	-	-			a			-		-	b
No	% within column	3%		3%	3%	4%	3%	3%	3%	3%	3%		2%	3%	3%	4%	4%	2%↓	4%	2%
	N Count	3		4	3	4	7	12	12	10	10		5	3	4	4	8	5↓	9	7
	Column Comparisons	-					-	-	-	-	-						-		-	
Don't know	% within column	2%		0%	1%	0%	1%	0%	0%	0%	0%		0%	0%	1%	1%	0%	0%	1%	0%
	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)
Part 4 of 12
Page 1324

SM5b - You said someone else bought the items for you. Did that person know about these purchases? [SINGLE]

		Gaming Method					Gaming Type													Gaming Frequency
		Games console or games player	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	Simulation experience	Fitness and dance	Sports	Interactive stories	Makeovers	NET: Playing against other people	NET: Daily
Weighted Base	% within column	224	129	250	166	386	148	171	131	114	143	184	126	79	99	144	61	76	201	306
	N Count																			
	Column Comparisons																			
Unweighted Base	% within column	240	142	263	174	406	159	191	150	125	155	189	141	90	105	156	70	81	215	324
	N Count																			
	Column Comparisons																			
Column Names	% within column	a	b	c	d	e	a	b	c	d	e	f	g	h	i	j	k	l	m	a
	N Count																			
	Column Comparisons																			
Yes	% within column	78%	74%	82%↑	83%	77%	83%	79%	79%	80%	77%	83%	75%		77%	81%			79%	82%↑
	N Count	175	95	205↑	138	296	123	136	103	91	111	153	94		77	117			158	252↑
	Column Comparisons			b		-													-	b
Some of them	% within column	17%	22%	14%↓	16%	20%	13%	17%	19%	18%	20%	13%	22%		16%	16%			19%	15%↓
	N Count	38	29	35↓	26	76	20	29	24	20	29	24	27		16	23			38	47↓
	Column Comparisons		c			-													-	
No	% within column	5%	4%	3%	1%	3%	4%	2%	2%	2%	2%	4%	4%		7%	2%			2%	2%↓
	N Count	10	5	8	2	12	5	4	2	3	4	7	5		7	3			5	5↓
	Column Comparisons					-													-	
Don't know	% within column	0%	0%	1%	0%	0%	0%	1%	1%	0%	0%	0%	0%		0%	1%			0%	1%
	N Count	0	0	2	0	2	0	2	2	0	0	0	0		0	2			0	2
	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)

SM5b - You said someone else bought the items for you. Did that person know about these purchases? [SINGLE]

		Gaming Frequency	Gaming Purchase Type								Feelings about Gaming Purchase					
		Weekly	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	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	66	160	113	60	122	57	100	66	69	137	256	188	234	226	183
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	c	d	e	f	g	h	a	b	c	d	e	f
Yes			73%	71%		82%		78%			71%	79%	70%↓	77%	76%	71%
			117	81		101		78			98	201	132↓	180	171	130
											-	-	c			
Some of them			24%	27%		15%		16%			27%	20%	27%↑	21%	23%	26%
			38	30		19		16			37	50	51↑	49	51	47
											-	-				
No			3%	2%		2%		6%			2%	1%	3%	2%	2%	3%
			5	2		3		6			2	4	5	5	4	5
											-	-				
Don't know			0%	0%		0%		0%			0%	0%	0%	0%	0%	0%
			0	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 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)   Part 6 of 12

Page 1326

BANNER

SM5b - You said someone else bought the items for you. Did that person know about these purchases? [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	Female 10-12	Male 13-15	Female 13-15	Male 16-17	Female 16-17	NET: Male 8-12	NET: Female 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	-							-	-									-	-

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)

	Age and gender of child respondent		Urban/ Rural		Working status				D3 - Social grade						Financial wellbeing			Ethnicity	
SM5b - You said someone else bought the items for you. Did that person know about these purchases? [SINGLE]	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	Gett-ing by	Strugg-ling	Whit...	NET: All oth-er Ethnic-ities
			23%		24%			20%					24%	20%	19%	21%		22%	24%
NET: Some of them / No			85		69			34					57	31	24	36		61	25
			-		-								-	-					

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)   Part 8 of 12

SM5b - You said someone else bought the items for you. Did that person know about these purchases? [SINGLE]	Child identified need/ impacting condition				Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits		Parental Controls		Parental Concern			Time Spent Online (Weekday)			
	Neur...	Mental Health	NET: Identified need/ condition	NET: No identified need/ condition	NET: Yes	No	Has an EHCP	Don't have an EHCP	NET: House-hold recei-ves Benef-its	No Benef-its	NET: Has Paren-tal Contr-ols	No Contr-ols	Not Conce-rned	A little Conce-rned	NET: Mod... Very Conce-rned	0 - 2hrs	3 - 4hrs	5 - 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	a		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 = 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)

Part 9 of 12

SM5b - You said someone else bought the items for you. Did that person know about these purchases? [SINGLE]		Time Spent Online (Week-day)	Time Spent Online (Weekend)					Spent Money					SM purchase category				Feelings about SM purchase			
		NET: 5 + Hours	0 - 2hrs	3 - 4hrs	5 - 6hrs	Over 6 hrs	NET: 5 + Hours	Bought somet-hing on eit-her Social Media, or whi-le gaming	Bought somet-hing on soc-ial me-dia	Bought somet-hing while Gami-ng	Bought somet-hing from both	Not bought from either	Prod-uct	Activ-ity	Subs... 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
	% within column	27%		26%	23%	19%	21%	23%	23%	25%	25%		18%	21%	29%	28%	32%↑	17%↓	30%↑	22%
NET: Some of them / No	N Count	26		33	29	19	48	88	88	81	81		40	21	40	31	59↑	52↓	65↑	66
	Column Comparisons	-					-	-	-	-	-				a		-		-	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 = 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)

SM5b - You said someone else bought the items for you. Did that person know about these purchases? [SINGLE]		Gaming Method					Gaming Type													Gaming Frequency
		Games console or games player	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	Simulation experience	Fitness and dance	Sports	Interactive stories	Makeovers	NET: Playing against other people	NET: 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		c			-														-

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)

Part 11 of 12

SM5b - You said someone else bought the items for you. Did that person know about these purchases? [SINGLE]	Gaming Frequency	Gaming Purchase Type								Feelings about Gaming Purchase					
	Weekly	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	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
		27%	29%		18%		22%			29%	21%	30%↑	23%	24%	29%
NET: Some of them / No		43	32		21		22			39	54	56↑	54	55	53
										-	-	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 = 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)   Part 12 of 12

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]

		Total	Gender of child respondent — Male	Gender of child respondent — Female	Age of child respondent 8-9	Age of child respondent 10-12	Age of child respondent 13-15	Age of child respondent 16-17	NET: 8-12	NET: 13-17	Male 8-9	Female 8-9	Male 10-12	Female 10-12	Male 13-15	Female 13-15	Male 16-17	Female 16-17
Weighted Base	% within column	391	186	205	87	131	119	54	218	173	39	48	60	72	56	63	32	24
	N Count																	
	Column Comparisons																	
Unweighted Base	% within column	411	195	216	91	133	124	63	224	187	42	49	61	72	57	67	35	31
	N Count																	
	Column Comparisons																	
Column Names	% within column	a	a	b	a	b	c	d	e	f	a	b	c	d	e	f	g	h
	N Count																	
	Column Comparisons																	
They paid for it and I don't need to pay them back	% within column	74%	71%	76%		76%	72%		75%	71%								
	N Count	288	132	155		100	85		164	124								
	Column Comparisons	-							-	-								
They paid for it and I needed to pay them back	% within column	25%	28%	23%		22%	28%		23%	29%								
	N Count	100	53	47		29	34		50	49								
	Column Comparisons	-							-	-								
Don't know	% within column	1%	0%	1%		2%	0%		2%	0%								
	N Count	4	1	3		2	0		4	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 = 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)

Part 1 of 7

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]

		Age and gender of child respondent				Urban/ Rural		Working status				D3 - Social grade						Financial wellbeing
		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	C1	C2	DE	NET: ABC1	NET: C2DE	Doing well
Weighted Base	% within column	99	119	88	86	364	27	295	52	15	27	168	67	94	61	235	156	125
	N Count																	
	Column Comparisons																	
Unweighted Base	% within column	103	121	92	97	384	27	320	48	16	25	233	57	68	53	290	121	148
	N Count																	
	Column Comparisons																	
Column Names	% within column	i	j	k	l	a	b	a	b	c	d	a	b	c	d	e	f	a
	N Count																	
	Column Comparisons																	
They paid for it and I don't need to pay them back	% within column	71%	79%			73%		74%				75%				74%	73%	72%
	N Count	70	94			265		218				126				174	114	90
	Column Comparisons	-	-			-		-								-	-	
They paid for it and I needed to pay them back	% within column	28%	19%			26%		25%				24%				25%	26%	27%
	N Count	28	22			95		74				40				59	40	33
	Column Comparisons	-	-			-		-								-	-	
Don't know	% within column	1%	2%			1%		1%				1%				1%	1%	2%
	N Count	1	3			4		4				2				2	2	2
	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 = 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 2 correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z (p <= 0.05)

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]		Financial wellbeing		Ethnicity		Child identified need/ impacting condition				Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits		Parental Controls		Paren-tal Conc-ern
		Gett-ing by	Strug-gling	Whit...	NET: All ot-her Ethni-cities	Neu...	Ment-al Health	NET: Identi-fied need/ condi-tion	NET: No identi-fied need/ condi-tion	NET: Yes	No	Has an EHCP	Don't have an EHCP	NET: Hous-ehold recei-ves Benef-its	No Benef-its	NET: Has Paren-tal Contr-ols	No Contr-ols	Not Conc-erned
Weighted Base	% within column	172	94	278	106	28	18	121	263	54	106	49	342	215	161	375	16	81
	N Count																	
	Column Comparisons																	
Unweighted Base	% within column	176	87	294	110	25	20	120	284	57	116	52	359	222	174	395	16	78
	N Count																	
	Column Comparisons																	
Column Names	% within column	b	c	a	b	a	b	c	d	a	b	a	b	a	b	a	b	a
	N Count																	
	Column Comparisons																	
They paid for it and I don't need to pay them back	% within column	73%		71%	79%			70%	75%		77%		74%	76%	71%	73%		
	N Count	125		198	84			84	198		82		252	163	115	273		
	Column Comparisons							-	-							-		
They paid for it and I needed to pay them back	% within column	27%		28%	18%			30%	23%		23%		25%	24%	26%	26%		
	N Count	46		79	19			37	61		25		87	52	42	98		
	Column Comparisons			b				-	-							-		
Don't know	% within column	0%		0%	3%			0%	1%		0%		1%	0%	2%	1%		
	N Count	1		1	3			0	4		0		3	0	4	4		
	Column Comparisons				a			-	-		-					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 = 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)

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]		Parental Concern		Time Spent Online (Weekday)					Time Spent Online (Weekend)					Spent Money				
		A little Concerned	NET: Mod... Very Concerned	0 - 2hrs	3 - 4hrs	5 - 6hrs	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	Bought something from both	Not bought from either
Weighted Base	% within column	121	188	93	200	70	28	98	40	126	127	98	225	391	391	324	324	0
	N Count																	
	Column Comparisons																	
Unweighted Base	% within column	129	203	99	203	78	31	109	38	138	132	103	235	411	411	346	346	0
	N Count																	
	Column Comparisons																	
Column Names	% within column	b	c	a	b	c	d	e	a	b	c	d	e	a	b	c	d	e
	N Count																	
	Column Comparisons																	
They paid for it and I don't need to pay them back	% within column	66%	74%		71%			72%		67%	72%	80%	76%	74%	74%	73%	73%	
	N Count	80	139		141			71		84	92	79	170	288	288	235	235	
	Column Comparisons							-						-	-	-	-	-
They paid for it and I needed to pay them back	% within column	31%	26%		28%			26%		33%	28%	17%	23%	25%	25%	27%	27%	
	N Count	38	48		56			26		42	35	17	52	100	100	87	87	
	Column Comparisons							-		d				-	-	-	-	-
Don't know	% within column	3%	0%		1%			1%		0%	0%	3%	1%	1%	1%	0%	0%	
	N Count	3	1		2			1		0	0	3	3	4	4	1	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 = 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)

Part 4 of 7

BANNER

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]

		SM purchase category				Feelings about SM purchase				Gaming Method					Gaming Type			
		Prod-uct	Activ-ity	Subs... 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	Gam-es cons-ole or games player	Desk-top comp-uter, laptop or net-book	Mobi-le ph-one or smart-phone	Tablet	NET: Any Gami-ng	Puzz-les or quiz-zes	Action / adve-nture	Shoot-ers	Play-ing agai-nst o-ne ot-her pers-on
Weighted Base	% within column	228	98	138	110	184	313	216	308	224	129	250	166	386	148	171	131	114
	N Count																	
	Column Comparisons																	
Unweighted Base	% within column	236	107	149	122	197	332	233	327	240	142	263	174	406	159	191	150	125
	N Count																	
	Column Comparisons																	
Column Names	% within column	a	b	c	d	a	b	c	d	a	b	c	d	e	a	b	c	d
	N Count																		
	Column Comparisons																		
They paid for it and I don't need to pay them back	% within column	73%	71%	73%	70%	66%	75%	68%	74%	76%	71%	75%	77%	74%	78%	75%	75%	77%
	N Count	166	70	101	78	122	235	148	227	169	91	189	128	284	116	129	99	88
	Column Comparisons					-		-						-				
They paid for it and I needed to pay them back	% within column	26%	27%	26%	28%	34%	24%	30%	25%	24%	28%	24%	22%	26%	21%	24%	24%	22%
	N Count	59	27	35	31	62	74	65	78	53	36	60	36	100	31	40	32	26
	Column Comparisons					-		-						-				
Don't know	% within column	1%	2%	2%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%
	N Count	3	2	2	2	0	3	3	3	1	1	1	1	2	1	1	1	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 = 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)

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]

		Gaming Type									Gaming Frequency		Gaming Purchase Type					
		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	NET: Character, skins, weapons, armour, tools	NET: Game expansion	Loot boxes/ packs/ chests / bundles	In-game money	A standard version of the game	A subs...
Weighted Base	% within column	143	184	126	79	99	144	61	76	201	306	66	160	113	60	122	57	100
	N Count																	
	Column Comparisons																	
Unweighted Base	% within column	155	189	141	90	105	156	70	81	215	324	71	181	125	66	126	66	114
	N Count																	
	Column Comparisons																	
Column Names	% within column	e	f	g	h	i	j	k	l	m	a	b	a	b	c	d	e	f
	N Count																	
	Column Comparisons																	
They paid for it and I don't need to pay them back	% within column	77%	73%	73%		73%	74%			77%	77%		76%	68%		71%		82%
	N Count	111	133	92		73	107			155	237		122	77		87		82
	Column Comparisons									-	b							
They paid for it and I needed to pay them back	% within column	22%	26%	26%		27%	26%			22%	22%		23%	31%		27%		17%
	N Count	31	48	33		27	37			45	68		37	35		34		17
	Column Comparisons									-								
Don't know	% within column	1%	1%	1%		0%	0%			1%	0%		1%	1%		1%		1%
	N Count	1	2	1		0	0			1	1		1	1		1		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 = 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)

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]

		Gaming Purchase Type		Feelings about Gaming Purchase					
		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	66	69	137	256	188	234	226	183
	N Count								
	Column Comparisons								
Unweighted Base	% within column	74	77	150	273	203	253	239	197
	N Count								
	Column Comparisons								
Column Names	% within column	g	h	a	b	c	d	e	f
	N Count								
	Column Comparisons								
They paid for it and I don't need to pay them back				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

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 = 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)

SM5b - You said someone else bought the items for you. Did that person know about these purchases? [SINGLE]		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]		
		They paid for it and I don't need to pay them back	They paid for it and I needed to pay them back	Don't know
Weighted Base	% within column	288	100	4
	N Count			
	Column Comparisons			
Unweighted Base	% within column	304	103	4
	N Count			
	Column Comparisons			
Column Names	% within column	a	b	c
	N Count			
	Column Comparisons			
Yes	% within column	84%↑	58%↓	
	N Count	241↑	58↓	
	Column Comparisons	b		
Some of them	% within column	13%↓	36%↑	
	N Count	39↓	36↑	
	Column Comparisons		a	
No	% within column	3%	4%	
	N Count	7	4	
	Column Comparisons			
Don't know	% within column	0%	2%	
	N Count	0	2	
	Column Comparisons			
NET: Some of them / No	% within column	16%↓	40%↑	
	N Count	46↓	40↑	
	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 = 369 (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)

SM6 - Which of these do you think has influenced you to buy something from social media and/ or video 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	Female 8-9	Male 10-12	Female 10-12	Male 13-15	Female 13-15	Male 16-17
			Gender of child respondent		Age of child respondent						Age and gender of child respondent						
Weighted Base	% within column	731	342	389	128	210	254	139	338	393	61	67	99	112	114	140	69
	N Count																
	Column Comparisons																
Unweighted Base	% within column	766	351	415	132	212	258	164	344	422	63	69	100	112	114	144	74
	N Count																
	Column Comparisons																
Column Names	% within column	a	a	b	a	b	c	d	e	f	a	b	c	d	e	f	g
	N Count																
	Column Comparisons																
I liked the look of something	% within column	34%	30%	37%	36%	28%	37%	36%	31%	36%			22%	33%	33%	40%	
	N Count	247	102	145	46	58	93	50	105	142			22	36	37	55	
	Column Comparisons	-		a					-	-							
I saw an advert showing it	% within column	27%	23%	30%	33%	23%	26%	28%	26%	27%			16%	29%	22%	29%	
	N Count	195	78	117	42	48	66	40	89	106			16	32	25	41	
	Column Comparisons	-		a					-	-							
There was a special offer/ discount/ bundle for a limited amount of time	% within column	25%	26%	24%	19%	27%	25%	25%	24%	25%			27%	26%	22%	28%	
	N Count	181	88	92	25	56	64	35	81	100			27	29	25	39	
	Column Comparisons	-							-	-			b	b		b	
My family or friends recommended something to me	% within column	23%	26%	21%	24%	21%	24%	24%	23%	24%			24%	20%	28%	21%	
	N Count	171	90	81	31	45	61	33	76	95			23	22	32	29	
	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.; 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 21

		Age and gender of child respondent					Urban/ Rural		Working status				D3 - Social grade				
SM6 - Which of these do you think has influenced you to buy something from social media and/ or 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
Weighted Base	% within column	77	159	178	183	216	667	64	534	105	35	54	279	158	172	122	437
	N Count																
	Column Comparisons																
Unweighted Base	% within column	100	163	181	188	242	699	67	576	96	39	52	394	136	126	110	530
	N Count																
	Column Comparisons																
Column Names	% within column	h	i	j	k	l	a	b	a	b	c	d	a	b	c	d	e
	N Count																
	Column Comparisons																
I liked the look of something	% within column	35%	26%	35%	33%	38%	33%		32%				36%	32%	36%	28%	34%
	N Count	27	42	63	61	82	221		173				101	50	62	34	151
	Column Comparisons		-	-	-	-											-
I saw an advert showing it	% within column	29%	22%	31%	24%	29%	27%		27%				33%↑	22%	19%	29%	29%
	N Count	22	35	55	44	62	179		144				92↑	35	33	35	127
	Column Comparisons		-	-	-	-							b c				-
There was a special offer/ discount/ bundle for a limited amount of time	% within column	24%	28%	20%	24%	26%	25%		24%				28%	22%	20%	28%	26%
	N Count	18	45	36	43	57	169		129				77	35	34	34	112
	Column Comparisons		-	-	-	-											-
My family or friends recommended something to me	% within column	14%	22%	23%	30%	19%	23%		24%				26%	20%	25%	19%	24%
	N Count	11	35	41	55	40	157		130				72	32	43	23	104
	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.; 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 21

SM6 - Which of these do you think has influenced you to buy something from social media and/ or video in the last month? [MULTI]

		D3 - Social grade	Financial wellbeing			Ethnicity		Child identified need/ impacting condition				Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits	
		NET: C2DE	Doing well	Getting by	Strugg-ling	White - British	NET: All other Ethnic-ities	Neur...	Mental Health	NET: Identi-fied ne-ed/ condi-tion	NET: No identi-fied ne-ed/ condi-tion	NET: Yes	No	Has an EHCP	Don't have an EHCP	NET: House-hold recei-ves Benef-its	No Benef-its
Weighted Base	% within column	294	203	337	188	556	165	50	45	200	521	107	259	68	663	357	342
	N Count																
	Column Comparisons																
Unweighted Base	% within column	236	236	347	181	585	169	46	45	199	556	111	282	71	695	364	370
	N Count																
	Column Comparisons																
Column Names	% within column	f	a	b	c	a	b	a	b	c	d	a	b	a	b	a	b
	N Count																
	Column Comparisons																
I liked the look of something	% within column	33%	31%	37%	33%	36%	27%			30%	36%	37%	37%		34%	30%	39%
	N Count	96	62	123	61	200	44			59	185	40	96		228	106	132
	Column Comparisons	-				b				-	-						a
I saw an advert showing it	% within column	23%	30%	28%	21%	25%	33%			27%	27%	27%	28%		27%	25%	29%
	N Count	68	62	94	40	140	54			53	141	29	73		178	91	98
	Column Comparisons	-								-	-						
There was a special offer/ discount/ bundle for a limited amount of time	% within column	23%	25%	24%	25%	23%	31%			24%	25%	25%	27%		24%	25%	26%
	N Count	68	51	81	47	129	50			48	132	27	69		160	90	88
	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.; 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)

SM6 - Which of these do you think has influenced you to buy something from social media and/ or video in the last month? [MULTI]		Parental Controls		Parental Concern			Time Spent Online (Weekday)					Time Spent Online (Weekend)					Spent Money
		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	5 - 6hrs	Over 6 hrs	NET: 5+ Hours	Bought something on either Social Media, or while gaming
Weighted Base	% within column	659	71	194	230	303	173	363	141	52	192	69	231	233	195	428	731
	N Count																
	Column Comparisons																
Unweighted Base	% within column	691	74	194	246	323	178	376	151	58	209	69	242	249	203	452	766
	N Count																
	Column Comparisons																
Column Names	% within column	a	b	a	b	c	a	b	c	d	e	a	b	c	d	e	a
	N Count																
	Column Comparisons																
I liked the look of something	% within column	33%		42%	36%	27%↓	35%	33%	32%		34%		25%↓	34%	45%↑	39%↑	34%
	N Count	217		81	84	83↓	60	120	45		66		57↓	80	87↑	168↑	247
	Column Comparisons			c	c						-				b	-	-
I saw an advert showing it	% within column	26%		23%	26%	30%	25%	29%	24%		25%		26%	24%	31%	27%	27%
	N Count	174		45	61	89	42	104	33		48		59	56	61	117	195
	Column Comparisons										-					-	-
There was a special offer/ discount/ bundle for a limited amount of time	% within column	25%		24%	20%	29%	19%	26%	24%		27%		21%	28%	25%	27%	25%
	N Count	165		46	45	88	32	96	34		52		48	65	50	115	181
	Column Comparisons					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 = 698 (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)

SM6 - Which of these do you think has influenced you to buy something from social media and/ or video in the last month? [MULTI]

		Spent Money				SM purchase category				Feelings about SM purchase				Gaming Method			
		Bought something on social media	Bought something while Gaming	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	Desktop computer, laptop or netbook	Mobile phone or smartphone	Tablet
Weighted Base	% within column	731	578	578	0	429	153	216	158	314	556	378	565	412	209	475	266
	N Count																
	Column Comparisons																
Unweighted Base	% within column	766	608	608	0	450	165	226	171	329	585	402	596	436	230	500	278
	N Count																
	Column Comparisons																
Column Names	% within column	b	c	d	e	a	b	c	d	a	b	c	d	a	b	c	d
	N Count																
	Column Comparisons																
I liked the look of something	% within column	34%	32%	32%		41%↑	31%	30%	23%↓	23%↓	34%	29%	35%	39%↑	35%	37%	38%
	N Count	247	185	185		177↑	47	65	36↓	73↓	190	110	196	162↑	73	178	101
	Column Comparisons	-	-	-		b c d					a	a	a c				
I saw an advert showing it	% within column	27%	26%	26%		32%↑	31%	25%	26%	23%	27%	25%	28%	30%	29%	30%	32%
	N Count	195	152	152		137↑	48	55	41	72	151	93	161	125	61	143	85
	Column Comparisons	-	-	-		c											
There was a special offer/ discount/ bundle for a limited amount of time	% within column	25%	25%	25%		26%	25%	26%	24%	20%	27%	22%	24%	26%	25%	28%	26%
	N Count	181	146	146		110	39	57	38	64	148	85	137	108	52	132	69
	Column Comparisons	-	-	-													

SM6 - Which of these do you think has influenced you to buy something from social media and/ or video in the last month? [MULTI]		Gaming Method	Gaming Type													Gaming Frequency	
		NET: Any Gaming	Puzzles or quizzes	Action/ adventure	Shoot-ers	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	720	261	264	221	198	276	345	224	119	137	258	102	123	376	564	133
	N Count																
	Column Comparisons																
Unweighted Base	% within column	755	276	294	248	212	292	351	241	138	148	280	115	130	397	592	141
	N Count																
	Column Comparisons																
Column Names	% within column	e	a	b	c	d	e	f	g	h	i	j	k	l	m	a	b
	N Count																
	Column Comparisons																
I liked the look of something	% within column	34%	38%	37%	35%	39%	43%↑	43%↑	38%	41%	39%	39%	43%	39%	40%↑	34%	33%
	N Count	244	100	98	77	78	120↑	147↑	86	48	53	100	44	48	152↑	194	44
	Column Comparisons	-													-		
I saw an advert showing it	% within column	27%	30%	32%	28%	30%	29%	31%	29%	33%	34%	33%	31%	31%	27%	27%	25%
	N Count	192	78	84	63	59	80	105	65	39	46	84	31	38	102	153	33
	Column Comparisons	-													-		
There was a special offer/ discount/ bundle for a limited amount of time	% within column	25%	26%	29%	31%	28%	28%	25%	30%	31%	26%	29%	37%↑	21%	27%	26%	21%
	N Count	177	68	77	68	56	77	88	67	37	35	75	38↑	25	103	145	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 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.; 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

SM6 - Which of these do you think has influenced you to buy something from social media and/ or video in the last month? [MULTI]		Gaming Purchase Type								Feelings about Gaming Purchase					
		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	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	289	174	92	204	92	168	91	116	248	426	316	417	389	303
	N Count														
	Column Comparisons														
Unweighted Base	% within column	317	191	101	208	101	187	102	128	266	448	335	443	405	324
	N Count														
	Column Comparisons														
Column Names	% within column	a	b	c	d	e	f	g	h	a	b	c	d	e	f
	N Count														
	Column Comparisons														
I liked the look of something	% within column	37%	27%	31%	37%	39%	40%	26%	32%	27%	33%	28%	34%	32%	26%↓
	N Count	107	47	28	75	36	67	24	38	66	139	89	142	124	79↓
	Column Comparisons	b					b								
I saw an advert showing it	% within column	31%	35%	27%	27%	33%	32%	42%↑	31%	26%	28%	26%	28%	25%	26%
	N Count	90	60	25	55	31	54	38↑	35	64	118	83	116	96	79
	Column Comparisons														
There was a special offer/ discount/ bundle for a limited amount of time	% within column	29%	28%	35%	29%	32%	31%	25%	27%	24%	26%	22%	28%	26%	23%
	N Count	85	48	32	58	30	53	23	31	59	113	70	115	99	71
	Column Comparisons												c		

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.; 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 21

SM6 - Which of these do you think has influenced you to buy something from social media and/ or video in the last month? [MULTI]		Gender of child respondent		Age of child respondent						Age and gender of child respondent						
		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	Female 13-15	Male 16-17
My family or friends recommended something to me	% within column	23%	26%	21%	24%	21%	24%	24%	23%	24%			24%	20%	28%	21%	
	N Count	171	90	81	31	45	61	33	76	95			23	22	32	29	
	Column Comparisons	-							-	-							
I saw an account post, use or talk about it (e.g. an influencer)	% within column	22%	20%	24%	23%	22%	21%	22%	22%	21%			18%	25%	19%	22%	
	N Count	159	67	92	30	46	53	31	75	83			18	28	22	30	
	Column Comparisons	-							-	-							
I saw something when I was searching for something on the site/ app I was using	% within column	20%	24%	17%	29%	22%	16%	19%	24%	17%			22%	21%	21%	12%	
	N Count	149	83	66	36	46	41	26	82	67			22	24	24	17	
	Column Comparisons	-	b		c				-	-							
There was a link to the shop the items/ activities were available on	% within column	17%	16%	17%	21%	14%	17%	17%	16%	17%			12%	15%	15%	19%	
	N Count	121	55	66	26	29	43	24	55	67			12	17	17	26	
	Column Comparisons	-							-	-							
I bought something on the site's/ app's marketplace because I thought it might go to another buyer and didn't want to miss o	% within column	16%	17%	16%	22%	19%	13%	13%	20%	13%			18%	19%	14%	13%	
	N Count	119	57	62	28	39	34	18	67	52			18	21	16	18	
	Column Comparisons	-							-	-							
I would have lost something if I didn't buy it (e.g. Snapchat Streaks)	% within column	9%	9%	9%	11%	8%	10%	6%	9%	9%			7%	9%	8%	12%	
	N Count	67	31	36	14	18	26	8	32	35			7	10	10	17	
	Column Comparisons	-							-	-							
Don't know	% within column	1%	2%	1%	3%	1%	1%	0%	2%	1%			3%	0%	2%	0%	
	N Count	9	5	4	4	3	2	0	7	2			3	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 = 698 (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)

Part 8 of 21

SM6 - Which of these do you think has influenced you to buy something from social media and/ or video in the last month? [MULTI]		Age and gender of child respondent					Urban/ Rural		Working status				D3 - Social grade				
		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
My family or friends recommended something to me	% within column	14%	22%	23%	30%	19%	23%		24%				26%	20%	25%	19%	24%
	N Count	11	35	41	55	40	157		130				72	32	43	23	104
	Column Comparisons		-	-	-	-											-
I saw an account post, use or talk about it (e.g. an influencer)	% within column	21%	19%	25%	20%	21%	21%		23%				23%	18%	22%	23%	21%
	N Count	16	30	45	37	46	142		125				65	29	38	28	93
	Column Comparisons		-	-	-	-											-
I saw something when I was searching for something on the site/ app I was using	% within column	20%	29%	20%	20%	15%	20%		21%				23%	17%	22%	16%	21%
	N Count	15	47	36	37	33	133		115				65	27	38	19	92
	Column Comparisons		-	-	-	-											-
There was a link to the shop the items/ activities were available on	% within column	19%	18%	14%	14%	19%	17%		16%				18%	22%	10%	14%	20%
	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 marketplace because I thought it might go to another buyer and didn't want to miss o	% within column	13%	20%	19%	13%	13%	17%		18%				18%	18%	13%	14%	18%
	N Count	10	33	35	24	28	112		96				51	28	22	18	79
	Column Comparisons		-	-	-	-											-
I would have lost something if I didn't buy it (e.g. Snapchat Streaks)	% within column	6%	10%	9%	8%	10%	9%		10%				11%	8%	8%	8%	10%
	N Count	4	16	16	15	21	63		53				30	13	13	10	44
	Column Comparisons		-	-	-	-											-
Don't know	% within column	1%	2%	2%	1%	0%	1%		1%				1%	2%	1%	2%	1%
	N Count	1	3	4	2	1	9		6				2	4	2	3	5
	Column Comparisons		-	-	-	-											-

SM6 - Which of these do you think has influenced you to buy something from social media and/ or video in the last month? [MULTI]		D3 - Social grade	Financial wellbeing			Ethnicity		Child identified need/ impacting condition				Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits	
		NET: C2DE	Doing well	Getting by	Strugg-ling	White - British	NET: All other Ethnic-ities	Neur...	Mental Health	NET: Identi-fied ne-ed/ condi-tion	NET: No identi-fied ne-ed/ condi-tion	NET: Yes	No	Has an EHCP	Don't have an EHCP	NET: House-hold recei-ves Benef-its	No Benef-its
My family or friends recommended something to me	% within column	23%	29%	22%	19%	21%	31%			17%	25%	20%	26%		24%	25%	23%
	N Count	67	58	75	36	117	50			35	132	21	68		158	89	78
	Column Comparisons	-					a			-	-						
I saw an account post, use or talk about it (e.g. an influencer)	% within column	22%	25%	21%	20%	23%	16%			22%	21%	17%	22%		21%	20%	24%
	N Count	65	51	70	38	126	27			43	110	18	56		141	70	82
	Column Comparisons	-								-	-						
I saw something when I was searching for something on the site/ app I was using	% within column	19%	26%	17%	21%	19%	26%			24%	19%	23%	13%		20%	21%	20%
	N Count	57	52	57	39	104	43			49	98	25	35		132	73	70
	Column Comparisons	-	b							-	-	b					
There was a link to the shop the items/ activities were available on	% within column	12%	21%	17%	11%	17%	16%			16%	17%	14%	20%		16%	14%	20%
	N Count	35	43	59	20	94	27			32	88	15	51		108	52	68
	Column Comparisons	-	c							-	-						
I bought something on the site's/ app's marketplace because I thought it might go to another buyer and didn't want to miss o	% within column	14%	23%	15%	12%	17%	15%			20%	15%	18%	12%		15%	21%↑	13%
	N Count	40	46	49	23	94	25			39	80	19	32		101	74↑	43
	Column Comparisons	-	b c							-	-					b	
I would have lost something if I didn't buy it (e.g. Snapchat Streaks)	% within column	8%	11%	10%	6%	10%	6%			13%	8%	12%	7%		8%↓	12%	6%
	N Count	23	23	33	11	57	10			26	41	13	19		52↓	44	21
	Column Comparisons	-								-	-					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 = 698 (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)

SM6 - Which of these do you think has influenced you to buy something from social media and/ or video in the last month? [MULTI]

		Parental Controls		Parental Concern			Time Spent Online (Weekday)					Time Spent Online (Weekend)					Spent Money
		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	5 - 6hrs	Over 6 hrs	NET: 5+ Hours	Bought something on either Social Media, or while gaming
My family or friends recommended something to me	% within column	23%		20%	22%	27%	26%	21%	26%		27%	22%	19%	30%		24%	23%
	N Count	154		39	51	81	44	75	37		52	50	45	58		102	171
	Column Comparisons										-					-	-
I saw an account post, use or talk about it (e.g. an influencer)	% within column	21%		19%	24%	21%	18%	20%	31%		29%	20%	22%	23%		23%	22%
	N Count	138		38	56	65	31	72	44		56	46	52	45		97	159
	Column Comparisons								a b		-					-	-
I saw something when I was searching for something on the site/ app I was using	% within column	21%		14%	22%	23%	21%	19%	20%		22%	22%	19%	21%		20%	20%
	N Count	138		28	50	70	37	70	28		43	51	44	42		86	149
	Column Comparisons										-					-	-
There was a link to the shop the items/ activities were available on	% within column	17%		16%	16%	17%	15%	17%	14%		16%	21%	15%	14%		14%	17%
	N Count	110		30	37	52	27	63	20		31	48	34	28		62	121
	Column Comparisons										-					-	-
I bought something on the site's/ app's marketplace because I thought it might go to another buyer and didn't want to miss o	% within column	17%		10%	17%	19%	13%	15%	21%		21%	17%	20%	10%		15%	16%
	N Count	109		20	38	59	22	56	30		41	40	46	20		66	119
	Column Comparisons					a					-			d		-	-
I would have lost something if I didn't buy it (e.g. Snapchat Streaks)	% within column	9%		7%	8%	11%	4%	10%	12%		13%	10%	8%	11%		9%	9%
	N Count	63		14	19	34	7	35	16		25	22	19	22		40	67
	Column Comparisons							a	a		-					-	-

SM6 - Which of these do you think has influenced you to buy something from social media and/ or video in the last month? [MULTI]		Spent Money				SM purchase category				Feelings about SM purchase				Gaming Method			
		Bought something on social media	Bought something while Gaming	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	Desktop computer, laptop or netbook	Mobile phone or smartphone	Tablet
My family or friends recommended something to me	% within column	23%	24%	24%		25%	29%	31%↑	22%	22%	24%	24%	24%	24%	27%	25%	23%
	N Count	171	138	138		106	44	67↑	35	70	134	90	134	101	57	118	62
	Column Comparisons	-	-	-													
I saw an account post, use or talk about it (e.g. an influencer)	% within column	22%	23%	23%		26%↑	25%	24%	23%	21%	21%	25%	24%	23%	25%	24%	25%
	N Count	159	131	131		111↑	38	53	37	66	119	93	136	93	53	115	66
	Column Comparisons	-	-	-									b				
I saw something when I was searching for something on the site/ app I was using	% within column	20%	22%	22%		21%	23%	25%	24%	21%	23%	23%	21%	21%	23%	22%	27%↑
	N Count	149	127	127		90	35	53	38	66	126	87	121	87	48	105	71↑
	Column Comparisons	-	-	-													
There was a link to the shop the items/ activities were available on	% within column	17%	16%	16%		19%	17%	18%	22%	18%	17%	19%	19%	20%	19%	17%	17%
	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 marketplace because I thought it might go to another buyer and didn't want to miss o	% within column	16%	18%	18%		16%	31%↑	23%	32%↑	25%↑	17%	22%↑	17%	17%	23%↑	15%	14%
	N Count	119	103	103		69	47↑	49	51↑	78↑	94	82↑	97	68	48↑	73	37
	Column Comparisons	-	-	-			a		a						c d		
I would have lost something if I didn't buy it (e.g. Snapchat Streaks)	% within column	9%	11%	11%		7%	8%	15%↑	17%↑	14%↑	9%	13%↑	10%	9%	13%	8%	8%
	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						

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.; 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 21

SM6 - Which of these do you think has influenced you to buy something from social media and/ or video in the last month? [MULTI]

		Gaming Method	Gaming Type													Gaming Frequency	
		NET: Any Gaming	Puzzles or quizzes	Action/ adven- ture	Shoot- ers	Playing against one other person	Playing against multi- ple people / teams	Creat- ive and build- ing ga- mes	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
My family or friends recommended something to me	% within column	24%	27%	26%	28%	25%	23%	23%	26%	31%	20%	28%	28%	26%	23%	25%	20%
	N Count	169	69	68	61	50	64	79	58	37	27	71	29	32	85	139	26
	Column Comparisons	-													-		
I saw an account post, use or talk about it (e.g. an influencer)	% within column	22%	20%	25%	23%	28%	25%	24%	22%	24%	21%	23%	22%	30%	24%	23%	19%
	N Count	157	53	65	51	55	68	84	50	28	29	59	23	37	91	128	25
	Column Comparisons	-													-		
I saw something when I was searching for something on the site/ app I was using	% within column	21%	21%	25%	24%	24%	22%	20%	20%	32%↑	29%	21%	23%	20%	22%	22%	19%
	N Count	149	55	65	54	47	61	69	45	37↑	39	55	24	25	82	122	25
	Column Comparisons	-													-		
There was a link to the shop the items/ activities were available on	% within column	17%	16%	17%	19%	21%	20%	17%	20%	21%	19%	19%	17%	20%	19%	17%	16%
	N Count	121	42	45	42	42	54	58	45	25	26	50	18	25	70	97	21
	Column Comparisons	-													-		
I bought something on the site's/ app's marketplace because I thought it might go to another buyer and didn't want to miss o	% within column	16%	19%	23%↑	19%	23%	17%	15%	19%	20%	21%	20%	29%↑	19%	18%	16%	18%
	N Count	116	49	61↑	42	46	48	51	43	24	29	51	29↑	24	69	92	24
	Column Comparisons	-		f											-		
I would have lost something if I didn't buy it (e.g. Snapchat Streaks)	% within column	9%	10%	12%	11%	15%	10%	9%	11%	14%	13%	9%	9%	11%	11%	10%	8%
	N Count	66	25	31	25	29	29	31	26	17	18	22	10	13	43	55	11
	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.; 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)

SM6 - Which of these do you think has influenced you to buy something from social media and/ or video in the last month? [MULTI]		Gaming Purchase Type								Feelings about Gaming Purchase					
		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	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
My family or friends recommended something to me	% within column	23%	27%	23%	21%	38%↑	29%	31%	21%	24%	25%	25%	24%	22%	24%
	N Count	68	46	21	42	35↑	49	29	24	60	107	78	99	84	74
	Column Comparisons														
I saw an account post, use or talk about it (e.g. an influencer)	% within column	25%	26%	27%	29%	28%	26%	26%	22%	24%	22%	27%	24%	25%	25%
	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 something on the site/ app I was using	% within column	24%	28%	34%	25%	24%	22%	26%	28%	21%	23%	25%	20%	23%	25%
	N Count	68	49	31	51	22	37	23	33	53	97	79	85	88	74
	Column Comparisons														
There was a link to the shop the items/ activities were available on	% within column	22%↑	21%	22%	19%	20%	19%	26%	25%	21%	16%	18%	18%	19%	21%
	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 marketplace because I thought it might go to another buyer and didn't want to miss o	% within column	23%	27%↑	28%	16%	25%	18%	32%↑	25%	25%↑	19%	23%↑	18%	21%↑	24%↑
	N Count	65	48↑	26	33	23	31	29↑	29	62↑	79	71↑	77	81↑	72↑
	Column Comparisons		d					d							
I would have lost something if I didn't buy it (e.g. Snapchat Streaks)	% within column	13%	18%↑	13%	9%	12%	10%	16%	15%	13%	11%	13%↑	12%	12%↑	14%↑
	N Count	37	32↑	12	19	11	18	15	17	32	47	41↑	50	48↑	42↑
	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.; 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)

SM6 - Which of these do you think has influenced you to buy something from social media and/ or video in the last month? [MULTI]

		Total	Gender of child respondent		Age of child respondent						Age and gender of child respondent						
			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	Female 13-15	Male 16-17
Don't know	% within column	1%	2%	1%	3%	1%	1%	0%	2%	1%			3%	0%	2%	0%	
	N Count	9	5	4	4	3	2	0	7	2			3	0	2	0	
	Column Comparisons	-							-	-							
Another reason	% within column	1%	0%	1%	1%	0%	1%	1%	0%	1%			0%	0%	1%	1%	
	N Count	4	2	2	1	0	2	1	1	3			0	0	1	1	
	Column Comparisons	-							-	-							
NET: Any	% within column	99%	98%	99%	97%	99%	99%	100%	98%	99%			97%	100%	98%	100%	
	N Count	722	337	385	123	207	252	139	331	391			96	112	111	140	
	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.; 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)

SM6 - Which of these do you think has influenced you to buy something from social media and/ or video in the last month? [MULTI]		Age and gender of child respondent					Urban/ Rural		Working status				D3 - Social grade				
		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
Don't know	% within column	1%	2%	2%	1%	0%	1%		1%				1%	2%	1%	2%	1%
	N Count	1	3	4	2	1	9		6				2	4	2	3	5
	Column Comparisons		-	-	-	-											-
Another reason	% within column	1%	0%	0%	1%	1%	0%		0%				0%	1%	1%	1%	0%
	N Count	1	0	1	2	2	3		1				1	1	1	1	2
	Column Comparisons		-	-	-	-											-
NET: Any	% within column	99%	98%	98%	99%	100%	99%		99%				99%	98%	99%	98%	99%
	N Count	76	156	174	181	215	657		529				278	155	170	119	432
	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.; 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 16 of 21

SM6 - Which of these do you think has influenced you to buy something from social media and/ or video in the last month? [MULTI]

		D3 - Social grade	Financial wellbeing			Ethnicity		Child identified need/ impacting condition				Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits	
		NET: C2DE	Doing well	Getting by	Strugg-ling	White - British	NET: All other Ethnic-ities	Neur...	Mental Health	NET: Identi-fied ne-ed/ condi-tion	NET: No identi-fied ne-ed/ condi-tion	NET: Yes	No	Has an EHCP	Don't have an EHCP	NET: House-hold recei-ves Benef-its	No Benef-its
Don't know	% within column	1%	1%	1%	2%	1%	1%			1%	1%	1%	0%		1%	2%	1%
	N Count	4	2	3	4	8	1			3	7	1	1		8	7	2
	Column Comparisons	-								-	-						
Another reason	% within column	1%	0%	0%	1%	1%	0%			1%	0%	2%	0%		0%	1%	0%
	N Count	2	1	1	2	3	1			2	2	2	1		2	2	1
	Column Comparisons	-								-	-						
NET: Any	% within column	99%	99%	99%	98%	99%	99%			99%	99%	99%	100%		99%	98%	99%
	N Count	289	201	334	185	548	163			197	514	105	258		655	350	340
	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.; 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)

SM6 - Which of these do you think has influenced you to buy something from social media and/ or video in the last month? [MULTI]		Parental Controls		Parental Concern			Time Spent Online (Weekday)					Time Spent Online (Weekend)					Spent Money
		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	5 - 6hrs	Over 6 hrs	NET: 5+ Hours	Bought something on either Social Media, or while gaming
Don't know	% within column	1%		2%	0%	1%	2%	1%	0%		1%	2%	1%	1%		1%	1%
	N Count	9		4	1	4	4	4	0		1	4	3	2		5	9
	Column Comparisons										-					-	-
Another reason	% within column	0%		2%	0%	0%	1%	0%	1%		1%	0%	1%	1%		1%	1%
	N Count	3		3	0	1	2	0	2		2	1	1	2		3	4
	Column Comparisons										-					-	-
NET: Any	% within column	99%		98%	100%	99%	98%	99%	100%		99%	98%	99%	99%		99%	99%
	N Count	650		190	229	299	169	359	141		191	226	231	193		424	722
	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.; 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 18 of 21

BANNER

SM6 - Which of these do you think has influenced you to buy something from social media and/ or video in the last month? [MULTI]		Spent Money				SM purchase category				Feelings about SM purchase				Gaming Method			
		Bought something on social media	Bought something while Gaming	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	Desktop computer, laptop or netbook	Mobile phone or smartphone	Tablet
Don't know	% within column	1%	1%	1%		1%	2%	1%	1%	0%	1%	0%	1%	1%	1%	1%	3%
	N Count	9	6	6		5	3	2	1	1	4	1	6	5	3	3	8
	Column Comparisons	-	-	-													c
Another reason	% within column	1%	0%↓	0%↓		1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%
	N Count	4	0↓	0↓		2	0	0	0	1	2	2	2	2	1	3	1
	Column Comparisons	-	-	-													
NET: Any	% within column	99%	99%	99%		99%	98%	99%	99%	100%	99%	100%	99%	99%	99%	99%	97%
	N Count	722	572	572		423	150	214	157	312	553	376	559	407	206	472	258
	Column Comparisons	-	-	-													d

Part 19 of 21

SM6 - Which of these do you think has influenced you to buy something from social media and/ or video in the last month? [MULTI]		Gaming Method	Gaming Type													Gaming Frequency	
		NET: Any Gaming	Puzzles or quizzes	Action/ adven- ture	Shoot- ers	Playing against one other person	Playing against multi- ple people / teams	Creat- ive and build- ing ga- mes	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
Don't know	% within column	1%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	2%	1%	2%	0%
	N Count	9	3	2	2	3	3	6	3	1	3	3	1	2	4	9	0
	Column Comparisons	-													-		
Another reason	% within column	1%	1%	1%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	2%
	N Count	4	1	2	1	0	0	2	0	0	0	1	1	0	0	1	2
	Column Comparisons	-													-		a
NET: Any	% within column	99%	99%	99%	99%	99%	99%	98%	99%	99%	98%	99%	99%	98%	99%	98%	100%
	N Count	712	259	262	218	195	274	339	221	117	134	256	101	120	372	555	133
	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.; 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)

SM6 - Which of these do you think has influenced you to buy something from social media and/ or video in the last month? [MULTI]		Gaming Purchase Type								Feelings about Gaming Purchase					
		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	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
Don't know	% within column	1%	1%	1%	0%	1%	0%	3%	0%	0%	1%	0%	1%	1%	0%
	N Count	2	2	1	1	1	0	3	0	0	4	0	4	3	0
	Column Comparisons														
Another reason	% within column	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	N Count	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	Column Comparisons	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Any	% within column	99%	99%	99%	100%	99%	100%	97%	100%	100%	99%	100%	99%	99%	100%
	N Count	287	172	91	203	91	168	88	116	248	421	316	413	386	303
	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.; 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 21 of 21

		Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know	NET: Strongly Agree/ Agree	NET: Strongly disagree/ 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↓	
	% 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↓
	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↓	8↓	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)

BANNER

SM7_1 - I often regret the things I buy online from social media/ video sites and ap

		Total	Gender of child respondent		Age of child respondent						Age and gender of child respondent					
			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	Female 13-15
Weighted Base	% within column	731	342	389	128	210	254	139	338	393	61	67	99	112	114	140
	N Count															
	Column Comparisons															
Unweighted Base	% within column	766	351	415	132	212	258	164	344	422	63	69	100	112	114	144
	N Count															
	Column Comparisons															
Column Names	% within column	a	a	b	a	b	c	d	e	f	a	b	c	d	e	f
	N Count															
	Column Comparisons															
Strongly agree	% within column	16%	18%	13%	19%	18%	12%	16%	18%	13%			18%	18%	15%	9%
	N Count	115	63	52	24	38	29	23	62	52			18	20	17	13
	Column Comparisons	-							-	-						
Agree	% within column	27%	31%	24%	33%	26%	28%	22%	29%	26%			31%	22%	31%	26%
	N Count	199	104	95	42	55	72	30	97	102			31	25	35	37
	Column Comparisons	-							-	-						
Neither agree nor disagree	% within column	17%	15%	18%	17%	18%	16%	15%	17%	16%			13%	23%	16%	17%
	N Count	121	53	69	21	38	42	21	59	63			12	25	18	24
	Column Comparisons	-							-	-						
Disagree	% within column	28%	26%	30%	20%	25%	31%	34%	23%	32%			27%	23%	28%	34%
	N Count	205	88	117	25	53	79	48	78	127			27	26	32	47
	Column Comparisons	-							-	-						a
Strongly disagree	% within column	12%	9%	14%	11%	12%	11%	12%	12%	12%			10%	14%	11%	12%
	N Count	85	32	53	14	25	29	17	39	46			10	15	12	17
	Column Comparisons	-							-	-						
Don't know	% within column	1%	1%	1%	1%	1%	1%	1%	1%	1%			2%	0%	0%	2%
	N Count	6	2	4	1	2	2	1	3	3			2	0	0	2
	Column Comparisons	-							-	-						
NET: Agree	% within column	43%	49%↑	38%↓	52%	44%	40%	38%	47%	39%			49%	40%	45%	35%
	N Count	314	167↑	146↓	66	93	101	53	159	154			48	45	52	50
	Column Comparisons	-	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.; 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

SM7_1 - I often regret the things I buy online from social media/ video sites and ap

		Age and gender of child respondent						Urban/ Rural		Working status				D3 - Social grade		
		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	C1	C2
Weighted Base	% within column N Count Column Comparisons	69	77	159	178	183	216	667	64	534	105	35	54	279	158	172
Unweighted Base	% within column N Count Column Comparisons	74	100	163	181	188	242	699	67	576	96	39	52	394	136	126
Column Names	% within column N Count Column Comparisons	g	h	i	j	k	l	a	b	a	b	c	d	a	b	c
Strongly agree			15% 11	21% 34 -	16% 29 -	16% 29 -	11% 24 -	16% 109		18%↑ 98↑ b				18% 50	12% 19	15% 26
Agree			22% 17	34% 55 -	24% 42 -	27% 50 -	25% 54 -	28% 188 b		28% 147				26% 73	28% 44	27% 46
Neither agree nor disagree			9% 7	13% 21 -	21% 38 -	17% 31 -	14% 31 -	16% 110		16% 87				15% 42	21% 34	11% 19
Disagree			36% 28 a	21% 34 -	25% 44 -	29% 54 -	35% 75 -	27% 182		27% 144				28% 77	31% 50	30% 51
Strongly disagree			18% 14	9% 14 -	14% 25 -	10% 18 -	14% 29 -	11% 71		10% 56				13% 36	7% 11	17% 29
Don't know			0% 0	1% 2 -	1% 1 -	0% 1 -	1% 2 -	1% 6		0%↓ 1↓				1% 1	1% 1	1% 2
NET: Agree			37% 29 -	56%↑ 88↑ -	40% 71 -	43% 79 -	36% 78 -	45%↑ 298↑ b		46% 245 b				44% 122	39% 62	42% 71

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 2 of 16

BANNER

SM7_1 - I often regret the things I buy online from social media/ video sites and ap

		D3 - Social grade			Financial wellbeing			Ethnicity		Child identified need/ impacting condition				Disability/ Condition in HH		Educational Health Care Plan (EHCP)
		DE	NET: ABC1	NET: C2DE	Doing well	Getting by	Strugg-ling	White B-ritish	NET: All other Ethnic-ities	Neurodi-versity	Mental Health	NET: Identi-fied need / condi-tion	NET: No identi-fied need / condi-tion	NET: Yes	No	Has an EHCP
Weighted Base	% within column	122	437	294	203	337	188	556	165	50	45	200	521	107	259	68
	N Count															
	Column Comparisons															
Unweighted Base	% within column	110	530	236	236	347	181	585	169	46	45	199	556	111	282	71
	N Count															
	Column Comparisons															
Column Names	% within column	d	e	f	a	b	c	a	b	a	b	c	d	a	b	a
	N Count															
	Column Comparisons															
Strongly agree	% within column	17%	16%	16%	24%↑	12%	14%	15%	17%			17%	15%	16%	12%	
	N Count	20	69	46	48↑	40	27	86	28			34	80	18	30	
	Column Comparisons		-	-	b c							-	-			
Agree	% within column	31%	27%	28%	27%	30%	21%	27%	26%			31%	25%	31%	23%	
	N Count	37	116	83	55	103	39	151	43			63	131	33	59	
	Column Comparisons		-	-								-	-			
Neither agree nor disagree	% within column	22%	17%	15%	13%	17%	20%	16%	19%			17%	17%	15%	15%	
	N Count	26	76	45	26	59	37	87	32			33	86	16	38	
	Column Comparisons		-	-								-	-			
Disagree	% within column	22%	29%	27%	22%	29%	33%	29%	25%			24%	30%	27%	36%	
	N Count	27	127	78	45	98	62	161	41			49	154	29	94	
	Column Comparisons		-	-								-	-			
Strongly disagree	% within column	8%	11%	13%	14%	11%	10%	12%	11%			9%	13%	9%	14%	
	N Count	9	47	38	29	37	19	66	19			19	66	10	36	
	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)

SM7_1 - I often regret the things I buy online from social media/ video sites and ap

		Educational Health Care Plan (EHCP)	Benefits		Parental Controls		Parental Concern			Time Spent Online (Weekday)					Time Spent Online (Weekend)	
		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	3 - 4hrs	5 - 6hrs	6+ hrs	NET: 5+ Hours	0 - 2hrs	3 - 4hrs
Weighted Base	% within column	663	357	342	659	71	194	230	303	173	363	141	52	192	69	231
	N Count															
	Column Comparisons															
Unweighted Base	% within column	695	364	370	691	74	194	246	323	178	376	151	58	209	69	242
	N Count															
	Column Comparisons															
Column Names	% within column	b	a	b	a	b	a	b	c	a	b	c	d	e	a	b
	N Count															
	Column Comparisons															
Strongly agree	% within column	15%	18%	13%	17%↑		9%↓	14%	21%↑	15%	15%	18%		17%		17%
	N Count	98	64	46	112↑		17↓	32	64↑	26	55	26		34		40
	Column Comparisons				b				a					-		
Agree	% within column	27%	28%	25%	28%		16%↓	32%	31%	26%	26%	31%		31%		36%↑
	N Count	181	100	87	182		30↓	73	94	46	94	43		60		84↑
	Column Comparisons							a	a					-		c d
Neither agree nor disagree	% within column	17%	17%	16%	17%		14%	17%	18%	19%	13%	19%		20%		15%
	N Count	113	61	54	110		27	39	54	34	48	27		39		35
	Column Comparisons													-		
Disagree	% within column	28%	27%	30%	27%		42%↑	28%	20%↓	26%	32%	24%		22%		20%↓
	N Count	188	96	103	177		82↑	63	59↓	45	117	33		42		46↓
	Column Comparisons						b c	c						-		
Strongly disagree	% within column	12%	9%	15%	11%		19%↑	9%	9%	13%	13%	7%		8%		10%
	N Count	78	33	51	73		37↑	20	28	22	47	9		16		23
	Column Comparisons			a			b c							-		

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)

SM7_1 - I often regret the things I buy online from social media/ video sites and ap

		Time Spent Online (Weekend)			Spent Money					SM purchase category				Feelings about SM purchase		
		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	Subscription/ Upgrade	NET: Gift	Regret things I buy online	What I buy is good value	I spend more than I should
Weighted Base	% within column	233	195	428	731	731	578	578	0	429	153	216	158	314	556	378
	N Count															
	Column Comparisons															
Unweighted Base	% within column	249	203	452	766	766	608	608	0	450	165	226	171	329	585	402
	N Count															
	Column Comparisons															
Column Names	% within column	c	d	e	a	b	c	d	e	a	b	c	d	a	b	c
	N Count															
	Column Comparisons															
Strongly agree	% within column	16%	10%	13%	16%	16%	19%↑	19%↑		13%	22%	21%	28%↑	37%↑	17%	26%↑
	N Count	36	20	56	115	115	109↑	109↑		57	34	45	45↑	115↑	95	99↑
	Column Comparisons			-	-	-	-	-					a	b c d		b d
Agree	% within column	23%	22%	22%↓	27%	27%	29%	29%		22%↓	37%↑	33%	37%↑	63%↑	25%	36%↑
	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
Neither agree nor disagree	% within column	17%	17%	17%	17%	17%	16%	16%		17%	15%	15%	13%	0%↓	15%	14%
	N Count	39	32	72	121	121	95	95		73	23	31	20	0↓	82	55
	Column Comparisons			-	-	-	-	-							a	a
Disagree	% within column	34%	35%	34%↑	28%	28%	23%↓	23%↓		34%↑	20%	23%	11%↓	0%↓	29%	17%↓
	N Count	78	68	146↑	205	205	136↓	136↓		146↑	31	49	18↓	0↓	159	66↓
	Column Comparisons	a b	a b	-	-	-	-	-		b c d	d	d			a c	a
Strongly disagree	% within column	11%	17%	13%	12%	12%	11%	11%		13%	5%↓	9%	10%	0%↓	14%↑	5%↓
	N Count	25	32	57	85	85	64	64		56	8↓	19	16	0↓	80↑	20↓
	Column Comparisons			-	-	-	-	-							a c d	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.; 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)

SM7_1 - I often regret the things I buy online from social media/ video sites and ap		Feelings about SM purchase	Gaming Method					Gaming Type								
		I like the feeling	Games console or games player	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	Simulation experience	Fitness and dance
Weighted Base	% within column	565	412	209	475	266	720	261	264	221	198	276	345	224	119	137
	N Count															
	Column Comparisons															
Unweighted Base	% within column	596	436	230	500	278	755	276	294	248	212	292	351	241	138	148
	N Count															
	Column Comparisons															
Column Names	% within column	d	a	b	c	d	e	a	b	c	d	e	f	g	h	i
	N Count															
	Column Comparisons															
Strongly agree	% within column	18%↑	14%	17%	13%↓	13%	16%	16%	15%	15%	19%	14%	11%↓	15%	19%	21%
	N Count	101↑	56	36	60↓	35	113	42	40	33	37	39	36↓	35	23	28
	Column Comparisons						-				f				f	
Agree	% within column	29%	26%	25%	24%	27%	27%	25%	29%	26%	29%	27%	23%	29%	25%	36%
	N Count	162	105	53	114	71	197	66	77	57	57	74	81	64	30	49
	Column Comparisons	b					-									
Neither agree nor disagree	% within column	14%	14%	16%	18%	16%	17%	15%	17%	16%	11%	15%	18%	15%	18%	13%
	N Count	82	59	34	87	44	120	39	45	35	23	41	62	33	21	17
	Column Comparisons	a					-									
Disagree	% within column	27%	33%↑	29%	31%	29%	28%	26%	26%	32%	28%	32%	31%	27%	22%	18%↓
	N Count	153	136↑	60	146	76	200	69	68	72	55	87	106	60	26	25↓
	Column Comparisons	a c					-									
Strongly disagree	% within column	12%	13%	11%	14%	14%	12%	17%↑	12%	11%	12%	13%	17%↑	14%	16%	13%
	N Count	65	54	22	66	36	85	44↑	33	24	25	36	58↑	31	18	18
	Column Comparisons	a c					-									

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)

SM7_1 - I often regret the things I buy online from social media/ video sites and ap

		Gaming Type				Gaming Frequency		Gaming Purchase Type								Feelings about Gaming Purchase
		Sports	Intera-ctive sto-ries	Makeo-vers	NET: Playing against other people	NET: Daily	Weekly	NET: Charac-ter, skin-s, weap-ons, arm-our, tools	NET: Ga-me expa-nsion	Loot boxes/ packs/ chests/ bundles	In-game money	A standard version of the game	A subscr-iption	Early access to a game	Battle Pass	Regret things I buy online
Weighted Base	% within column	258	102	123	376	564	133	289	174	92	204	92	168	91	116	248
	N Count															
	Column Comparisons															
Unweighted Base	% within column	280	115	130	397	592	141	317	191	101	208	101	187	102	128	266
	N Count															
	Column Comparisons															
Column Names	% within column	j	k	l	m	a	b	a	b	c	d	e	f	g	h	a
	N Count															
	Column Comparisons															
Strongly agree	% within column	16%	15%	15%	16%	16%	13%	22%	23%	20%	15%	23%	17%	31%↑	19%	33%↑
	N Count	41	15	18	59	92	17	65	39	18	31	21	29	28↑	22	81↑
	Column Comparisons				-											d
Agree	% within column	26%	31%	30%	28%	25%	36%	25%	35%	33%	35%	28%	25%	34%	31%	41%↑
	N Count	67	32	37	106	141	48	74	60	31	71	26	42	31	36	103↑
	Column Comparisons				-		a									b d e
Neither agree nor disagree	% within column	14%	16%	16%	15%	17%	19%	17%	14%	17%	16%	18%	18%	15%	20%	12%
	N Count	35	17	19	55	93	25	48	24	16	33	16	30	14	23	29
	Column Comparisons				-											
Disagree	% within column	30%	24%	25%	29%	29%	22%	23%	17%	18%	22%	22%	27%	10%↓	18%	10%↓
	N Count	78	24	30	110	162	29	68	29	17	46	20	46	9↓	21	25↓
	Column Comparisons				-											
Strongly disagree	% within column	13%	14%	13%	12%	13%	9%	11%	11%	11%	11%	10%	13%	9%	11%	4%↓
	N Count	33	15	16	45	71	12	33	19	11	23	9	23	9	13	10↓
	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)

SM7_1 - I often regret the things I buy online from social media/ video sites and ap		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	426	316	417	389	303
	N Count					
	Column Comparisons					
Unweighted Base	% within column	448	335	443	405	324
	N Count					
	Column Comparisons					
Column Names	% within column	b	c	d	e	f
	N Count					
	Column Comparisons					
Strongly agree	% within column	22%↑	29%↑	20%↑	23%↑	29%↑
	N Count	93↑	91↑	85↑	91↑	89↑
	Column Comparisons		d			d
Agree	% within column	26%	39%↑	28%	32%	37%↑
	N Count	112	124↑	118	123	111↑
	Column Comparisons		b d e		b	b d
Neither agree nor disagree	% within column	13%↓	11%↓	14%	15%	14%
	N Count	55↓	35↓	57	56	41
	Column Comparisons					
Disagree	% within column	25%	15%↓	26%	22%↓	15%↓
	N Count	108	48↓	108	88↓	46↓
	Column Comparisons	a c f		a c e f	a c f	
Strongly disagree	% within column	13%	6%↓	11%	8%↓	5%↓
	N Count	55	18↓	47	30↓	15↓
	Column Comparisons	a c e f		c f		

SM7_1 - I often regret the things I buy online from social media/ video sites and ap		Gender of child respondent		Age of child respondent				NET: 8-12	NET: 13-17	Age and gender of child respondent					
		Total	Male	Female	8-9	10-12	13-15	16-17			Male 8-9	Female 8-9	Male 10-12	Female 10-12	Male 13-15	Female 13-15
Don't know	% within column	1%	1%	1%	1%	1%	1%	1%	1%	1%			2%	0%	0%	2%
	N Count	6	2	4	1	2	2	1	3	3			2	0	0	2
	Column Comparisons	-							-	-						
NET: Agree	% within column	43%	49%↑	38%↓	52%	44%	40%	38%	47%	39%			49%	40%	45%	35%
	N Count	314	167↑	146↓	66	93	101	53	159	154			48	45	52	50
	Column Comparisons	-	b						-	-						
NET: Disagree	% within column	40%	35%	44%	31%	37%	43%	46%	35%	44%			37%	37%	39%	46%
	N Count	290	120	170	39	78	108	65	117	173			36	41	44	64
	Column Comparisons	-		a					-	-						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.; 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

SM7_1 - I often regret the things I buy online from social media/ video sites and ap

	Age and gender of child respondent						Urban/ Rural		Working status				D3 - Social grade		
	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	C1	C2
Don't know		0%	1%	1%	0%	1%	1%		0%↓				1%	1%	1%
		0	2	1	1	2	6		1↓				1	1	2
			-	-	-	-									
NET: Agree		37%	56%↑	40%	43%	36%	45%↑		46%				44%	39%	42%
		29	88↑	71	79	78	298↑		245				122	62	71
			-	-	-	-	b		b						
NET: Disagree		54%↑	30%	39%	39%	48%↑	38%↓		37%				40%	38%	47%
		42↑	48	69	72	104↑	253↓		200				113	61	80
		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.; 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)

SM7_1 - I often regret the things I buy online from social media/ video sites and ap

		D3 - Social grade			Financial wellbeing			Ethnicity		Child identified need/ impacting condition				Disability/ Condition in HH		Educational Health Care Plan (EHCP)
		DE	NET: ABC1	NET: C2DE	Doing well	Getting by	Strugg-ling	White B-ritish	NET: All other Ethnic-ities	Neurodi-versity	Mental Health	NET: Identi-fied need / condi-tion	NET: No identi-fied need / condi-tion	NET: Yes	No	Has an EHCP
Don't know	% within column	1%	1%	1%	0%	0%	2%↑	1%	1%			1%	1%	1%	1%	
	N Count	1	3	3	0	1	4↑	4	1			2	4	1	1	
	Column Comparisons		-	-								-	-			
NET: Agree	% within column	47%	42%	44%	51%	42%	35%	43%	43%			49%	40%	48%	34%↓	
	N Count	58	185	129	103	142	66	237	71			97	211	51	89↓	
	Column Comparisons		-	-	c							-	-	b		
NET: Disagree	% within column	30%	40%	40%	37%	40%	43%	41%	36%			34%	42%	36%	50%↑	
	N Count	36	174	116	74	135	81	228	60			67	220	39	130↑	
	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.; 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

SM7_1 - I often regret the things I buy online from social media/ video sites and ap

		Educational Health Care Plan (EHCP)	Benefits		Parental Controls		Parental Concern			Time Spent Online (Weekday)					Time Spent Online (Weekend)	
		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	3 - 4hrs	5 - 6hrs	6+ hrs	NET: 5+ Hours	0 - 2hrs	3 - 4hrs
Don't know	% within column	1%	1%	0%	1%		0%	1%	1%	0%	1%	1%		1%		2%
	N Count	6	4	1	6		1	1	4	1	3	1		1		4
	Column Comparisons														-	
NET: Agree	% within column	42%	46%	39%	45%		24%↓	46%	52%↑	42%	41%	49%		48%		54%↑
	N Count	279	163	133	293		47↓	106	158↑	72	149	69		93		124↑
	Column Comparisons				b			a	a						-	c d
NET: Disagree	% within column	40%	36%	45%	38%↓		61%↑	36%	29%↓	39%	45%↑	30%		30%↓		30%↓
	N Count	265	129	154	250↓		119↑	83	88↓	67	164↑	43		58↓		69↓
	Column Comparisons			a			b c				c				-	

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 12 of 16

BANNER

SM7_1 - I often regret the things I buy online from social media/ video sites and ap		Time Spent Online (Weekend)			Spent Money					SM purchase category				Feelings about SM purchase		
		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	Subscription/ Upgrade	NET: Gift	Regret things I buy online	What I buy is good value	I spend more than I should
Don't know	% within column	0%	0%	0%	1%	1%	1%	1%		1%	0%	0%	0%	0%	0%	1%
	N Count	1	1	1	6	6	4	4		4	1	1	0	0	2	2
	Column Comparisons				-	-	-	-	-							
NET: Agree	% within column	39%	32%↓	35%↓	43%	43%	48%↑	48%↑		35%↓	59%↑	54%↑	66%↑	100%↑	42%	62%↑
	N Count	90	62↓	152↓	314	314	279↑	279↑		150↓	91↑	116↑	104↑	314↑	233	234↑
	Column Comparisons				-	-	-	-	-		a	a	a c	b c d		b d
NET: Disagree	% within column	44%	51%↑	47%↑	40%	40%	35%↓	35%↓		47%↑	25%↓	32%↓	21%↓	0%↓	43%↑	23%↓
	N Count	103	100↑	203↑	290	290	200↓	200↓		202↑	38↓	68↓	34↓	0↓	239↑	86↓
	Column Comparisons	a b	a b	-	-	-	-	-		b c d		d			a c d	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.; 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)

SM7_1 - I often regret the things I buy online from social media/ video sites and ap		Feelings about SM purchase	Gaming Method					Gaming Type							
		I like the feeling	Games console or games player	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	Simulation experience	Fitness and dance
Don't know	% within column	0%	1%	1%	0%	1%	1%	1%	1%	0%	1%	0%	1%	0%	0%	0%
	N Count	3	2	3	2	4	6	3	1	0	2	0	2	1	0	0
	Column Comparisons						-									
NET: Agree	% within column	46%↑	39%	43%	37%↓	40%	43%	41%	44%	41%	47%	41%	34%↓	44%	45%	56%↑
	N Count	262↑	161	89	173↓	106	310	107	117	90	94	113	117↓	99	53	77↑
	Column Comparisons	b		c			-	f	f		f	f		f	f	a c e f j
NET: Disagree	% within column	39%	46%↑	39%	45%↑	42%	40%	43%	38%	43%	40%	44%	48%↑	41%	38%	31%
	N Count	218	190↑	83	212↑	112	285	112	101	95	80	123	164↑	91	45	43
	Column Comparisons	a c	b		b		-	i					i	b g h i l		

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)

SM7_1 - I often regret the things I buy online from social media/ video sites and ap

		Gaming Type				Gaming Frequency		Gaming Purchase Type									Feelings about Gaming Purchase
		Sports	Intera-ctive sto-ries	Makeo-vers	NET: Playing against other people	NET: Daily	Weekly	NET: Charac-ter, skin-s, weap-ons, arm-our, tools	NET: Ga-me expa-nsion	Loot boxes/ packs/ chests/ bundles	In-game money	A standard version of the game	A subscr-iption	Early access to a game	Battle Pass	Regret things I buy online
Don't know	% within column	1%	0%	1%	0%	1%	1%	1%	1%	0%	0%	0%	0%	0%	1%	0%
	N Count	4	0	1	2	4	1	1	1	0	0	0	0	0	1	1
	Column Comparisons				-											
NET: Agree	% within column	42%	46%	45%	44%	41%	49%	48%	57%↑	53%	50%	50%	42%	65%↑	50%	74%↑
	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
NET: Disagree	% within column	43%	38%	38%	41%	41%	31%	35%	28%	30%	34%	32%	41%	19%↓	29%	14%↓
	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.; 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

Feelings about Gaming Purchase

SM7_1 - I often regret the things I buy online from social media/ video sites and ap		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
Don't know	% within column	1%	0%	1%	0%	0%
	N Count	2	1	2	1	1
	Column Comparisons					
NET: Agree	% within column	48%↑	68%↑	49%↑	55%↑	66%↑
	N Count	205↑	215↑	203↑	214↑	199↑
	Column Comparisons		b d e		b d	b d e
NET: Disagree	% within column	38%	21%↓	37%	30%↓	20%↓
	N Count	163	66↓	155	118↓	61↓
	Column Comparisons	a c e f		a c e 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 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)

SM7_2 - The things I buy online from social media/ video sites and apps are good val		Gender of child respondent		Age of child respondent						Age and gender of child respondent				
		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
Weighted Base	% within column	731	342	389	128	210	254	139	338	393	61	67	99	112	114
	N Count														
	Column Comparisons														
Unweighted Base	% within column	766	351	415	132	212	258	164	344	422	63	69	100	112	114
	N Count														
	Column Comparisons														
Column Names	% within column	a	a	b	a	b	c	d	e	f	a	b	c	d	e
	N Count														
	Column Comparisons														
Strongly agree	% within column	25%	26%	23%	31%	28%	22%	19%	29%	21%			28%	27%	23%
	N Count	180	91	89	40	58	55	27	98	82			28	30	26
	Column Comparisons	-							-	-					
Agree	% within column	51%	53%	50%	48%	49%	54%	55%	48%	54%			49%	48%	58%
	N Count	376	183	193	61	102	136	77	163	213			48	54	65
	Column Comparisons	-							-	-					
Neither agree nor disagree	% within column	18%	15%	20%	14%	17%	19%	21%	16%	20%			15%	18%	17%
	N Count	129	50	79	17	35	47	30	53	77			15	20	19
	Column Comparisons	-		a					-	-					
Disagree	% within column	5%	3%	6%	5%	5%	5%	2%	5%	4%			5%	5%	3%
	N Count	33	11	22	6	10	14	3	16	17			5	5	3
	Column Comparisons	-							-	-					
Strongly disagree	% within column	1%	1%	1%	1%	1%	0%	1%	1%	0%			1%	1%	0%
	N Count	5	3	2	2	2	0	1	4	1			1	2	0
	Column Comparisons	-							-	-					
Don't know	% within column	1%	2%	1%	1%	1%	1%	1%	1%	1%			2%	0%	0%
	N Count	7	5	2	2	2	1	2	4	4			2	0	0
	Column Comparisons	-							-	-					
NET: Agree	% within column	76%	80%	73%	79%	76%	75%	74%	77%	75%			77%	76%	80%
	N Count	556	273	283	101	160	191	104	261	295			76	84	91
	Column Comparisons	-	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.; 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 16

SM7_2 - The things I buy online from social media/ video sites and apps are good val		Age and gender of child respondent							Urban/ Rural		Working status				D3 - Social grade
		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
Weighted Base	% within column	140	69	77	159	178	183	216	667	64	534	105	35	54	279
	N Count														
	Column Comparisons														
Unweighted Base	% within column	144	74	100	163	181	188	242	699	67	576	96	39	52	394
	N Count														
	Column Comparisons														
Column Names	% within column	f	g	h	i	j	k	l	a	b	a	b	c	d	a
	N Count														
	Column Comparisons														
Strongly agree	% within column	21%		17%	31%	27%	23%	20%	25%		26%				31%
	N Count	30		13	49	48	41	43	165		138				86
	Column Comparisons				-	-	-	-							b
Agree	% within column	50%		58%	50%	47%	56%	53%	51%		52%				48%
	N Count	71		45	80	83	103	114	343		278				135
	Column Comparisons				-	-	-	-							
Neither agree nor disagree	% within column	20%		23%	12%	19%	17%	21%	18%		15%				14%
	N Count	28		18	19	34	31	46	117		83				40
	Column Comparisons				-	-	-	-							
Disagree	% within column	8%		2%	4%	6%	2%	6%	4%		5%				5%
	N Count	11		1	6	10	5	12	30		28				13
	Column Comparisons				-	-	-	-							
Strongly disagree	% within column	0%		0%	1%	1%	1%	0%	1%		1%				1%
	N Count	0		0	2	2	1	0	4		3				3
	Column Comparisons				-	-	-	-							
Don't know	% within column	1%		0%	2%	0%	1%	1%	1%		1%				1%
	N Count	1		0	3	1	2	1	7		5				2
	Column Comparisons				-	-	-	-							
NET: Agree	% within column	72%		75%	81%	74%	79%	73%	76%		78%				79%
	N Count	100		58	129	132	144	157	508		416				220
	Column Comparisons				-	-	-	-			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.; 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

SM7_2 - The things I buy online from social media/ video sites and apps are good val		D3 - Social grade					Financial wellbeing			Ethnicity		Child identified need/ impacting condition			
		C1	C2	DE	NET: ABC1	NET: C2DE	Doing well	Getting by	Struggling	White B-ritish	NET: All other Ethnic-ities	Neurodiv-ersity	Mental Health	NET: Identified need/ condition	NET: No identified need/ condition
Weighted Base	% within column	158	172	122	437	294	203	337	188	556	165	50	45	200	521
	N Count														
	Column Comparisons														
Unweighted Base	% within column	136	126	110	530	236	236	347	181	585	169	46	45	199	556
	N Count														
	Column Comparisons														
Column Names	% within column	b	c	d	e	f	a	b	c	a	b	a	b	c	d
	N Count														
	Column Comparisons														
Strongly agree	% within column	18%	22%	23%	26%	23%	38%↑	21%	16%	24%	27%			26%	25%
	N Count	28	38	28	114	66	77↑	71	30	135	45			52	128
	Column Comparisons				-	-	b c							-	-
Agree	% within column	53%	56%	50%	50%	54%	49%	51%	54%	51%	50%			51%	51%
	N Count	84	96	61	219	157	100	172	102	286	82			101	267
	Column Comparisons				-	-								-	-
Neither agree nor disagree	% within column	21%	17%	21%	17%	19%	8%↓	21%	22%	17%	20%			18%	17%
	N Count	34	30	26	74	56	15↓	72	42	95	33			37	91
	Column Comparisons				-	-		a	a					-	-
Disagree	% within column	7%	3%	3%	6%	3%	4%	5%	5%	5%	3%			3%	5%
	N Count	11	4	4	25	8	7	16	10	28	5			6	26
	Column Comparisons				-	-								-	-
Strongly disagree	% within column	0%	1%	1%	1%	1%	1%	0%	1%	1%	0%			1%	1%
	N Count	0	1	1	3	2	2	2	2	4	1			2	3
	Column Comparisons				-	-								-	-
Don't know	% within column	1%	2%	1%	1%	1%	0%	1%	1%	1%	0%			1%	1%
	N Count	1	3	1	4	4	1	4	2	7	0			2	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.; 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)

SM7_2 - The things I buy online from social media/ video sites and apps are good val

		Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits		Parental Controls		Parental Concern			Time Spent Online (Weekday)		
		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
Weighted Base	% within column	107	259	68	663	357	342	659	71	194	230	303	173	363	141
	N Count														
	Column Comparisons														
Unweighted Base	% within column	111	282	71	695	364	370	691	74	194	246	323	178	376	151
	N Count														
	Column Comparisons														
Column Names	% within column	a	b	a	b	a	b	a	b	a	b	c	a	b	c
	N Count														
	Column Comparisons														
Strongly agree	% within column	22%	21%		24%	27%	23%	25%		21%	23%	28%	22%	24%	27%
	N Count	24	56		158	97	78	166		40	53	85	38	87	39
	Column Comparisons														
Agree	% within column	53%	54%		51%	50%	53%	51%		54%	52%	49%	53%	55%	44%
	N Count	56	140		340	177	182	335		105	120	148	91	198	62
	Column Comparisons														
Neither agree nor disagree	% within column	21%	19%		19%	16%	18%	18%		18%	18%	18%	20%	16%	19%
	N Count	22	50		124	58	62	119		34	41	54	35	56	27
	Column Comparisons				a										
Disagree	% within column	2%	4%		4%	4%	5%	4%		5%	6%	3%	4%	4%	7%
	N Count	2	11		30	16	16	29		10	14	9	7	14	9
	Column Comparisons														
Strongly disagree	% within column	1%	0%		1%	1%	0%	1%		1%	0%	1%	0%	1%	1%
	N Count	1	0		4	4	1	4		1	0	4	1	3	2
	Column Comparisons														
Don't know	% within column	1%	1%		1%	1%	1%	1%		1%	1%	1%	1%	1%	1%
	N Count	1	3		7	5	2	6		3	2	2	2	4	2
	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)

Part 4 of 16

SM7_2 - The things I buy online from social media/ video sites and apps are good val

		Time Spent Online (Weekday)		Time Spent Online (Weekend)					Spent Money					SM purchase category	
		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	Bought something from both	Not bought from either	Product	Activity
Weighted Base	% within column	52	192	69	231	233	195	428	731	731	578	578	0	429	153
	N Count														
	Column Comparisons														
Unweighted Base	% within column	58	209	69	242	249	203	452	766	766	608	608	0	450	165
	N Count														
	Column Comparisons														
Column Names	% within column	d	e	a	b	c	d	e	a	b	c	d	e	a	b
	N Count														
	Column Comparisons														
Strongly agree			29%		21%	24%	28%	26%	25%	25%	26%	26%		23%	33%
			55		49	55	54	109	180	180	151	151		100	50
			-						-	-	-	-			
Agree			44%		51%	52%	50%	51%	51%	51%	51%	51%		53%	44%
			85		118	122	98	220	376	376	296	296		228	67
			-						-	-	-	-			
Neither agree nor disagree			20%		20%	17%	16%	17%	18%	18%	17%	17%		17%	18%
			38		46	40	32	72	129	129	96	96		74	27
			-						-	-	-	-			
Disagree			6%		4%	6%	5%	5%	5%	5%	5%	5%		4%	5%
			12		10	13	9	22	33	33	27	27		18	7
			-						-	-	-	-			
Strongly disagree			1%		1%	1%	0%	1%	1%	1%	1%	1%		1%	0%
			2		3	2	0	2	5	5	4	4		3	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 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)

SM7_2 - The things I buy online from social media/ video sites and apps are good val

		SM purchase category		Feelings about SM purchase				Gaming Method					Gaming Type		
		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
Weighted Base	% within column	216	158	314	556	378	565	412	209	475	266	720	261	264	221
	N Count														
	Column Comparisons														
Unweighted Base	% within column	226	171	329	585	402	596	436	230	500	278	755	276	294	248
	N Count														
	Column Comparisons														
Column Names	% within column	c	d	a	b	c	d	a	b	c	d	e	a	b	c
	N Count														
	Column Comparisons														
Strongly agree	% within column	31%	35%↑	30%↑	32%↑	29%	28%↑	24%	24%	24%	27%	25%	24%	27%	28%
	N Count	67	55↑	96↑	180↑	109	160↑	99	50	112	72	177	62	72	62
	Column Comparisons				a c d							-			
Agree	% within column	46%	44%	44%↓	68%↑	47%	52%	54%	53%	53%	51%	52%	55%	50%	53%
	N Count	100	70	137↓	376↑	179	293	222	112	251	135	371	143	132	117
	Column Comparisons				a c d			a				-			
Neither agree nor disagree	% within column	17%	15%	20%	0%↓	18%	15%↓	16%	17%	17%	17%	18%	13%	17%	15%
	N Count	37	23	62	0↓	67	83↓	67	36	80	44	128	35	44	33
	Column Comparisons			b d		b d	b					-			
Disagree	% within column	5%	5%	5%	0%↓	5%	4%	4%	5%	5%	4%	4%	6%	4%	2%
	N Count	11	8	15	0↓	18	20	17	10	24	10	32	16	10	5
	Column Comparisons			b d		b d	b					-			
Strongly disagree	% within column	1%	0%	1%	0%↓	1%	1%	1%	0%	1%	1%	1%	1%	1%	2%
	N Count	2	1	4	0↓	2	4	2	1	4	2	4	2	2	4
	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 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)

SM7_2 - The things I buy online from social media/ video sites and apps are good val

		Gaming Type										Gaming Frequency		Gaming Purchase Type	
		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
Weighted Base	% within column	198	276	345	224	119	137	258	102	123	376	564	133	289	174
	N Count														
	Column Comparisons														
Unweighted Base	% within column	212	292	351	241	138	148	280	115	130	397	592	141	317	191
	N Count														
	Column Comparisons														
Column Names	% within column	d	e	f	g	h	i	j	k	l	m	a	b	a	b
	N Count														
	Column Comparisons														
Strongly agree	% within column	29%	22%	24%	29%	30%	39%↑	24%	30%	28%	24%	27%↑	11%↓	29%	30%
	N Count	57	60	84	64	36	53↑	63	31	35	91	155↑	15↓	84	52
	Column Comparisons						a e f				-	b			
Agree	% within column	47%	56%	51%	51%	50%	44%	54%	47%	47%	53%	50%	59%	50%	46%
	N Count	92	155	177	114	60	60	141	47	58	200	281	79	144	80
	Column Comparisons										-				
Neither agree nor disagree	% within column	17%	16%	18%	14%	10%	13%	14%	17%	16%	17%	17%	22%	15%	19%
	N Count	34	44	62	32	11	18	37	17	20	63	95	29	44	32
	Column Comparisons										-				
Disagree	% within column	5%	5%	5%	6%	8%	4%	5%	5%	7%	5%	5%	4%	5%	4%
	N Count	11	14	18	13	10	5	14	5	8	17	26	5	14	7
	Column Comparisons						c				-				
Strongly disagree	% within column	0%	1%	0%	0%	1%	0%	0%	1%	1%	0%	0%	1%	1%	1%
	N Count	1	2	2	1	2	0	1	1	1	2	2	2	2	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 = 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 7 of 16

		Gaming Purchase Type						Feelings about Gaming Purchase					
SM7_2 - The things I buy online from social media/ video sites and apps are good val		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	It's not always clear what I'm going to get for my money in games
Weighted Base	% within column	92	204	92	168	91	116	248	426	316	417	389	303
	N Count												
	Column Comparisons												
Unweighted Base	% within column	101	208	101	187	102	128	266	448	335	443	405	324
	N Count												
	Column Comparisons												
Column Names	% within column	c	d	e	f	g	h	a	b	c	d	e	f
	N Count												
	Column Comparisons												
Strongly agree	% within column	41%↑	26%	34%	26%	34%	34%	33%↑	31%↑	31%↑	30%↑	27%	30%
	N Count	38↑	53	31	43	31	39	82↑	131↑	97↑	127↑	106	90
	Column Comparisons												
Agree	% within column	42%	53%	50%	56%	44%	44%	47%	54%	48%	50%	52%	50%
	N Count	39	108	46	94	40	51	116	232	152	210	202	151
	Column Comparisons								a c				
Neither agree nor disagree	% within column	13%	15%	10%	15%	16%	19%	14%	12%↓	16%	14%↓	16%	15%
	N Count	12	30	9	25	15	21	36	51↓	51	57↓	60	45
	Column Comparisons									b			
Disagree	% within column	3%	5%	5%	4%	4%	3%	6%	2%↓	4%	5%	4%	5%
	N Count	3	11	5	6	4	4	14	9↓	13	20	17	14
	Column Comparisons							b		b	b	b	b
Strongly disagree	% within column	1%	0%	1%	0%	1%	1%	1%	0%	1%	0%	0%	1%
	N Count	1	1	1	0	1	1	2	2	3	2	2	2
	Column Comparisons												

SM7_2 - The things I buy online from social media/ video sites and apps are good val

		Total	Gender of child respondent		Age of child respondent						Age and gender of child respondent				
			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
Don't know	% within column	1%	2%	1%	1%	1%	1%	1%	1%	1%			2%	0%	0%
	N Count	7	5	2	2	2	1	2	4	4			2	0	0
	Column Comparisons	-							-	-					
NET: Agree	% within column	76%	80%	73%	79%	76%	75%	74%	77%	75%			77%	76%	80%
	N Count	556	273	283	101	160	191	104	261	295			76	84	91
	Column Comparisons	-	b						-	-					
NET: Disagree	% within column	5%	4%	6%	6%	6%	5%	3%	6%	5%			6%	6%	3%
	N Count	38	14	24	8	13	14	4	20	18			6	7	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 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 9 of 16

SM7_2 - The things I buy online from social media/ video sites and apps are good val

		Age and gender of child respondent							Urban/ Rural		Working status				D3 - Social grade
		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
Don't know	% within column	1%		0%	2%	0%	1%	1%	1%		1%				1%
	N Count	1		0	3	1	2	1	7		5				2
	Column Comparisons				-	-	-	-							
NET: Agree	% within column	72%		75%	81%	74%	79%	73%	76%		78%				79%
	N Count	100		58	129	132	144	157	508		416				220
	Column Comparisons				-	-	-	-			b				
NET: Disagree	% within column	8%		2%	5%	7%	3%	6%	5%		6%				6%
	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.; 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

SM7_2 - The things I buy online from social media/ video sites and apps are good val		D3 - Social grade					Financial wellbeing			Ethnicity		Child identified need/ impacting condition			
		C1	C2	DE	NET: ABC1	NET: C2DE	Doing well	Getting by	Struggling	White B-ritish	NET: All other Ethnic-ities	Neurodiv-ersity	Mental Health	NET: Identified need/ condition	NET: No identified need/ condition
Don't know	% within column	1%	2%	1%	1%	1%	0%	1%	1%	1%	0%			1%	1%
	N Count	1	3	1	4	4	1	4	2	7	0			2	6
	Column Comparisons				-	-								-	-
NET: Agree	% within column	71%	78%	74%	76%	76%	88%↑	72%	70%	76%	77%			77%	76%
	N Count	112	133	90	333	223	178↑	244	132	421	126			154	395
	Column Comparisons				-	-	b c							-	-
NET: Disagree	% within column	7%	3%	4%	6%	4%	4%	5%	6%	6%	3%			4%	6%
	N Count	11	5	5	28	11	9	17	12	32	6			8	30
	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)

Part 11 of 16

		Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits		Parental Controls		Parental Concern			Time Spent Online (Weekday)		
													BANNER		
SM7_2 - The things I buy online from social media/ video sites and apps are 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
Don't know	% within column	1%	1%		1%	1%	1%	1%		1%	1%	1%	1%	1%	1%
	N Count	1	3		7	5	2	6		3	2	2	2	4	2
	Column Comparisons														
NET: Agree	% within column	75%	76%		75%	77%	76%	76%		75%	75%	77%	75%	79%	72%
	N Count	80	196		498	274	260	501		146	173	233	129	286	101
	Column Comparisons														
NET: Disagree	% within column	3%	4%		5%	5%	5%	5%		6%	6%	4%	5%	5%	8%
	N Count	4	11		34	20	18	33		11	14	13	8	17	11
	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)

SM7_2 - The things I buy online from social media/ video sites and apps are good val	Time Spent Online (Weekday)		Time Spent Online (Weekend)					Spent Money					SM purchase category	
	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	Bought something from both	Not bought from either	Product	Activity
Don't know		1%		2%	0%	1%	1%	1%	1%	1%	1%		1%	1%
		2		5	1	2	3	7	7	4	4		5	1
		-					-	-	-	-	-			
NET: Agree		73%		73%	76%	78%	77%	76%	76%	77%	77%		76%	76%
		140		168	177	152	329	556	556	447	447		328	117
		-					-	-	-	-	-			
NET: Disagree		7%		5%	7%	5%	6%	5%	5%	5%	5%		5%	5%
		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.; 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

SM7_2 - The things I buy online from social media/ video sites and apps are good val		SM purchase category		Feelings about SM purchase				Gaming Method					Gaming Type		
		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
Don't know	% within column	0%	0%	0%	0%↓	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%
	N Count	0	0	1	0↓	2	5	4	2	4	3	7	3	3	1
	Column Comparisons											-			
NET: Agree	% within column	77%	79%	74%	100%↑	76%	80%↑	78%	77%	76%	78%	76%	78%	77%	81%
	N Count	166	126	233	556↑	288	454↑	321	161	363	206	548	205	204	178
	Column Comparisons				a c d		a c					-			
NET: Disagree	% within column	6%	6%	6%	0%↓	5%	4%	5%	5%	6%	5%	5%	7%	5%	4%
	N Count	12	9	18	0↓	20	24	20	11	29	12	37	18	13	9
	Column Comparisons			b d		b d	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.; 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

SM7_2 - The things I buy online from social media/ video sites and apps are good val		Gaming Type										Gaming Frequency		Gaming Purchase Type	
		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
Don't know	% within column	2%	0%	0%	0%	0%	0%	1%	0%	1%	1%	1%	2%	1%	1%
	N Count	3	1	2	1	0	0	4	0	1	4	5	2	2	2
	Column Comparisons										-				
NET: Agree	% within column	76%	78%	76%	80%	81%	83%	79%	77%	76%	77%	77%	71%	79%	76%
	N Count	150	215	262	178	96	113	204	78	93	291	436	94	228	132
	Column Comparisons										-				
NET: Disagree	% within column	6%	6%	6%	6%	10%	4%	6%	6%	7%	5%	5%	5%	5%	4%
	N Count	11	16	20	13	11	5	14	6	9	19	28	7	16	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.; 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

		Gaming Purchase Type						Feelings about Gaming Purchase					
SM7_2 - The things I buy online from social media/ video sites and apps are good val		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	It's not always clear what I'm going to get for my money in games
Don't know	% within column	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%
	N Count	0	2	0	0	0	0	0	2	1	2	2	1
	Column Comparisons												
NET: Agree	% within column	83%	79%	84%	81%	78%	78%	79%	85%↑	79%	81%↑	79%	80%
	N Count	77	161	77	137	71	90	197	363↑	249	337↑	308	241
	Column Comparisons								a c d e f				
NET: Disagree	% within column	4%	6%	6%	4%	6%	4%	6%	2%↓	5%	5%	5%	5%
	N Count	3	12	6	6	5	5	15	11↓	16	22	19	16
	Column Comparisons							b		b	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 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 16 of 16

SM7_3 - I often spend more money than I should on the things I buy online from socia

		Total	Gender of child respondent — Male	Gender of child respondent — Female	Age of child respondent 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	Female 13-15	Male 16-17
Weighted Base	% within column	731	342	389	128	210	254	139	338	393	61	67	99	112	114	140	69
	N Count																
	Column Comparisons																
Unweighted Base	% within column	766	351	415	132	212	258	164	344	422	63	69	100	112	114	144	74
	N Count																
	Column Comparisons																
Column Names	% within column	a	a	b	a	b	c	d	e	f	a	b	c	d	e	f	g
	N Count																
	Column Comparisons																
Strongly agree	% within column	15%	20%↑	12%↓	19%	15%	14%	15%	17%	14%			22%	10%	17%	12%	
	N Count	113	67↑	46↓	24	33	35	20	57	56			22	11	19	17	
	Column Comparisons	-	b						-	-							
Agree	% within column	36%	34%	38%	44%	37%	34%	31%	40%	33%			32%	42%	32%	36%	
	N Count	265	118	147	56	78	87	44	135	130			32	47	36	50	
	Column Comparisons	-							-	-							
Neither agree nor disagree	% within column	21%	20%	21%	11%↓	19%	27%↑	21%	16%	25%			16%	22%	29%	25%	
	N Count	151	69	82	14↓	40	68↑	29	55	97			16	24	33	35	
	Column Comparisons	-					a		-	-							
Disagree	% within column	20%	21%	19%	17%	19%	17%	29%↑	18%	21%			24%	14%	15%	20%	
	N Count	146	71	74	21	40	44	40↑	62	84			24	16	17	27	
	Column Comparisons	-							-	-							
Strongly disagree	% within column	7%	4%	9%	6%	7%	8%	5%	7%	7%			2%	12%	8%	7%	
	N Count	48	14	34	7	15	19	7	23	26			2	13	9	10	
	Column Comparisons	-		a					-	-							
Don't know	% within column	1%	1%	1%	3%	2%	0%	0%	2%↑	0%↓			3%	1%	0%	1%	
	N Count	8	3	5	4	4	1	0	7↑	1↓			3	1	0	1	
	Column Comparisons	-							-	-							
NET: Agree	% within column	52%	54%	50%	63%↑	53%	48%	46%	57%	47%			54%	52%	49%	48%	
	N Count	378	185	193	81↑	111	122	64	191	186			53	58	55	67	
	Column Comparisons	-			c 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 = 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)

BANNER

SM7_3 - I often spend more money than I should on the things I buy online from socia

		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	C1	C2	DE	NET: ABC1
Weighted Base	% within column	77	159	178	183	216	667	64	534	105	35	54	279	158	172	122	437
	N Count																
	Column Comparisons																
Unweighted Base	% within column	100	163	181	188	242	699	67	576	96	39	52	394	136	126	110	530
	N Count																
	Column Comparisons																
Column Names	% within column	h	i	j	k	l	a	b	a	b	c	d	a	b	c	d	e
	N Count																
	Column Comparisons																
Strongly agree	% within column	13%	23%↑	12%	17%	12%	16%		16%				20%	12%	14%	11%	17%
	N Count	10	36↑	21	31	27	107		87				56	18	25	14	74
	Column Comparisons		-	-	-	-											-
Agree	% within column	30%	38%	42%	32%	34%	37%		40%↑				38%	39%	31%	36%	38%
	N Count	23	60	75	58	74	246		214↑				106	62	53	44	168
	Column Comparisons		-	-	-	-			b								-
Neither agree nor disagree	% within column	19%	14%	18%	26%	23%	21%		19%				16%	21%	22%	29%	18%
	N Count	15	22	32	47	50	137		104				45	33	37	36	78
	Column Comparisons		-	-	-	-										a	-
Disagree	% within column	30%	22%	15%	19%	23%	19%		18%				19%	22%	21%	18%	20%
	N Count	23	36	26	35	50	127		96				53	35	36	21	88
	Column Comparisons		-	-	-	-											-
Strongly disagree	% within column	7%	1%↓	11%↑	7%	7%	6%		6%				6%	5%	11%	5%	5%
	N Count	6	2↓	20↑	12	15	40		30				17	7	19	6	24
	Column Comparisons		-	-	-	-											-
Don't know	% within column	0%	2%	3%	0%	0%	1%		1%				1%	2%	1%	1%	1%
	N Count	0	3	5	0	1	8		3				3	3	2	1	5
	Column Comparisons		-	-	-	-											-
NET: Agree	% within column	44%	60%	53%	48%	47%	53%		56%↑				58%↑	51%	45%	48%	55%
	N Count	34	96	95	89	101	353		301↑				162↑	80	78	58	242
	Column Comparisons		-	-	-	-	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 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)

BANNER

SM7_3 - I often spend more money than I should on the things I buy online from socia

		D3 - Social grade	Financial wellbeing			Ethnicity		Child identified need/ impacting condition				Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits	
		NET: C2DE	Doing well	Getting by	Strugg-ling	White - British	NET: All other Ethnic-ities	Neuro...	Mental Health	NET: Identi-fied ne-ed/ condi-tion	NET: No identi-fied ne-ed/ condi-tion	NET: Yes	No	Has an EHCP	Don't have an EHCP	NET: House-hold receives Benefits	No Benefits
Weighted Base	% within column	294	203	337	188	556	165	50	45	200	521	107	259	68	663	357	342
	N Count																
	Column Comparisons																
Unweighted Base	% within column	236	236	347	181	585	169	46	45	199	556	111	282	71	695	364	370
	N Count																
	Column Comparisons																
Column Names	% within column	f	a	b	c	a	b	a	b	c	d	a	b	a	b	a	b
	N Count																
	Column Comparisons																
Strongly agree	% within column	13%	19%	14%	14%	15%	17%			16%	15%	17%	13%		15%	16%	14%
	N Count	38	39	47	26	83	29			32	80	18	33		100	59	47
	Column Comparisons	-								-	-						
Agree	% within column	33%	44%	34%	32%	37%	32%			40%	35%	37%	32%		36%	37%	36%
	N Count	97	89	115	60	207	53			79	181	39	83		240	134	123
	Column Comparisons	-	b c							-	-						
Neither agree nor disagree	% within column	25%	15%	22%	23%	20%	23%			21%	20%	23%	24%		20%	22%	18%
	N Count	73	31	74	44	110	38			42	106	25	62		135	80	61
	Column Comparisons	-								-	-						
Disagree	% within column	20%	15%	20%	25%	20%	19%			15%	22%	17%	24%		21%	16%	24%
	N Count	58	30	68	48	113	32			30	114	19	61		137	56	83
	Column Comparisons	-			a					-	-						a
Strongly disagree	% within column	8%	5%	9%	4%	6%	8%			6%	7%	6%	7%		6%	6%	8%
	N Count	24	11	30	7	36	12			12	37	6	19		43	22	26
	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)

BANNER

SM7_3 - I often spend more money than I should on the things I buy online from socia		Parental Controls		Parental Concern			Time Spent Online (Weekday)					Time Spent Online (Weekend)					Spent Money
		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	5 - 6hrs	Over 6 hrs	NET: 5+ Hours	Bought something on either Social Media, or while gaming
Weighted Base	% within column	659	71	194	230	303	173	363	141	52	192	69	231	233	195	428	731
	N Count																
	Column Comparisons																
Unweighted Base	% within column	691	74	194	246	323	178	376	151	58	209	69	242	249	203	452	766
	N Count																
	Column Comparisons																
Column Names	% within column	a	b	a	b	c	a	b	c	d	e	a	b	c	d	e	a
	N Count																
	Column Comparisons																
Strongly agree	% within column	16%		8%↓	17%	19%	10%	15%	19%		21%		15%	14%	16%	15%	15%
	N Count	107		16↓	39	57	17	56	27		40		35	32	32	64	113
	Column Comparisons	b			a	a					-					-	-
Agree	% within column	37%		19%↓	44%↑	42%	40%	34%	35%		36%		44%↑	34%	29%	32%↓	36%
	N Count	247		36↓	101↑	126	69	124	49		70		101↑	79	56	136↓	265
	Column Comparisons	b			a	a					-		d			-	-
Neither agree nor disagree	% within column	20%		23%	21%	19%	15%	22%	26%		24%		15%	23%	25%	24%	21%
	N Count	130		45	47	58	26	78	37		46		34	53	49	102	151
	Column Comparisons										-					-	-
Disagree	% within column	19%↓		37%↑	14%	13%↓	21%	22%	16%		15%		16%	23%	23%	23%	20%
	N Count	122↓		72↑	33	40↓	37	81	22		28		38	53	45	98	146
	Column Comparisons			b c							-					-	-
Strongly disagree	% within column	7%		13%↑	4%	5%	12%↑	6%	2%		4%		8%	6%	6%	6%	7%
	N Count	45		25↑	9	15	21↑	20	3		7		18	14	13	27	48
	Column Comparisons			b c			b c				-					-	-

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)

SM7_3 - I often spend more money than I should on the things I buy online from socia		Spent Money				SM purchase category				Feelings about SM purchase				Gaming Method			
		Bought something on social media	Bought something while Gaming	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	Desktop computer, laptop or netbook	Mobile phone or smartphone	Tablet
Weighted Base	% within column	731	578	578	0	429	153	216	158	314	556	378	565	412	209	475	266
	N Count																
	Column Comparisons																
Unweighted Base	% within column	766	608	608	0	450	165	226	171	329	585	402	596	436	230	500	278
	N Count																
	Column Comparisons																
Column Names	% within column	b	c	d	e	a	b	c	d	a	b	c	d	a	b	c	d
	N Count																
	Column Comparisons																
Strongly agree	% within column	15%	18%↑	18%↑		14%	22%	20%	25%↑	27%↑	17%	30%↑	16%	15%	15%	15%	14%
	N Count	113	102↑	102↑		60	34	43	39↑	84↑	92	113↑	91	61	32	71	37
	Column Comparisons	-	-	-			a		a	b d		a b d					
Agree	% within column	36%	41%↑	41%↑		33%	44%	41%	50%↑	48%↑	35%	70%↑	41%↑	32%	42%	33%	36%
	N Count	265	235↑	235↑		141	68	89	79↑	150↑	196	265↑	229↑	133	88	156	96
	Column Comparisons	-	-	-			a		a	b		a b d	b		a c		
Neither agree nor disagree	% within column	21%	19%	19%		22%	17%	22%	10%↓	17%	20%	0%↓	19%	22%	18%	22%	21%
	N Count	151	110	110		96	26	47	16↓	53	112	0↓	109	89	38	104	56
	Column Comparisons	-	-	-		d		d		c	c		c				
Disagree	% within column	20%	16%↓	16%↓		22%	11%↓	13%↓	10%↓	7%↓	20%	0%↓	18%	23%	16%	21%	17%
	N Count	146	95↓	95↓		95	17↓	27↓	16↓	22↓	111	0↓	102	94	34	101	45
	Column Comparisons	-	-	-		b c d				c	a c		c				
Strongly disagree	% within column	7%	6%	6%		7%	3%	4%	4%	1%↓	7%	0%↓	5%	8%	7%	8%	10%
	N Count	48	34	34		32	5	9	7	2↓	42	0↓	30	33	15	37	27
	Column Comparisons	-	-	-						c	a c d		a c				

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)

SM7_3 - I often spend more money than I should on the things I buy online from socia

		Gaming Method	Gaming Type													Gaming Frequency	
		NET: Any Gaming	Puzzles or quizzes	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
Weighted Base	% within column	720	261	264	221	198	276	345	224	119	137	258	102	123	376	564	133
	N Count																
	Column Comparisons																
Unweighted Base	% within column	755	276	294	248	212	292	351	241	138	148	280	115	130	397	592	141
	N Count																
	Column Comparisons																
Column Names	% within column	e	a	b	c	d	e	f	g	h	i	j	k	l	m	a	b
	N Count																
	Column Comparisons																
Strongly agree	% within column	15%	14%	18%	16%	20%	16%	13%	20%	20%	18%	14%	20%	16%	17%	15%	17%
	N Count	110	38	49	36	40	45	45	45	23	25	37	20	19	66	86	22
	Column Comparisons	-													-		
Agree	% within column	36%	34%	37%	38%	36%	32%	32%	37%	42%	39%	37%	34%	40%	35%	36%	33%
	N Count	262	89	98	85	71	89	111	82	50	53	96	35	50	130	206	44
	Column Comparisons	-													-		
Neither agree nor disagree	% within column	21%	20%	16%	17%	21%	21%	23%	16%	14%	20%	19%	25%	19%	20%	20%	23%
	N Count	150	52	42	37	42	58	78	37	16	28	49	25	23	77	114	31
	Column Comparisons	-													-		
Disagree	% within column	20%	21%	22%	22%	16%	24%	22%	18%	17%	14%	20%	16%	15%	21%	20%	21%
	N Count	142	55	59	50	32	66	75	40	20	19	52	16	19	78	110	28
	Column Comparisons	-													-		
Strongly disagree	% within column	7%	10%	6%	6%	5%	6%	10%↑	9%	7%	9%	8%	5%	7%	6%	7%	5%
	N Count	48	25	15	12	10	18	34↑	19	9	12	20	5	8	22	41	7
	Column Comparisons	-						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.; 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 14

SM7_3 - I often spend more money than I should on the things I buy online from socia

		Gaming Purchase Type								Feelings about Gaming Purchase					
		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	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	289	174	92	204	92	168	91	116	248	426	316	417	389	303
	N Count														
	Column Comparisons														
Unweighted Base	% within column	317	191	101	208	101	187	102	128	266	448	335	443	405	324
	N Count														
	Column Comparisons														
Column Names	% within column	a	b	c	d	e	f	g	h	a	b	c	d	e	f
	N Count														
	Column Comparisons														
Strongly agree	% within column	21%	20%	22%	17%	25%	18%	21%	22%	27%↑	19%↑	27%↑	19%↑	22%↑	26%↑
	N Count	62	35	20	35	23	30	19	26	67↑	83↑	86↑	81↑	84↑	77↑
	Column Comparisons											b d			d
Agree	% within column	42%	42%	46%	41%	42%	36%	46%	43%	53%↑	40%	51%↑	42%↑	44%↑	47%↑
	N Count	122	74	43	83	39	61	42	50	131↑	172	162↑	173↑	173↑	141↑
	Column Comparisons									b d		b d			
Neither agree nor disagree	% within column	17%	20%	16%	17%	18%	24%	23%	21%	12%↓	16%↓	13%↓	18%	15%↓	17%
	N Count	50	36	15	34	17	40	21	24	29↓	69↓	42↓	76	60↓	51
	Column Comparisons												a		
Disagree	% within column	12%	14%	11%	17%	12%	17%	9%	8%	8%↓	17%	7%↓	16%↓	14%↓	9%↓
	N Count	36	25	10	35	11	28	9	9	19↓	73	22↓	66↓	56↓	27↓
	Column Comparisons										c f		c f	c	
Strongly disagree	% within column	6%	2%	4%	8%	2%	5%	2%	5%	1%↓	7%	1%↓	5%	4%↓	2%↓
	N Count	17	4	4	16	2	8	2	6	1↓	28	3↓	20	15↓	6↓
	Column Comparisons										a c e		c		

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)

SM7_3 - I often spend more money than I should on the things I buy online from socia

		Total	Gender of child respondent		Age of child respondent						Age and gender of child respondent						
			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	Female 13-15	Male 16-17
Don't know	% within column	1%	1%	1%	3%	2%	0%	0%	2%↑	0%↓			3%	1%	0%	1%	
	N Count	8	3	5	4	4	1	0	7↑	1↓			3	1	0	1	
	Column Comparisons	-							-	-							
NET: Agree	% within column	52%	54%	50%	63%↑	53%	48%	46%	57%	47%			54%	52%	49%	48%	
	N Count	378	185	193	81↑	111	122	64	191	186			53	58	55	67	
	Column Comparisons	-			c d				-	-							
NET: Disagree	% within column	27%	25%	28%	23%	26%	25%	33%	25%	28%			27%	26%	23%	27%	
	N Count	194	86	109	29	56	63	47	84	110			27	29	26	37	
	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)

Part 8 of 14

SM7_3 - I often spend more money than I should on the things I buy online from socia

		Age and gender of child respondent					Urban/ Rural		Working status				D3 - Social grade				
		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	C1	C2	DE	NET: ABC1
Don't know	% within column	0%	2%	3%	0%	0%	1%		1%				1%	2%	1%	1%	1%
	N Count	0	3	5	0	1	8		3				3	3	2	1	5
	Column Comparisons		-	-	-	-											-
NET: Agree	% within column	44%	60%	53%	48%	47%	53%		56%↑				58%↑	51%	45%	48%	55%
	N Count	34	96	95	89	101	353		301↑				162↑	80	78	58	242
	Column Comparisons		-	-	-	-	b		b d								-
NET: Disagree	% within column	37%	24%	26%	26%	30%	25%		24%↓				25%	27%	32%	22%	26%
	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)

Part 9 of 14

SM7_3 - I often spend more money than I should on the things I buy online from socia

		D3 - Social grade	Financial wellbeing			Ethnicity		Child identified need/ impacting condition				Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits	
		NET: C2DE	Doing well	Getting by	Strugg-ling	White - British	NET: All other Ethnic-ities	Neuro...	Mental Health	NET: Identi-fied ne-ed/ condi-tion	NET: No identi-fied ne-ed/ condi-tion	NET: Yes	No	Has an EHCP	Don't have an EHCP	NET: House-hold receives Benefits	No Benefits
Don't know	% within column	1%	1%	1%	2%	1%	0%			2%	1%	0%	0%		1%	2%	1%
	N Count	3	3	3	3	7	1			5	4	0	1		8	6	2
	Column Comparisons	-								-	-						
NET: Agree	% within column	46%	63%↑	48%	46%	52%	49%			56%	50%	53%	45%		51%	54%	50%
	N Count	136	128↑	162	86	290	81			111	260	57	116		340	192	170
	Column Comparisons	-	b c							-	-						
NET: Disagree	% within column	28%	20%	29%	29%	27%	27%			21%	29%	24%	31%		27%	22%	32%↑
	N Count	82	41	98	55	149	44			42	151	25	80		180	78	109↑
	Column Comparisons	-		a						-	-						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.; 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)

SM7_3 - I often spend more money than I should on the things I buy online from socia

		Parental Controls		Parental Concern			Time Spent Online (Weekday)					Time Spent Online (Weekend)					Spent Money
		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	5 - 6hrs	Over 6 hrs	NET: 5+ Hours	Bought something on either Social Media, or while gaming
Don't know	% within column	1%		0%	1%	2%↑	1%	1%	1%		1%		2%	1%	0%	1%	1%
	N Count	8		0	1	7↑	3	4	2		2		5	2	1	3	8
	Column Comparisons										-					-	-
NET: Agree	% within column	54%↑		27%↓	61%↑	60%↑	50%	50%	54%		57%		59%	48%	45%	46%↓	52%
	N Count	354↑		52↓	140↑	183↑	86	180	77		110		135	111	88	199↓	378
	Column Comparisons	b			a	a					-		d			-	-
NET: Disagree	% within column	25%		50%↑	18%↓	18%↓	34%	28%	18%		18%↓		24%	29%	30%	29%	27%
	N Count	167		97↑	42↓	55↓	58	101	26		35↓		56	67	58	124	194
	Column Comparisons			b c			c				-					-	-

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 14

BANNER

SM7_3 - I often spend more money than I should on the things I buy online from socia		Spent Money				SM purchase category				Feelings about SM purchase				Gaming Method			
		Bought something on social media	Bought something while Gaming	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	Desktop computer, laptop or netbook	Mobile phone or smartphone	Tablet
Don't know	% within column	1%	1%	1%		1%	2%	0%	1%	1%	1%	0%↓	1%	0%	2%	1%	2%
	N Count	8	4	4		5	3	0	1	2	4	0↓	4	2	3	4	5
	Column Comparisons	-	-	-													
NET: Agree	% within column	52%	58%↑	58%↑		47%↓	67%↑	61%↑	75%↑	75%↑	52%	100%↑	57%↑	47%	57%	48%	50%
	N Count	378	337↑	337↑		201↓	102↑	132↑	118↑	234↑	288	378↑	320↑	194	119	228	132
	Column Comparisons	-	-	-			a	a	a c	b d		a b d	b		a c		
NET: Disagree	% within column	27%	22%↓	22%↓		30%	14%↓	17%↓	14%↓	8%↓	27%	0%↓	23%↓	31%↑	23%	29%	27%
	N Count	194	128↓	128↓		127	22↓	37↓	23↓	24↓	152	0↓	132↓	127↑	49	139	72
	Column Comparisons	-	-	-		b c d				c	a c d		a c	b			

		Gaming Method	Gaming Type															Gaming Frequency	
SM7_3 - I often spend more money than I should on the things I buy online from socia		NET: Any Gaming	Puzzles or quizzes	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
Don't know	% within column	1%	1%	1%	1%	1%	0%	1%	1%	0%	0%	1%	1%	3%	1%	1%	0%
	N Count	8	3	2	1	2	1	3	1	0	0	3	1	3	3	7	0
	Column Comparisons	-													-		
NET: Agree	% within column	52%	48%	55%	55%	56%	48%	45%↓	57%	62%	57%	51%	54%	56%	52%	52%	50%
	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				-		
NET: Disagree	% within column	26%	31%	28%	28%	21%	30%	32%↑	26%	24%	23%	28%	21%	22%	27%	27%	27%
	N Count	191	80	75	62	43	84	109↑	59	29	31	73	21	27	101	152	36
	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 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 14

BANNER

		Gaming Purchase Type								Feelings about Gaming Purchase					
SM7_3 - I often spend more money than I should on the things I buy online from socia		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	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
Don't know	% within column	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%↓	0%	0%↓	0%	0%↓
	N Count	2	1	0	0	0	0	0	0	0	1↓	2	0↓	1	0↓
	Column Comparisons														
NET: Agree	% within column	64%	62%	68%	58%	67%	54%	66%	65%	80%↑	60%↑	78%↑	61%↑	66%↑	72%↑
	N Count	184	109	63	118	62	92	60	76	198↑	255↑	248↑	254↑	257↑	218↑
	Column Comparisons									b d e		b d e f		b d	b d
NET: Disagree	% within column	18%	17%	15%	25%	15%	22%	11%↓	13%	8%↓	24%	8%↓	21%↓	18%↓	11%↓
	N Count	53	29	14	52	14	37	10↓	15	20↓	101	25↓	86↓	71↓	33↓
	Column Comparisons									a c e f		a c f		a c	

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)

SM7_4 - I like the feeling of buying things online from social media/ video sites an

		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	Female 13-15	Male 16-17	Female 16-17	NET: Male 8-12
			Gender of child respondent		Age of child respondent						Age and gender of child respondent								
Weighted Base	% within column	731	342	389	128	210	254	139	338	393	61	67	99	112	114	140	69	77	159
	N Count																		
	Column Comparisons																		
Unweighted Base	% within column	766	351	415	132	212	258	164	344	422	63	69	100	112	114	144	74	100	163
	N Count																		
	Column Comparisons																		
Column Names	% within column	a	a	b	a	b	c	d	e	f	a	b	c	d	e	f	g	h	i
	N Count																		
	Column Comparisons																		
Strongly agree	% within column	26%	29%	24%	36%	29%	23%	20%	32%	22%			28%	30%	24%	22%		19%	36%
	N Count	193	99	94	47	60	58	28	107	86			27	33	27	31		14	57
	Column Comparisons	-			c d				-	-									-
Agree	% within column	51%	48%	54%	52%	45%	54%	53%	48%	54%			40%	49%	56%	52%		55%	41%
	N Count	372	163	209	67	95	137	74	161	211			40	55	64	73		42	65
	Column Comparisons	-							-	-									-
Neither agree nor disagree	% within column	18%	18%	18%	10%	20%	19%	22%	16%	20%			23%	17%	16%	21%		23%	17%
	N Count	134	63	71	13	42	48	31	55	80			22	19	18	30		17	27
	Column Comparisons	-							-	-									-
Disagree	% within column	3%	3%	2%	1%	4%	3%	3%	3%	3%			5%	2%	3%	3%		3%	3%
	N Count	20	11	9	1	8	8	4	9	12			5	3	4	4		2	5
	Column Comparisons	-							-	-									-
Strongly disagree	% within column	1%	1%	1%	1%	1%	1%	1%	1%	1%			2%	1%	1%	2%		1%	2%
	N Count	8	4	4	1	3	3	1	4	4			2	1	1	2		1	3
	Column Comparisons	-							-	-									-
Don't know	% within column	0%	1%	0%	0%	1%	0%	1%	1%	0%			2%	1%	0%	0%		0%	1%
	N Count	3	2	1	0	2	0	1	2	1			2	1	0	0		0	2
	Column Comparisons	-							-	-									-
NET: Agree	% within column	77%	77%	78%	89%↑	74%	77%	73%	79%	76%			68%	79%	80%	74%		73%	77%
	N Count	565	262	303	113↑	155	195	102	268	297			67	88	91	104		57	122
	Column Comparisons	-			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 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 1 of 14

BANNER

SM7_4 - I like the feeling of buying things online from social media/ video sites an

		Age and gender of child respondent			Urban/ Rural		Working status				D3 - Social grade						Financial wellbeing		
		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
Weighted Base	% within column	178	183	216	667	64	534	105	35	54	279	158	172	122	437	294	203	337	188
	N Count																		
	Column Comparisons																		
Unweighted Base	% within column	181	188	242	699	67	576	96	39	52	394	136	126	110	530	236	236	347	181
	N Count																		
	Column Comparisons																		
Column Names	% within column	j	k	l	a	b	a	b	c	d	a	b	c	d	e	f	a	b	c
	N Count																		
	Column Comparisons																		
Strongly agree	% within column	28%	23%	21%	27%		28%				31%	23%	24%	24%	28%	24%	36%↑	22%	23%
	N Count	50	42	46	182		148				87	37	41	29	123	70	74↑	74	44
	Column Comparisons	-	-	-											-	-	b c		
Agree	% within column	54%	54%	53%	51%		51%				49%	50%	52%	54%	50%	53%	49%	52%	50%
	N Count	96	98	115	343		273				137	80	89	66	217	155	100	176	95
	Column Comparisons	-	-	-											-	-			
Neither agree nor disagree	% within column	15%	19%	21%	17%		18%				15%	24%	19%	16%	19%	18%	11%↓	21%	22%
	N Count	27	36	46	115		95				43	38	33	20	81	53	22↓	71	41
	Column Comparisons	-	-	-											-	-		a	a
Disagree	% within column	2%	3%	3%	2%		2%				2%	2%	2%	6%	2%	4%	2%	3%	4%
	N Count	3	6	6	16		10				7	3	4	7	9	11	4	9	7
	Column Comparisons	-	-	-											-	-			
Strongly disagree	% within column	0%	0%	2%	1%		1%				2%	1%	2%	0%	1%	1%	1%	2%	0%
	N Count	1	1	3	7		6				4	1	3	0	5	3	3	5	0
	Column Comparisons	-	-	-											-	-			
Don't know	% within column	0%	0%	0%	0%		0%				1%	0%	1%	0%	0%	1%	0%	0%	1%
	N Count	1	1	0	3		1				1	0	2	0	1	2	0	1	2
	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)

BANNER

SM7_4 - I like the feeling of buying things online from social media/ video sites an		Ethnicity		Child identified need/ impacting condition				Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits		Parental Controls		Parental Concern			Time Spent Online (Week-day)
		White - British	NET: All other Ethnic-ities	Neur...	Mental Health	NET: Identi-fied ne-ed/ condi-tion	NET: No identi-fied ne-ed/ condi-tion	NET: Yes	No	Has an EHCP	Don't have an EHCP	NET: House-hold recei-ves Benef-its	No Benef-its	NET: Has Paren-tal Contr-ols	No Contr-ols	Not Conce-rned	A little Conce-rned	NET: Moder-ately/ Very Conce-rned	0 - 2hrs
Weighted Base	% within column	556	165	50	45	200	521	107	259	68	663	357	342	659	71	194	230	303	173
	N Count																		
	Column Comparisons																		
Unweighted Base	% within column	585	169	46	45	199	556	111	282	71	695	364	370	691	74	194	246	323	178
	N Count																		
	Column Comparisons																		
Column Names	% within column	a	b	a	b	c	d	a	b	a	b	a	b	a	b	a	b	c	a
	N Count																		
	Column Comparisons																		
Strongly agree	% within column	27%	25%			30%	25%	26%	21%		25%	30%	25%	28%		21%	22%	33%↑	26%
	N Count	152	41			61	132	28	55		167	106	84	183		42	51	99↑	44
	Column Comparisons					-	-							b				a b	
Agree	% within column	51%	50%			44%	53%	44%	56%		52%	48%	52%	49%		50%	56%	48%	51%
	N Count	281	83			89	276	47	146		342	172	179	323		97	128	146	88
	Column Comparisons					-	-		a										
Neither agree nor disagree	% within column	19%	16%			21%	17%	24%	19%		19%	17%	19%	18%		24%	18%	15%	18%
	N Count	106	26			42	90	26	49		125	62	65	121		47	42	44	32
	Column Comparisons					-	-									c			
Disagree	% within column	2%	6%			4%	3%	5%	2%		3%	3%	3%	3%		3%	3%	3%	4%
	N Count	11	9			7	13	5	6		18	11	9	20		6	6	8	7
	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.; Blank cells have a sample size that is smaller than 100.

Multiple comparison 3 correction: False Discovery Rate (FDR); Column comparison symbols: a, b, c, d, e, 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

SM7_4 - I like the feeling of buying things online from social media/ video sites an

		Time Spent Online (Weekday)				Time Spent Online (Weekend)					Spent Money					SM purchase category			
		3 - 4hrs	5 - 6hrs	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	Bought something from both	Not bought from either	Product	Activity	Subscription/ Upgrade	NET: Gift
Weighted Base	% within column	363	141	52	192	69	231	233	195	428	731	731	578	578	0	429	153	216	158
	N Count																		
	Column Comparisons																		
Unweighted Base	% within column	376	151	58	209	69	242	249	203	452	766	766	608	608	0	450	165	226	171
	N Count																		
	Column Comparisons																		
Column Names	% within column	b	c	d	e	a	b	c	d	e	a	b	c	d	e	a	b	c	d
	N Count																		
	Column Comparisons																		
Strongly agree	% within column	26%	28%		29%		23%	25%	31%	28%	26%	26%	29%↑	29%↑		25%	36%	31%	37%↑
	N Count	93	39		56		54	59	61	119	193	193	168↑	168↑		109	55	67	59↑
	Column Comparisons				-						-	-	-	-	-				
Agree	% within column	50%	54%		52%		57%	50%	47%	49%	51%	51%	50%	50%		54%	43%	48%	45%
	N Count	181	76		101		131	117	92	209	372	372	288	288		231	66	103	71
	Column Comparisons				-						-	-	-	-	-				
Neither agree nor disagree	% within column	20%	15%		15%		14%	19%	20%	20%	18%	18%	16%	16%		17%	17%	16%	13%
	N Count	74	21		29		33	45	39	85	134	134	94	94		71	26	35	20
	Column Comparisons				-						-	-	-	-	-				
Disagree	% within column	2%	2%		3%		3%	4%	1%	3%	3%	3%	3%	3%		3%	2%	5%	3%
	N Count	8	3		5		7	10	1	12	20	20	20	20		12	4	10	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 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)

SM7_4 - I like the feeling of buying things online from social media/ video sites an		Feelings about SM purchase				Gaming Method					Gaming Type								
		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	Desk-top compu-ter, laptop or net-book	Mobile phone or smart-phone	Tablet	NET: Any Gaming	Puzzles or quizzes	Action/ adven-ture	Shoot-ers	Playing against one other person	Playing against multi-ple people / teams	Creat-ive and build-ing ga-mes	Playing in a virtual worlds	Simula-tion experi-ence	Fitness and dance
Weighted Base	% within column	314	556	378	565	412	209	475	266	720	261	264	221	198	276	345	224	119	137
	N Count																		
	Column Comparisons																		
Unweighted Base	% within column	329	585	402	596	436	230	500	278	755	276	294	248	212	292	351	241	138	148
	N Count																		
	Column Comparisons																		
Column Names	% within column	a	b	c	d	a	b	c	d	e	a	b	c	d	e	f	g	h	i
	N Count																		
	Column Comparisons																		
Strongly agree	% within column	36%↑	31%↑	34%↑	34%↑	27%	25%	27%	28%	27%	30%	33%↑	31%	33%	28%	26%	33%	27%	33%
	N Count	112↑	172↑	130↑	193↑	113	53	130	76	191	78	88↑	68	65	78	91	74	32	46
	Column Comparisons				a b c					-									
Agree	% within column	48%	51%	50%	66%↑	50%	47%	49%	52%	50%	49%	46%	47%	46%	48%	51%	46%	47%	48%
	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					-									
Neither agree nor disagree	% within column	13%↓	16%↓	12%↓	0%↓	20%	22%	20%	15%	19%	18%	19%	20%	16%	21%	19%	17%	21%	15%
	N Count	39↓	86↓	47↓	0↓	80	45	96	40	134	47	49	44	32	58	66	38	25	21
	Column Comparisons	d	d	d						-									
Disagree	% within column	3%	2%	2%	0%↓	3%	3%	3%	2%	3%	2%	1%	2%	2%	3%	3%	3%	3%	3%
	N Count	9	12	6	0↓	10	7	14	6	20	5	4	4	4	8	9	7	4	4
	Column Comparisons	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 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 5 of 14

SM7_4 - I like the feeling of buying things online from social media/ video sites an

		Gaming Type				Gaming Frequency		Gaming Purchase Type								Feelings about Gaming Purchase			
		Sports	Intera-ctive stories	Makeo-vers	NET: Playing against other people	NET: Daily	Weekly	NET: Charac-ter, ski-ns, weapo-ns, armo-ur, too-ls	NET: Game expan-sion	Loot boxes/ packs/ chests/ bund-les	In-game money	A stan-dard 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
Weighted Base	% within column	258	102	123	376	564	133	289	174	92	204	92	168	91	116	248	426	316	417
	N Count																		
	Column Comparisons																		
Unweighted Base	% within column	280	115	130	397	592	141	317	191	101	208	101	187	102	128	266	448	335	443
	N Count																		
	Column Comparisons																		
Column Names	% within column	j	k	l	m	a	b	a	b	c	d	e	f	g	h	a	b	c	d
	N Count																		
	Column Comparisons																		
Strongly agree	% within column	29%	35%	30%	28%	29%	17%	38%↑	33%	43%↑	32%	26%	27%	43%↑	34%	36%↑	34%↑	36%↑	35%↑
	N Count	75	35	37	106	162	23	109↑	58	40↑	66	24	45	39↑	39	89↑	145↑	113↑	146↑
	Column Comparisons				-	b		f		e f				e f					
Agree	% within column	49%	50%	56%	48%	50%	51%	46%	50%	39%	48%	60%	46%	41%	44%	50%	50%	50%	52%
	N Count	127	51	68	180	284	68	132	87	36	97	55	77	38	50	124	213	158	216
	Column Comparisons				-							c							
Neither agree nor disagree	% within column	18%	12%	13%	20%	17%	25%	13%	13%	12%	16%	7%	23%	9%	18%	12%	13%↓	11%↓	11%↓
	N Count	46	12	16	74	96	34	36	22	12	32	7	38	9	21	31	55↓	35↓	47↓
	Column Comparisons				-		a						a b e						
Disagree	% within column	2%	3%	2%	3%	3%	3%	3%	3%	3%	4%	5%	2%	5%	2%	1%	2%	2%	1%
	N Count	4	3	2	11	16	4	9	5	3	9	4	4	5	3	3	9	6	5
	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)

Part 6 of 14

		Feelings about Gaming Purchase	
		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
SM7_4 - I like the feeling of buying things online from social media/ video sites an			
Weighted Base	% within column	389	303
	N Count		
	Column Comparisons		
Unweighted Base	% within column	405	324
	N Count		
	Column Comparisons		
Column Names	% within column	e	f
	N Count		
	Column Comparisons		
Strongly agree	% within column	31%	36%↑
	N Count	121	108↑
	Column Comparisons		
Agree	% within column	51%	45%
	N Count	199	137
	Column Comparisons		
Neither agree nor disagree	% within column	13%↓	14%
	N Count	52↓	42
	Column Comparisons		
Disagree	% within column	3%	4%
	N Count	12	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 = 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)

SM7_4 - I like the feeling of buying things online from social media/ video sites an

| | | Total | Gender of child respondent | | Age of child respondent | | | | | | Age and gender of child respondent | | | | | | | |
			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	Female 13-15	Male 16-17	Female 16-17	NET: Male 8-12
Strongly disagree	% within column	1%	1%	1%	1%	1%	1%	1%	1%	1%			2%	1%	1%	2%		1%	2%
	N Count	8	4	4	1	3	3	1	4	4			2	1	1	2		1	3
	Column Comparisons	-							-	-									-
Don't know	% within column	0%	1%	0%	0%	1%	0%	1%	1%	0%			2%	1%	0%	0%		0%	1%
	N Count	3	2	1	0	2	0	1	2	1			2	1	0	0		0	2
	Column Comparisons	-							-	-									-
NET: Agree	% within column	77%	77%	78%	89%↑	74%	77%	73%	79%	76%			68%	79%	80%	74%		73%	77%
	N Count	565	262	303	113↑	155	195	102	268	297			67	88	91	104		57	122
	Column Comparisons	-			b c d				-	-									-
NET: Disagree	% within column	4%	4%	3%	1%	5%	4%	4%	4%	4%			8%	3%	4%	4%		4%	5%
	N Count	28	15	13	2	11	11	5	13	16			8	3	5	6		3	8
	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)

SM7_4 - I like the feeling of buying things online from social media/ video sites an		Age and gender of child respondent			Urban/ Rural		Working status				D3 - Social grade						Financial wellbeing		
		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
Strongly disagree	% within column	0%	0%	2%	1%		1%				2%	1%	2%	0%	1%	1%	1%	2%	0%
	N Count	1	1	3	7		6				4	1	3	0	5	3	3	5	0
	Column Comparisons	-	-	-											-	-			
Don't know	% within column	0%	0%	0%	0%		0%				1%	0%	1%	0%	0%	1%	0%	0%	1%
	N Count	1	1	0	3		1				1	0	2	0	1	2	0	1	2
	Column Comparisons	-	-	-											-	-			
NET: Agree	% within column	82%	77%	74%	79%		79%				80%	74%	76%	78%	78%	77%	86%↑	74%	74%
	N Count	146	140	161	525		421				224	116	130	95	340	225	174↑	250	139
	Column Comparisons	-	-	-	b										-	-	b c		
NET: Disagree	% within column	2%	4%	4%	4%		3%				4%	2%	4%	6%	3%	5%	3%	4%	4%
	N Count	4	7	9	24		17				11	3	7	7	15	14	7	14	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.; 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)

SM7_4 - I like the feeling of buying things online from social media/ video sites an		Ethnicity		Child identified need/ impacting condition				Disability/ Condition in HH		Educational Health Care Plan (EHCP)		Benefits		Parental Controls		Parental Concern			Time Spent Online (Week-day)
		White - British	NET: All other Ethnic-ities	Neur...	Mental Health	NET: Identi-fied ne-ed/ condi-tion	NET: No identi-fied ne-ed/ condi-tion	NET: Yes	No	Has an EHCP	Don't have an EHCP	NET: House-hold recei-ves Benef-its	No Benef-its	NET: Has Paren-tal Contr-ols	No Contr-ols	Not Conce-rned	A little Conce-rned	NET: Moder-ately/ Very Conce-rned	0 - 2hrs
Strongly disagree	% within column	0%↓	3%↑			1%	1%	1%	1%		1%	1%	1%	1%		1%	1%	1%	0%
	N Count	2↓	5↑			1	6	1	3		8	4	3	8		3	2	4	0
	Column Comparisons		a			-	-												
Don't know	% within column	1%	0%			0%	1%	0%	0%		0%	0%	0%	0%		0%	1%	1%	1%
	N Count	3	0			0	3	0	1		3	2	1	3		0	1	2	1
	Column Comparisons					-	-												
NET: Agree	% within column	78%	75%			75%	78%	70%	78%		77%	78%	77%	77%		71%	78%	81%	77%
	N Count	433	124			150	408	75	201		509	278	263	507		138	179	245	132
	Column Comparisons					-	-												a
NET: Disagree	% within column	2%↓	9%↑			4%	4%	6%	3%		4%	4%	4%	4%		4%	3%	4%	4%
	N Count	13↓	14↑			8	19	6	9		26	15	12	28		9	8	12	7
	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.; 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)

SM7_4 - I like the feeling of buying things online from social media/ video sites an		Time Spent Online (Weekday)				Time Spent Online (Weekend)					Spent Money					SM purchase category			
		3 - 4hrs	5 - 6hrs	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	Bought something from both	Not bought from either	Prod-uct	Activity	Subscr-iption/ Upgr-ade	NET: Gift
Strongly disagree	% within column	2%	1%		1%	1%	1%	1%	1%	1%	1%	1%	1%	1%		1%	1%	0%	2%
	N Count	6	1		1	3	3	2	4	8	8	6	6			4	2	1	3
	Column Comparisons				-						-	-	-	-	-				
Don't know	% within column	0%	0%		0%	1%	0%	0%	0%	0%	0%	0%	0%			1%	1%	0%	0%
	N Count	2	0		0	3	0	0	0	3	3	2	2			2	1	0	1
	Column Comparisons				-						-	-	-	-	-				
NET: Agree	% within column	75%	82%		81%	80%	75%	78%	77%	77%	77%	79%	79%			79%	79%	79%	82%
	N Count	273	116		157	185	175	153	328	565	565	456	456			339	121	170	130
	Column Comparisons				-						-	-	-	-	-				
NET: Disagree	% within column	4%	3%		3%	4%	6%	1%	4%	4%	4%	5%	5%			4%	4%	5%	5%
	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.; 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

SM7_4 - I like the feeling of buying things online from social media/ video sites an		Feelings about SM purchase				Gaming Method					Gaming Type								
		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	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
Strongly disagree	% within column	1%	1%	1%	0%↓	0%	1%	1%	1%	1%	1%	1%	0%	2%	0%	1%	0%	2%	1%
	N Count	2	4	5	0↓	2	3	4	3	8	2	1	0	4	1	4	1	2	1
	Column Comparisons	d		d						-									
Don't know	% within column	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%
	N Count	1	0	0	0	0	2	1	2	3	0	0	1	2	0	1	1	0	0
	Column Comparisons	d					a c		c	-									
NET: Agree	% within column	84%↑	82%↑	85%↑	100%↑	78%	72%	76%	80%	77%	79%	79%	78%	79%	76%	77%	80%	74%	81%
	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					-									
NET: Disagree	% within column	4%	3%	3%	0%↓	3%	5%	4%	4%	4%	3%	2%	2%	4%	3%	4%	3%	5%	4%
	N Count	11	16	10	0↓	12	10	18	9	28	8	5	4	8	9	13	7	6	5
	Column Comparisons	d	d	d						-									

SM7_4 - I like the feeling of buying things online from social media/ video sites an		Gaming Type				Gaming Frequency		Gaming Purchase Type								Feelings about Gaming Purchase			
		Sports	Intera-ctive stories	Makeo-vers	NET: Playing against other people	NET: Daily	Weekly	NET: Charac-ter, ski-ns, weapo-ns, armo-ur, too-ls	NET: Game expan-sion	Loot boxes/ packs/ chests/ bund-les	In-game money	A stan-dard 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
Strongly disagree	% within column	2%	1%	0%	1%	1%	3%	1%	1%	2%	0%	3%	2%	1%	2%	1%	1%	1%	1%
	N Count	4	1	0	4	4	3	2	1	2	1	2	4	1	2	1	4	4	2
	Column Comparisons				-														
Don't know	% within column	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	N Count	2	0	0	2	2	1	1	0	0	0	0	0	0	0	0	0	1	0
	Column Comparisons				-					-		-		-	-				
NET: Agree	% within column	78%	85%	86%	76%	79%	69%	83%	83%	83%	80%	85%	72%	85%	78%	86%↑	84%↑	86%↑	87%↑
	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
NET: Disagree	% within column	3%	3%	2%	4%	3%	6%	4%	4%	5%	5%	7%	5%	6%	4%	2%	3%	3%	2%↓
	N Count	8	4	2	15	20	7	11	7	4	10	7	8	6	5	5	13	10	8↓
	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)

		Feelings about Gaming Purchase	
		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
SM7_4 - I like the feeling of buying things online from social media/ video sites an			
Strongly disagree	% within column	1%	1%
	N Count	5	4
	Column Comparisons		
Don't know	% within column	0%	0%
	N Count	0	0
	Column Comparisons		
NET: Agree	% within column	82%↑	81%
	N Count	320↑	245
	Column Comparisons		
NET: Disagree	% within column	4%	5%
	N Count	17	15
	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 = 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)