

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2021 - 16TH OCTOBER - 13TH DECEMBER 2021.**

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Base : All respondents (excluding those that did not give a response at the postal survey)	

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Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**NATION**

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3660	436	603	652	566	572	803	3660	1750	1832	1017	1142	557	867	2159	1424	3660
Effective Weighted Sample	2359	338	410	501	414	361	396	2359	1161	1148	735	833	395	498	1565	891	2359
Total	2800	364	476	504	448	379	588	2800	1349	1403	700	723	616	700	1423	1316	2800
England	2324	294	407	420	376	311	485	2324	1123	1165	601	604	493	575	1205	1067	2324
	83%	81%	85%	83%	84%	82%	82%	83%	83%	83%	86%	84%	80%	82%	85%	81%	83%
Scotland	252	37	35	44	41	36	50	252	114	128	52	64	71	61	116	132	252
	9%	10%	7%	9%	9%	10%	8%	9%	8%	9%	7%	9%	11%	9%	8%	10%	9%
Wales	140	19	21	25	18	18	36	140	71	68	27	36	34	41	63	74	140
	5%	5%	5%	5%	4%	5%	6%	5%	5%	5%	4%	5%	5%	6%	4%	6%	5%
Northern Ireland	84	13	13	15	12	13	17	84	40	42	20	19	19	24	39	43	84
	3%	4%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**NATION**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	ALL WHO NO GO ONLINE		NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3660	2527	382	376	375	3660	3193	467	632	2949	3581	983	1464	1028	3660
Effective Weighted Sample	2359	1858	217	212	218	2359	2037	322	466	2150	2593	709	1040	771	2359
Total	2800	2324	252	140	84	2800	2416	384	556	2044	2599	751	1052	718	2800
England	2324	2324	-	-	-	2324	2044	280	477	1693	2170	626	876	599	2324
	83%	100%	-%	-%	-%	83%	85%	73%	86%	83%	83%	83%	83%	83%	83%
		bcde				bcd	b								
Scotland	252	-	252	-	-	252	210	42	40	190	230	69	94	65	252
	9%	-%	100%	-%	-%	9%	9%	11%	7%	9%	9%	9%	9%	9%	9%
			acde			acd									
Wales	140	-	-	140	-	140	109	31	23	96	120	33	49	33	140
	5%	-%	-%	100%	-%	5%	5%	8%	4%	5%	5%	4%	5%	5%	5%
				abde		abd		a							
Northern Ireland	84	-	-	-	84	84	53	31	15	65	80	23	33	21	84
	3%	-%	-%	-%	100%	3%	2%	8%	3%	3%	3%	3%	3%	3%	3%
					abce	ab		a							

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

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**NATION**

Base : All respondents

	<b>FINANCIAL VULNERABILITY INDEX</b>			
	<b>Total</b>	<b>MOST a</b>	<b>POTEN- TIALY b</b>	<b>LEAST c</b>
Significance Level: 99%				
Unweighted total	3660	482	1238	886
Effective Weighted Sample	2359	322	806	649
Total	2800	465	974	597
England	2324	392	787	512
	83%	84%	81%	86%
Scotland	252	42	93	47
	9%	9%	10%	8%
Wales	140	18	64	21
	5%	4%	7%	4%
Northern Ireland	84	13	29	16
	3%	3%	3%	3%

Columns Tested: a,b,c

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**Table 2**

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**NATION/ REGION**

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3660	436	603	652	566	572	803	3660	1750	1832	1017	1142	557	867	2159	1424	3660
Effective Weighted Sample	2359	338	410	501	414	361	396	2359	1161	1148	735	833	395	498	1565	891	2359
Total	2800	364	476	504	448	379	588	2800	1349	1403	700	723	616	700	1423	1316	2800
North East	123	20	25	25	15	15	16	123	57	64	18	32	24	45	50	69	123
	4%	6%	5%	5%	3%	4%	3%	4%	4%	5%	3%	4%	4%	6%	4%	5%	4%
														ae		a	
Yorkshire and Humberside	235	33	31	46	26	29	69	235	101	133	41	60	48	78	102	126	235
	8%	9%	7%	9%	6%	8%	12%	8%	7%	9%	6%	8%	8%	11%	7%	10%	8%
							d							ae		a	
North West	286	28	58	53	43	43	61	286	136	139	72	65	74	71	137	145	286
	10%	8%	12%	11%	10%	11%	10%	10%	10%	10%	10%	9%	12%	10%	10%	11%	10%
West Midlands	279	31	62	39	51	39	54	279	134	140	65	73	59	72	138	131	279
	10%	9%	13%	8%	11%	10%	9%	10%	10%	10%	9%	10%	10%	10%	10%	10%	10%
			c														
East Midlands	204	16	45	45	29	22	42	204	96	105	30	63	44	63	93	108	204
	7%	5%	10%	9%	6%	6%	7%	7%	7%	8%	4%	9%	7%	9%	7%	8%	7%
			a									a		a		a	a
East of England	274	39	34	50	50	44	54	274	132	141	79	60	80	48	139	128	274
	10%	11%	7%	10%	11%	12%	9%	10%	10%	10%	11%	8%	13%	7%	10%	10%	10%
											d		bd				
South West	259	38	32	32	46	39	70	259	117	137	67	72	55	60	139	114	259
	9%	10%	7%	6%	10%	10%	12%	9%	9%	10%	10%	10%	9%	9%	10%	9%	9%
							c										
South East	381	27	56	67	70	60	91	381	184	195	124	102	67	80	225	147	381
	14%	7%	12%	13%	16%	16%	15%	14%	14%	14%	18%	14%	11%	11%	16%	11%	14%
				a	a	a	a	a			cd	fg			f		
London	283	63	62	63	46	21	28	283	167	111	105	78	41	57	183	98	283
	10%	17%	13%	12%	10%	6%	5%	10%	12%	8%	15%	11%	7%	8%	13%	7%	10%
		defg	ef	ef	f			ef	b		cd	fg			cd		
Scotland	252	37	35	44	41	36	50	252	114	128	52	64	71	61	116	132	252
	9%	10%	7%	9%	9%	10%	8%	9%	8%	9%	7%	9%	11%	9%	8%	10%	9%

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

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**NATION/ REGION**

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3660	436	603	652	566	572	803	3660	1750	1832	1017	1142	557	867	2159	1424	3660
Effective Weighted Sample	2359	338	410	501	414	361	396	2359	1161	1148	735	833	395	498	1565	891	2359
Total	2800	364	476	504	448	379	588	2800	1349	1403	700	723	616	700	1423	1316	2800
Wales	140	19	21	25	18	18	36	140	71	68	27	36	34	41	63	74	140
	5%	5%	5%	5%	4%	5%	6%	5%	5%	5%	4%	5%	5%	6%	4%	6%	5%
Northern Ireland	84	13	13	15	12	13	17	84	40	42	20	19	19	24	39	43	84
	3%	4%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%

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

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2021 - 16TH OCTOBER - 13TH DECEMBER 2021.**

**Table 2**

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**NATION/ REGION**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	ALL WHO NO GO ONLINE		NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3660	2527	382	376	375	3660	3193	467	632	2949	3581	983	1464	1028	3660
Effective Weighted Sample	2359	1858	217	212	218	2359	2037	322	466	2150	2593	709	1040	771	2359
Total	2800	2324	252	140	84	2800	2416	384	556	2044	2599	751	1052	718	2800
North East	123	123	-	-	-	123	106	17	31	86	118	37	49	25	123
	4%	5%	-%	-%	-%	4%	4%	4%	6%	4%	5%	5%	5%	4%	4%
		bcd				bcd									
Yorkshire and Humberside	235	235	-	-	-	235	220	15	35	161	195	51	87	56	235
	8%	10%	-%	-%	-%	8%	9%	4%	6%	8%	8%	7%	8%	8%	8%
		bcd				bcd	b								
North West	286	286	-	-	-	286	271	15	69	198	267	84	100	75	286
	10%	12%	-%	-%	-%	10%	11%	4%	12%	10%	10%	11%	10%	10%	10%
		bcd				bcd	b								
West Midlands	279	279	-	-	-	279	248	31	77	185	262	88	105	60	279
	10%	12%	-%	-%	-%	10%	10%	8%	14%	9%	10%	12%	10%	8%	10%
		bcd				bcd			b						
East Midlands	204	204	-	-	-	204	167	37	45	141	186	51	83	45	204
	7%	9%	-%	-%	-%	7%	7%	10%	8%	7%	7%	7%	8%	6%	7%
		bcd				bcd									
East of England	274	274	-	-	-	274	232	42	42	222	264	80	106	71	274
	10%	12%	-%	-%	-%	10%	10%	11%	8%	11%	10%	11%	10%	10%	10%
		bcd				bcd									
South West	259	259	-	-	-	259	206	53	46	195	241	60	100	69	259
	9%	11%	-%	-%	-%	9%	9%	14%	8%	10%	9%	8%	10%	10%	9%
		bcd				bcd		a							
South East	381	381	-	-	-	381	316	64	58	296	354	83	147	112	381
	14%	16%	-%	-%	-%	14%	13%	17%	10%	14%	14%	11%	14%	16%	14%
		bcd				bcd									
London	283	283	-	-	-	283	278	5	75	209	283	92	99	85	283
	10%	12%	-%	-%	-%	10%	12%	1%	13%	10%	11%	12%	9%	12%	10%
		bcd				bcd	b								

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**NATION/ REGION**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL WHO GO ONLINE	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3660	2527	382	376	375	3660	3193	467	632	2949	3581	983	1464	1028	3660
Effective Weighted Sample	2359	1858	217	212	218	2359	2037	322	466	2150	2593	709	1040	771	2359
Total	2800	2324	252	140	84	2800	2416	384	556	2044	2599	751	1052	718	2800
Scotland	252	-	252	-	-	252	210	42	40	190	230	69	94	65	252
	9%	-%	100%	-%	-%	9%	9%	11%	7%	9%	9%	9%	9%	9%	9%
			acde			acd									
Wales	140	-	-	140	-	140	109	31	23	96	120	33	49	33	140
	5%	-%	-%	100%	-%	5%	5%	8%	4%	5%	5%	4%	5%	5%	5%
			abde			abd		a							
Northern Ireland	84	-	-	-	84	84	53	31	15	65	80	23	33	21	84
	3%	-%	-%	-%	100%	3%	2%	8%	3%	3%	3%	3%	3%	3%	3%
					abce	ab		a							

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**NATION/ REGION**

Base : All respondents

	FINANCIAL VULNERABILITY INDEX			
	Total	MOST	POTEN- TIALY	LEAST
Significance Level: 99%		a	b	c
Unweighted total	3660	482	1238	886
Effective Weighted Sample	2359	322	806	649
Total	2800	465	974	597
North East	123 4%	26 6%	54 5%	12 2%
		c	c	
Yorkshire and Humberside	235 8%	33 7%	87 9%	40 7%
North West	286 10%	63 13%	108 11%	57 10%
West Midlands	279 10%	48 10%	98 10%	55 9%
East Midlands	204 7%	27 6%	74 8%	32 5%
East of England	274 10%	46 10%	94 10%	64 11%
South West	259 9%	30 6%	88 9%	48 8%
South East	381 14%	62 13%	113 12%	122 20%
				ab
London	283 10%	57 12%	72 7%	82 14%
		b		b
Scotland	252 9%	42 9%	93 10%	47 8%
Wales	140 5%	18 4%	64 7%	21 4%

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**NATION/ REGION**

Base : All respondents

	<b>FINANCIAL VULNERABILITY INDEX</b>			
	<b>Total</b>	<b>MOST a</b>	<b>POTEN- TIALY b</b>	<b>LEAST c</b>
Significance Level: 99%				
Unweighted total	3660	482	1238	886
Effective Weighted Sample	2359	322	806	649
Total	2800	465	974	597
Northern Ireland	84	13	29	16
	3%	3%	3%	3%

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**URBANITY**

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3660	436	603	652	566	572	803	3660	1750	1832	1017	1142	557	867	2159	1424	3660
Effective Weighted Sample	2359	338	410	501	414	361	396	2359	1161	1148	735	833	395	498	1565	891	2359
Total	2800	364	476	504	448	379	588	2800	1349	1403	700	723	616	700	1423	1316	2800
URBAN	2416	328	434	443	388	317	481	2416	1168	1205	595	656	519	591	1251	1110	2416
	86%	90%	91%	88%	87%	84%	82%	86%	87%	86%	85%	91%	84%	84%	88%	84%	86%
		f	efg									acdfg					
RURAL	384	36	42	61	60	61	107	384	180	199	105	67	97	109	172	206	384
	14%	10%	9%	12%	13%	16%	18%	14%	13%	14%	15%	9%	16%	16%	12%	16%	14%
					b	ab	b				b		b	b	b	b	b

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**URBANITY**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL WHO GO ONLINE	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3660	2527	382	376	375	3660	3193	467	632	2949	3581	983	1464	1028	3660
Effective Weighted Sample	2359	1858	217	212	218	2359	2037	322	466	2150	2593	709	1040	771	2359
Total	2800	2324	252	140	84	2800	2416	384	556	2044	2599	751	1052	718	2800
URBAN	2416	2044	210	109	53	2416	2416	-	489	1772	2261	650	907	638	2416
	86%	88%	83%	78%	63%	86%	100%	-%	88%	87%	87%	87%	86%	89%	86%
		cd	d	d		cd	b								
RURAL	384	280	42	31	31	384	-	384	67	271	338	101	145	80	384
	14%	12%	17%	22%	37%	14%	-%	100%	12%	13%	13%	13%	14%	11%	14%
				ae	abce			a							

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**URBANITY**

Base : All respondents

	<b>FINANCIAL VULNERABILITY INDEX</b>			
	<b>Total</b>	<b>MOST a</b>	<b>POTEN- TIALY b</b>	<b>LEAST c</b>
Significance Level: 99%				
Unweighted total	3660	482	1238	886
Effective Weighted Sample	2359	322	806	649
Total	2800	465	974	597
URBAN	2416	416	827	530
	86%	89%	85%	89%
RURAL	384	49	147	67
	14%	11%	15%	11%

Columns Tested: a,b,c

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2021 - 16TH OCTOBER - 13TH DECEMBER 2021.**

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**HOUSEHOLD SOCIO-ECONOMIC GROUP**

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3660	436	603	652	566	572	803	3660	1750	1832	1017	1142	557	867	2159	1424	3660
Effective Weighted Sample	2359	338	410	501	414	361	396	2359	1161	1148	735	833	395	498	1565	891	2359
Total	2800	364	476	504	448	379	588	2800	1349	1403	700	723	616	700	1423	1316	2800
A	152 5%	24 7%	28 6%	29 6%	24 5%	19 5%	28 5%	152 5%	103 8%	46 3%	152 22%	- -%	- -%	- -%	152 11%	- -%	152 5%
									b		bcdefg				bcdfg		bcdf
B	548 20%	45 12%	77 16%	105 21%	107 24%	87 23%	127 22%	548 20%	300 22%	237 17%	548 78%	- -%	- -%	- -%	548 39%	- -%	548 20%
				a	ab	a	a	a	b		bcdefg				bcdfg		bcdf
C1	723 26%	136 37%	130 27%	137 27%	122 27%	96 25%	99 17%	723 26%	324 24%	388 28%	- -%	723 100%	- -%	- -%	723 51%	- -%	723 26%
		bcdefg	f	f	f	f	f	f				acdefg			acdfg		acdf
C2	616 22%	83 23%	126 26%	111 22%	113 25%	82 22%	99 17%	616 22%	326 24%	287 20%	- -%	- -%	616 100%	- -%	- -%	616 47%	616 22%
			f		f								abdefg			abdeg	abde
D	315 11%	47 13%	63 13%	79 16%	45 10%	43 11%	35 6%	315 11%	120 9%	186 13%	- -%	- -%	- -%	315 45%	- -%	315 24%	315 11%
		f	f	fg	f			f		a				abcefg		abceg	abce
E	385 14%	23 6%	47 10%	37 7%	35 8%	43 11%	179 30%	385 14%	149 11%	231 16%	- -%	- -%	- -%	385 55%	- -%	385 29%	385 14%
							abcdeg	acd		a				abcefg		abceg	abce
Don't know	53 2%	6 2%	5 1%	7 1%	2 *	8 2%	16 3%	53 2%	22 2%	27 2%	- -%	- -%	- -%	- -%	- -%	- -%	53 2%
																	abcdef
NOT ANSWERED [POSTAL ONLY]	9 *%	- -%	- -%	- -%	- -%	- -%	5 1%	9 *%	4 *%	2 *%	- -%	- -%	- -%	- -%	- -%	- -%	9 *%
<b>SUMMARY CODES</b>																	
AB	700 25%	69 19%	105 22%	133 26%	131 29%	106 28%	155 26%	700 25%	403 30%	283 20%	700 100%	- -%	- -%	- -%	700 49%	- -%	700 25%
				a	a				b		bcdefg				bcdfg		bcdf
C1C2	1339 48%	219 60%	256 54%	247 49%	234 52%	178 47%	198 34%	1339 48%	650 48%	675 48%	- -%	723 100%	616 100%	- -%	723 51%	616 47%	1339 48%
		cefg	f	f	f	f		f				adefg	adefg		ad	ad	ad

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**HOUSEHOLD SOCIO-ECONOMIC GROUP**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3660	436	603	652	566	572	803	3660	1750	1832	1017	1142	557	867	2159	1424	3660
Effective Weighted Sample	2359	338	410	501	414	361	396	2359	1161	1148	735	833	395	498	1565	891	2359
Total	2800	364	476	504	448	379	588	2800	1349	1403	700	723	616	700	1423	1316	2800
DE	700	70	110	116	80	87	214	700	269	417	-	-	-	700	-	700	700
	25%	19%	23%	23%	18%	23%	36%	25%	20%	30%	-%	-%	-%	100%	-%	53%	25%
							abcdeg	d		a				abcefg		abceg	abce

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**HOUSEHOLD SOCIO-ECONOMIC GROUP**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	ALL WHO NO GO ONLINE		NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3660	2527	382	376	375	3660	3193	467	632	2949	3581	983	1464	1028	3660
Effective Weighted Sample	2359	1858	217	212	218	2359	2037	322	466	2150	2593	709	1040	771	2359
Total	2800	2324	252	140	84	2800	2416	384	556	2044	2599	751	1052	718	2800
A	152 5%	135 6%	9 4%	3 2%	4 5%	152 5%	134 6%	18 5%	22 4%	126 6%	148 6%	38 5%	61 6%	48 7%	152 5%
B	548 20%	465 20%	42 17%	24 17%	16 19%	548 20%	461 19%	87 23%	79 14%	452 22% a	532 20% a	116 15%	208 20%	197 27% abd	548 20%
C1	723 26%	604 26%	64 25%	36 25%	19 22%	723 26%	656 27% b	67 17%	100 18%	613 30% a	713 27% a	157 21%	283 27% a	263 37% abd	723 26% a
C2	616 22%	493 21%	71 28%	34 24%	19 23%	616 22%	519 21%	97 25%	161 29% bc	416 20%	578 22%	187 25% c	261 25% c	116 16%	616 22% c
D	315 11%	256 11%	33 13%	18 13%	8 10%	315 11%	272 11%	43 11%	96 17% bc	208 10%	305 12%	105 14% c	135 13% c	55 8%	315 11% c
E	385 14%	319 14%	28 11%	23 16%	16 19%	385 14%	319 13%	66 17%	85 15% bc	197 10%	282 11%	129 17% bc	92 9% c	34 5%	385 14% bc
Don't know	53 2%	45 2%	2 1%	3 2%	2 3%	53 2%	49 2%	3 1%	10 2%	31 2%	41 2%	19 3% c	12 1%	4 1%	53 2%
NOT ANSWERED [POSTAL ONLY]	9 *%	6 *%	2 1%	* *%	- -%	9 *%	7 *%	2 1%	1 *%	* *%	2 *%	1 *%	- -%	- -%	9 *%
<b>SUMMARY CODES</b>															
AB	700 25%	601 26%	52 21%	27 20%	20 24%	700 25%	595 25%	105 27%	102 18%	578 28% a	680 26% a	154 20%	269 26%	244 34% abd	700 25%

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**HOUSEHOLD SOCIO-ECONOMIC GROUP**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL WHO GO ONLINE	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3660	2527	382	376	375	3660	3193	467	632	2949	3581	983	1464	1028	3660
Effective Weighted Sample	2359	1858	217	212	218	2359	2037	322	466	2150	2593	709	1040	771	2359
Total	2800	2324	252	140	84	2800	2416	384	556	2044	2599	751	1052	718	2800
C1C2	1339	1097	135	69	38	1339	1175	164	261	1029	1290	344	544	379	1339
	48%	47%	54%	49%	45%	48%	49%	43%	47%	50%	50%	46%	52%	53%	48%
														a	
DE	700	575	61	41	24	700	591	109	182	405	587	234	227	90	700
	25%	25%	24%	29%	28%	25%	24%	28%	33%	20%	23%	31%	22%	13%	25%
									bc			bcd	c		c

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**HOUSEHOLD SOCIO-ECONOMIC GROUP**

Base : All respondents

	<b>FINANCIAL VULNERABILITY INDEX</b>			
	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 99%		a	b	c
Unweighted total	3660	482	1238	886
Effective Weighted Sample	2359	322	806	649
Total	2800	465	974	597
A	152 5%	20 4%	28 3%	80 13% ab
B	548 20%	33 7%	162 17% a	239 40% ab
C1	723 26%	82 18%	257 26% a	179 30% a
C2	616 22%	107 23% c	273 28% c	74 12%
D	315 11%	94 20% c	137 14% c	15 3%
E	385 14%	127 27% bc	108 11% c	7 1%
Don't know	53 2%	3 1%	5 1%	2 *%
NOT ANSWERED [POSTAL ONLY]	9 *%	- -%	4 *%	- -%
<b>SUMMARY CODES</b>				
AB	700 25%	52 11%	190 19% a	318 53% ab

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post . Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**HOUSEHOLD SOCIO-ECONOMIC GROUP**

Base : All respondents

	<b>FINANCIAL VULNERABILITY INDEX</b>			
	<b>Total</b>	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 99%		a	b	c
Unweighted total	3660	482	1238	886
Effective Weighted Sample	2359	322	806	649
Total	2800	465	974	597
C1C2	1339	189	530	254
	48%	41%	54%	42%
			ac	
DE	700	221	245	23
	25%	48%	25%	4%
		bc	c	

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**RESPONDENT'S AGE**

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3660	436	603	652	566	572	803	3660	1750	1832	1017	1142	557	867	2159	1424	3660
Effective Weighted Sample	2359	338	410	501	414	361	396	2359	1161	1148	735	833	395	498	1565	891	2359
Total	2800	364	476	504	448	379	588	2800	1349	1403	700	723	616	700	1423	1316	2800
16-24 years	364	364	-	-	-	-	-	364	169	182	69	136	83	70	205	153	364
	13%	100%	-%	-%	-%	-%	-%	13%	13%	13%	10%	19%	13%	10%	14%	12%	13%
		bcdefg						bcdef				adefg			a		
25-34 years	476	-	476	-	-	-	-	476	227	239	105	130	126	110	236	236	476
	17%	-%	100%	-%	-%	-%	-%	17%	17%	17%	15%	18%	20%	16%	17%	18%	17%
			acdefg					acdef									
35-44 years	504	-	-	504	-	-	-	504	233	261	133	137	111	116	270	227	504
	18%	-%	-%	100%	-%	-%	-%	18%	17%	19%	19%	19%	18%	17%	19%	17%	18%
				abdefg				abdef									
45-54 years	448	-	-	-	448	-	-	448	227	216	131	122	113	80	253	193	448
	16%	-%	-%	-%	100%	-%	-%	16%	17%	15%	19%	17%	18%	11%	18%	15%	16%
					abcefg			abcef			d	d	d		d		
55-64 years	379	-	-	-	-	379	-	379	190	186	106	96	82	87	202	168	379
	14%	-%	-%	-%	-%	100%	-%	14%	14%	13%	15%	13%	13%	12%	14%	13%	14%
						abcdfg		abcdf									
65+	588	-	-	-	-	-	588	588	291	295	155	99	99	214	253	314	588
	21%	-%	-%	-%	-%	-%	100%	21%	22%	21%	22%	14%	16%	31%	18%	24%	21%
							abcdeg	abcde			b			abcefg	b	bce	b
Prefer not to say	41	-	-	-	-	-	-	41	12	24	*	3	3	22	3	25	41
	1%	-%	-%	-%	-%	-%	-%	1%	1%	2%	*%	*%	*%	3%	*%	2%	1%
								c						abceg		abe	ae

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**RESPONDENT'S AGE**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	ALL WHO NO GO ONLINE		NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3660	2527	382	376	375	3660	3193	467	632	2949	3581	983	1464	1028	3660
Effective Weighted Sample	2359	1858	217	212	218	2359	2037	322	466	2150	2593	709	1040	771	2359
Total	2800	2324	252	140	84	2800	2416	384	556	2044	2599	751	1052	718	2800
16-24 years	364	294	37	19	13	364	328	36	86	278	364	101	164	95	364
	13%	13%	15%	14%	15%	13%	14%	9%	15%	14%	14%	13%	16%	13%	13%
25-34 years	476	407	35	21	13	476	434	42	152	324	476	104	196	169	476
	17%	18%	14%	15%	15%	17%	18%	11%	27%	16%	18%	14%	19%	24%	17%
							b		bc				a	ad	
35-44 years	504	420	44	25	15	504	443	61	117	387	504	112	192	192	504
	18%	18%	17%	18%	18%	18%	18%	16%	21%	19%	19%	15%	18%	27%	18%
														abd	
45-54 years	448	376	41	18	12	448	388	60	92	351	444	92	195	144	448
	16%	16%	16%	13%	14%	16%	16%	16%	17%	17%	17%	12%	19%	20%	16%
													a	ad	
55-64 years	379	311	36	18	13	379	317	61	63	300	363	111	157	83	379
	14%	13%	14%	13%	16%	14%	13%	16%	11%	15%	14%	15%	15%	12%	14%
65+	588	485	50	36	17	588	481	107	39	397	436	226	144	33	588
	21%	21%	20%	26%	20%	21%	20%	28%	7%	19%	17%	30%	14%	5%	21%
							a			a	a	bcd	c		bc
Prefer not to say	41	30	8	2	1	41	25	16	6	7	13	5	3	-	41
	1%	1%	3%	1%	1%	1%	1%	4%	1%	*%	*%	1%	*%	-%	1%
							a								bc

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**RESPONDENT'S AGE**

Base : All respondents

	FINANCIAL VULNERABILITY INDEX			
	Total	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%				
Unweighted total	3660	482	1238	886
Effective Weighted Sample	2359	322	806	649
Total	2800	465	974	597
16-24 years	364 13%	90 19% bc	75 8%	38 6%
25-34 years	476 17%	90 19%	158 16%	126 21%
35-44 years	504 18%	94 20%	187 19%	118 20%
45-54 years	448 16%	62 13%	152 16%	148 25% ab
55-64 years	379 14%	62 13%	129 13%	92 15%
65+	588 21%	62 13%	268 27% ac	76 13%
Prefer not to say	41 1%	5 1%	6 1%	- -%

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

RESPONDENT'S GENDER

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3660	436	603	652	566	572	803	3660	1750	1832	1017	1142	557	867	2159	1424	3660
Effective Weighted Sample	2359	338	410	501	414	361	396	2359	1161	1148	735	833	395	498	1565	891	2359
Total	2800	364	476	504	448	379	588	2800	1349	1403	700	723	616	700	1423	1316	2800
Man	1349	169	227	233	227	190	291	1349	1349	-	403	324	326	269	727	595	1349
	48%	46%	48%	46%	51%	50%	49%	48%	100%	-%	58%	45%	53%	38%	51%	45%	48%
									b		bdefg		bd	bdf		d	
Woman	1403	182	239	261	216	186	295	1403	-	1403	283	388	287	417	671	704	1403
	50%	50%	50%	52%	48%	49%	50%	50%	-%	100%	40%	54%	47%	60%	47%	53%	50%
									a		ae		aceg	a	ae	a	
Non-binary	24	12	4	6	3	-	-	24	-	-	7	5	3	9	13	12	24
	1%	3%	1%	1%	1%	-%	-%	1%	-%	-%	1%	1%	*%	1%	1%	1%	1%
		defg															
Prefer to use another term	1	*	1	-	-	-	-	1	-	-	1	1	-	*	1	*	1
	*%	*%	*%	-%	-%	-%	-%	*%	-%	-%	*%	*%	-%	*%	*%	*%	*%
Prefer not to say	19	1	5	4	3	2	3	19	-	-	6	5	1	4	10	5	19
	1%	*%	1%	1%	1%	1%	*%	1%	-%	-%	1%	1%	*%	1%	1%	*%	1%
NOT ANSWERED [POSTAL ONLY]	4	-	-	-	-	-	-	4	-	-	-	-	-	-	-	-	4
	*%	-%	-%	-%	-%	-%	-%	*%	-%	-%	-%	-%	-%	-%	-%	-%	*%

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

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**RESPONDENT'S GENDER**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN a	RURAL b	YES a	NO b	ALL WHO GO ONLINE c	NARROW (1-4) a	MEDIUM (5-8) b	BROAD (9-13) c	ALL d
Significance Level: 99%															
Unweighted total	3660	2527	382	376	375	3660	3193	467	632	2949	3581	983	1464	1028	3660
Effective Weighted Sample	2359	1858	217	212	218	2359	2037	322	466	2150	2593	709	1040	771	2359
Total	2800	2324	252	140	84	2800	2416	384	556	2044	2599	751	1052	718	2800
Man	1349 48%	1123 48%	114 45%	71 51%	40 48%	1349 48%	1168 48%	180 47%	230 41%	1023 50%	1253 48%	367 49%	496 47%	360 50%	1349 48%
Woman	1403 50%	1165 50%	128 51%	68 49%	42 50%	1403 50%	1205 50%	199 52%	310 56%	991 48%	1301 50%	367 49%	547 52%	344 48%	1403 50%
Non-binary	24 1%	19 1%	5 2%	* *%	* *%	24 1%	23 1%	1 *%	10 2%	15 1%	24 1%	9 1%	4 *%	11 1%	24 1%
Prefer to use another term	1 *%	1 *%	* *%	- -%	* *%	1 *%	1 *%	1 *%	1 *%	1 *%	1 *%	1 *%	- -%	1 *%	1 *%
Prefer not to say	19 1%	14 1%	2 1%	1 *%	1 1%	19 1%	18 1%	1 *%	4 1%	13 1%	18 1%	6 1%	4 *%	3 *%	19 1%
NOT ANSWERED [POSTAL ONLY]	4 *%	2 *%	2 1%	- -%	- -%	4 *%	2 *%	2 1%	1 *%	1 *%	2 *%	1 *%	- -%	- -%	4 *%

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

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**RESPONDENT'S GENDER**

Base : All respondents

	FINANCIAL VULNERABILITY INDEX			
	Total	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%				
Unweighted total	3660	482	1238	886
Effective Weighted Sample	2359	322	806	649
Total	2800	465	974	597
Man	1349 48%	213 46%	481 49%	356 60% ab
Woman	1403 50%	241 52% c	491 50% c	237 40%
Non-binary	24 1%	11 2% b	2 *%	3 1%
Prefer to use another term	1 *%	* *%	- -%	1 *%
Prefer not to say	19 1%	1 *%	- -%	- -%
NOT ANSWERED [POSTAL ONLY]	4 *%	- -%	- -%	- -%

Columns Tested: a,b,c

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**RESPONDENT'S WORKING STATUS**

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3660	436	603	652	566	572	803	3660	1750	1832	1017	1142	557	867	2159	1424	3660
Effective Weighted Sample	2359	338	410	501	414	361	396	2359	1161	1148	735	833	395	498	1565	891	2359
Total	2800	364	476	504	448	379	588	2800	1349	1403	700	723	616	700	1423	1316	2800
In full time employment	1227	114	316	341	284	148	23	1227	755	455	390	384	317	126	774	443	1227
	44%	31%	66%	68%	63%	39%	4%	44%	56%	32%	56%	53%	51%	18%	54%	34%	44%
		f	aefg	aefg	aefg	f		af	b		dfg	dfg	dfg		dfg	d	df
In part time employment	425	61	72	83	86	81	42	425	109	307	78	106	116	123	184	239	425
	15%	17%	15%	16%	19%	21%	7%	15%	8%	22%	11%	15%	19%	18%	13%	18%	15%
		f	f	f	f	fg		f		a			ae	a		ae	a
Retired	588	1	-	-	2	70	499	588	290	295	164	106	89	211	270	300	588
	21%	*%	-%	-%	*%	18%	85%	21%	21%	21%	23%	15%	14%	30%	19%	23%	21%
						abcd	abcdeg	abcd			bc			abcefg	b	bc	bc
A student	168	158	8	3	-	-	-	168	64	98	27	92	25	20	119	46	168
	6%	43%	2%	1%	-%	-%	-%	6%	5%	7%	4%	13%	4%	3%	8%	3%	6%
		bcdefg	f					bcdef				acdefg			acdfg		df
Unemployed	150	17	35	26	28	29	3	150	74	74	8	9	31	99	16	130	150
	5%	5%	7%	5%	6%	8%	1%	5%	5%	5%	1%	1%	5%	14%	1%	10%	5%
		f	f	f	f	f		f					abe	abceg		abceg	abe
Full-time responsibility for home/ family	137	6	31	39	28	20	12	137	15	122	15	12	29	82	26	110	137
	5%	2%	6%	8%	6%	5%	2%	5%	1%	9%	2%	2%	5%	12%	2%	8%	5%
			af	afg	af			af		a			be	abceg		abeg	abe
Other	67	5	12	7	16	23	5	67	29	38	15	10	7	32	25	39	67
	2%	1%	2%	1%	3%	6%	1%	2%	2%	3%	2%	1%	1%	5%	2%	3%	2%
				f	acfg									bceg			
Prefer not to say	30	3	3	5	4	8	3	30	11	12	3	4	2	5	7	6	30
	1%	1%	1%	1%	1%	2%	*%	1%	1%	1%	*%	1%	*%	1%	*%	*%	1%
NOT ANSWERED [POSTAL ONLY]	8	-	-	-	-	-	2	8	2	2	1	-	-	2	1	2	8
	*%	-%	-%	-%	-%	-%	*%	*%	*%	*%	*%	-%	-%	*%	*%	*%	*%

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

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**RESPONDENT'S WORKING STATUS**

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3660	436	603	652	566	572	803	3660	1750	1832	1017	1142	557	867	2159	1424	3660
Effective Weighted Sample	2359	338	410	501	414	361	396	2359	1161	1148	735	833	395	498	1565	891	2359
Total	2800	364	476	504	448	379	588	2800	1349	1403	700	723	616	700	1423	1316	2800
<b>SUMMARY CODES</b>																	
WORKING	1652	175	387	424	369	229	65	1652	863	762	468	490	433	249	958	682	1652
	59%	48%	81%	84%	82%	60%	11%	59%	64%	54%	67%	68%	70%	36%	67%	52%	59%
		f	aefg	aefg	aefg	af		af	b		dfg	dfg	dfg		dfg	d	df
NOT WORKING	1110	186	85	75	75	142	519	1110	472	627	229	228	181	444	457	625	1110
	40%	51%	18%	15%	17%	38%	88%	40%	35%	45%	33%	32%	29%	63%	32%	48%	40%
		bcdeg				bcd	abcdeg	bcd		a				abcefg		abceg	abce

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

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**RESPONDENT'S WORKING STATUS**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	ALL WHO NO GO ONLINE		NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Significance Level: 99%															
Unweighted total	3660	2527	382	376	375	3660	3193	467	632	2949	3581	983	1464	1028	3660
Effective Weighted Sample	2359	1858	217	212	218	2359	2037	322	466	2150	2593	709	1040	771	2359
Total	2800	2324	252	140	84	2800	2416	384	556	2044	2599	751	1052	718	2800
In full time employment	1227	1043	96	51	36	1227	1094	133	272	949	1221	269	487	450	1227
	44%	45%	38%	37%	43%	44%	45%	35%	49%	46%	47%	36%	46%	63%	44%
							b						a	abd	a
In part time employment	425	338	52	24	11	425	362	63	104	313	417	109	201	98	425
	15%	15%	21%	17%	13%	15%	15%	16%	19%	15%	16%	15%	19%	14%	15%
													cd		
Retired	588	481	48	39	20	588	479	109	45	392	438	218	151	38	588
	21%	21%	19%	28%	23%	21%	20%	28%	8%	19%	17%	29%	14%	5%	21%
								a		a	a	bcd	c		bc
A student	168	131	19	11	6	168	149	19	27	142	168	42	68	59	168
	6%	6%	8%	8%	7%	6%	6%	5%	5%	7%	6%	6%	6%	8%	6%
Unemployed	150	127	17	4	3	150	133	17	50	83	133	57	48	21	150
	5%	5%	7%	3%	3%	5%	6%	4%	9%	4%	5%	8%	5%	3%	5%
									bc			bc			c
Full-time responsibility for home/ family	137	119	7	7	4	137	116	21	38	97	134	35	63	30	137
	5%	5%	3%	5%	5%	5%	5%	5%	7%	5%	5%	5%	6%	4%	5%
Other	67	56	5	3	3	67	52	15	14	50	64	12	28	20	67
	2%	2%	2%	2%	3%	2%	2%	4%	3%	2%	2%	2%	3%	3%	2%
Prefer not to say	30	25	2	1	2	30	28	2	5	18	23	8	6	2	30
	1%	1%	1%	1%	2%	1%	1%	*%	1%	1%	1%	1%	1%	*%	1%
NOT ANSWERED [POSTAL ONLY]	8	3	4	-	-	8	3	4	1	1	2	1	-	-	8
	*%	*%	2%	-%	-%	*%	*%	1%	*%	*%	*%	*%	-%	-%	*%
			ae				a								

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**RESPONDENT'S WORKING STATUS**

Base : All respondents

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	ALL WHO NO GO ONLINE		NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	a	b	c	d	
Unweighted total	3660	2527	382	376	375	3660	3193	467	632	2949	3581	983	1464	1028	3660	
Effective Weighted Sample	2359	1858	217	212	218	2359	2037	322	466	2150	2593	709	1040	771	2359	
Total	2800	2324	252	140	84	2800	2416	384	556	2044	2599	751	1052	718	2800	
<b>SUMMARY CODES</b>																
WORKING	1652	1382	149	75	47	1652	1456	196	376	1261	1638	378	687	548	1652	
	59%	59%	59%	53%	56%	59%	60%	51%	68%	62%	63%	50%	65%	76%	59%	
							b						ad	abd	a	
NOT WORKING	1110	914	97	64	35	1110	929	182	174	764	937	363	358	167	1110	
	40%	39%	39%	46%	42%	40%	38%	47%	31%	37%	36%	48%	34%	23%	40%	
								a				bcd	c		bc	

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**RESPONDENT'S WORKING STATUS**

Base : All respondents

	FINANCIAL VULNERABILITY INDEX			
	Total	MOST	POTENTIALY	LEAST
Significance Level: 99%		a	b	c
Unweighted total	3660	482	1238	886
Effective Weighted Sample	2359	322	806	649
Total	2800	465	974	597
In full time employment	1227	139	452	426
	44%	30%	46%	71%
			a	ab
In part time employment	425	101	162	61
	15%	22%	17%	10%
		c	c	
Retired	588	67	252	78
	21%	14%	26%	13%
			ac	
A student	168	32	20	8
	6%	7%	2%	1%
		bc		
Unemployed	150	63	26	2
	5%	14%	3%	*%
		bc	c	
Full-time responsibility for home/ family	137	49	36	11
	5%	10%	4%	2%
		bc		
Other	67	12	22	10
	2%	3%	2%	2%
Prefer not to say	30	2	-	-
	1%	*%	-%	-%
NOT ANSWERED [POSTAL ONLY]	8	-	4	-
	*%	-%	*%	-%

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post . Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**RESPONDENT'S WORKING STATUS**

Base : All respondents

	<b>FINANCIAL VULNERABILITY INDEX</b>			
	<b>Total</b>	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 99%		a	b	c
Unweighted total	3660	482	1238	886
Effective Weighted Sample	2359	322	806	649
Total	2800	465	974	597
<b>SUMMARY CODES</b>				
WORKING	1652	240	614	487
	59%	52%	63%	82%
			a	ab
NOT WORKING	1110	223	357	109
	40%	48%	37%	18%
		bc	c	

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : All respondents (excluding those that did not give a response at the postal survey)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3659	436	603	652	566	572	802	3659	1750	1831	1017	1142	557	866	2159	1423	3659
Effective Weighted Sample	2358	338	410	501	414	361	395	2358	1161	1147	735	833	395	497	1565	890	2358
Total	2799	364	476	504	448	379	587	2799	1349	1402	700	723	616	699	1423	1315	2799
None	222	2	1	1	10	17	160	222	104	113	21	11	41	127	32	168	222
	8%	1%	*%	*%	2%	5%	27%	8%	8%	8%	3%	2%	7%	18%	2%	13%	8%
				bc	abc	abcdeg	abcd					abe	abcefg		abcefg	abcefg	abe
Up to 2 hours	96	3	7	5	15	13	45	96	41	53	24	15	29	24	38	53	96
	3%	1%	2%	1%	3%	4%	8%	3%	3%	4%	3%	2%	5%	3%	3%	4%	3%
				c			abcg	c					b				
3 to 5 hours	237	34	40	46	20	24	71	237	104	130	56	54	52	64	110	116	237
	8%	9%	8%	9%	4%	6%	12%	8%	8%	9%	8%	7%	8%	9%	8%	9%	8%
		d		d			de	d									
6 to 8 hours	250	30	37	36	30	46	71	250	133	115	63	57	61	62	121	123	250
	9%	8%	8%	7%	7%	12%	12%	9%	10%	8%	9%	8%	10%	9%	8%	9%	9%
				d													
9 to 11 hours	250	38	47	40	48	39	38	250	124	121	66	52	72	59	118	131	250
	9%	10%	10%	8%	11%	10%	6%	9%	9%	9%	9%	7%	12%	8%	8%	10%	9%
													b				
12 to 15 hours	241	32	38	49	45	28	47	241	107	127	64	60	60	54	124	114	241
	9%	9%	8%	10%	10%	7%	8%	9%	8%	9%	9%	8%	10%	8%	9%	9%	9%
16 to 22 hours	314	47	51	78	50	46	42	314	141	166	82	88	82	61	170	143	314
	11%	13%	11%	15%	11%	12%	7%	11%	10%	12%	12%	12%	13%	9%	12%	11%	11%
		f		fg													
23 to 30 hours	400	49	72	69	83	72	54	400	196	201	115	106	92	84	221	177	400
	14%	14%	15%	14%	19%	19%	9%	14%	15%	14%	16%	15%	15%	12%	16%	13%	14%
			f		f	f		f									
Over 30 hours	764	126	178	175	142	87	56	764	390	362	208	278	120	150	486	270	764
	27%	35%	37%	35%	32%	23%	9%	27%	29%	26%	30%	38%	19%	21%	34%	21%	27%
		efg	efg	efg	ef	f		f			cdf	acdfg			cdfg		cdf
Don't know/ unsure	27	2	6	4	4	6	4	27	9	15	2	2	7	13	3	21	27
	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	*%	*%	1%	2%	*%	2%	1%
													e	abe		abe	e

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : All respondents (excluding those that did not give a response at the postal survey)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3659	436	603	652	566	572	802	3659	1750	1831	1017	1142	557	866	2159	1423	3659
Effective Weighted Sample	2358	338	410	501	414	361	395	2358	1161	1147	735	833	395	497	1565	890	2358
Total	2799	364	476	504	448	379	587	2799	1349	1402	700	723	616	699	1423	1315	2799
<b>SUMMARY CODES</b>																	
0 to 8 hours	804	69	85	88	75	100	346	804	382	411	164	137	182	278	301	460	804
	29%	19%	18%	17%	17%	26%	59%	29%	28%	29%	23%	19%	30%	40%	21%	35%	29%
						bcd	abcdeg	abcd					be	abceg		abeg	abe
9 to 22 hours	804	117	135	167	144	113	127	804	372	414	211	200	214	173	412	388	804
	29%	32%	28%	33%	32%	30%	22%	29%	28%	30%	30%	28%	35%	25%	29%	29%	29%
		f		f	f	f		f					d				
23+ hours	1164	176	250	245	225	159	110	1164	585	562	323	384	212	234	707	447	1164
	42%	48%	53%	49%	50%	42%	19%	42%	43%	40%	46%	53%	34%	34%	50%	34%	42%
		f	efg	fg	fg	f		f			cdf	acdfg			cdfg		cdf

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : All respondents (excluding those that did not give a response at the postal survey)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	ALL WHO NO GO ONLINE		NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3659	2526	382	376	375	3659	3192	467	632	2948	3580	982	1464	1028	3659
Effective Weighted Sample	2358	1857	217	212	218	2358	2036	322	466	2149	2592	708	1040	771	2358
Total	2799	2323	252	140	84	2799	2415	384	556	2043	2598	750	1052	718	2799
None	222 8%	174 7%	22 9%	22 15% ade	5 6%	222 8%	174 7%	48 13% a	4 1%	18 1%	21 1%	10 1% c	4 *%	- -%	222 8% abc
Up to 2 hours	96 3%	79 3%	7 3%	6 5%	3 3%	96 3%	80 3%	16 4%	36 7% bc	59 3%	96 4%	56 8% bcd	12 1% c	- -%	96 3% bc
3 to 5 hours	237 8%	206 9%	18 7%	9 6%	5 6%	237 8%	208 9%	29 8%	64 12%	173 8%	237 9%	129 17% bcd	77 7% c	21 3%	237 8% c
6 to 8 hours	250 9%	212 9%	20 8%	12 9%	6 7%	250 9%	215 9%	34 9%	57 10%	192 9%	250 10%	110 15% bcd	101 10% c	30 4%	250 9% c
9 to 11 hours	250 9%	209 9%	23 9%	9 6%	8 10%	250 9%	209 9%	41 11%	86 16% bc	163 8%	250 10%	82 11% c	123 12% c	38 5%	250 9% c
12 to 15 hours	241 9%	196 8%	28 11%	11 8%	6 7%	241 9%	208 9%	32 8%	57 10%	183 9%	241 9%	63 8%	120 11% cd	55 8%	241 9%
16 to 22 hours	314 11%	262 11%	27 11%	13 9%	12 14%	314 11%	273 11%	41 11%	64 11%	250 12%	314 12%	83 11%	143 14%	87 12%	314 11%
23 to 30 hours	400 14%	335 14%	36 14%	17 12%	13 16%	400 14%	344 14%	56 15%	62 11%	338 17% a	400 15%	94 13%	173 16%	130 18% ad	400 14%
Over 30 hours	764 27%	627 27%	70 28%	42 30%	25 30%	764 27%	680 28%	84 22%	116 21%	648 32% a	764 29% a	114 15%	289 28% a	355 50% abd	764 27% a
Don't know/ unsure	27 1%	23 1%	3 1%	* *%	1 1%	27 1%	24 1%	2 1%	9 2%	18 1%	27 1%	9 1%	10 1%	1 *%	27 1%

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : All respondents (excluding those that did not give a response at the postal survey)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL WHO GO ONLINE	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3659	2526	382	376	375	3659	3192	467	632	2948	3580	982	1464	1028	3659
Effective Weighted Sample	2358	1857	217	212	218	2358	2036	322	466	2149	2592	708	1040	771	2358
Total	2799	2323	252	140	84	2799	2415	384	556	2043	2598	750	1052	718	2799
<b>SUMMARY CODES</b>															
0 to 8 hours	804 29%	670 29%	66 26%	48 35% d	19 22%	804 29%	677 28%	127 33%	162 29% bc	442 22%	603 23%	305 41% bcd	194 18% c	51 7%	804 29% bc
9 to 22 hours	804 29%	668 29%	78 31%	33 23%	26 31%	804 29%	690 29%	114 30%	207 37% bc	597 29%	804 31%	228 30%	386 37% acd	180 25%	804 29%
23+ hours	1164 42%	962 41%	105 42%	59 42%	39 46%	1164 42%	1024 42%	140 37%	178 32%	987 48% a	1164 45% a	208 28%	462 44% a	486 68% abd	1164 42% a

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : All respondents (excluding those that did not give a response at the postal survey)

	FINANCIAL VULNERABILITY INDEX			
	Total	MOST	POTENTIALY	LEAST
Significance Level: 99%		a	b	c
Unweighted total	3659	482	1238	886
Effective Weighted Sample	2358	322	806	649
Total	2799	465	974	597
None	222 8%	39 8%	81 8%	10 2%
		c	c	
Up to 2 hours	96 3%	12 3%	39 4%	12 2%
3 to 5 hours	237 8%	59 13%	81 8%	28 5%
		c	c	
6 to 8 hours	250 9%	28 6%	103 11%	45 8%
9 to 11 hours	250 9%	50 11%	82 8%	54 9%
12 to 15 hours	241 9%	46 10%	85 9%	53 9%
16 to 22 hours	314 11%	51 11%	105 11%	79 13%
23 to 30 hours	400 14%	63 14%	145 15%	95 16%
Over 30 hours	764 27%	116 25%	248 26%	221 37%
				ab
Don't know/ unsure	27 1%	2 *%	6 1%	- -%
<b>SUMMARY CODES</b>				
0 to 8 hours	804 29%	137 30%	303 31%	95 16%
		c	c	

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : All respondents (excluding those that did not give a response at the postal survey)

	<b>FINANCIAL VULNERABILITY INDEX</b>			
	<b>Total</b>	<b>MOST</b> a	<b>POTEN- TIALY</b> b	<b>LEAST</b> c
Significance Level: 99%				
Unweighted total	3659	482	1238	886
Effective Weighted Sample	2358	322	806	649
Total	2799	465	974	597
9 to 22 hours	804 29%	147 32%	271 28%	185 31%
23+ hours	1164 42%	179 38%	393 40%	317 53%
				ab

Columns Tested: a,b,c

**OFCOM ADULT MEDIA LITERACY CORE SURVEY 2021 - 16TH OCTOBER - 13TH DECEMBER 2021.**

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : All respondents who go online at least weekly (excluding those that did not give a response at the postal survey)

	Total	AGE							GENDER		SEG							
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK	
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g	
Unweighted total	3509	431	593	644	556	557	714	3509	1682	1758	1002	1131	535	784	2133	1319	3509	
Effective Weighted Sample	2537	333	403	495	414	408	513	2537	1216	1272	739	844	423	566	1579	965	2537	
Total	2542	360	469	497	434	354	418	2542	1231	1270	675	709	566	557	1384	1122	2542	
1	(1.0)	61 2%	1 *%	1 *%	1 *%	5 1%	10 3%	38 9%	61 2%	25 2%	34 3%	17 3%	13 2%	14 2%	12 2%	31 2%	26 2%	61 2%
							abc	abcdeg	bc									
2	(2.0)	78 3%	2 1%	5 1%	7 1%	10 2%	10 3%	41 10%	78 3%	44 4%	32 3%	28 4%	19 3%	13 2%	14 3%	46 3%	28 2%	78 3%
								abcdeg	a									
3	(3.0)	132 5%	3 1%	4 1%	15 3%	24 6%	30 9%	56 13%	132 5%	60 5%	71 6%	33 5%	29 4%	33 6%	30 5%	62 4%	63 6%	132 5%
						ab	abcg	abcdg	ab									
4	(4.0)	155 6%	5 1%	10 2%	16 3%	32 7%	38 11%	54 13%	155 6%	75 6%	78 6%	43 6%	40 6%	38 7%	33 6%	83 6%	70 6%	155 6%
						abc	abcg	abcdg	ab									
5	(5.0)	243 10%	18 5%	30 6%	36 7%	40 9%	47 13%	72 17%	243 10%	115 9%	124 10%	58 9%	57 8%	59 11%	64 12%	115 8%	124 11%	243 10%
							abc	abcdg	a									
6	(6.0)	249 10%	31 9%	44 9%	46 9%	41 9%	40 11%	44 11%	249 10%	120 10%	124 10%	65 10%	62 9%	56 10%	63 11%	126 9%	119 11%	249 10%
7	(7.0)	378 15%	61 17%	61 13%	83 17%	85 19%	43 12%	45 11%	378 15%	174 14%	196 15%	104 15%	109 15%	87 15%	74 13%	213 15%	161 14%	378 15%
					f	ef												
8	(8.0)	475 19%	87 24%	103 22%	98 20%	84 19%	69 19%	34 8%	475 19%	240 20%	229 18%	121 18%	153 22%	95 17%	104 19%	274 20%	199 18%	475 19%
			f	f	f	f	f	f										
9	(9.0)	344 14%	64 18%	89 19%	80 16%	63 15%	32 9%	16 4%	344 14%	176 14%	164 13%	102 15%	100 14%	76 14%	64 11%	202 15%	140 12%	344 14%
			ef	efg	ef	f	f	f										
10	(10.0)	428 17%	88 24%	121 26%	116 23%	50 12%	35 10%	18 4%	428 17%	202 16%	217 17%	104 15%	126 18%	94 17%	98 18%	231 17%	192 17%	428 17%
			defg	defg	defg	f	f	def										
Base for stats	2542	360	469	497	434	354	418	2542	1231	1270	675	709	566	557	1384	1122	2542	
Columns Tested:		a,b,c,d,e,f,g	a-b	a-b,c,d,e,f,g														

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : All respondents who go online at least weekly (excluding those that did not give a response at the postal survey)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3509	431	593	644	556	557	714	3509	1682	1758	1002	1131	535	784	2133	1319	3509
Effective Weighted Sample	2537	333	403	495	414	408	513	2537	1216	1272	739	844	423	566	1579	965	2537
Total	2542	360	469	497	434	354	418	2542	1231	1270	675	709	566	557	1384	1122	2542
Mean score	7.0	8.0	8.0	7.7	6.9	6.3	4.9	7.0	7.0	7.0	6.9	7.2	6.9	6.9	7.1	6.9	7.0
		cdefg	defg	defg	ef	f		ef									
Standard deviation	2.39	1.69	1.83	2.02	2.20	2.39	2.44	2.39	2.38	2.40	2.43	2.29	2.39	2.37	2.37	2.38	2.39
Standard error	.04	.08	.08	.08	.09	.10	.09	.04	.06	.06	.08	.07	.10	.08	.05	.07	.04

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : All respondents who go online at least weekly (excluding those that did not give a response at the postal survey)

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET				
		Total	ENGLAND	SCOT- LAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO GO ONLINE	ALL WHO	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
		a	b	c	d	e	a	b	a	b	c	a	b	c	d	
Significance Level: 99%																
Unweighted total		3509	2421	368	359	361	3509	3071	438	615	2894	3509	950	1448	1026	3509
Effective Weighted Sample		2537	1965	273	300	219	2537	2210	327	452	2108	2537	683	1028	770	2537
Total		2542	2118	228	118	78	2542	2210	332	542	2000	2542	725	1038	716	2542
1	(1.0)	61 2%	49 2%	5 2%	3 3%	2 3%	61 2%	39 2%	21 6% a	11 2%	50 2%	61 2%	36 5%	7 1%	1 *	61 2%
2	(2.0)	78 3%	67 3%	6 3%	2 2%	2 2%	78 3%	67 3%	11 3%	15 3%	63 3%	78 3%	41 6%	25 2%	1 *	78 3%
3	(3.0)	132 5%	109 5%	13 6%	3 3%	6 7%	132 5%	115 5%	17 5%	25 5%	107 5%	132 5%	67 9%	43 4%	11 2%	132 5%
4	(4.0)	155 6%	126 6%	16 7%	8 7%	5 7%	155 6%	130 6%	25 7%	34 6%	121 6%	155 6%	64 9%	71 7%	16 2%	155 6%
5	(5.0)	243 10%	201 9%	22 10%	14 12%	6 7%	243 10%	208 9%	35 11%	66 12%	178 9%	243 10%	89 12%	104 10%	47 7%	243 10%
6	(6.0)	249 10%	208 10%	21 9%	12 10%	8 10%	249 10%	212 10%	37 11%	49 9%	200 10%	249 10%	77 11%	108 10%	56 8%	249 10%
7	(7.0)	378 15%	317 15%	32 14%	19 16%	10 13%	378 15%	326 15%	52 16%	77 14%	301 15%	378 15%	95 13%	176 17%	104 15%	378 15%
8	(8.0)	475 19%	398 19%	43 19%	18 15%	16 20%	475 19%	415 19%	60 18%	98 18%	376 19%	475 19%	115 16%	193 19%	161 22% a	475 19%
9	(9.0)	344 14%	281 13%	34 15%	19 16%	11 14%	344 14%	311 14%	33 10%	65 12%	279 14%	344 14%	61 8%	152 15% a	129 18% ad	344 14% a
10	(10.0)	428 17%	362 17%	34 15%	19 16%	13 17%	428 17%	386 17%	42 13%	102 19%	326 16%	428 17%	79 11%	158 15% a	189 26% abd	428 17% a

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : All respondents who go online at least weekly (excluding those that did not give a response at the postal survey)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	ALL UK e	URBAN a	RURAL b	YES a	NO b	ALL WHO GO ONLINE c	NARROW (1-4) a	MEDIUM (5-8) b	BROAD (9-13) c	ALL d
Significance Level: 99%															
Unweighted total	3509	2421	368	359	361	3509	3071	438	615	2894	3509	950	1448	1026	3509
Effective Weighted Sample	2537	1965	273	300	219	2537	2210	327	452	2108	2537	683	1028	770	2537
Total	2542	2118	228	118	78	2542	2210	332	542	2000	2542	725	1038	716	2542
Base for stats	2542	2118	228	118	78	2542	2210	332	542	2000	2542	725	1038	716	2542
Mean score	7.0	7.0	6.9	7.0	6.9	7.0	7.1	6.5	7.0	7.0	7.0	6.1	7.1	8.0	7.0
							b						a	abd	a
Standard deviation	2.39	2.39	2.40	2.34	2.47	2.39	2.36	2.57	2.38	2.40	2.39	2.59	2.19	1.79	2.39
Standard error	.04	.05	.12	.12	.13	.04	.04	.12	.10	.04	.04	.08	.06	.06	.04

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : All respondents who go online at least weekly (excluding those that did not give a response at the postal survey)

		FINANCIAL VULNERABILITY INDEX			
		Total	MOST	POTEN- TIALY	LEAST
			a	b	c
Significance Level: 99%					
Unweighted total		3509	465	1188	880
Effective Weighted Sample		2537	360	840	653
Total		2542	424	883	586
1	(1.0)	61 2%	2 1%	26 3%	5 1%
				c	
2	(2.0)	78 3%	11 3%	31 4%	14 2%
3	(3.0)	132 5%	12 3%	51 6%	30 5%
4	(4.0)	155 6%	14 3%	62 7%	34 6%
5	(5.0)	243 10%	42 10%	82 9%	46 8%
6	(6.0)	249 10%	37 9%	90 10%	50 9%
7	(7.0)	378 15%	67 16%	117 13%	102 17%
8	(8.0)	475 19%	85 20%	162 18%	112 19%
9	(9.0)	344 14%	64 15%	120 14%	95 16%
10	(10.0)	428 17%	91 21%	141 16%	97 17%
Base for stats		2542	424	883	586
Mean score		7.0	7.5	6.9	7.2
			b	b	b
Standard deviation		2.39	2.14	2.48	2.24
Standard error		.04	.10	.07	.08

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**A1. Do you personally use a mobile phone? (SINGLE CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3656	436	603	652	566	572	801	3656	1750	1829	1017	1142	557	864	2159	1421	3656
Effective Weighted Sample	2360	338	410	501	414	361	394	2360	1161	1149	735	833	395	498	1565	891	2360
Total	2792	364	476	504	448	379	584	2792	1349	1396	700	723	616	693	1423	1309	2792
Yes	2665	360	469	496	443	372	497	2665	1284	1341	680	710	603	623	1390	1225	2665
	95%	99%	99%	98%	99%	98%	85%	95%	95%	96%	97%	98%	98%	90%	98%	94%	95%
		fg	fg	fg	fg	f		f			df	dfg	df		dfg		d
No	123	4	6	7	5	5	87	123	65	54	19	12	13	70	31	83	123
	4%	1%	1%	1%	1%	1%	15%	4%	5%	4%	3%	2%	2%	10%	2%	6%	4%
							abcdeg	abcde						abceg		abce	be
Don't know	4	-	1	1	*	2	-	4	-	1	1	-	-	*	1	*	4
	*%	-%	*%	*%	*%	*%	-%	*%	-%	*%	*%	-%	-%	*%	*%	*%	*%

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**A1. Do you personally use a mobile phone? (SINGLE CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET				
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN a	RURAL b	YES a	ALL WHO NO GO ONLINE b c		NARROW (1-4) a	MEDIUM (5-8) b	BROAD (9-13) c	ALL d	
Significance Level: 99%																
Unweighted total	3656	2523	382	376	375	3656	3190	466	631	2948	3579	982	1464	1028	3656	
Effective Weighted Sample	2360	1859	217	212	218	2360	2035	325	465	2149	2591	708	1040	771	2360	
Total	2792	2316	252	140	84	2792	2412	380	554	2043	2597	750	1052	718	2792	
Yes	2665 95%	2209 95%	244 97%	131 94%	81 97%	2665 95%	2308 96%	357 94%	549 99%	2004 98%	2552 98%	729 97%	1043 99% ad	710 99% d	2665 95%	
No	123 4%	103 4%	8 3%	9 6%	2 3%	123 4%	100 4%	23 6%	4 1%	37 2%	41 2%	20 3% b	8 1%	7 1%	123 4% bc	
Don't know	4 *%	3 *%	- -%	- -%	1 1%	4 *%	3 *%	1 *%	1 *%	3 *%	4 *%	* *%	- -%	- -%	4 *%	

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**A1. Do you personally use a mobile phone? (SINGLE CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	FINANCIAL VULNERABILITY INDEX			
	Total	MOST	POTEN- TIALY	LEAST
Significance Level: 99%		a	b	c
Unweighted total	3656	481	1237	886
Effective Weighted Sample	2360	321	806	649
Total	2792	464	971	597
Yes	2665	440	929	587
	95%	95%	96%	98%
				ab
No	123	23	42	10
	4%	5%	4%	2%
		c	c	
Don't know	4	*	-	-
	*%	*%	-%	-%

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**A2. Is this a smartphone? A smartphone is a phone on which you can send and receive emails, use apps, view websites and generally go online. Popular brands include iPhone and Samsung Galaxy. (SINGLE CODE)**

Base : All respondents who use a mobile phone (excluding those that did not give a response at the postal survey)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3550	433	594	641	558	563	742	3550	1698	1788	999	1131	546	813	2130	1359	3550
Effective Weighted Sample	2356	335	404	495	408	361	380	2356	1140	1172	730	837	388	504	1564	880	2356
Total	2662	360	469	496	443	371	497	2662	1282	1341	680	710	603	622	1390	1225	2662
Yes	2416	351	466	483	433	332	344	2416	1157	1221	643	679	543	524	1321	1067	2416
	91%	98%	99%	97%	98%	90%	69%	91%	90%	91%	95%	96%	90%	84%	95%	87%	91%
		efg	efg	efg	efg	f		f			cdfg	cdfg			cdfg		df
No	227	7	3	11	10	36	142	227	119	107	37	30	53	89	66	142	227
	9%	2%	1%	2%	2%	10%	29%	9%	9%	8%	5%	4%	9%	14%	5%	12%	9%
						abcd	abcdeg	abcd					be	abeg		abeg	abe
Don't know	20	2	*	2	*	3	11	20	6	12	*	2	7	9	2	16	20
	1%	1%	*%	*%	*%	1%	2%	1%	*%	1%	*%	*%	1%	1%	*%	1%	1%
							bdg						ae	ae		ae	

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**A2. Is this a smartphone? A smartphone is a phone on which you can send and receive emails, use apps, view websites and generally go online. Popular brands include iPhone and Samsung Galaxy. (SINGLE CODE)**

Base : All respondents who use a mobile phone (excluding those that did not give a response at the postal survey)

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL WHO GO ONLINE	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	a	b	c	d	
Unweighted total	3550	2451	373	360	366	3550	3100	450	622	2887	3509	949	1450	1021	3550	
Effective Weighted Sample	2356	1863	210	211	215	2356	2037	320	459	2107	2544	685	1032	765	2356	
Total	2662	2207	244	131	81	2662	2306	357	547	2003	2550	729	1041	710	2662	
Yes	2416	2015	212	116	74	2416	2109	307	541	1870	2411	648	1010	702	2416	
	91%	91%	87%	89%	91%	91%	91%	86%	99%	93%	95%	89%	97%	99%	91%	
							b		bc				ad	ad		
No	227	180	30	10	6	227	182	45	5	121	126	71	31	9	227	
	9%	8%	12%	8%	8%	9%	8%	13%	1%	6%	5%	10%	3%	1%	9%	
							a			a	a	bc			bc	
Don't know	20	12	1	5	1	20	15	5	1	12	13	10	1	-	20	
	1%	1%	1%	4%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
				ae								bc				

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**A2. Is this a smartphone? A smartphone is a phone on which you can send and receive emails, use apps, view websites and generally go online. Popular brands include iPhone and Samsung Galaxy. (SINGLE CODE)**

Base : All respondents who use a mobile phone (excluding those that did not give a response at the postal survey)

	FINANCIAL VULNERABILITY INDEX			
	Total	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%				
Unweighted total	3550	466	1200	880
Effective Weighted Sample	2356	318	788	653
Total	2662	440	929	587
Yes	2416	392	834	567
	91%	89%	90%	97%
				ab
No	227	45	87	19
	9%	10%	9%	3%
		c	c	
Don't know	20	3	9	*
	1%	1%	1%	*%

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**SUMMARY OF MOBILE PHONE OWNERSHIP**

Base : All respondents (excluding those that did not give a response at the postal survey)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3654	436	603	652	566	571	801	3654	1749	1828	1017	1142	557	863	2159	1420	3654
Effective Weighted Sample	2358	338	410	501	414	360	394	2358	1161	1148	735	833	395	497	1565	890	2358
Total	2789	364	476	504	448	378	584	2789	1347	1395	700	723	616	692	1423	1308	2789
SMARTPHONE	2416	351	466	483	433	332	344	2416	1157	1221	643	679	543	524	1321	1067	2416
	87%	96%	98%	96%	97%	88%	59%	87%	86%	88%	92%	94%	88%	76%	93%	82%	87%
		efg	efg	efg	efg	f		f			dfg	cdfg	df		cdfg		df
NOT A SMARTPHONE	227	7	3	11	10	36	142	227	119	107	37	30	53	89	66	142	227
	8%	2%	1%	2%	2%	10%	24%	8%	9%	8%	5%	4%	9%	13%	5%	11%	8%
						abcd	abcdeg	abcd					be	abeg		abe	abe
UNSURE WHETHER SMARTPHONE	20	2	*	2	*	3	11	20	6	12	*	2	7	9	2	16	20
	1%	1%	*%	*%	*%	1%	2%	1%	*%	1%	*%	*%	1%	1%	*%	1%	1%
													ae	ae		ae	
USES A MOBILE PHONE	2662	360	469	496	443	371	497	2662	1282	1341	680	710	603	622	1390	1225	2662
	95%	99%	99%	98%	99%	98%	85%	95%	95%	96%	97%	98%	98%	90%	98%	94%	95%
		fg	fg	fg	fg	f		f			df	dfg	df		dfg		d
DOES NOT USE/ UNSURE WHETHER USES A MOBILE PHONE	127	4	7	8	5	7	87	127	65	55	20	12	13	70	33	83	127
	5%	1%	1%	2%	1%	2%	15%	5%	5%	4%	3%	2%	2%	10%	2%	6%	5%
							abcdeg	abcd						abceg		abce	be

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**SUMMARY OF MOBILE PHONE OWNERSHIP**

Base : All respondents (excluding those that did not give a response at the postal survey)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL WHO GO ONLINE	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3654	2521	382	376	375	3654	3188	466	630	2947	3577	982	1463	1028	3654
Effective Weighted Sample	2358	1857	217	212	218	2358	2034	325	464	2148	2589	708	1040	771	2358
Total	2789	2313	252	140	84	2789	2409	380	553	2042	2595	750	1050	718	2789
SMARTPHONE	2416	2015	212	116	74	2416	2109	307	541	1870	2411	648	1010	702	2416
	87%	87%	84%	83%	88%	87%	88%	81%	98%	92%	93%	86%	96%	98%	87%
							b		bc				ad	ad	
NOT A SMARTPHONE	227	180	30	10	6	227	182	45	5	121	126	71	31	9	227
	8%	8%	12%	7%	8%	8%	8%	12%	1%	6%	5%	9%	3%	1%	8%
										a	a	bc			bc
UNSURE WHETHER SMARTPHONE	20	12	1	5	1	20	15	5	1	12	13	10	1	-	20
	1%	1%	1%	3%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
				ae								bc			
USES A MOBILE PHONE	2662	2207	244	131	81	2662	2306	357	547	2003	2550	729	1041	710	2662
	95%	95%	97%	94%	97%	95%	96%	94%	99%	98%	98%	97%	99%	99%	95%
													ad	d	
DOES NOT USE/ UNSURE WHETHER USES A MOBILE PHONE	127	106	8	9	3	127	103	23	6	39	45	21	8	7	127
	5%	5%	3%	6%	3%	5%	4%	6%	1%	2%	2%	3%	1%	1%	5%
												b			bc

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**SUMMARY OF MOBILE PHONE OWNERSHIP**

Base : All respondents (excluding those that did not give a response at the postal survey)

	FINANCIAL VULNERABILITY INDEX			
	Total	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c
Unweighted total	3654	481	1237	886
Effective Weighted Sample	2358	321	806	649
Total	2789	464	971	597
SMARTPHONE	2416	392	834	567
	87%	85%	86%	95%
				ab
NOT A SMARTPHONE	227	45	87	19
	8%	10%	9%	3%
		c	c	
UNSURE WHETHER SMARTPHONE	20	3	9	*
	1%	1%	1%	*%
USES A MOBILE PHONE	2662	440	929	587
	95%	95%	96%	98%
				ab
DOES NOT USE/ UNSURE WHETHER USES A MOBILE PHONE	127	23	42	10
	5%	5%	4%	2%
		c	c	

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**A3. Do you use a smart speaker which can respond to voice commands like ‘Alexa’ or ‘Hey Google’? Popular brands include Amazon Echo, Google Home, Facebook Portal and Apple HomePod. (SINGLE CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3653	435	603	652	566	570	801	3653	1746	1829	1016	1141	557	863	2157	1420	3653
Effective Weighted Sample	2364	337	410	501	414	365	396	2364	1166	1149	734	841	395	499	1571	891	2364
Total	2786	362	476	504	448	374	584	2786	1339	1399	699	719	616	691	1419	1307	2786
Yes	1382	233	302	320	236	151	140	1382	659	703	400	374	331	267	774	598	1382
	50%	64%	64%	63%	53%	40%	24%	50%	49%	50%	57%	52%	54%	39%	55%	46%	50%
		defg	defg	defg	ef	f		ef			dfg	df	df		dfg		d
No	1383	129	165	181	211	219	440	1383	672	686	295	344	280	417	639	697	1383
	50%	36%	35%	36%	47%	59%	75%	50%	50%	49%	42%	48%	45%	60%	45%	53%	50%
					abc	abcdg	abcdeg	abc						abceg		ace	ae
Don't know	21	*	9	3	*	4	4	21	7	10	4	1	6	6	5	12	21
	1%	*%	2%	1%	*%	1%	1%	1%	1%	1%	1%	*%	1%	1%	*%	1%	1%

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**A3. Do you use a smart speaker which can respond to voice commands like “Alexa” or “Hey Google”? Popular brands include Amazon Echo, Google Home, Facebook Portal and Apple HomePod. (SINGLE CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN a	RURAL b	YES a	NO b	ALL WHO GO ONLINE c	NARROW (1-4) a	MEDIUM (5-8) b	BROAD (9-13) c	ALL d	
Significance Level: 99%																
Unweighted total	3653	2521	382	375	375	3653	3188	465	632	2945	3577	981	1464	1027	3653	
Effective Weighted Sample	2364	1862	217	211	218	2364	2036	328	466	2147	2590	707	1040	770	2364	
Total	2786	2310	252	140	84	2786	2410	377	556	2040	2596	750	1052	716	2786	
Yes	1382 50%	1144 50%	121 48%	72 51%	46 54%	1382 50%	1210 50%	172 46%	296 53%	1077 53%	1373 53%	322 43%	577 55% ad	454 63% abd	1382 50% a	
No	1383 50%	1147 50%	131 52%	67 48%	38 45%	1383 50%	1180 49%	203 54%	253 46%	948 46%	1202 46%	420 56% bcd	471 45% c	259 36%	1383 50% bc	
Don't know	21 1%	20 1%	- -%	1 1%	1 1%	21 1%	20 1%	1 *%	6 1%	15 1%	21 1%	9 1%	3 *%	3 *%	21 1%	

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post . Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**A3. Do you use a smart speaker which can respond to voice commands like “Alexa” or “Hey Google”? Popular brands include Amazon Echo, Google Home, Facebook Portal and Apple HomePod. (SINGLE CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	<b>FINANCIAL VULNERABILITY INDEX</b>			
	<b>Total</b>	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 99%		<b>a</b>	<b>b</b>	<b>c</b>
Unweighted total	3653	482	1237	886
Effective Weighted Sample	2364	322	805	649
Total	2786	465	972	597
Yes	1382	249	492	324
	50%	54%	51%	54%
No	1383	209	479	272
	50%	45%	49%	46%
Don't know	21	7	1	1
	1%	1%	*%	*%
		b		

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**F1. How would you say BBC TV programmes are mainly funded? (SINGLE CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3657	436	603	652	566	572	800	3657	1749	1830	1017	1141	557	867	2158	1424	3657
Effective Weighted Sample	2358	338	410	501	414	361	395	2358	1162	1147	735	833	395	498	1565	891	2358
Total	2797	364	476	504	448	379	585	2797	1346	1403	700	723	616	700	1423	1316	2797
The TV Licence fee	2257	189	351	402	402	351	525	2257	1074	1152	577	582	485	572	1159	1057	2257
	81%	52%	74%	80%	90%	93%	90%	81%	80%	82%	82%	81%	79%	82%	81%	80%	81%
			a	a	abcg	abcg	abcg	ab									
By the Government	137	45	24	32	9	8	18	137	76	57	44	37	29	25	81	54	137
	5%	12%	5%	6%	2%	2%	3%	5%	6%	4%	6%	5%	5%	4%	6%	4%	5%
		bcdefg		de				d									
Advertising	118	50	30	13	9	7	8	118	57	57	28	37	24	28	65	51	118
	4%	14%	6%	3%	2%	2%	1%	4%	4%	4%	4%	5%	4%	4%	5%	4%	4%
		bcdefg	cdef					f									
By those that choose to pay a subscription to watch the service	44	13	12	10	3	1	4	44	20	23	13	8	11	11	21	23	44
	2%	4%	3%	2%	1%	*%	1%	2%	1%	2%	2%	1%	2%	2%	1%	2%	2%
		def	e														
Sponsorship of specific TV programmes	38	14	11	9	4	-	*	38	23	15	11	11	13	4	22	17	38
	1%	4%	2%	2%	1%	-%	*%	1%	2%	1%	2%	2%	2%	1%	2%	1%	1%
		defg	ef	ef													
Sales of programmes and services to other channels or countries	26	2	5	9	5	2	2	26	19	7	8	8	7	4	15	11	26
	1%	1%	1%	2%	1%	1%	*%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%
Magazine/ book/ video/ DVD sales	13	6	3	4	*	1	*	13	8	5	2	5	4	2	7	6	13
	*%	2%	1%	1%	*%	*%	*%	*%	1%	*%	*%	1%	1%	*%	*%	*%	*%
		dfg															
Some other way	3	-	-	1	-	-	2	3	2	1	-	1	2	-	1	2	3
	*%	-%	-%	*%	-%	-%	*%	*%	*%	*%	-%	*%	*%	-%	*%	*%	*%
Don't know	161	44	40	24	15	9	25	161	67	86	17	35	42	53	52	95	161
	6%	12%	8%	5%	3%	2%	4%	6%	5%	6%	2%	5%	7%	8%	4%	7%	6%
		cdefg	de					e				a	ae	ae		ae	ae

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**F1. How would you say BBC TV programmes are mainly funded? (SINGLE CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3657	436	603	652	566	572	800	3657	1749	1830	1017	1141	557	867	2158	1424	3657
Effective Weighted Sample	2358	338	410	501	414	361	395	2358	1162	1147	735	833	395	498	1565	891	2358
Total	2797	364	476	504	448	379	585	2797	1346	1403	700	723	616	700	1423	1316	2797
<b>SUMMARY CODES</b>																	
CORRECT RESPONSES	2257	189	351	402	402	351	525	2257	1074	1152	577	582	485	572	1159	1057	2257
	81%	52%	74%	80%	90%	93%	90%	81%	80%	82%	82%	81%	79%	82%	81%	80%	81%
		a	a	abcg	abcg	abcg	ab										
INCORRECT RESPONSES	379	131	85	78	31	19	35	379	205	165	106	105	89	74	212	164	379
	14%	36%	18%	15%	7%	5%	6%	14%	15%	12%	15%	15%	15%	11%	15%	12%	14%
		bcdefg	def	def			def										
DON'T KNOW	161	44	40	24	15	9	25	161	67	86	17	35	42	53	52	95	161
	6%	12%	8%	5%	3%	2%	4%	6%	5%	6%	2%	5%	7%	8%	4%	7%	6%
		cdefg	de				e				a	ae	ae		ae	ae	ae

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

F1. How would you say BBC TV programmes are mainly funded? (SINGLE CODE)

Base : All respondents (excluding those that did not give a response at the postal survey)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	ALL WHO NO GO ONLINE		NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Significance Level: 99%															
Unweighted total	3657	2526	382	375	374	3657	3190	467	632	2948	3580	982	1464	1028	3657
Effective Weighted Sample	2358	1858	217	211	218	2358	2036	322	466	2149	2592	708	1040	771	2358
Total	2797	2322	252	140	84	2797	2414	384	556	2044	2599	751	1052	718	2797
The TV Licence fee	2257	1876	204	109	68	2257	1929	328	418	1663	2082	580	838	610	2257
	81%	81%	81%	78%	82%	81%	80%	85%	75%	81%	80%	77%	80%	85%	81%
										a				abd	
By the Government	137	114	11	9	3	137	128	9	28	104	132	41	59	30	137
	5%	5%	5%	6%	3%	5%	5%	2%	5%	5%	5%	6%	6%	4%	5%
Advertising	118	92	15	8	4	118	104	14	28	90	118	34	55	29	118
	4%	4%	6%	5%	4%	4%	4%	4%	5%	4%	5%	4%	5%	4%	4%
By those that choose to pay a subscription to watch the service	44	32	8	2	1	44	40	3	10	31	41	12	17	12	44
	2%	1%	3%	2%	2%	2%	2%	1%	2%	1%	2%	2%	2%	2%	2%
Sponsorship of specific TV programmes	38	34	1	2	1	38	37	2	12	27	38	10	19	9	38
	1%	1%	*%	1%	2%	1%	2%	*%	2%	1%	1%	1%	2%	1%	1%
Sales of programmes and services to other channels or countries	26	23	1	2	1	26	19	7	4	22	26	5	9	12	26
	1%	1%	*%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%
Magazine/ book/ video/ DVD sales	13	10	1	1	1	13	12	1	3	10	13	8	5	*	13
	*%	*%	1%	1%	1%	*%	*%	*%	1%	*%	1%	1%	*%	*%	*%
												c			
Some other way	3	3	-	-	-	3	3	-	-	3	3	2	-	1	3
	*%	*%	-%	-%	-%	*%	*%	-%	-%	*%	*%	*%	-%	*%	*%
Don't know	161	138	11	7	5	161	142	19	51	95	146	59	49	14	161
	6%	6%	4%	5%	6%	6%	6%	5%	9%	5%	6%	8%	5%	2%	6%
									bc			bc	c		c

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**F1. How would you say BBC TV programmes are mainly funded? (SINGLE CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL WHO GO ONLINE	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3657	2526	382	375	374	3657	3190	467	632	2948	3580	982	1464	1028	3657
Effective Weighted Sample	2358	1858	217	211	218	2358	2036	322	466	2149	2592	708	1040	771	2358
Total	2797	2322	252	140	84	2797	2414	384	556	2044	2599	751	1052	718	2797
<b>SUMMARY CODES</b>															
CORRECT RESPONSES	2257	1876	204	109	68	2257	1929	328	418	1663	2082	580	838	610	2257
	81%	81%	81%	78%	82%	81%	80%	85%	75%	81%	80%	77%	80%	85%	81%
										a				abd	
INCORRECT RESPONSES	379	308	37	23	10	379	342	37	86	285	371	111	165	93	379
	14%	13%	15%	17%	12%	14%	14%	10%	15%	14%	14%	15%	16%	13%	14%
DON'T KNOW	161	138	11	7	5	161	142	19	51	95	146	59	49	14	161
	6%	6%	4%	5%	6%	6%	6%	5%	9%	5%	6%	8%	5%	2%	6%
									bc			bc	c		c

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**F1. How would you say BBC TV programmes are mainly funded? (SINGLE CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	FINANCIAL VULNERABILITY INDEX			
	Total	MOST	POTEN- TIALY	LEAST
Significance Level: 99%		a	b	c
Unweighted total	3657	482	1237	885
Effective Weighted Sample	2358	322	806	649
Total	2797	465	972	596
The TV Licence fee	2257	347	821	520
	81%	75%	84%	87%
		a	a	
By the Government	137	27	44	27
	5%	6%	5%	5%
Advertising	118	25	35	24
	4%	5%	4%	4%
By those that choose to pay a subscription to watch the service	44	12	18	3
	2%	3%	2%	*%
		c		
Sponsorship of specific TV programmes	38	17	6	8
	1%	4%	1%	1%
		b		
Sales of programmes and services to other channels or countries	26	4	7	9
	1%	1%	1%	1%
Magazine/ book/ video/ DVD sales	13	7	4	*
	*%	1%	*%	*%
		c		
Some other way	3	-	3	-
	*%	-%	*%	-%
Don't know	161	27	35	6
	6%	6%	4%	1%
		c	c	

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**F1. How would you say BBC TV programmes are mainly funded? (SINGLE CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	FINANCIAL VULNERABILITY INDEX			
	Total	MOST	POTENTIALY	LEAST
Significance Level: 99%		a	b	c
Unweighted total	3657	482	1237	885
Effective Weighted Sample	2358	322	806	649
Total	2797	465	972	596
<b>SUMMARY CODES</b>				
CORRECT RESPONSES	2257	347	821	520
	81%	75%	84%	87%
		a	a	
INCORRECT RESPONSES	379	92	116	71
	14%	20%	12%	12%
		bc		
DON'T KNOW	161	27	35	6
	6%	6%	4%	1%
		c	c	

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**F2. How would you say programmes are mainly funded on ITV, Channel 4 and Five? (SINGLE CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3643	436	603	652	566	571	792	3643	1743	1822	1016	1142	553	861	2158	1414	3643
Effective Weighted Sample	2366	338	410	501	414	360	390	2366	1160	1156	735	833	393	504	1565	893	2366
Total	2772	364	476	504	448	377	573	2772	1338	1386	699	723	610	685	1422	1295	2772
Advertising	2051	187	288	360	381	320	497	2051	984	1039	554	583	423	460	1137	883	2051
	74%	51%	61%	71%	85%	85%	87%	74%	74%	75%	79%	81%	69%	67%	80%	68%	74%
			ab	ab	ab	ab	ab				cd	cd			cd		df
The TV Licence fee	244	58	68	46	22	23	25	244	116	123	49	48	69	70	96	139	244
	9%	16%	14%	9%	5%	6%	4%	9%	9%	9%	7%	7%	11%	10%	7%	11%	9%
		cdefg	defg	f				df					be			abe	
By the Government	106	29	18	22	5	12	15	106	55	47	25	16	24	40	42	64	106
	4%	8%	4%	4%	1%	3%	3%	4%	4%	3%	4%	2%	4%	6%	3%	5%	4%
		defg		d				d						be		b	
Sponsorship of specific TV programmes	94	19	26	25	14	3	7	94	50	40	28	18	23	25	46	48	94
	3%	5%	5%	5%	3%	1%	1%	3%	4%	3%	4%	3%	4%	4%	3%	4%	3%
		ef	ef	ef				e									
By those that choose to pay a subscription to watch the service	58	16	22	14	4	*	*	58	26	30	14	15	18	10	29	29	58
	2%	4%	5%	3%	1%	*%	*%	2%	2%	2%	2%	2%	3%	1%	2%	2%	2%
		defg	defg	ef				ef									
Sales of programmes and services to other channels or countries	29	8	4	7	1	5	4	29	20	8	5	7	6	10	13	16	29
	1%	2%	1%	1%	*%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%
Magazine/ book/ video/ DVD sales	5	-	3	2	-	-	*	5	2	2	2	1	-	1	2	1	5
	*%	-%	1%	*%	-%	-%	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%
Some other way	2	-	-	-	-	-	2	2	2	-	-	-	2	-	-	2	2
	*%	-%	-%	-%	-%	-%	*%	*%	*%	-%	-%	-%	*%	-%	-%	*%	*%
Don't know	184	48	47	28	21	14	23	184	82	96	23	35	43	70	57	113	184
	7%	13%	10%	5%	5%	4%	4%	7%	6%	7%	3%	5%	7%	10%	4%	9%	7%
		cdefg	def										ae	abeg		abe	ae

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**F2. How would you say programmes are mainly funded on ITV, Channel 4 and Five? (SINGLE CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3643	436	603	652	566	571	792	3643	1743	1822	1016	1142	553	861	2158	1414	3643
Effective Weighted Sample	2366	338	410	501	414	360	390	2366	1160	1156	735	833	393	504	1565	893	2366
Total	2772	364	476	504	448	377	573	2772	1338	1386	699	723	610	685	1422	1295	2772
<b>SUMMARY CODES</b>																	
CORRECT RESPONSES	2051	187	288	360	381	320	497	2051	984	1039	554	583	423	460	1137	883	2051
	74%	51%	61%	71%	85%	85%	87%	74%	74%	75%	79%	81%	69%	67%	80%	68%	74%
			ab	ab	ab	ab	ab	ab			cd	cd			cd		df
INCORRECT RESPONSES	537	130	141	116	47	44	54	537	273	251	123	105	143	155	228	298	537
	19%	36%	30%	23%	10%	12%	9%	19%	20%	18%	18%	15%	23%	23%	16%	23%	19%
		cd	cd	cd				def					be	be		abe	be
DON'T KNOW	184	48	47	28	21	14	23	184	82	96	23	35	43	70	57	113	184
	7%	13%	10%	5%	5%	4%	4%	7%	6%	7%	3%	5%	7%	10%	4%	9%	7%
		cd	cd										ae	abeg		abe	ae

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**F2. How would you say programmes are mainly funded on ITV, Channel 4 and Five? (SINGLE CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	ALL WHO NO GO ONLINE		NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Significance Level: 99%															
Unweighted total	3643	2517	379	374	373	3643	3179	464	630	2943	3573	978	1462	1028	3643
Effective Weighted Sample	2366	1868	215	211	224	2366	2043	323	464	2145	2587	705	1038	771	2366
Total	2772	2302	249	139	82	2772	2394	378	553	2041	2593	747	1050	718	2772
Advertising	2051	1686	196	103	65	2051	1740	311	330	1597	1927	470	791	622	2051
	74%	73%	79%	74%	79%	74%	73%	82%	60%	78%	74%	63%	75%	87%	74%
								a		ac	a		a	abd	a
The TV Licence fee	244	218	11	9	6	244	223	21	89	140	229	87	99	38	244
	9%	9%	4%	7%	7%	9%	9%	5%	16%	7%	9%	12%	9%	5%	9%
									bc			c	c		c
By the Government	106	90	8	6	2	106	97	8	31	54	85	42	33	7	106
	4%	4%	3%	4%	2%	4%	4%	2%	6%	3%	3%	6%	3%	1%	4%
									b			c	c		c
Sponsorship of specific TV programmes	94	77	11	3	4	94	87	7	24	69	93	32	37	24	94
	3%	3%	4%	2%	5%	3%	4%	2%	4%	3%	4%	4%	3%	3%	3%
By those that choose to pay a subscription to watch the service	58	48	7	3	*	58	54	4	16	42	58	29	19	9	58
	2%	2%	3%	2%	*%	2%	2%	1%	3%	2%	2%	4%	2%	1%	2%
												cd			
Sales of programmes and services to other channels or countries	29	22	5	2	1	29	22	7	5	21	25	9	13	3	29
	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	*%	1%
Magazine/ book/ video/ DVD sales	5	3	1	1	-	5	5	-	2	2	5	4	1	-	5
	*%	*%	*%	*%	-%	*%	*%	-%	*%	*%	*%	1%	*%	-%	*%
Some other way	2	2	-	-	-	2	2	-	-	2	2	2	-	-	2
	*%	*%	-%	-%	-%	*%	*%	-%	-%	*%	*%	*%	-%	-%	*%
Don't know	184	156	11	12	5	184	164	21	55	115	170	72	58	13	184
	7%	7%	4%	9%	6%	7%	7%	5%	10%	6%	7%	10%	5%	2%	7%
									bc			bcd	c		c

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**F2. How would you say programmes are mainly funded on ITV, Channel 4 and Five? (SINGLE CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL WHO GO ONLINE	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3643	2517	379	374	373	3643	3179	464	630	2943	3573	978	1462	1028	3643
Effective Weighted Sample	2366	1868	215	211	224	2366	2043	323	464	2145	2587	705	1038	771	2366
Total	2772	2302	249	139	82	2772	2394	378	553	2041	2593	747	1050	718	2772
<b>SUMMARY CODES</b>															
CORRECT RESPONSES	2051	1686	196	103	65	2051	1740	311	330	1597	1927	470	791	622	2051
	74%	73%	79%	74%	79%	74%	73%	82%	60%	78%	74%	63%	75%	87%	74%
								a		ac	a		a	abd	a
INCORRECT RESPONSES	537	459	41	24	13	537	490	47	168	329	497	205	202	82	537
	19%	20%	17%	17%	15%	19%	20%	12%	30%	16%	19%	27%	19%	11%	19%
							b		bc		b	bcd	c		c
DON'T KNOW	184	156	11	12	5	184	164	21	55	115	170	72	58	13	184
	7%	7%	4%	9%	6%	7%	7%	5%	10%	6%	7%	10%	5%	2%	7%
									bc			bcd	c		c

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**F2. How would you say programmes are mainly funded on ITV, Channel 4 and Five? (SINGLE CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	FINANCIAL VULNERABILITY INDEX			
	Total	MOST	POTENTIALY	LEAST
Significance Level: 99%		a	b	c
Unweighted total	3643	482	1230	886
Effective Weighted Sample	2366	322	802	649
Total	2772	465	964	597
Advertising	2051	281	746	516
	74%	60%	77%	86%
			a	ab
The TV Licence fee	244	53	96	28
	9%	12%	10%	5%
		c	c	
By the Government	106	43	26	13
	4%	9%	3%	2%
		bc		
Sponsorship of specific TV programmes	94	21	24	16
	3%	5%	3%	3%
By those that choose to pay a subscription to watch the service	58	26	16	7
	2%	6%	2%	1%
		bc		
Sales of programmes and services to other channels or countries	29	4	10	5
	1%	1%	1%	1%
Magazine/ book/ video/ DVD sales	5	*	2	1
	*%	*%	*%	*%
Some other way	2	-	2	-
	*%	-%	*%	-%
Don't know	184	36	41	11
	7%	8%	4%	2%
		c	c	

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**F2. How would you say programmes are mainly funded on ITV, Channel 4 and Five? (SINGLE CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	FINANCIAL VULNERABILITY INDEX			
	Total	MOST	POTENTIALY	LEAST
Significance Level: 99%		a	b	c
Unweighted total	3643	482	1230	886
Effective Weighted Sample	2366	322	802	649
Total	2772	465	964	597
<b>SUMMARY CODES</b>				
CORRECT RESPONSES	2051	281	746	516
	74%	60%	77%	86%
			a	ab
INCORRECT RESPONSES	537	148	176	70
	19%	32%	18%	12%
		bc	c	
DON'T KNOW	184	36	41	11
	7%	8%	4%	2%
		c	c	

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

F3. How do you think the Sky or Virgin Media TV service is mainly funded? (SINGLE CODE)

Base : All respondents (excluding those that did not give a response at the postal survey)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3631	436	603	652	566	570	781	3631	1737	1816	1013	1139	553	856	2152	1409	3631
Effective Weighted Sample	2362	338	410	501	414	365	381	2362	1160	1152	732	834	393	502	1562	890	2362
Total	2755	364	476	504	448	374	560	2755	1327	1381	697	719	610	674	1417	1284	2755
By those that choose to pay a subscription to watch the service	1792	151	309	348	331	273	364	1792	840	923	492	501	379	399	993	778	1792
	65%	42%	65%	69%	74%	73%	65%	65%	63%	67%	71%	70%	62%	59%	70%	61%	65%
			a	a	abfg	ag	a	a			cd	df			cd		
Advertising	384	70	52	58	49	52	101	384	211	166	95	106	80	96	201	176	384
	14%	19%	11%	12%	11%	14%	18%	14%	16%	12%	14%	15%	13%	14%	14%	14%	14%
		bcd					bcd		b								
Sponsorship of specific TV programmes	132	32	21	20	17	14	28	132	57	73	36	21	37	31	58	69	132
	5%	9%	4%	4%	4%	4%	5%	5%	4%	5%	5%	3%	6%	5%	4%	5%	5%
		cdeg										b					
The TV Licence fee	94	38	27	18	5	3	4	94	52	40	21	16	36	20	38	56	94
	3%	10%	6%	4%	1%	1%	1%	3%	4%	3%	3%	2%	6%	3%	3%	4%	3%
		cdefg	def	ef				ef					be				
Sales of programmes and services to other channels or countries	82	19	17	18	14	5	9	82	47	33	17	18	21	26	35	47	82
	3%	5%	4%	4%	3%	1%	2%	3%	4%	2%	2%	2%	3%	4%	2%	4%	3%
		ef															
By the Government	53	20	14	10	6	1	-	53	35	18	17	14	5	16	31	21	53
	2%	6%	3%	2%	1%	*%	-%	2%	3%	1%	2%	2%	1%	2%	2%	2%	2%
		cdefg	ef	f				f									
Magazine/ book/ video/ DVD sales	11	2	*	-	*	*	3	11	*	11	-	1	3	7	1	11	11
	*%	1%	*%	-%	*%	*%	1%	*%	*%	1%	-%	*%	1%	1%	*%	1%	*%
									a				ae		e		
Some other way	5	-	*	1	3	-	1	5	1	5	*	1	3	1	1	4	5
	*%	-%	*%	*%	1%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
Don't know	201	32	35	31	24	25	49	201	84	112	19	41	45	79	61	123	201
	7%	9%	7%	6%	5%	7%	9%	7%	6%	8%	3%	6%	7%	12%	4%	10%	7%
												a	a	abeg	abe	ae	

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**F3. How do you think the Sky or Virgin Media TV service is mainly funded? (SINGLE CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3631	436	603	652	566	570	781	3631	1737	1816	1013	1139	553	856	2152	1409	3631
Effective Weighted Sample	2362	338	410	501	414	365	381	2362	1160	1152	732	834	393	502	1562	890	2362
Total	2755	364	476	504	448	374	560	2755	1327	1381	697	719	610	674	1417	1284	2755
<b>SUMMARY CODES</b>																	
CORRECT RESPONSES	2176	221	361	406	380	325	466	2176	1051	1088	586	607	460	494	1193	954	2176
	79%	61%	76%	80%	85%	87%	83%	79%	79%	79%	84%	84%	75%	73%	84%	74%	79%
		a	a	abg	abg	a	a				cdfg	cdfg			cdfg		df
INCORRECT RESPONSES	378	111	80	67	45	23	45	378	192	180	91	71	105	102	163	207	378
	14%	30%	17%	13%	10%	6%	8%	14%	14%	13%	13%	10%	17%	15%	11%	16%	14%
		bcdefg	def	e			ef						be	b		be	b
DON'T KNOW	201	32	35	31	24	25	49	201	84	112	19	41	45	79	61	123	201
	7%	9%	7%	6%	5%	7%	9%	7%	6%	8%	3%	6%	7%	12%	4%	10%	7%
												a	a	abeg		abe	ae

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**F3. How do you think the Sky or Virgin Media TV service is mainly funded? (SINGLE CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	ALL WHO NO GO ONLINE		NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	a	b	c	d	
Unweighted total	3631	2508	379	371	373	3631	3172	459	629	2938	3567	972	1463	1028	3631	
Effective Weighted Sample	2362	1864	215	213	224	2362	2037	325	463	2141	2581	700	1039	771	2362	
Total	2755	2288	249	136	82	2755	2386	369	552	2037	2589	743	1051	718	2755	
By those that choose to pay a subscription to watch the service	1792	1474	170	92	56	1792	1540	252	302	1411	1713	386	743	553	1792	
	65%	64%	68%	68%	69%	65%	65%	68%	55%	69%	66%	52%	71%	77%	65%	
										a	a		ad	abd	a	
Advertising	384	314	45	15	9	384	343	41	77	272	350	120	132	85	384	
	14%	14%	18%	11%	11%	14%	14%	11%	14%	13%	14%	16%	13%	12%	14%	
Sponsorship of specific TV programmes	132	112	12	5	4	132	110	22	33	88	121	51	38	29	132	
	5%	5%	5%	4%	5%	5%	5%	6%	6%	4%	5%	7%	4%	4%	5%	
												b				
The TV Licence fee	94	85	4	3	1	94	84	10	35	59	94	45	39	10	94	
	3%	4%	2%	2%	2%	3%	4%	3%	6%	3%	4%	6%	4%	1%	3%	
									bc			cd	c		c	
Sales of programmes and services to other channels or countries	82	71	5	3	3	82	70	12	25	53	78	32	23	21	82	
	3%	3%	2%	2%	3%	3%	3%	3%	5%	3%	3%	4%	2%	3%	3%	
By the Government	53	48	3	1	2	53	53	*	23	30	53	27	24	3	53	
	2%	2%	1%	1%	2%	2%	2%	*%	4%	1%	2%	4%	2%	*%	2%	
							b		bc			c	c		c	
Magazine/ book/ video/ DVD sales	11	11	-	*	*	11	11	-	*	3	3	3	-	*	11	
	*%	*%	-%	*%	*%	*%	*%	-%	*%	*%	*%	*%	-%	*%	*%	
Some other way	5	5	*	*	-	5	3	2	2	3	5	2	1	2	5	
	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	
Don't know	201	169	8	17	7	201	171	30	54	118	172	78	50	16	201	
	7%	7%	3%	12%	9%	7%	7%	8%	10%	6%	7%	11%	5%	2%	7%	
				be					b			bcd	c		bc	

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**F3. How do you think the Sky or Virgin Media TV service is mainly funded? (SINGLE CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL WHO GO ONLINE	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	a	b	c	d	
Unweighted total	3631	2508	379	371	373	3631	3172	459	629	2938	3567	972	1463	1028	3631	
Effective Weighted Sample	2362	1864	215	213	224	2362	2037	325	463	2141	2581	700	1039	771	2362	
Total	2755	2288	249	136	82	2755	2386	369	552	2037	2589	743	1051	718	2755	
<b>SUMMARY CODES</b>																
CORRECT RESPONSES	2176	1788	216	107	66	2176	1883	294	379	1683	2063	506	875	638	2176	
	79%	78%	87%	79%	80%	79%	79%	80%	69%	83%	80%	68%	83%	89%	79%	
			ae							ac	a		ad	abd	a	
INCORRECT RESPONSES	378	332	25	12	10	378	333	46	118	236	354	159	126	64	378	
	14%	15%	10%	9%	12%	14%	14%	12%	21%	12%	14%	21%	12%	9%	14%	
									bc			bcd			c	
DON'T KNOW	201	169	8	17	7	201	171	30	54	118	172	78	50	16	201	
	7%	7%	3%	12%	9%	7%	7%	8%	10%	6%	7%	11%	5%	2%	7%	
				be					b			bcd	c		bc	

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**F3. How do you think the Sky or Virgin Media TV service is mainly funded? (SINGLE CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	FINANCIAL VULNERABILITY INDEX			
	Total	MOST	POTENTIALY	LEAST
Significance Level: 99%		a	b	c
Unweighted total	3631	480	1229	883
Effective Weighted Sample	2362	320	801	647
Total	2755	463	960	595
By those that choose to pay a subscription to watch the service	1792	266	657	455
	65%	57%	68%	76%
			a	ab
Advertising	384	58	138	81
	14%	12%	14%	14%
Sponsorship of specific TV programmes	132	31	44	17
	5%	7%	5%	3%
		c		
The TV Licence fee	94	23	29	11
	3%	5%	3%	2%
		c		
Sales of programmes and services to other channels or countries	82	22	22	11
	3%	5%	2%	2%
By the Government	53	20	12	8
	2%	4%	1%	1%
		bc		
Magazine/ book/ video/ DVD sales	11	8	*	-
	*%	2%	*%	-%
		bc		
Some other way	5	-	3	-
	*%	-%	*%	-%
Don't know	201	35	55	14
	7%	8%	6%	2%
		c	c	

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**F3. How do you think the Sky or Virgin Media TV service is mainly funded? (SINGLE CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	FINANCIAL VULNERABILITY INDEX			
	Total	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%				
Unweighted total	3631	480	1229	883
Effective Weighted Sample	2362	320	801	647
Total	2755	463	960	595
<b>SUMMARY CODES</b>				
CORRECT RESPONSES	2176 79%	324 70%	794 83% a	535 90% ab
INCORRECT RESPONSES	378 14%	104 22% bc	110 11%	46 8%
DON'T KNOW	201 7%	35 8% c	55 6% c	14 2%

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**F4. How do you think the Netflix or Disney+ service is mainly funded? (SINGLE CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3621	436	603	652	566	568	774	3621	1731	1812	1013	1138	551	849	2151	1400	3621
Effective Weighted Sample	2364	338	410	501	414	364	379	2364	1160	1153	732	834	392	501	1562	888	2364
Total	2737	364	476	504	448	372	543	2737	1317	1372	697	718	605	663	1415	1267	2737
By those that choose to pay a subscription to watch the service	2059	244	357	401	383	305	356	2059	978	1052	542	593	457	445	1135	902	2059
	75%	67%	75%	80%	85%	82%	65%	75%	74%	77%	78%	83%	76%	67%	80%	71%	75%
			f	af	abfg	afg		af			df	cdfg	d		dfg		d
Advertising	166	27	30	20	19	14	55	166	83	80	42	38	33	49	80	81	166
	6%	7%	6%	4%	4%	4%	10%	6%	6%	6%	6%	5%	5%	7%	6%	6%	6%
							cdeg										
Sponsorship of specific TV programmes	83	20	13	7	7	11	25	83	54	26	27	15	20	19	42	39	83
	3%	5%	3%	1%	2%	3%	5%	3%	4%	2%	4%	2%	3%	3%	3%	3%	3%
		cd					c		b								
Sales of programmes and services to other channels or countries	82	17	10	15	11	10	18	82	37	43	19	17	18	23	36	41	82
	3%	5%	2%	3%	3%	3%	3%	3%	3%	3%	3%	2%	3%	3%	3%	3%	3%
The TV Licence fee	64	21	14	20	3	2	3	64	32	30	16	9	24	15	25	38	64
	2%	6%	3%	4%	1%	1%	1%	2%	2%	2%	2%	1%	4%	2%	2%	3%	2%
		defg		def									be				
By the Government	35	8	18	6	3	-	-	35	27	7	16	4	8	7	19	15	35
	1%	2%	4%	1%	1%	-%	-%	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%
		ef	defg						b		b						
Magazine/ book/ video/ DVD sales	13	3	3	4	1	*	1	13	8	5	5	3	1	4	8	5	13
	*%	1%	1%	1%	*%	*%	*%	*%	1%	*%	1%	*%	*%	1%	1%	*%	*%
Some other way	7	2	2	3	-	-	1	7	4	3	1	3	-	3	4	3	7
	*%	*%	*%	1%	-%	-%	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%
Haven't heard of it	16	2	2	6	*	1	5	16	5	11	*	3	6	7	3	13	16
	1%	1%	*%	1%	*%	*%	1%	1%	*%	1%	*%	*%	1%	1%	*%	1%	1%
																ae	

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**F4. How do you think the Netflix or Disney+ service is mainly funded? (SINGLE CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3621	436	603	652	566	568	774	3621	1731	1812	1013	1138	551	849	2151	1400	3621
Effective Weighted Sample	2364	338	410	501	414	364	379	2364	1160	1153	732	834	392	501	1562	888	2364
Total	2737	364	476	504	448	372	543	2737	1317	1372	697	718	605	663	1415	1267	2737
Don't know	212	20	27	21	22	29	80	212	89	115	30	34	38	91	64	129	212
	8%	6%	6%	4%	5%	8%	15%	8%	7%	8%	4%	5%	6%	14%	5%	10%	8%
							abcdeg	c						abceg		abe	abe
<b>SUMMARY CODES</b>																	
CORRECT RESPONSES	2059	244	357	401	383	305	356	2059	978	1052	542	593	457	445	1135	902	2059
	75%	67%	75%	80%	85%	82%	65%	75%	74%	77%	78%	83%	76%	67%	80%	71%	75%
			f	af	abfg	afg		af			df	cdfg	d		dfg		d
INCORRECT RESPONSES	450	97	90	76	43	38	103	450	245	194	125	88	104	119	213	223	450
	16%	27%	19%	15%	10%	10%	19%	16%	19%	14%	18%	12%	17%	18%	15%	18%	16%
		cdeg	de				de	de	b		b			b		b	b
TOTAL NEVER HEARD OF IT/ DON'T KNOW	228	23	28	26	22	30	85	228	94	125	30	37	44	98	67	142	228
	8%	6%	6%	5%	5%	8%	16%	8%	7%	9%	4%	5%	7%	15%	5%	11%	8%
							abcdeg							abceg		abe	abe

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**F4. How do you think the Netflix or Disney+ service is mainly funded? (SINGLE CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	ALL WHO NO GO ONLINE		NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Significance Level: 99%															
Unweighted total	3621	2502	377	371	371	3621	3162	459	629	2935	3564	973	1462	1028	3621
Effective Weighted Sample	2364	1863	215	223	222	2364	2036	329	463	2139	2580	701	1038	771	2364
Total	2737	2276	245	135	82	2737	2371	366	552	2036	2587	743	1050	718	2737
By those that choose to pay a subscription to watch the service	2059	1709	184	102	64	2059	1781	277	392	1601	1992	460	854	646	2059
	75%	75%	75%	76%	78%	75%	75%	76%	71%	79%	77%	62%	81%	90%	75%
										a	a		ad	abd	a
Advertising	166	134	24	4	4	166	148	18	32	113	145	62	51	22	166
	6%	6%	10%	3%	5%	6%	6%	5%	6%	6%	6%	8%	5%	3%	6%
			c									bc			c
Sponsorship of specific TV programmes	83	68	10	3	2	83	77	7	18	58	76	43	16	15	83
	3%	3%	4%	2%	3%	3%	3%	2%	3%	3%	3%	6%	2%	2%	3%
												bcd			b
Sales of programmes and services to other channels or countries	82	72	3	4	3	82	69	14	18	61	79	32	32	15	82
	3%	3%	1%	3%	3%	3%	3%	4%	3%	3%	3%	4%	3%	2%	3%
The TV Licence fee	64	59	2	2	*	64	54	9	26	38	64	28	28	7	64
	2%	3%	1%	1%	*%	2%	2%	3%	5%	2%	2%	4%	3%	1%	2%
									bc			c	c		
By the Government	35	30	4	*	-	35	35	-	10	24	35	14	19	2	35
	1%	1%	2%	*%	-%	1%	1%	-%	2%	1%	1%	2%	2%	*%	1%
												c	c		
Magazine/ book/ video/ DVD sales	13	11	1	2	1	13	13	*	1	12	13	9	3	1	13
	*%	*%	*%	1%	1%	*%	1%	*%	*%	1%	*%	1%	*%	*%	*%
Some other way	7	7	-	-	-	7	6	1	3	4	7	-	6	1	7
	*%	*%	-%	-%	-%	*%	*%	*%	1%	*%	*%	-%	1%	*%	*%
Haven't heard of it	16	14	-	2	*	16	11	5	5	8	13	7	3	-	16
	1%	1%	-%	1%	*%	1%	*%	1%	1%	*%	1%	1%	*%	-%	1%
												c			

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**F4. How do you think the Netflix or Disney+ service is mainly funded? (SINGLE CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL WHO GO ONLINE	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3621	2502	377	371	371	3621	3162	459	629	2935	3564	973	1462	1028	3621
Effective Weighted Sample	2364	1863	215	223	222	2364	2036	329	463	2139	2580	701	1038	771	2364
Total	2737	2276	245	135	82	2737	2371	366	552	2036	2587	743	1050	718	2737
Don't know	212	172	17	15	8	212	178	34	48	116	164	89	38	9	212
	8%	8%	7%	11%	9%	8%	8%	9%	9%	6%	6%	12%	4%	1%	8%
												bcd	c		bc
<b>SUMMARY CODES</b>															
CORRECT RESPONSES	2059	1709	184	102	64	2059	1781	277	392	1601	1992	460	854	646	2059
	75%	75%	75%	76%	78%	75%	75%	76%	71%	79%	77%	62%	81%	90%	75%
										a	a		ad	abd	a
INCORRECT RESPONSES	450	381	44	15	10	450	401	49	107	311	418	188	155	62	450
	16%	17%	18%	11%	13%	16%	17%	13%	19%	15%	16%	25%	15%	9%	16%
												bcd	c		c
TOTAL NEVER HEARD OF IT/ DON'T KNOW	228	186	17	17	8	228	189	39	53	124	177	96	41	9	228
	8%	8%	7%	13%	10%	8%	8%	11%	10%	6%	7%	13%	4%	1%	8%
									b			bcd	c		bc

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**F4. How do you think the Netflix or Disney+ service is mainly funded? (SINGLE CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	FINANCIAL VULNERABILITY INDEX			
	Total	MOST	POTEN- TIALY	LEAST
Significance Level: 99%		a	b	c
Unweighted total	3621	480	1221	884
Effective Weighted Sample	2364	321	798	648
Total	2737	461	948	596
By those that choose to pay a subscription to watch the service	2059	316	722	515
	75%	69%	76%	86%
			a	ab
Advertising	166	26	70	28
	6%	6%	7%	5%
Sponsorship of specific TV programmes	83	26	23	12
	3%	6%	2%	2%
		bc		
Sales of programmes and services to other channels or countries	82	19	28	10
	3%	4%	3%	2%
The TV Licence fee	64	12	20	8
	2%	3%	2%	1%
By the Government	35	15	12	5
	1%	3%	1%	1%
		c		
Magazine/ book/ video/ DVD sales	13	5	3	1
	*%	1%	*%	*%
Some other way	7	1	1	2
	*%	*%	*%	*%
Haven't heard of it	16	5	7	-
	1%	1%	1%	-%
Don't know	212	36	62	16
	8%	8%	7%	3%
		c	c	

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**F4. How do you think the Netflix or Disney+ service is mainly funded? (SINGLE CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	FINANCIAL VULNERABILITY INDEX			
	Total	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%				
Unweighted total	3621	480	1221	884
Effective Weighted Sample	2364	321	798	648
Total	2737	461	948	596
<b>SUMMARY CODES</b>				
CORRECT RESPONSES	2059 75%	316 69%	722 76% a	515 86% ab
INCORRECT RESPONSES	450 16%	104 23% c	157 17% c	65 11%
TOTAL NEVER HEARD OF IT/ DON'T KNOW	228 8%	41 9% c	69 7% c	16 3%

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**F5. How do you think the BBC's iPlayer service is mainly funded? (SINGLE CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3598	436	603	651	565	567	758	3598	1722	1800	1009	1136	549	838	2145	1387	3598
Effective Weighted Sample	2359	338	410	500	413	363	367	2359	1152	1157	728	832	390	503	1557	885	2359
Total	2712	364	476	502	447	371	529	2712	1309	1356	693	718	602	649	1411	1251	2712
The TV Licence fee	1759	189	301	350	334	282	298	1759	858	879	472	521	382	365	993	747	1759
	65%	52%	63%	70%	75%	76%	56%	65%	66%	65%	68%	73%	64%	56%	70%	60%	65%
			a	af	abfg	abfg		af			df	cdfg			cdfg		df
By those that choose to pay a subscription to watch the service	214	45	36	42	22	16	50	214	94	114	48	39	59	66	87	125	214
	8%	12%	8%	8%	5%	4%	10%	8%	7%	8%	7%	5%	10%	10%	6%	10%	8%
		deg					e					b	be		be		
By the Government	127	25	32	19	9	11	28	127	64	59	41	26	29	28	67	57	127
	5%	7%	7%	4%	2%	3%	5%	5%	5%	4%	6%	4%	5%	4%	5%	5%	5%
		d	d														
Advertising	126	33	31	24	19	6	14	126	83	41	31	26	33	33	57	66	126
	5%	9%	6%	5%	4%	2%	3%	5%	6%	3%	4%	4%	6%	5%	4%	5%	5%
		efg	e	e			e		b								
Sponsorship of specific TV programmes	77	15	12	19	13	7	11	77	34	42	22	18	17	20	40	36	77
	3%	4%	3%	4%	3%	2%	2%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%
Sales of programmes and services to other channels or countries	76	11	14	9	16	15	13	76	39	35	23	26	16	11	49	27	76
	3%	3%	3%	2%	3%	4%	2%	3%	3%	3%	3%	4%	3%	2%	3%	2%	3%
Magazine/ book/ video/ DVD sales	11	4	-	2	*	1	4	11	5	6	1	1	6	3	2	9	11
	*%	1%	-%	*%	*%	*%	1%	*%	*%	*%	*%	*%	1%	*%	*%	1%	*%
Some other way	1	-	-	1	-	-	*	1	-	1	-	*	-	1	*	1	1
	*%	-%	-%	*%	-%	-%	*%	*%	-%	*%	-%	*%	-%	*%	*%	*%	*%
Haven't heard of it	12	3	3	2	*	*	4	12	6	6	*	3	2	6	4	9	12
	*%	1%	1%	*%	*%	*%	1%	*%	*%	*%	*%	*%	*%	1%	*%	1%	*%
Don't know	309	39	46	35	34	33	108	309	127	173	55	58	58	117	113	175	309
	11%	11%	10%	7%	8%	9%	20%	11%	10%	13%	8%	8%	10%	18%	8%	14%	11%
							abcdeg	c					abceg		abe	abe	

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**F5. How do you think the BBC's iPlayer service is mainly funded? (SINGLE CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3598	436	603	651	565	567	758	3598	1722	1800	1009	1136	549	838	2145	1387	3598
Effective Weighted Sample	2359	338	410	500	413	363	367	2359	1152	1157	728	832	390	503	1557	885	2359
Total	2712	364	476	502	447	371	529	2712	1309	1356	693	718	602	649	1411	1251	2712
<b>SUMMARY CODES</b>																	
CORRECT RESPONSES	1759	189	301	350	334	282	298	1759	858	879	472	521	382	365	993	747	1759
	65%	52%	63%	70%	75%	76%	56%	65%	66%	65%	68%	73%	64%	56%	70%	60%	65%
		a	af	abfg	abfg			af	df	cdfg		cdfg			cdfg		df
INCORRECT RESPONSES	632	133	126	116	80	56	119	632	318	299	166	135	159	161	301	321	632
	23%	36%	26%	23%	18%	15%	23%	23%	24%	22%	24%	19%	26%	25%	21%	26%	23%
		bcdefg	de	e			e	e					b	b		b	b
TOTAL NEVER HEARD OF IT/ DON'T KNOW	321	43	49	37	34	34	112	321	133	178	55	61	60	123	116	183	321
	12%	12%	10%	7%	8%	9%	21%	12%	10%	13%	8%	9%	10%	19%	8%	15%	12%
							abcdeg	c						abceg		abe	abe

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**F5. How do you think the BBC's iPlayer service is mainly funded? (SINGLE CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	ALL WHO NO GO ONLINE		NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3598	2486	375	367	370	3598	3141	457	627	2919	3546	957	1461	1028	3598
Effective Weighted Sample	2359	1861	214	220	222	2359	2032	327	461	2127	2566	689	1037	771	2359
Total	2712	2255	244	133	81	2712	2349	364	550	2022	2572	729	1050	718	2712
The TV Licence fee	1759	1462	159	84	54	1759	1513	246	330	1402	1731	407	727	575	1759
	65%	65%	65%	63%	66%	65%	64%	68%	60%	69%	67%	56%	69%	80%	65%
										a	a		a	abd	a
By those that choose to pay a subscription to watch the service	214	173	23	11	8	214	182	32	57	134	191	81	75	29	214
	8%	8%	9%	8%	10%	8%	8%	9%	10%	7%	7%	11%	7%	4%	8%
									b			bcd	c		c
By the Government	127	111	11	4	1	127	114	13	27	82	109	36	49	24	127
	5%	5%	5%	3%	1%	5%	5%	4%	5%	4%	4%	5%	5%	3%	5%
Advertising	126	106	10	5	4	126	120	6	28	91	119	40	45	31	126
	5%	5%	4%	4%	6%	5%	5%	2%	5%	4%	5%	6%	4%	4%	5%
							b								
Sponsorship of specific TV programmes	77	69	3	3	2	77	69	8	23	54	77	28	34	12	77
	3%	3%	1%	3%	2%	3%	3%	2%	4%	3%	3%	4%	3%	2%	3%
Sales of programmes and services to other channels or countries	76	64	8	3	2	76	60	16	9	60	69	19	25	24	76
	3%	3%	3%	2%	2%	3%	3%	4%	2%	3%	3%	3%	2%	3%	3%
Magazine/ book/ video/ DVD sales	11	10	-	1	-	11	11	-	4	8	11	6	4	1	11
	*%	*%	-%	1%	-%	*%	*%	-%	1%	*%	*%	1%	*%	*%	*%
Some other way	1	1	-	-	-	1	1	-	1	*	1	-	1	-	1
	*%	*%	-%	-%	-%	*%	*%	-%	*%	*%	*%	-%	*%	-%	*%
Haven't heard of it	12	8	1	1	2	12	9	3	3	7	10	4	5	1	12
	*%	*%	1%	1%	2%	*%	*%	1%	1%	*%	*%	1%	*%	*%	*%
					ae										

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**F5. How do you think the BBC's iPlayer service is mainly funded? (SINGLE CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL WHO GO ONLINE	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3598	2486	375	367	370	3598	3141	457	627	2919	3546	957	1461	1028	3598
Effective Weighted Sample	2359	1861	214	220	222	2359	2032	327	461	2127	2566	689	1037	771	2359
Total	2712	2255	244	133	81	2712	2349	364	550	2022	2572	729	1050	718	2712
Don't know	309	251	28	20	9	309	269	40	68	184	252	109	85	22	309
	11%	11%	12%	15%	11%	11%	11%	11%	12%	9%	10%	15%	8%	3%	11%
												bc	c		bc
<b>SUMMARY CODES</b>															
CORRECT RESPONSES	1759	1462	159	84	54	1759	1513	246	330	1402	1731	407	727	575	1759
	65%	65%	65%	63%	66%	65%	64%	68%	60%	69%	67%	56%	69%	80%	65%
										a	a		a	abd	a
INCORRECT RESPONSES	632	533	55	28	17	632	557	75	149	429	578	210	233	120	632
	23%	24%	23%	21%	21%	23%	24%	21%	27%	21%	22%	29%	22%	17%	23%
									b			bcd	c		c
TOTAL NEVER HEARD OF IT/ DON'T KNOW	321	260	30	21	11	321	278	43	71	191	263	113	90	22	321
	12%	12%	12%	16%	13%	12%	12%	12%	13%	9%	10%	16%	9%	3%	12%
												bc	c		bc

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**F5. How do you think the BBC's iPlayer service is mainly funded? (SINGLE CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	FINANCIAL VULNERABILITY INDEX			
	Total	MOST	POTENTIALY	LEAST
Significance Level: 99%		a	b	c
Unweighted total	3598	476	1216	883
Effective Weighted Sample	2359	325	795	647
Total	2712	452	944	595
The TV Licence fee	1759	241	625	463
	65%	53%	66%	78%
			a	ab
By those that choose to pay a subscription to watch the service	214	52	70	22
	8%	12%	7%	4%
		c	c	
By the Government	127	34	37	23
	5%	7%	4%	4%
Advertising	126	22	45	29
	5%	5%	5%	5%
Sponsorship of specific TV programmes	77	23	23	16
	3%	5%	2%	3%
Sales of programmes and services to other channels or countries	76	17	29	20
	3%	4%	3%	3%
Magazine/ book/ video/ DVD sales	11	5	2	1
	*%	1%	*%	*%
Some other way	1	1	-	*
	*%	*%	-%	*%
Haven't heard of it	12	3	6	-
	*%	1%	1%	-%
Don't know	309	55	107	21
	11%	12%	11%	4%
		c	c	

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**F5. How do you think the BBC's iPlayer service is mainly funded? (SINGLE CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	FINANCIAL VULNERABILITY INDEX			
	Total	MOST	POTENTIALY	LEAST
Significance Level: 99%		a	b	c
Unweighted total	3598	476	1216	883
Effective Weighted Sample	2359	325	795	647
Total	2712	452	944	595
<b>SUMMARY CODES</b>				
CORRECT RESPONSES	1759	241	625	463
	65%	53%	66%	78%
			a	ab
INCORRECT RESPONSES	632	153	206	111
	23%	34%	22%	19%
		bc		
TOTAL NEVER HEARD OF IT/ DON'T KNOW	321	58	113	21
	12%	13%	12%	4%
		c	c	

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**F6. How do you think the BBC's website is mainly funded? (SINGLE CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3653	436	603	652	566	571	797	3653	1746	1829	1016	1142	556	864	2158	1420	3653
Effective Weighted Sample	2396	338	410	501	414	361	417	2396	1161	1183	735	833	416	496	1565	912	2396
Total	2783	364	476	504	448	378	571	2783	1342	1393	700	723	607	694	1422	1302	2783
The TV Licence fee	1673	114	227	317	312	289	387	1673	858	795	440	439	367	403	879	770	1673
	60%	31%	48%	63%	70%	76%	68%	60%	64%	57%	63%	61%	60%	58%	62%	59%	60%
			a	ab	abg	abcfg	abg	ab	b								
Advertising on the website	238	58	63	52	31	21	12	238	94	136	54	80	54	50	133	104	238
	9%	16%	13%	10%	7%	6%	2%	9%	7%	10%	8%	11%	9%	7%	9%	8%	9%
		defg	defg	f	f	f		f									
By the Government	237	80	72	38	23	9	14	237	120	111	77	72	41	43	149	84	237
	8%	22%	15%	8%	5%	2%	2%	8%	9%	8%	11%	10%	7%	6%	11%	6%	8%
		cdefg	cdefg	ef				ef			df	f			df		
By those that choose to pay a subscription to use the service	65	11	12	16	7	3	16	65	36	26	18	11	17	18	29	35	65
	2%	3%	2%	3%	2%	1%	3%	2%	3%	2%	3%	2%	3%	3%	2%	3%	2%
Advertisers pay to prioritise their entry on the list/ to be first on the list	60	19	17	13	6	3	2	60	33	27	22	11	13	13	33	26	60
	2%	5%	4%	3%	1%	1%	*	2%	2%	2%	3%	2%	2%	2%	2%	2%	2%
		defg	ef	f													
Advertisers pay when users click through from sponsored links to their website	48	15	15	8	6	1	2	48	20	26	12	14	10	11	26	21	48
	2%	4%	3%	2%	1%	*	*	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
		efg	ef														
Some other way	2	-	1	1	-	-	*	2	2	*	*	1	-	-	1	-	2
	*%	-%	*%	*%	-%	-%	*%	*%	*%	*%	*%	*%	-%	-%	*%	-%	*%
Haven't heard of it	27	10	4	5	2	-	7	27	12	15	2	4	5	14	6	19	27
	1%	3%	1%	1%	*%	-%	1%	1%	1%	1%	*%	1%	1%	2%	*%	1%	1%
		eg												ae		e	

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**F6. How do you think the BBC's website is mainly funded? (SINGLE CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3653	436	603	652	566	571	797	3653	1746	1829	1016	1142	556	864	2158	1420	3653
Effective Weighted Sample	2396	338	410	501	414	361	417	2396	1161	1183	735	833	416	496	1565	912	2396
Total	2783	364	476	504	448	378	571	2783	1342	1393	700	723	607	694	1422	1302	2783
Don't know	435	57	66	54	61	52	132	435	167	259	74	92	100	142	166	242	435
	16%	16%	14%	11%	14%	14%	23%	16%	12%	19%	11%	13%	17%	20%	12%	19%	16%
							bcdeg	c		a			ae	abeg		abe	ae
<b>SUMMARY CODES</b>																	
CORRECT RESPONSES	1673	114	227	317	312	289	387	1673	858	795	440	439	367	403	879	770	1673
	60%	31%	48%	63%	70%	76%	68%	60%	64%	57%	63%	61%	60%	58%	62%	59%	60%
			a	ab	abg	abcfg	abg	ab	b								
INCORRECT RESPONSES	648	183	180	128	73	38	46	648	305	325	184	189	135	135	372	270	648
	23%	50%	38%	25%	16%	10%	8%	23%	23%	23%	26%	26%	22%	19%	26%	21%	23%
		bcdefg	cdefg	def	ef			def			df	df			df		
TOTAL NEVER HEARD OF IT/ DON'T KNOW	462	67	70	59	63	52	138	462	179	273	76	96	105	156	171	261	462
	17%	18%	15%	12%	14%	14%	24%	17%	13%	20%	11%	13%	17%	22%	12%	20%	17%
		c					bcdeg	c		a			ae	abeg		abe	ae

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**F6. How do you think the BBC's website is mainly funded? (SINGLE CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	ALL WHO NO GO ONLINE		NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3653	2523	381	375	374	3653	3187	466	631	2948	3579	982	1463	1028	3653
Effective Weighted Sample	2396	1857	271	211	218	2396	2073	323	465	2149	2591	708	1040	771	2396
Total	2783	2316	243	140	84	2783	2402	381	554	2043	2598	750	1051	718	2783
The TV Licence fee	1673	1398	141	84	50	1673	1434	239	298	1273	1571	429	621	488	1673
	60%	60%	58%	60%	60%	60%	60%	63%	54%	62%	60%	57%	59%	68%	60%
										a	a			abd	
Advertising on the website	238	199	22	9	8	238	211	27	48	189	238	69	105	63	238
	9%	9%	9%	6%	10%	9%	9%	7%	9%	9%	9%	9%	10%	9%	9%
By the Government	237	199	19	11	8	237	211	26	53	182	234	49	115	69	237
	8%	9%	8%	8%	9%	8%	9%	7%	9%	9%	9%	7%	11%	10%	8%
													a		
By those that choose to pay a subscription to use the service	65	56	6	2	1	65	58	7	20	37	56	27	22	8	65
	2%	2%	2%	2%	1%	2%	2%	2%	4%	2%	2%	4%	2%	1%	2%
												c			
Advertisers pay to prioritise their entry on the list/ to be first on the list	60	50	4	4	2	60	57	3	18	42	60	25	23	11	60
	2%	2%	2%	3%	3%	2%	2%	1%	3%	2%	2%	3%	2%	1%	2%
Advertisers pay when users click through from sponsored links to their website	48	38	5	3	1	48	39	8	14	34	48	16	18	13	48
	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
Some other way	2	1	*	-	*	2	2	-	-	2	2	*	1	*	2
	*%	*%	*%	-%	*%	*%	*%	-%	-%	*%	*%	*%	*%	*%	*%
Haven't heard of it	27	25	1	*	1	27	23	4	11	12	23	9	9	3	27
	1%	1%	*%	*%	2%	1%	1%	1%	2%	1%	1%	1%	1%	*%	1%
									b						

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**F6. How do you think the BBC's website is mainly funded? (SINGLE CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	ALL WHO NO GO ONLINE		NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3653	2523	381	375	374	3653	3187	466	631	2948	3579	982	1463	1028	3653
Effective Weighted Sample	2396	1857	271	211	218	2396	2073	323	465	2149	2591	708	1040	771	2396
Total	2783	2316	243	140	84	2783	2402	381	554	2043	2598	750	1051	718	2783
Don't know	435	351	45	27	12	435	368	67	94	272	366	127	137	64	435
	16%	15%	18%	19%	14%	16%	15%	18%	17%	13%	14%	17%	13%	9%	16%
												c	c		c
<b>SUMMARY CODES</b>															
CORRECT RESPONSES	1673	1398	141	84	50	1673	1434	239	298	1273	1571	429	621	488	1673
	60%	60%	58%	60%	60%	60%	60%	63%	54%	62%	60%	57%	59%	68%	60%
										a	a			abd	
INCORRECT RESPONSES	648	542	57	29	20	648	577	71	152	486	637	185	285	163	648
	23%	23%	23%	21%	24%	23%	24%	19%	27%	24%	25%	25%	27%	23%	23%
TOTAL NEVER HEARD OF IT/ DON'T KNOW	462	376	46	27	13	462	391	71	105	284	389	136	146	67	462
	17%	16%	19%	20%	16%	17%	16%	19%	19%	14%	15%	18%	14%	9%	17%
									b			c	c		c

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**F6. How do you think the BBC's website is mainly funded? (SINGLE CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	FINANCIAL VULNERABILITY INDEX			
	Total	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c
Unweighted total	3653	481	1234	885
Effective Weighted Sample	2396	321	845	649
Total	2783	464	959	596
The TV Licence fee	1673	236	602	431
	60%	51%	63%	72%
			a	ab
Advertising on the website	238	53	69	48
	9%	11%	7%	8%
By the Government	237	45	76	43
	8%	10%	8%	7%
By those that choose to pay a subscription to use the service	65	22	17	9
	2%	5%	2%	1%
		bc		
Advertisers pay to prioritise their entry on the list/ to be first on the list	60	16	24	12
	2%	3%	3%	2%
Advertisers pay when users click through from sponsored links to their website	48	15	13	7
	2%	3%	1%	1%
Some other way	2	-	*	1
	0%	0%	0%	0%
Haven't heard of it	27	3	10	2
	1%	1%	1%	0%
Don't know	435	74	147	45
	16%	16%	15%	8%
		c	c	

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**F6. How do you think the BBC's website is mainly funded? (SINGLE CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	FINANCIAL VULNERABILITY INDEX			
	Total	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c
Unweighted total	3653	481	1234	885
Effective Weighted Sample	2396	321	845	649
Total	2783	464	959	596
<b>SUMMARY CODES</b>				
CORRECT RESPONSES	1673	236	602	431
	60%	51%	63%	72%
			a	ab
INCORRECT RESPONSES	648	151	199	119
	23%	32%	21%	20%
		bc		
TOTAL NEVER HEARD OF IT/ DON'T KNOW	462	77	157	47
	17%	17%	16%	8%
		c	c	

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**F7. How do you think search engine websites such as Google or Bing are mainly funded? (SINGLE CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3629	436	603	651	566	570	781	3629	1736	1816	1012	1139	552	854	2151	1406	3629
Effective Weighted Sample	2365	338	410	500	414	365	382	2365	1162	1154	733	834	393	502	1564	890	2365
Total	2748	364	476	503	448	374	554	2748	1323	1378	694	719	607	672	1413	1280	2748
Advertising on the website	1006	123	143	188	190	165	193	1006	500	489	266	296	224	210	562	434	1006
	37%	34%	30%	37%	42%	44%	35%	37%	38%	35%	38%	41%	37%	31%	40%	34%	37%
				b	abg							df			df		
Advertisers pay to prioritise their entry on the list/ to be first on the list	615	65	125	130	115	81	95	615	302	304	178	212	112	105	389	217	615
	22%	18%	26%	26%	26%	22%	17%	22%	23%	22%	26%	29%	18%	16%	28%	17%	22%
			af	af	f						cdf	cdfg			cdfg		df
Advertisers pay when users click through from sponsored links to their website	403	51	82	79	73	58	59	403	209	189	122	103	86	89	224	175	403
	15%	14%	17%	16%	16%	15%	11%	15%	16%	14%	18%	14%	14%	13%	16%	14%	15%
			f														
By those that choose to pay a subscription to use the service	127	15	16	18	10	12	55	127	59	64	25	16	33	50	42	84	127
	5%	4%	3%	3%	2%	3%	10%	5%	4%	5%	4%	2%	5%	7%	3%	7%	5%
							abcdeg						b	abeg		abe	be
By the Government	111	36	21	16	6	12	13	111	66	43	29	18	26	35	46	61	111
	4%	10%	4%	3%	1%	3%	2%	4%	5%	3%	4%	2%	4%	5%	3%	5%	4%
		bcdefg	d				d						b				
The TV Licence fee	65	11	16	22	10	1	4	65	38	25	20	5	22	17	25	39	65
	2%	3%	3%	4%	2%	*%	1%	2%	3%	2%	3%	1%	4%	3%	2%	3%	2%
		e	ef	efg				e			b		b	b		b	b
Some other way	8	3	3	1	1	-	1	8	4	4	2	3	3	-	5	3	8
	*%	1%	1%	*%	*%	-%	*%	*%	*%	*%	*%	*%	1%	-%	*%	*%	*%
Haven't heard of it	16	8	4	*	1	2	*	16	7	8	1	2	6	6	3	12	16
	1%	2%	1%	*%	*%	*%	*%	1%	1%	1%	*%	*%	1%	1%	*%	1%	1%
				cd	cd												

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

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**F7. How do you think search engine websites such as Google or Bing are mainly funded? (SINGLE CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3629	436	603	651	566	570	781	3629	1736	1816	1012	1139	552	854	2151	1406	3629
Effective Weighted Sample	2365	338	410	500	414	365	382	2365	1162	1154	733	834	393	502	1564	890	2365
Total	2748	364	476	503	448	374	554	2748	1323	1378	694	719	607	672	1413	1280	2748
Don't know	399	51	67	47	44	43	133	399	136	253	52	63	96	159	115	255	399
	15%	14%	14%	9%	10%	11%	24%	15%	10%	18%	7%	9%	16%	24%	8%	20%	15%
							abcdeg	cd		a			abe	abceg		abeg	abe
<b>SUMMARY CODES</b>																	
CORRECT RESPONSES	1408	174	225	267	262	222	252	1408	709	678	388	398	309	300	786	609	1408
	51%	48%	47%	53%	59%	59%	46%	51%	54%	49%	56%	55%	51%	45%	56%	48%	51%
				abfg	abfg						df	df			dfg		d
INCORRECT RESPONSES	926	130	181	188	141	107	168	926	470	440	253	255	196	208	508	404	926
	34%	36%	38%	37%	31%	29%	30%	34%	36%	32%	36%	35%	32%	31%	36%	32%	34%
			e	e													
TOTAL NEVER HEARD OF IT/ DON'T KNOW	414	60	71	48	44	44	133	414	143	261	53	66	102	165	119	267	414
	15%	16%	15%	9%	10%	12%	24%	15%	11%	19%	8%	9%	17%	25%	8%	21%	15%
		cd					bcdeg	cd		a			abe	abceg		abeg	abe

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**F7. How do you think search engine websites such as Google or Bing are mainly funded? (SINGLE CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	ALL WHO NO GO ONLINE		NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Significance Level: 99%															
Unweighted total	3629	2508	378	372	371	3629	3168	461	630	2938	3568	976	1461	1028	3629
Effective Weighted Sample	2365	1865	216	223	223	2365	2037	328	464	2141	2583	703	1037	771	2365
Total	2748	2286	246	135	82	2748	2379	370	553	2036	2589	745	1049	718	2748
Advertising on the website	1006	829	96	48	33	1006	870	135	197	794	991	260	415	300	1006
	37%	36%	39%	36%	40%	37%	37%	37%	36%	39%	38%	35%	40%	42%	37%
Advertisers pay to prioritise their entry on the list/ to be first on the list	615	512	52	32	18	615	532	83	97	510	607	116	257	227	615
	22%	22%	21%	24%	23%	22%	22%	22%	18%	25%	23%	16%	24%	32%	22%
										a	a		a	abd	a
Advertisers pay when users click through from sponsored links to their website	403	327	39	20	17	403	337	65	79	321	400	98	168	129	403
	15%	14%	16%	15%	21%	15%	14%	18%	14%	16%	15%	13%	16%	18%	15%
By those that choose to pay a subscription to use the service	127	100	18	7	1	127	117	9	23	72	95	52	28	12	127
	5%	4%	7%	5%	2%	5%	5%	3%	4%	4%	4%	7%	3%	2%	5%
			d									bc			bc
By the Government	111	101	7	1	2	111	102	9	31	56	87	42	34	10	111
	4%	4%	3%	1%	2%	4%	4%	2%	6%	3%	3%	6%	3%	1%	4%
									b			c	c		c
The TV Licence fee	65	57	5	2	1	65	57	8	20	43	63	27	24	9	65
	2%	2%	2%	1%	1%	2%	2%	2%	4%	2%	2%	4%	2%	1%	2%
												c			
Some other way	8	6	3	*	*	8	8	1	-	8	8	-	2	6	8
	*%	*%	1%	*%	*%	*%	*%	*%	-%	*%	*%	-%	*%	1%	*%
Haven't heard of it	16	14	*	1	*	16	14	2	2	14	16	6	8	-	16
	1%	1%	*%	*%	1%	1%	1%	*%	*%	1%	1%	1%	1%	-%	1%

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**F7. How do you think search engine websites such as Google or Bing are mainly funded? (SINGLE CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	ALL WHO NO GO ONLINE		NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	a	b	c	d	
Unweighted total	3629	2508	378	372	371	3629	3168	461	630	2938	3568	976	1461	1028	3629	
Effective Weighted Sample	2365	1865	216	223	223	2365	2037	328	464	2141	2583	703	1037	771	2365	
Total	2748	2286	246	135	82	2748	2379	370	553	2036	2589	745	1049	718	2748	
Don't know	399	340	26	24	9	399	341	58	104	217	322	145	112	24	399	
	15%	15%	10%	18%	11%	15%	14%	16%	19%	11%	12%	19%	11%	3%	15%	
									bc			bcd	c		bc	
<b>SUMMARY CODES</b>																
CORRECT RESPONSES	1408	1156	135	68	50	1408	1208	201	275	1115	1391	358	584	429	1408	
	51%	51%	55%	50%	61%	51%	51%	54%	50%	55%	54%	48%	56%	60%	51%	
					ae								a	ad		
INCORRECT RESPONSES	926	775	86	42	22	926	816	110	172	689	861	236	345	264	926	
	34%	34%	35%	31%	28%	34%	34%	30%	31%	34%	33%	32%	33%	37%	34%	
TOTAL NEVER HEARD OF IT/ DON'T KNOW	414	354	26	25	9	414	355	59	106	231	337	151	120	24	414	
	15%	15%	11%	18%	12%	15%	15%	16%	19%	11%	13%	20%	11%	3%	15%	
									bc			bcd	c		bc	

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**F7. How do you think search engine websites such as Google or Bing are mainly funded? (SINGLE CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	FINANCIAL VULNERABILITY INDEX			
	Total	MOST	POTEN- TIALY	LEAST
Significance Level: 99%		a	b	c
Unweighted total	3629	481	1223	885
Effective Weighted Sample	2365	321	798	649
Total	2748	464	950	596
Advertising on the website	1006	146	384	241
	37%	31%	40%	40%
			a	a
Advertisers pay to prioritise their entry on the list/ to be first on the list	615	80	201	192
	22%	17%	21%	32%
				ab
Advertisers pay when users click through from sponsored links to their website	403	72	126	109
	15%	15%	13%	18%
				b
By those that choose to pay a subscription to use the service	127	23	52	10
	5%	5%	6%	2%
		c	c	
By the Government	111	44	28	10
	4%	9%	3%	2%
		bc		
The TV Licence fee	65	12	26	10
	2%	3%	3%	2%
Some other way	8	2	1	1
	*%	*%	*%	*%
Haven't heard of it	16	9	2	1
	1%	2%	*%	*%
		bc		

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**F7. How do you think search engine websites such as Google or Bing are mainly funded? (SINGLE CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	FINANCIAL VULNERABILITY INDEX			
	Total	MOST	POTEN- TIALY	LEAST
Significance Level: 99%		a	b	c
Unweighted total	3629	481	1223	885
Effective Weighted Sample	2365	321	798	649
Total	2748	464	950	596
Don't know	399	75	131	22
	15%	16%	14%	4%
		c	c	
<b>SUMMARY CODES</b>				
CORRECT RESPONSES	1408	218	510	350
	51%	47%	54%	59%
				a
INCORRECT RESPONSES	926	161	308	224
	34%	35%	32%	38%
TOTAL NEVER HEARD OF IT/ DON'T KNOW	414	85	132	23
	15%	18%	14%	4%
		c	c	

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**F8. How do you think sites or apps like YouTube or TikTok, that let you watch or post videos, are mainly funded? (SINGLE CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3632	436	603	652	566	569	782	3632	1737	1817	1013	1138	552	856	2151	1408	3632
Effective Weighted Sample	2367	338	410	501	414	365	383	2367	1162	1155	732	834	393	504	1562	892	2367
Total	2754	364	476	504	448	373	557	2754	1326	1380	697	719	608	674	1416	1282	2754
Advertising on the website/ app	1358	206	231	296	250	195	178	1358	680	656	355	438	308	242	793	550	1358
	49%	57%	49%	59%	56%	52%	32%	49%	51%	48%	51%	61%	51%	36%	56%	43%	49%
		f	f	bfg	f	f		f			df	acdfg	d		dfg		df
Advertisers pay when users click through from sponsored links to their website/ app	399	41	74	69	83	61	72	399	192	201	121	100	71	103	222	174	399
	15%	11%	16%	14%	18%	16%	13%	15%	14%	15%	17%	14%	12%	15%	16%	14%	15%
					a												
By those that choose to pay a subscription to use the service	253	25	38	37	28	27	88	253	120	129	55	38	56	95	93	151	253
	9%	7%	8%	7%	6%	7%	16%	9%	9%	9%	8%	5%	9%	14%	7%	12%	9%
							abcdeg							abeg		abe	be
Advertisers pay to prioritise their entry on the list/ to be first on the list	210	29	47	38	38	27	31	210	107	101	55	54	53	47	109	100	210
	8%	8%	10%	8%	8%	7%	5%	8%	8%	7%	8%	8%	9%	7%	8%	8%	8%
The TV Licence fee	53	10	17	14	5	1	5	53	32	21	15	6	19	13	22	31	53
	2%	3%	4%	3%	1%	*%	1%	2%	2%	1%	2%	1%	3%	2%	2%	2%	2%
		e	ef	e									b				
By the Government	38	14	14	5	2	-	3	38	29	7	22	6	3	6	28	9	38
	1%	4%	3%	1%	*%	-%	1%	1%	2%	*%	3%	1%	1%	1%	2%	1%	1%
		cdefg	def						b		bcdfg						
Some other way	12	7	1	4	1	-	-	12	6	6	4	2	2	4	6	6	12
	*%	2%	*%	1%	*%	-%	-%	*%	*%	*%	1%	*%	*%	1%	*%	*%	*%
		efg															
Haven't heard of it	19	4	4	4	1	1	5	19	9	9	1	4	6	8	5	13	19
	1%	1%	1%	1%	*%	*%	1%	1%	1%	1%	*%	1%	1%	1%	*%	1%	1%

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

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**F8. How do you think sites or apps like YouTube or TikTok, that let you watch or post videos, are mainly funded? (SINGLE CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3632	436	603	652	566	569	782	3632	1737	1817	1013	1138	552	856	2151	1408	3632
Effective Weighted Sample	2367	338	410	501	414	365	383	2367	1162	1155	732	834	393	504	1562	892	2367
Total	2754	364	476	504	448	373	557	2754	1326	1380	697	719	608	674	1416	1282	2754
Don't know	412	28	51	37	40	62	176	412	152	250	68	69	90	155	138	245	412
	15%	8%	11%	7%	9%	16%	32%	15%	11%	18%	10%	10%	15%	23%	10%	19%	15%
						acd	abcdeg	acd		a			be	abceg		abeg	abe
<b>SUMMARY CODES</b>																	
CORRECT RESPONSES	1358	206	231	296	250	195	178	1358	680	656	355	438	308	242	793	550	1358
	49%	57%	49%	59%	56%	52%	32%	49%	51%	48%	51%	61%	51%	36%	56%	43%	49%
		f	f	bf	f	f		f			df	acdfg	d		dfg		df
INCORRECT RESPONSES	966	126	190	167	156	116	198	966	485	465	272	207	204	268	480	473	966
	35%	35%	40%	33%	35%	31%	36%	35%	37%	34%	39%	29%	34%	40%	34%	37%	35%
			e								b			b		b	b
TOTAL NEVER HEARD OF IT/ DON'T KNOW	430	32	55	41	41	62	181	430	161	259	69	73	96	163	143	259	430
	16%	9%	12%	8%	9%	17%	32%	16%	12%	19%	10%	10%	16%	24%	10%	20%	16%
						acd	abcdeg	acd		a			abe	abceg		abeg	abe

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**F8. How do you think sites or apps like YouTube or TikTok, that let you watch or post videos, are mainly funded? (SINGLE CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL WHO GO ONLINE	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Significance Level: 99%															
Unweighted total	3632	2512	377	371	372	3632	3172	460	630	2939	3569	975	1463	1028	3632
Effective Weighted Sample	2367	1868	215	223	223	2367	2040	327	464	2143	2584	703	1039	771	2367
Total	2754	2292	246	135	82	2754	2385	369	553	2038	2591	745	1051	718	2754
Advertising on the website/ app	1358	1117	136	64	40	1358	1185	173	254	1097	1351	278	594	463	1358
	49%	49%	56%	48%	49%	49%	50%	47%	46%	54%	52%	37%	56%	65%	49%
										a			ad	abd	a
Advertisers pay when users click through from sponsored links to their website/ app	399	326	35	21	17	399	337	63	69	319	389	86	171	127	399
	15%	14%	14%	16%	20%	15%	14%	17%	13%	16%	15%	12%	16%	18%	15%
													a	a	
By those that choose to pay a subscription to use the service	253	216	23	10	4	253	234	19	48	142	191	90	60	35	253
	9%	9%	9%	7%	5%	9%	10%	5%	9%	7%	7%	12%	6%	5%	9%
							b					bc			bc
Advertisers pay to prioritise their entry on the list/ to be first on the list	210	180	14	8	7	210	183	28	53	157	210	70	79	60	210
	8%	8%	6%	6%	9%	8%	8%	7%	10%	8%	8%	9%	8%	8%	8%
The TV Licence fee	53	47	3	3	*	53	48	5	25	26	51	28	17	5	53
	2%	2%	1%	2%	%	2%	2%	1%	4%	1%	2%	4%	2%	1%	2%
									bc			bcd			
By the Government	38	34	3	*	*	38	37	1	11	27	38	19	17	2	38
	1%	1%	1%	%	%	1%	2%	%	2%	1%	1%	3%	2%	%	1%
												c	c		
Some other way	12	8	3	1	-	12	10	2	4	8	12	6	5	1	12
	%	%	1%	1%	-%	%	%	1%	1%	%	%	1%	%	%	%
Haven't heard of it	19	17	2	*	1	19	14	5	2	13	16	8	5	-	19
	1%	1%	1%	%	1%	1%	1%	1%	%	1%	1%	1%	1%	-%	1%
												c			

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**F8. How do you think sites or apps like YouTube or TikTok, that let you watch or post videos, are mainly funded? (SINGLE CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL WHO GO ONLINE	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	a	b	c	d	
Unweighted total	3632	2512	377	371	372	3632	3172	460	630	2939	3569	975	1463	1028	3632	
Effective Weighted Sample	2367	1868	215	223	223	2367	2040	327	464	2143	2584	703	1039	771	2367	
Total	2754	2292	246	135	82	2754	2385	369	553	2038	2591	745	1051	718	2754	
Don't know	412	346	26	26	13	412	338	73	85	248	333	160	102	23	412	
	15%	15%	11%	19%	16%	15%	14%	20%	15%	12%	13%	22%	10%	3%	15%	
								a				bcd	c		bc	
<b>SUMMARY CODES</b>																
CORRECT RESPONSES	1358	1117	136	64	40	1358	1185	173	254	1097	1351	278	594	463	1358	
	49%	49%	56%	48%	49%	49%	50%	47%	46%	54%	52%	37%	56%	65%	49%	
										a			ad	abd	a	
INCORRECT RESPONSES	966	812	82	44	28	966	848	118	211	680	892	299	350	231	966	
	35%	35%	33%	33%	35%	35%	36%	32%	38%	33%	34%	40%	33%	32%	35%	
												bc				
TOTAL NEVER HEARD OF IT/ DON'T KNOW	430	363	28	26	14	430	352	78	88	261	349	169	107	23	430	
	16%	16%	11%	19%	17%	16%	15%	21%	16%	13%	13%	23%	10%	3%	16%	
								a				bcd	c		bc	

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**F8. How do you think sites or apps like YouTube or TikTok, that let you watch or post videos, are mainly funded? (SINGLE CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	FINANCIAL VULNERABILITY INDEX			
	Total	MOST	POTENTIALY	LEAST
Significance Level: 99%		a	b	c
Unweighted total	3632	480	1225	884
Effective Weighted Sample	2367	320	799	648
Total	2754	463	954	596
Advertising on the website/ app	1358	194	461	363
	49%	42%	48%	61%
				ab
Advertisers pay when users click through from sponsored links to their website/ app	399	67	143	103
	15%	15%	15%	17%
By those that choose to pay a subscription to use the service	253	74	89	34
	9%	16%	9%	6%
		bc	c	
Advertisers pay to prioritise their entry on the list/ to be first on the list	210	33	72	47
	8%	7%	8%	8%
The TV Licence fee	53	13	24	6
	2%	3%	2%	1%
By the Government	38	9	12	8
	1%	2%	1%	1%
Some other way	12	4	2	1
	*%	1%	*%	*%
Haven't heard of it	19	7	6	1
	1%	2%	1%	*%
Don't know	412	61	145	34
	15%	13%	15%	6%
		c	c	

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**F8. How do you think sites or apps like YouTube or TikTok, that let you watch or post videos, are mainly funded? (SINGLE CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	FINANCIAL VULNERABILITY INDEX			
	Total	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%				
Unweighted total	3632	480	1225	884
Effective Weighted Sample	2367	320	799	648
Total	2754	463	954	596
<b>SUMMARY CODES</b>				
CORRECT RESPONSES	1358 49%	194 42%	461 48%	363 61% ab
INCORRECT RESPONSES	966 35%	201 43% c	342 36%	199 33%
TOTAL NEVER HEARD OF IT/ DON'T KNOW	430 16%	68 15% c	151 16% c	35 6%

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN1. Which of these devices do you use to go online? (MULTI CODE)**

Base : All respondents that go online (at home or elsewhere) (excluding those that did not give a response at the postal survey)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3577	436	603	652	564	567	738	3577	1707	1794	1006	1138	547	819	2144	1366	3577
Effective Weighted Sample	2589	338	410	501	421	414	532	2589	1236	1299	741	848	432	594	1587	1003	2589
Total	2596	364	476	504	443	362	435	2596	1251	1300	679	713	578	586	1392	1163	2596
Smartphone (like an iPhone or Samsung Galaxy)	2282	326	453	471	418	309	295	2282	1086	1159	602	648	513	488	1250	1001	2282
	88%	90%	95%	93%	94%	85%	68%	88%	87%	89%	89%	91%	89%	83%	90%	86%	88%
		f	aefg	efg	efg	f		f			d	df			df		d
Laptop or netbook	1388	208	242	286	255	194	199	1388	697	667	429	471	248	222	900	470	1388
	53%	57%	51%	57%	58%	54%	46%	53%	56%	51%	63%	66%	43%	38%	65%	40%	53%
		f		f	f			f			cdfg	cdfg			cdfg		cdf
Tablet (like an iPad, Kindle Fire or Google Nexus)	1105	109	167	219	209	174	225	1105	529	560	353	309	207	221	662	428	1105
	43%	30%	35%	44%	47%	48%	52%	43%	42%	43%	52%	43%	36%	38%	48%	37%	43%
				ab	ab	ab	abcg	ab			bcdfg	cf			cdfg		cf
Desktop computer (one that is usually in a fixed place with a separate screen and keyboard)	747	98	104	150	142	113	139	747	438	297	243	244	146	110	487	256	747
	29%	27%	22%	30%	32%	31%	32%	29%	35%	23%	36%	34%	25%	19%	35%	22%	29%
				b	b	b	b	b	b		cdfg	cdfg			cdfg		df
Games console or handheld games player	435	108	129	121	54	16	7	435	270	153	125	143	75	86	268	161	435
	17%	30%	27%	24%	12%	4%	2%	17%	22%	12%	18%	20%	13%	15%	19%	14%	17%
		defg	defg	defg	ef			ef	b			cdf			cf		
Other type of device used to go online	44	1	9	13	6	9	6	44	25	18	12	17	6	9	29	15	44
	2%	*	2%	3%	1%	3%	1%	2%	2%	1%	2%	2%	1%	2%	2%	1%	2%
ANY USE OF A DESKTOP COMPUTER/ LAPTOP/ NETBOOK	1699	240	271	335	312	246	290	1699	876	798	510	557	325	285	1067	610	1699
	65%	66%	57%	66%	70%	68%	67%	65%	70%	61%	75%	78%	56%	49%	77%	52%	65%
				b	b	b	b	b	b		cdfg	cdfg			cdfg		cdf

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN1. Which of these devices do you use to go online? (MULTI CODE)**

Base : All respondents that go online (at home or elsewhere) (excluding those that did not give a response at the postal survey)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3577	436	603	652	564	567	738	3577	1707	1794	1006	1138	547	819	2144	1366	3577
Effective Weighted Sample	2589	338	410	501	421	414	532	2589	1236	1299	741	848	432	594	1587	1003	2589
Total	2596	364	476	504	443	362	435	2596	1251	1300	679	713	578	586	1392	1163	2596
ANY USE OF DEVICES OTHER THAN A DESKTOP COMPUTER/ LAPTOP/ NETBOOK	2427	344	468	484	429	328	364	2427	1159	1227	639	673	542	537	1312	1079	2427
	93%	94%	98%	96%	97%	91%	84%	93%	93%	94%	94%	94%	94%	92%	94%	93%	93%
		f	aefg	ef	efg	f		f									
ONLY USE A DEVICE OTHER THAN A DESKTOP COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	897	124	205	169	131	116	145	897	375	502	169	155	253	300	324	553	897
	35%	34%	43%	34%	30%	32%	33%	35%	30%	39%	25%	22%	44%	51%	23%	48%	35%
			cdefg							a			abeg	abeg		abeg	abe
ONLY USE A SMARTPHONE TO GO ONLINE	556	86	152	117	92	63	39	556	230	310	102	100	161	182	201	343	556
	21%	24%	32%	23%	21%	17%	9%	21%	18%	24%	15%	14%	28%	31%	14%	29%	21%
		f	cdefg	f	f	f		f		a			abeg	abeg		abeg	abe
ONLY USE A TABLET TO GO ONLINE	83	7	6	9	5	12	43	83	41	40	20	11	19	31	31	50	83
	3%	2%	1%	2%	1%	3%	10%	3%	3%	3%	3%	2%	3%	5%	2%	4%	3%
							abcdeg							be		be	
ONLY USES A DESKTOP COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	169	20	8	20	13	34	71	169	92	73	40	40	35	49	80	84	169
	7%	6%	2%	4%	3%	9%	16%	7%	7%	6%	6%	6%	6%	8%	6%	7%	7%
		b				bcd	abcdeg	bd									

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN1. Which of these devices do you use to go online? (MULTI CODE)**

Base : All respondents that go online (at home or elsewhere) (excluding those that did not give a response at the postal survey)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	ALL WHO NO GO ONLINE		NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3577	2471	374	363	369	3577	3134	443	632	2945	3577	982	1464	1028	3577
Effective Weighted Sample	2589	2010	277	303	225	2589	2258	331	466	2146	2589	708	1040	771	2589
Total	2596	2167	230	119	80	2596	2259	337	556	2040	2596	750	1052	718	2596
Smartphone (like an iPhone or Samsung Galaxy)	2282	1907	201	105	68	2282	1990	292	556	1726	2282	550	982	706	2282
	88%	88%	87%	88%	86%	88%	88%	87%	100%	85%	88%	73%	93%	98%	88%
									bc		b		ad	abd	a
Laptop or netbook	1388	1159	126	66	38	1388	1202	186	-	1388	1388	266	558	546	1388
	53%	53%	54%	55%	48%	53%	53%	55%	-%	68%	53%	36%	53%	76%	53%
										ac	a		a	abd	a
Tablet (like an iPad, Kindle Fire or Google Nexus)	1105	922	105	49	30	1105	965	141	-	1105	1105	222	458	403	1105
	43%	43%	46%	41%	37%	43%	43%	42%	-%	54%	43%	30%	44%	56%	43%
										ac	a		a	abd	a
Desktop computer (one that is usually in a fixed place with a separate screen and keyboard)	747	624	65	31	26	747	643	105	-	747	747	146	297	287	747
	29%	29%	28%	26%	33%	29%	28%	31%	-%	37%	29%	20%	28%	40%	29%
										ac	a		a	abd	a
Games console or handheld games player	435	364	36	24	11	435	395	40	-	435	435	52	143	238	435
	17%	17%	16%	20%	14%	17%	17%	12%	-%	21%	17%	7%	14%	33%	17%
										ac	a		a	abd	a
Other type of device used to go online	44	39	1	3	1	44	38	6	-	44	44	7	13	23	44
	2%	2%	1%	2%	1%	2%	2%	2%	-%	2%	2%	1%	1%	3%	2%
										a	a			ab	

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN1. Which of these devices do you use to go online? (MULTI CODE)**

Base : All respondents that go online (at home or elsewhere) (excluding those that did not give a response at the postal survey)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	ALL WHO NO GO ONLINE		NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3577	2471	374	363	369	3577	3134	443	632	2945	3577	982	1464	1028	3577
Effective Weighted Sample	2589	2010	277	303	225	2589	2258	331	466	2146	2589	708	1040	771	2589
Total	2596	2167	230	119	80	2596	2259	337	556	2040	2596	750	1052	718	2596
ANY USE OF A DESKTOP COMPUTER/ LAPTOP/ NETBOOK	1699 65%	1412 65%	155 67%	80 67%	53 66%	1699 65%	1467 65%	232 69%	- -%	1699 83% ac	1699 65% a	367 49%	695 66% a	606 84% abd	1699 65% a
ANY USE OF DEVICES OTHER THAN A DESKTOP COMPUTER/ LAPTOP/ NETBOOK	2427 93%	2025 93%	216 94%	113 95%	73 92%	2427 93%	2114 94%	313 93%	556 100% bc	1872 92%	2427 93%	644 86%	1015 97% ad	710 99% abd	2427 93% a
ONLY USE A DEVICE OTHER THAN A DESKTOP COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	897 35%	756 35%	75 33%	39 33%	27 34%	897 35%	792 35%	105 31%	556 100% bc	341 17%	897 35% b	383 51% bcd	357 34% c	112 16%	897 35% c
ONLY USE A SMARTPHONE TO GO ONLINE	556 21%	477 22%	40 18%	23 19%	15 19%	556 21%	489 22%	67 20%	556 100% bc	- -%	556 21% b	236 31% bcd	223 21% c	72 10%	556 21% c
ONLY USE A TABLET TO GO ONLINE	83 3%	67 3%	9 4%	4 3%	3 4%	83 3%	70 3%	13 4%	- -%	83 4% a	83 3% a	55 7% bcd	15 1% c	1 *% *	83 3% bc
ONLY USES A DESKTOP COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	169 7%	142 7%	14 6%	6 5%	6 8%	169 7%	145 6%	24 7%	- -%	169 8% a	169 7% a	106 14% bcd	36 3% c	8 1%	169 7% bc

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN1. Which of these devices do you use to go online? (MULTI CODE)**

Base : All respondents that go online (at home or elsewhere) (excluding those that did not give a response at the postal survey)

	FINANCIAL VULNERABILITY INDEX			
	Total	MOST	POTEN- TIALY	LEAST
Significance Level: 99%		a	b	c
Unweighted total	3577	471	1202	882
Effective Weighted Sample	2589	365	850	655
Total	2596	429	895	588
Smartphone (like an iPhone or Samsung Galaxy)	2282 88%	368 86%	768 86%	554 94% ab
Laptop or netbook	1388 53%	184 43%	467 52% a	401 68% ab
Tablet (like an iPad, Kindle Fire or Google Nexus)	1105 43%	139 32%	388 43% a	305 52% ab
Desktop computer (one that is usually in a fixed place with a separate screen and keyboard)	747 29%	101 24%	256 29%	206 35% ab
Games console or handheld games player	435 17%	72 17%	135 15%	123 21% b
Other type of device used to go online	44 2%	5 1%	15 2%	12 2%
ANY USE OF A DESKTOP COMPUTER/ LAPTOP/ NETBOOK	1699 65%	240 56%	577 64% a	461 78% ab

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN1. Which of these devices do you use to go online? (MULTI CODE)**

Base : All respondents that go online (at home or elsewhere) (excluding those that did not give a response at the postal survey)

	FINANCIAL VULNERABILITY INDEX			
	Total	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%				
Unweighted total	3577	471	1202	882
Effective Weighted Sample	2589	365	850	655
Total	2596	429	895	588
ANY USE OF DEVICES OTHER THAN A DESKTOP COMPUTER/ LAPTOP/ NETBOOK	2427	389	825	569
	93%	91%	92%	97%
				ab
ONLY USE A DEVICE OTHER THAN A DESKTOP COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	897	189	318	127
	35%	44%	36%	22%
		bc	c	
ONLY USE A SMARTPHONE TO GO ONLINE	556	131	186	86
	21%	31%	21%	15%
		bc	c	
ONLY USE A TABLET TO GO ONLINE	83	13	29	8
	3%	3%	3%	1%
ONLY USES A DESKTOP COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	169	40	70	19
	7%	9%	8%	3%
		c	c	

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**M6D. You said you only go online using a smartphone. Do you feel disadvantaged by relying only on a smartphone to go online? (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere) that only use a smartphone to go online (excluding those that did not give a response at the postal survey)

	Total	AGE						GENDER		SEG							
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		~a	b	c	~d	~e	~f	g	a	b	a	b	c	d	e	f	g
Unweighted total	631	85	157	140	98	89	57	631	261	345	119	137	139	220	256	359	631
Effective Weighted Sample	465	68	112	109	73	65	43	465	190	259	90	101	109	165	190	268	465
Total	555	86	152	117	92	63	39	555	230	310	102	100	161	181	201	343	555
Yes	142	**	49	31	**	**	**	142	71	69	29	24	49	41	52	90	142
	26%	**	33%	26%	**	**	**	26%	31%	22%	28%	24%	30%	23%	26%	26%	26%
No	385	**	98	75	**	**	**	385	150	224	72	73	103	129	145	232	385
	69%	**	64%	64%	**	**	**	69%	65%	72%	71%	73%	64%	71%	72%	68%	69%
Don't know	29	**	5	11	**	**	**	29	8	17	1	3	10	11	3	21	29
	5%	**	3%	10%	**	**	**	5%	4%	6%	1%	3%	6%	6%	2%	6%	5%

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**M6D. You said you only go online using a smartphone. Do you feel disadvantaged by relying only on a smartphone to go online? (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere) that only use a smartphone to go online (excluding those that did not give a response at the postal survey)

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL WHO GO ONLINE	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	
Significance Level: 99%		a	~b	~c	~d	e	a	~b	a	~b	c	a	b	~c	d	
Unweighted total	631	454	46	61	70	631	558	73	631	-	631	267	245	89	631	
Effective Weighted Sample	465	378	35	50	48	465	409	57	465	-	465	193	184	67	465	
Total	555	477	40	23	15	555	489	67	555	-	555	236	223	72	555	
Yes	142	127	**	**	**	142	130	**	142	**	142	77	43	**	142	
	26%	27%	**	**	**	26%	27%	**	26%	**	26%	33%	19%	**	26%	
												b				
No	385	326	**	**	**	385	334	**	385	**	385	143	174	**	385	
	69%	68%	**	**	**	69%	68%	**	69%	**	69%	61%	78%	**	69%	
												a				
Don't know	29	24	**	**	**	29	25	**	29	**	29	16	7	**	29	
	5%	5%	**	**	**	5%	5%	**	5%	**	5%	7%	3%	**	5%	

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**M6D. You said you only go online using a smartphone. Do you feel disadvantaged by relying only on a smartphone to go online? (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere) that only use a smartphone to go online (excluding those that did not give a response at the postal survey)

	FINANCIAL VULNERABILITY INDEX			
	Total	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%				
Unweighted total	631	131	208	104
Effective Weighted Sample	465	100	151	81
Total	555	131	186	86
Yes	142 26%	41 31%	48 26%	12 14%
No	385 69%	86 65%	133 72%	73 85%
Don't know	29 5%	4 3%	5 3%	1 1%

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN2. How long ago did you first start going online? Please think about wherever you first started going online – perhaps at home, work, school, college, or anywhere else using any type of device. (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere) (excluding those that did not give a response at the postal survey)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3577	436	603	652	564	566	738	3577	1708	1793	1006	1138	547	819	2144	1366	3577
Effective Weighted Sample	2589	338	410	501	421	413	532	2589	1237	1298	741	848	432	594	1587	1003	2589
Total	2596	364	476	504	443	361	435	2596	1251	1299	679	713	578	585	1392	1163	2596
Ten years ago or more	1947	175	371	426	368	286	317	1947	950	972	536	571	426	393	1108	819	1947
	75%	48%	78%	84%	83%	79%	73%	75%	76%	75%	79%	80%	74%	67%	80%	70%	75%
			a	afg	afg	a	a	a			df	cdfg			cdfg		df
In the past 5-9 years	378	125	56	45	37	44	69	378	185	186	87	101	83	100	188	183	378
	15%	34%	12%	9%	8%	12%	16%	15%	15%	14%	13%	14%	14%	17%	13%	16%	15%
		bcdefg					cd	cd									
In the past 3-4 years	105	32	14	14	11	12	19	105	47	53	26	22	28	27	47	56	105
	4%	9%	3%	3%	3%	3%	4%	4%	4%	4%	4%	3%	5%	5%	3%	5%	4%
		bcdefg															
In the past 2 years	39	10	4	6	3	3	13	39	20	18	9	7	6	16	16	22	39
	1%	3%	1%	1%	1%	1%	3%	1%	2%	1%	1%	1%	1%	3%	1%	2%	1%
													be				
In the past year	28	2	7	1	4	5	9	28	15	11	5	2	11	9	7	20	28
	1%	1%	1%	*	1%	1%	2%	1%	1%	1%	1%	*	2%	1%	1%	2%	1%
							c						be			be	
Can't remember	99	21	24	12	19	11	9	99	35	59	16	10	23	40	26	63	99
	4%	6%	5%	2%	4%	3%	2%	4%	3%	5%	2%	1%	4%	7%	2%	5%	4%
		f											be	abeg		abe	be
<b>SUMMARY CODES</b>																	
IN THE PAST 1-2 YEARS	67	11	11	7	8	7	21	67	35	29	14	9	17	25	23	42	67
	3%	3%	2%	1%	2%	2%	5%	3%	3%	2%	2%	1%	3%	4%	2%	4%	3%
							cdg							be		be	
IN THE PAST 1-4 YEARS	171	43	25	21	19	19	40	171	82	82	40	30	46	52	70	98	171
	7%	12%	5%	4%	4%	5%	9%	7%	7%	6%	6%	4%	8%	9%	5%	8%	7%
		bcdeg					cd						b	be		be	
FIVE YEARS AGO OR MORE	2325	300	427	471	405	331	387	2325	1134	1158	623	672	509	493	1296	1002	2325
	90%	82%	90%	93%	91%	92%	89%	90%	91%	89%	92%	94%	88%	84%	93%	86%	90%
			a	ag	a	a	a	a			df	cdfg			cdfg		df

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN2. How long ago did you first start going online? Please think about wherever you first started going online – perhaps at home, work, school, college, or anywhere else using any type of device. (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere) (excluding those that did not give a response at the postal survey)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	ALL WHO NO GO ONLINE		NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Significance Level: 99%															
Unweighted total	3577	2472	373	363	369	3577	3134	443	631	2946	3577	981	1464	1028	3577
Effective Weighted Sample	2589	2011	276	303	225	2589	2258	331	465	2147	2589	707	1040	771	2589
Total	2596	2168	229	119	80	2596	2259	337	554	2041	2596	749	1052	718	2596
Ten years ago or more	1947	1625	175	87	61	1947	1687	260	339	1608	1947	421	852	654	1947
	75%	75%	76%	73%	76%	75%	75%	77%	61%	79%	75%	56%	81%	91%	75%
										ac	a		ad	abd	a
In the past 5-9 years	378	315	32	21	9	378	332	46	117	261	378	168	144	51	378
	15%	15%	14%	18%	12%	15%	15%	14%	21%	13%	15%	23%	14%	7%	15%
									bc			bcd	c		c
In the past 3-4 years	105	80	16	4	5	105	93	12	38	67	105	69	20	5	105
	4%	4%	7%	4%	6%	4%	4%	4%	7%	3%	4%	9%	2%	1%	4%
			a						bc			bcd			bc
In the past 2 years	39	35	*	2	2	39	35	4	15	24	39	26	7	-	39
	1%	2%	*%	2%	2%	1%	2%	1%	3%	1%	1%	3%	1%	-%	1%
												bcd			c
In the past year	28	26	1	1	*	28	24	3	9	19	28	20	4	-	28
	1%	1%	*%	1%	*%	1%	1%	1%	2%	1%	1%	3%	*%	-%	1%
												bcd			c
Can't remember	99	88	5	4	3	99	88	11	37	62	99	44	25	8	99
	4%	4%	2%	3%	4%	4%	4%	3%	7%	3%	4%	6%	2%	1%	4%
									bc			bc			c
<b>SUMMARY CODES</b>															
IN THE PAST 1-2 YEARS	67	61	1	3	2	67	59	7	24	43	67	46	10	-	67
	3%	3%	1%	2%	2%	3%	3%	2%	4%	2%	3%	6%	1%	-%	3%
									b			bcd	c		bc
IN THE PAST 1-4 YEARS	171	140	18	7	6	171	152	19	61	110	171	115	31	5	171
	7%	6%	8%	6%	8%	7%	7%	6%	11%	5%	7%	15%	3%	1%	7%
									bc			bcd	c		bc
FIVE YEARS AGO OR MORE	2325	1940	207	108	70	2325	2019	307	456	1869	2325	590	996	705	2325
	90%	90%	90%	91%	88%	90%	89%	91%	82%	92%	90%	79%	95%	98%	90%
										a	a		ad	abd	a

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN2. How long ago did you first start going online? Please think about wherever you first started going online – perhaps at home, work, school, college, or anywhere else using any type of device. (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere) (excluding those that did not give a response at the postal survey)

	<b>FINANCIAL VULNERABILITY INDEX</b>			
	<b>Total</b>	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 99%		a	b	c
Unweighted total	3577	471	1201	882
Effective Weighted Sample	2589	365	849	655
Total	2596	429	894	588
Ten years ago or more	1947	288	698	525
	75%	67%	78%	89%
			a	ab
In the past 5-9 years	378	92	121	38
	15%	21%	14%	6%
		bc	c	
In the past 3-4 years	105	15	40	10
	4%	4%	5%	2%
			c	
In the past 2 years	39	12	11	2
	1%	3%	1%	*%
		c		
In the past year	28	10	6	3
	1%	2%	1%	*%
		c		
Can't remember	99	13	18	10
	4%	3%	2%	2%
<b>SUMMARY CODES</b>				
IN THE PAST 1-2 YEARS	67	21	16	5
	3%	5%	2%	1%
		bc		
IN THE PAST 1-4 YEARS	171	37	57	15
	7%	9%	6%	3%
		c	c	
FIVE YEARS AGO OR MORE	2325	379	819	563
	90%	88%	92%	96%
				ab

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN6. Which, if any of the following would you do if you got stuck or were unsure about how to do something online? (MULTI CODE)**

Base : All respondents that go online (at home or elsewhere) (excluding those that did not give a response at the postal survey)

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3577	436	603	652	565	567	736	3577	1709	1792	1006	1138	547	819	2144	1366	3577
Effective Weighted Sample	2589	338	410	501	422	414	530	2589	1238	1297	741	848	432	594	1587	1003	2589
Total	2596	364	476	504	444	362	433	2596	1253	1298	679	713	578	585	1392	1163	2596
Look online for help / "Google it "	1616	231	313	332	297	225	214	1616	780	818	449	494	356	301	943	657	1616
	62%	64%	66%	66%	67%	62%	49%	62%	62%	63%	66%	69%	62%	51%	68%	56%	62%
		f	f	f	f	f		f			df	cdfg	d		dfg		df
Ask a friend or family member to help	1427	177	231	233	238	220	320	1427	580	825	351	380	327	345	731	672	1427
	55%	49%	49%	46%	54%	61%	74%	55%	46%	64%	52%	53%	57%	59%	53%	58%	55%
						abc	abcddeg	c		a				ae		e	
Watch 'how to' videos on websites like YouTube or the BBC	825	104	148	173	161	127	111	825	433	384	237	262	181	140	499	321	825
	32%	29%	31%	34%	36%	35%	26%	32%	35%	30%	35%	37%	31%	24%	36%	28%	32%
				f	f	f		f	b		df	dfg	d		dfg		d
Figure it out myself	793	111	136	160	138	120	125	793	423	359	236	239	164	148	474	311	793
	31%	31%	29%	32%	31%	33%	29%	31%	34%	28%	35%	33%	28%	25%	34%	27%	31%
									b		df	df		df			
Ask a colleague/ someone at work	309	45	44	77	72	49	21	309	134	171	106	106	65	30	213	95	309
	12%	12%	9%	15%	16%	13%	5%	12%	11%	13%	16%	15%	11%	5%	15%	8%	12%
		f	f	bf	bf	f		f			dfg	df	d		dfg		df
Get someone else to do it for me	210	27	32	40	26	39	45	210	82	126	58	54	39	54	112	93	210
	8%	7%	7%	8%	6%	11%	10%	8%	7%	10%	9%	8%	7%	9%	8%	8%	8%
						d				a							
Look for help from online courses like 'learn my way', Digital Unite, Age UK or BBC	146	31	37	36	25	11	5	146	90	53	54	28	39	23	82	63	146
	6%	9%	8%	7%	6%	3%	1%	6%	7%	4%	8%	4%	7%	4%	6%	5%	6%
		ef	ef	ef	f			f	b		bd						

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN6. Which, if any of the following would you do if you got stuck or were unsure about how to do something online? (MULTI CODE)**

Base : All respondents that go online (at home or elsewhere) (excluding those that did not give a response at the postal survey)

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3577	436	603	652	565	567	736	3577	1709	1792	1006	1138	547	819	2144	1366	3577
Effective Weighted Sample	2589	338	410	501	422	414	530	2589	1238	1297	741	848	432	594	1587	1003	2589
Total	2596	364	476	504	444	362	433	2596	1253	1298	679	713	578	585	1392	1163	2596
Phone a helpline to get someone to talk me through it	137 5%	25 7%	30 6%	22 4%	18 4%	17 5%	24 6%	137 5%	77 6%	60 5%	52 8% df	40 6%	25 4%	17 3%	92 7% df	43 4%	137 5%
Go to my bank branch for help	80 3%	20 6% def	23 5% de	18 4% e	5 1%	3 1%	9 2%	80 3% e	49 4%	30 2%	23 3%	17 2%	26 4%	12 2%	40 3%	38 3%	80 3%
Go to the local library for help	56 2%	10 3%	16 3% f	9 2%	7 1%	8 2%	4 1%	56 2%	33 3%	20 2%	19 3%	11 2%	10 2%	11 2%	30 2%	22 2%	56 2%
Go to an adult learning venue or local community centre for help	36 1%	10 3% ef	9 2% ef	10 2% ef	5 1%	* *% g	1 *% g	36 1%	24 2%	11 1%	15 2%	10 1%	5 1%	4 1%	25 2%	9 1%	36 1%
Something else	11 *% g	- -%	1 *% g	* *% g	2 *% g	2 *% g	7 2% g	11 *% g	4 *% g	7 1% g	4 1% g	2 *% g	2 *% g	3 1% g	6 *% g	5 *% g	11 *% g
WOULD TAKE SOME ACTION IF STUCK ONLINE	2443 94%	339 93%	439 92%	464 92%	424 96%	343 95%	421 97% abcg	2443 94%	1166 93%	1239 95%	657 97% bdfg	667 94%	550 95%	533 91%	1324 95% d	1083 93%	2443 94% d
I would just give up	23 1%	4 1%	3 1%	7 1%	3 1%	1 *% g	4 1% g	23 1%	10 1% g	12 1% g	5 1% g	4 *% g	8 1% g	6 1% g	9 1% g	14 1% g	23 1% g
None of these/ I don't tend to get stuck when online	91 4%	14 4%	21 4% f	23 5% f	12 3%	14 4%	6 1% b	91 4%	58 5%	30 2%	14 2%	36 5% a	14 2%	25 4%	50 4%	39 3%	91 4%

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN6. Which, if any of the following would you do if you got stuck or were unsure about how to do something online? (MULTI CODE)**

Base : All respondents that go online (at home or elsewhere) (excluding those that did not give a response at the postal survey)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3577	436	603	652	565	567	736	3577	1709	1792	1006	1138	547	819	2144	1366	3577
Effective Weighted Sample	2589	338	410	501	422	414	530	2589	1238	1297	741	848	432	594	1587	1003	2589
Total	2596	364	476	504	444	362	433	2596	1253	1298	679	713	578	585	1392	1163	2596
Don't know	39	6	13	10	5	4	1	39	19	18	3	6	5	22	8	27	39
	1%	2%	3%	2%	1%	1%	0%	1%	2%	1%	0%	1%	1%	4%	1%	2%	1%
			f	f										abceg	abe	e	

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN6. Which, if any of the following would you do if you got stuck or were unsure about how to do something online? (MULTI CODE)**

Base : All respondents that go online (at home or elsewhere) (excluding those that did not give a response at the postal survey)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	ALL WHO NO GO ONLINE		NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3577	2471	374	363	369	3577	3134	443	632	2945	3577	983	1463	1028	3577
Effective Weighted Sample	2589	2010	277	303	225	2589	2258	331	466	2146	2589	709	1039	771	2589
Total	2596	2167	230	119	80	2596	2259	337	556	2040	2596	751	1050	718	2596
Look online for help / "Google it "	1616	1339	149	78	50	1616	1410	206	273	1344	1616	292	722	592	1616
	62%	62%	65%	66%	63%	62%	62%	61%	49%	66%	62%	39%	69%	82%	62%
										a	a		ad	abd	a
Ask a friend or family member to help	1427	1200	116	68	44	1427	1242	185	328	1100	1427	444	596	345	1427
	55%	55%	50%	57%	55%	55%	55%	55%	59%	54%	55%	59%	57%	48%	55%
												c	c		c
Watch 'how to' videos on websites like YouTube or the BBC	825	677	85	39	24	825	714	111	109	716	825	126	342	354	825
	32%	31%	37%	33%	30%	32%	32%	33%	20%	35%	32%	17%	33%	49%	32%
										a	a		a	abd	a
Figure it out myself	793	654	80	32	27	793	678	114	105	687	793	113	341	334	793
	31%	30%	35%	27%	33%	31%	30%	34%	19%	34%	31%	15%	32%	47%	31%
										a	a		a	abd	a
Ask a colleague/ someone at work	309	255	29	14	11	309	267	41	43	265	309	41	119	147	309
	12%	12%	12%	12%	14%	12%	12%	12%	8%	13%	12%	5%	11%	20%	12%
										a			a	abd	a
Get someone else to do it for me	210	179	19	9	4	210	179	31	36	174	210	56	85	59	210
	8%	8%	8%	7%	5%	8%	8%	9%	6%	9%	8%	7%	8%	8%	8%
Look for help from online courses like 'learn my way', Digital Unite, Age UK or BBC	146	129	9	5	4	146	137	9	37	109	146	37	63	47	146
	6%	6%	4%	4%	5%	6%	6%	3%	7%	5%	6%	5%	6%	7%	6%

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN6. Which, if any of the following would you do if you got stuck or were unsure about how to do something online? (MULTI CODE)**

Base : All respondents that go online (at home or elsewhere) (excluding those that did not give a response at the postal survey)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	ALL WHO NO GO ONLINE		NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Significance Level: 99%															
Unweighted total	3577	2471	374	363	369	3577	3134	443	632	2945	3577	983	1463	1028	3577
Effective Weighted Sample	2589	2010	277	303	225	2589	2258	331	466	2146	2589	709	1039	771	2589
Total	2596	2167	230	119	80	2596	2259	337	556	2040	2596	751	1050	718	2596
Phone a helpline to get someone to talk me through it	137 5%	113 5%	13 6%	7 5%	5 6%	137 5%	121 5%	15 5%	15 3%	122 6% a	137 5%	27 4%	61 6%	48 7% a	137 5%
Go to my bank branch for help	80 3%	65 3%	8 4%	5 4%	2 2%	80 3%	71 3%	9 3%	15 3%	65 3%	80 3%	22 3%	34 3%	20 3%	80 3%
Go to the local library for help	56 2%	46 2%	6 2%	3 3%	1 2%	56 2%	52 2%	4 1%	7 1%	49 2%	56 2%	17 2%	23 2%	12 2%	56 2%
Go to an adult learning venue or local community centre for help	36 1%	31 1%	1 *%	3 2%	1 2%	36 1%	35 2%	1 *%	8 1%	28 1%	36 1%	11 1%	14 1%	11 2%	36 1%
Something else	11 *%	9 *%	* *%	2 1%	- -%	11 *%	9 *%	3 1%	2 *%	9 *%	11 *%	7 1%	2 *%	1 *%	11 *%
WOULD TAKE SOME ACTION IF STUCK ONLINE	2443 94%	2035 94%	219 95%	112 95%	76 96%	2443 94%	2127 94%	315 94%	517 93%	1926 94%	2443 94%	695 93%	1010 96% a	680 95%	2443 94%
I would just give up	23 1%	21 1%	1 1%	1 1%	* *%	23 1%	19 1%	4 1%	6 1%	18 1%	23 1%	13 2% c	8 1%	- -%	23 1% c
None of these/ I don't tend to get stuck when online	91 4%	78 4%	7 3%	5 4%	1 2%	91 4%	81 4%	10 3%	18 3%	73 4%	91 4%	24 3%	28 3%	37 5% b	91 4%

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN6. Which, if any of the following would you do if you got stuck or were unsure about how to do something online? (MULTI CODE)**

Base : All respondents that go online (at home or elsewhere) (excluding those that did not give a response at the postal survey)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	ALL UK e	URBAN a	RURAL b	YES a	NO b	ALL WHO GO ONLINE c	NARROW (1-4) a	MEDIUM (5-8) b	BROAD (9-13) c	ALL d
Significance Level: 99%															
Unweighted total	3577	2471	374	363	369	3577	3134	443	632	2945	3577	983	1463	1028	3577
Effective Weighted Sample	2589	2010	277	303	225	2589	2258	331	466	2146	2589	709	1039	771	2589
Total	2596	2167	230	119	80	2596	2259	337	556	2040	2596	751	1050	718	2596
Don't know	39	33	3	1	2	39	32	7	16	23	39	19	4	1	39
	1%	2%	1%	1%	2%	1%	1%	2%	3%	1%	1%	2%	*%	*%	1%
									b			bc			bc

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN6. Which, if any of the following would you do if you got stuck or were unsure about how to do something online? (MULTI CODE)**

Base : All respondents that go online (at home or elsewhere) (excluding those that did not give a response at the postal survey)

	FINANCIAL VULNERABILITY INDEX			
	Total	MOST	POTENTIALY	LEAST
Significance Level: 99%		a	b	c
Unweighted total	3577	471	1201	882
Effective Weighted Sample	2589	365	849	655
Total	2596	429	894	588
Look online for help / "Google it "	1616 62%	242 56%	548 61%	432 73% ab
Ask a friend or family member to help	1427 55%	234 55%	506 57% c	288 49%
Watch 'how to' videos on websites like YouTube or the BBC	825 32%	115 27%	273 31%	234 40% ab
Figure it out myself	793 31%	97 23%	278 31% a	214 36% a
Ask a colleague/ someone at work	309 12%	30 7%	112 12% a	104 18% ab
Get someone else to do it for me	210 8%	32 7%	83 9%	44 7%
Look for help from online courses like 'learn my way', Digital Unite, Age UK or BBC	146 6%	37 9%	53 6%	27 5%

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post . Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN6. Which, if any of the following would you do if you got stuck or were unsure about how to do something online? (MULTI CODE)**

Base : All respondents that go online (at home or elsewhere) (excluding those that did not give a response at the postal survey)

	FINANCIAL VULNERABILITY INDEX			
	Total	MOST	POTEN- TIALY	LEAST
Significance Level: 99%		a	b	c
Unweighted total	3577	471	1201	882
Effective Weighted Sample	2589	365	849	655
Total	2596	429	894	588
Phone a helpline to get someone to talk me through it	137 5%	29 7%	48 5%	36 6%
Go to my bank branch for help	80 3%	19 5%	35 4%	11 2%
Go to the local library for help	56 2%	15 4%	23 3%	4 1%
		c	c	
Go to an adult learning venue or local community centre for help	36 1%	13 3%	8 1%	10 2%
		b		
Something else	11 *%	1 *%	4 *%	3 1%
WOULD TAKE SOME ACTION IF STUCK ONLINE	2443 94%	405 94%	848 95%	554 94%
I would just give up	23 1%	6 1%	8 1%	7 1%
None of these/ I don't tend to get stuck when online	91 4%	12 3%	33 4%	25 4%
Don't know	39 1%	6 1%	5 1%	3 *%

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN7A. In the past 12 months have you helped anyone to do something online that they were unable to do for themselves? For example, this might be helping a friend or relative to get online, to shop online, to bank online or to help with social media or video calling apps etc. This could be on a 'one-off' or on an ongoing basis. (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere) (excluding those that did not give a response at the postal survey)

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3576	436	603	652	565	567	735	3576	1707	1793	1005	1138	546	819	2143	1365	3576
Effective Weighted Sample	2589	338	410	501	422	414	530	2589	1237	1298	741	848	432	594	1586	1002	2589
Total	2596	364	476	504	444	362	434	2596	1252	1299	678	713	578	585	1391	1163	2596
Yes	1642	313	342	341	284	201	159	1642	803	813	473	503	359	292	976	651	1642
	63%	86%	72%	68%	64%	56%	37%	63%	64%	63%	70%	71%	62%	50%	70%	56%	63%
		bcdefg	efg	ef	f	f		ef			cdfg	cdfg	d		cdfg		df
No	870	41	112	146	147	143	270	870	413	444	193	187	204	262	381	466	870
	34%	11%	23%	29%	33%	39%	62%	34%	33%	34%	28%	26%	35%	45%	27%	40%	34%
			a	a	ab	abc	abcdeg	ab					be	abceg		abeg	be
Don't know	84	10	22	17	12	18	5	84	35	41	12	22	14	32	34	46	84
	3%	3%	5%	3%	3%	5%	1%	3%	3%	3%	2%	3%	2%	5%	2%	4%	3%
			f			f		f						ae		a	

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN7A. In the past 12 months have you helped anyone to do something online that they were unable to do for themselves? For example, this might be helping a friend or relative to get online, to shop online, to bank online or to help with social media or video calling apps etc. This could be on a 'one-off' or on an ongoing basis. (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere) (excluding those that did not give a response at the postal survey)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN a	RURAL b	YES a	NO b	ALL WHO GO ONLINE c	NARROW (1-4) a	MEDIUM (5-8) b	BROAD (9-13) c	ALL d
Significance Level: 99%															
Unweighted total	3576	2471	374	363	368	3576	3134	442	632	2944	3576	981	1463	1028	3576
Effective Weighted Sample	2589	2010	277	303	224	2589	2259	330	466	2146	2589	708	1039	771	2589
Total	2596	2167	230	119	80	2596	2260	336	556	2040	2596	750	1050	718	2596
Yes	1642 63%	1365 63%	154 67%	72 61%	51 64%	1642 63%	1444 64%	199 59%	336 61%	1306 64%	1642 63%	338 45%	703 67% a	597 83% abd	1642 63% a
No	870 34%	732 34%	72 31%	42 35%	24 31%	870 34%	744 33%	126 38%	193 35%	677 33%	870 34%	384 51% bcd	316 30% c	109 15%	870 34% c
Don't know	84 3%	71 3%	4 2%	5 4%	4 5%	84 3%	73 3%	11 3%	27 5%	57 3%	84 3%	29 4%	31 3%	12 2%	84 3%

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

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**IN7A. In the past 12 months have you helped anyone to do something online that they were unable to do for themselves? For example, this might be helping a friend or relative to get online, to shop online, to bank online or to help with social media or video calling apps etc. This could be on a 'one-off' or on an ongoing basis. (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere) (excluding those that did not give a response at the postal survey)

	FINANCIAL VULNERABILITY INDEX			
	Total	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%				
Unweighted total	3576	471	1200	882
Effective Weighted Sample	2589	365	848	655
Total	2596	429	894	588
Yes	1642 63%	278 65%	544 61%	414 70% b
No	870 34%	136 32%	332 37% c	163 28%
Don't know	84 3%	16 4%	18 2%	10 2%

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN7B. And how often do you tend to help other people with online tasks? (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere) that have helped someone to do something online (excluding those that did not give a response at the postal survey)

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2257	366	436	446	366	331	309	2257	1115	1105	690	799	333	408	1489	741	2257
Effective Weighted Sample	1637	284	297	345	274	244	229	1637	807	802	506	603	264	297	1106	547	1637
Total	1642	313	342	341	284	201	159	1642	803	813	473	503	359	292	976	651	1642
Daily	127	30	34	34	13	13	2	127	73	53	44	37	33	13	81	45	127
	8%	10%	10%	10%	5%	7%	1%	8%	9%	7%	9%	7%	9%	4%	8%	7%	8%
		f	f	f		f		f									
2-3 times a week	253	62	57	55	46	20	12	253	136	114	88	71	45	47	159	92	253
	15%	20%	17%	16%	16%	10%	7%	15%	17%	14%	19%	14%	13%	16%	16%	14%	15%
		ef	f	f	f			f									
Once a week	220	50	56	49	30	19	14	220	113	101	64	62	49	41	126	90	220
	13%	16%	16%	14%	11%	10%	9%	13%	14%	12%	14%	12%	14%	14%	13%	14%	13%
2-3 times a month	269	59	56	56	48	32	17	269	134	131	77	87	61	43	164	104	269
	16%	19%	16%	17%	17%	16%	11%	16%	17%	16%	16%	17%	17%	15%	17%	16%	16%
		f															
Monthly	282	52	54	68	43	41	25	282	137	143	77	94	62	47	171	109	282
	17%	17%	16%	20%	15%	20%	16%	17%	17%	18%	16%	19%	17%	16%	18%	17%	17%
2-3 times a year	346	30	60	57	74	59	66	346	154	186	98	114	74	59	212	132	346
	21%	9%	18%	17%	26%	29%	41%	21%	19%	23%	21%	23%	21%	20%	22%	20%	21%
			a	a	ac	abcb	abcdeg	a									
Only once	65	11	8	8	17	6	15	65	25	40	11	22	13	17	33	30	65
	4%	4%	2%	2%	6%	3%	10%	4%	3%	5%	2%	4%	4%	6%	3%	5%	4%
							abcb										
Don't know	80	18	17	13	12	11	9	80	30	46	13	17	22	26	31	48	80
	5%	6%	5%	4%	4%	5%	5%	5%	4%	6%	3%	3%	6%	9%	3%	7%	5%
														abeg		abe	
<b>SUMMARY CODES</b>																	
AT LEAST WEEKLY	600	143	147	138	90	53	28	600	322	268	196	170	127	100	367	227	600
	37%	46%	43%	41%	32%	26%	17%	37%	40%	33%	42%	34%	35%	34%	38%	35%	37%
		defg	def	ef	f			ef	b		b						
NOT WEEKLY BUT MONTHLY	551	111	110	124	91	72	42	551	271	273	154	180	123	90	335	213	551
	34%	36%	32%	36%	32%	36%	26%	34%	34%	34%	33%	36%	34%	31%	34%	33%	34%

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

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**IN7B. And how often do you tend to help other people with online tasks? (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere) that have helped someone to do something online (excluding those that did not give a response at the postal survey)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2257	366	436	446	366	331	309	2257	1115	1105	690	799	333	408	1489	741	2257
Effective Weighted Sample	1637	284	297	345	274	244	229	1637	807	802	506	603	264	297	1106	547	1637
Total	1642	313	342	341	284	201	159	1642	803	813	473	503	359	292	976	651	1642
AT LEAST MONTHLY	1151	254	257	263	181	125	69	1151	594	541	351	351	250	190	701	440	1151
	70%	81%	75%	77%	64%	62%	44%	70%	74%	67%	74%	70%	70%	65%	72%	68%	70%
		defg	def	defg	f	f		f	b		d						
LESS FREQUENTLY THAN MONTHLY	411	41	68	65	91	65	81	411	179	226	109	136	87	75	244	163	411
	25%	13%	20%	19%	32%	32%	51%	25%	22%	28%	23%	27%	24%	26%	25%	25%	25%
					abc	abc	abcdeg	a									

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN7B. And how often do you tend to help other people with online tasks? (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere) that have helped someone to do something online (excluding those that did not give a response at the postal survey)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	ALL WHO NO GO ONLINE	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	2257	1560	246	217	234	2257	1991	266	364	1893	2257	411	979	860	2257
Effective Weighted Sample	1637	1268	180	182	140	1637	1435	201	273	1383	1637	298	694	649	1637
Total	1642	1365	154	72	51	1642	1444	199	336	1306	1642	338	703	597	1642
Daily	127	110	11	4	2	127	120	7	35	92	127	35	42	50	127
	8%	8%	7%	5%	4%	8%	8%	4%	10%	7%	8%	10%	6%	8%	8%
2-3 times a week	253	206	28	11	8	253	228	25	61	191	253	61	91	101	253
	15%	15%	18%	15%	16%	15%	16%	13%	18%	15%	15%	18%	13%	17%	15%
Once a week	220	185	15	12	7	220	195	25	32	188	220	48	89	83	220
	13%	14%	10%	17%	14%	13%	13%	13%	10%	14%	13%	14%	13%	14%	13%
2-3 times a month	269	219	27	14	8	269	234	34	50	219	269	38	128	102	269
	16%	16%	17%	20%	16%	16%	16%	17%	15%	17%	16%	11%	18%	17%	16%
													a		
Monthly	282	236	26	12	9	282	244	38	60	222	282	46	136	101	282
	17%	17%	17%	16%	18%	17%	17%	19%	18%	17%	17%	14%	19%	17%	17%
2-3 times a year	346	285	35	14	12	346	295	51	54	292	346	59	153	134	346
	21%	21%	23%	19%	23%	21%	20%	26%	16%	22%	21%	17%	22%	22%	21%
Only once	65	58	4	2	1	65	56	10	18	47	65	27	29	9	65
	4%	4%	3%	3%	3%	4%	4%	5%	5%	4%	4%	8%	4%	2%	4%
												cd	c		c
Don't know	80	66	8	3	3	80	72	8	26	54	80	25	35	17	80
	5%	5%	5%	5%	6%	5%	5%	4%	8%	4%	5%	7%	5%	3%	5%
												c			
<b>SUMMARY CODES</b>															
AT LEAST WEEKLY	600	501	54	27	18	600	542	58	128	471	600	143	222	233	600
	37%	37%	35%	37%	34%	37%	38%	29%	38%	36%	37%	42%	32%	39%	37%
												b		b	
NOT WEEKLY BUT MONTHLY	551	455	52	26	18	551	479	72	110	441	551	84	264	203	551
	34%	33%	34%	36%	35%	34%	33%	36%	33%	34%	34%	25%	37%	34%	34%
												a	a	a	a

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN7B. And how often do you tend to help other people with online tasks? (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere) that have helped someone to do something online (excluding those that did not give a response at the postal survey)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN a	RURAL b	YES a	NO b	ALL WHO GO ONLINE c	NARROW (1-4) a	MEDIUM (5-8) b	BROAD (9-13) c	ALL d
Significance Level: 99%															
Unweighted total	2257	1560	246	217	234	2257	1991	266	364	1893	2257	411	979	860	2257
Effective Weighted Sample	1637	1268	180	182	140	1637	1435	201	273	1383	1637	298	694	649	1637
Total	1642	1365	154	72	51	1642	1444	199	336	1306	1642	338	703	597	1642
AT LEAST MONTHLY	1151	956	106	53	35	1151	1020	130	238	913	1151	227	486	436	1151
	70%	70%	69%	73%	69%	70%	71%	65%	71%	70%	70%	67%	69%	73%	70%
LESS FREQUENTLY THAN MONTHLY	411	343	39	16	13	411	351	61	72	339	411	85	182	143	411
	25%	25%	26%	22%	25%	25%	24%	30%	22%	26%	25%	25%	26%	24%	25%

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN7B. And how often do you tend to help other people with online tasks? (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere) that have helped someone to do something online (excluding those that did not give a response at the postal survey)

	<b>FINANCIAL VULNERABILITY INDEX</b>			
	<b>Total</b>	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 99%		<b>a</b>	<b>b</b>	<b>c</b>
Unweighted total	2257	295	729	624
Effective Weighted Sample	1637	228	517	469
<b>Total</b>	<b>1642</b>	<b>278</b>	<b>544</b>	<b>414</b>
Daily	127	29	46	26
	8%	11%	9%	6%
2-3 times a week	253	52	78	62
	15%	19%	14%	15%
Once a week	220	41	66	56
	13%	15%	12%	14%
2-3 times a month	269	40	99	69
	16%	14%	18%	17%
Monthly	282	43	89	79
	17%	16%	16%	19%
2-3 times a year	346	47	129	96
	21%	17%	24%	23%
Only once	65	13	19	14
	4%	5%	4%	3%
Don't know	80	13	17	13
	5%	5%	3%	3%
<b>SUMMARY CODES</b>				
AT LEAST WEEKLY	600	122	191	144
	37%	44%	35%	35%
NOT WEEKLY BUT MONTHLY	551	84	188	148
	34%	30%	34%	36%
AT LEAST MONTHLY	1151	205	378	292
	70%	74%	70%	70%

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post . Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN7B. And how often do you tend to help other people with online tasks? (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere) that have helped someone to do something online (excluding those that did not give a response at the postal survey)

	<b>FINANCIAL VULNERABILITY INDEX</b>			
	<b>Total</b>	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 99%		<b>a</b>	<b>b</b>	<b>c</b>
Unweighted total	2257	295	729	624
Effective Weighted Sample	1637	228	517	469
Total	1642	278	544	414
LESS FREQUENTLY THAN MONTHLY	411	60	149	110
	25%	21%	27%	27%

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN7B. And how often do you tend to help other people with online tasks? (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere) (excluding those that did not give a response at the postal survey)

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2376	383	467	473	382	352	316	2376	1159	1165	707	838	351	443	1545	794	2376
Effective Weighted Sample	1723	297	318	365	285	258	234	1723	840	845	519	633	277	323	1148	586	1723
Total	1726	323	364	358	297	219	164	1726	839	855	485	525	373	323	1010	697	1726
Daily	127	30	34	34	13	13	2	127	73	53	44	37	33	13	81	45	127
	7%	9%	9%	10%	4%	6%	1%	7%	9%	6%	9%	7%	9%	4%	8%	7%	7%
		f	f	f		f		f			d						
2-3 times a week	253	62	57	55	46	20	12	253	136	114	88	71	45	47	159	92	253
	15%	19%	16%	16%	16%	9%	7%	15%	16%	13%	18%	14%	12%	14%	16%	13%	15%
		ef	f	f	f			f									
Once a week	220	50	56	49	30	19	14	220	113	101	64	62	49	41	126	90	220
	13%	16%	15%	14%	10%	9%	9%	13%	14%	12%	13%	12%	13%	13%	12%	13%	13%
2-3 times a month	269	59	56	56	48	32	17	269	134	131	77	87	61	43	164	104	269
	16%	18%	15%	16%	16%	14%	10%	16%	16%	15%	16%	17%	16%	13%	16%	15%	16%
Monthly	282	52	54	68	43	41	25	282	137	143	77	94	62	47	171	109	282
	16%	16%	15%	19%	15%	19%	15%	16%	16%	17%	16%	18%	17%	14%	17%	16%	16%
2-3 times a year	346	30	60	57	74	59	66	346	154	186	98	114	74	59	212	132	346
	20%	9%	17%	16%	25%	27%	40%	20%	18%	22%	20%	22%	20%	18%	21%	19%	20%
			a		abc	abcg	abcdeg	a									
Only once	65	11	8	8	17	6	15	65	25	40	11	22	13	17	33	30	65
	4%	3%	2%	2%	6%	3%	9%	4%	3%	5%	2%	4%	4%	5%	3%	4%	4%
							abceg										
Don't know	164	29	39	30	25	29	13	164	66	87	26	39	36	58	65	94	164
	10%	9%	11%	8%	8%	13%	8%	10%	8%	10%	5%	7%	10%	18%	6%	13%	10%
													abceg		abeg	ae	
<b>SUMMARY CODES</b>																	
AT LEAST WEEKLY	600	143	147	138	90	53	28	600	322	268	196	170	127	100	367	227	600
	35%	44%	40%	39%	30%	24%	17%	35%	38%	31%	40%	32%	34%	31%	36%	33%	35%
		defg	def	ef	f			ef	b		bdf						
NOT WEEKLY BUT MONTHLY	551	111	110	124	91	72	42	551	271	273	154	180	123	90	335	213	551
	32%	34%	30%	35%	31%	33%	26%	32%	32%	32%	32%	34%	33%	28%	33%	31%	32%
AT LEAST MONTHLY	1151	254	257	263	181	125	69	1151	594	541	351	351	250	190	701	440	1151
	67%	79%	71%	74%	61%	57%	42%	67%	71%	63%	72%	67%	67%	59%	69%	63%	67%
		defg	ef	def	f	f		ef	b		df				df		d

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN7B. And how often do you tend to help other people with online tasks? (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere) (excluding those that did not give a response at the postal survey)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2376	383	467	473	382	352	316	2376	1159	1165	707	838	351	443	1545	794	2376
Effective Weighted Sample	1723	297	318	365	285	258	234	1723	840	845	519	633	277	323	1148	586	1723
Total	1726	323	364	358	297	219	164	1726	839	855	485	525	373	323	1010	697	1726
LESS FREQUENTLY THAN MONTHLY	411	41	68	65	91	65	81	411	179	226	109	136	87	75	244	163	411
	24%	13%	19%	18%	31%	30%	49%	24%	21%	26%	22%	26%	23%	23%	24%	23%	24%
				abc	abc	abcdeg	a										

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN7B. And how often do you tend to help other people with online tasks? (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere) (excluding those that did not give a response at the postal survey)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL WHO GO ONLINE	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	2376	1643	254	230	249	2376	2096	280	400	1976	2376	449	1020	878	2376
Effective Weighted Sample	1723	1335	186	193	147	1723	1512	211	297	1446	1723	326	724	662	1723
Total	1726	1436	158	77	55	1726	1516	210	363	1363	1726	366	734	609	1726
Daily	127 7%	110 8%	11 7%	4 5%	2 4%	127 7%	120 8%	7 4%	35 10%	92 7%	127 7%	35 9%	42 6%	50 8%	127 7%
2-3 times a week	253 15%	206 14%	28 17%	11 14%	8 15%	253 15%	228 15%	25 12%	61 17%	191 14%	253 15%	61 17%	91 12%	101 17%	253 15%
Once a week	220 13%	185 13%	15 10%	12 16%	7 13%	220 13%	195 13%	25 12%	32 9%	188 14%	220 13%	48 13%	89 12%	83 14%	220 13%
2-3 times a month	269 16%	219 15%	27 17%	14 19%	8 15%	269 16%	234 15%	34 16%	50 14%	219 16%	269 16%	38 10%	128 17%	102 17%	269 16%
Monthly	282 16%	236 16%	26 16%	12 15%	9 17%	282 16%	244 16%	38 18%	60 17%	222 16%	282 16%	46 13%	136 18%	101 17%	282 16%
2-3 times a year	346 20%	285 20%	35 22%	14 17%	12 21%	346 20%	295 19%	51 24%	54 15%	292 21%	346 20%	59 16%	153 21%	134 22%	346 20%
Only once	65 4%	58 4%	4 3%	2 3%	1 2%	65 4%	56 4%	10 5%	18 5%	47 3%	65 4%	27 7%	29 4%	9 1%	65 4%
Don't know	164 10%	136 10%	13 8%	8 11%	7 12%	164 10%	145 10%	20 9%	53 14%	112 8%	164 10%	54 15%	66 9%	30 5%	164 10%
<b>SUMMARY CODES</b>															
AT LEAST WEEKLY	600 35%	501 35%	54 34%	27 35%	18 32%	600 35%	542 36%	58 27%	128 35%	471 35%	600 35%	143 39%	222 30%	233 38%	600 35%
NOT WEEKLY BUT MONTHLY	551 32%	455 32%	52 33%	26 34%	18 32%	551 32%	479 32%	72 34%	110 30%	441 32%	551 32%	84 23%	264 36%	203 33%	551 32%

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN7B. And how often do you tend to help other people with online tasks? (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere) (excluding those that did not give a response at the postal survey)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	ALL UK e	URBAN a	RURAL b	YES a	NO b	ALL WHO GO ONLINE c	NARROW (1-4) a	MEDIUM (5-8) b	BROAD (9-13) c	ALL d
Significance Level: 99%															
Unweighted total	2376	1643	254	230	249	2376	2096	280	400	1976	2376	449	1020	878	2376
Effective Weighted Sample	1723	1335	186	193	147	1723	1512	211	297	1446	1723	326	724	662	1723
Total	1726	1436	158	77	55	1726	1516	210	363	1363	1726	366	734	609	1726
AT LEAST MONTHLY	1151 67%	956 67%	106 67%	53 69%	35 64%	1151 67%	1020 67%	130 62%	238 66%	913 67%	1151 67%	227 62%	486 66%	436 72% a	1151 67%
LESS FREQUENTLY THAN MONTHLY	411 24%	343 24%	39 25%	16 21%	13 24%	411 24%	351 23%	61 29%	72 20%	339 25%	411 24%	85 23%	182 25%	143 23%	411 24%

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN7B. And how often do you tend to help other people with online tasks? (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere) (excluding those that did not give a response at the postal survey)

	<b>FINANCIAL VULNERABILITY INDEX</b>			
	Total	<b>MOST</b> a	<b>POTEN- TIALY</b> b	<b>LEAST</b> c
Significance Level: 99%				
Unweighted total	2376	312	752	640
Effective Weighted Sample	1723	241	533	482
Total	1726	293	562	425
Daily	127 7%	29 10%	46 8%	26 6%
2-3 times a week	253 15%	52 18%	78 14%	62 15%
Once a week	220 13%	41 14%	66 12%	56 13%
2-3 times a month	269 16%	40 14%	99 18%	69 16%
Monthly	282 16%	43 15%	89 16%	79 19%
2-3 times a year	346 20%	47 16%	129 23%	96 23%
Only once	65 4%	13 4%	19 3%	14 3%
Don't know	164 10%	29 10%	35 6%	23 5%
<b>SUMMARY CODES</b>				
AT LEAST WEEKLY	600 35%	122 41%	191 34%	144 34%
NOT WEEKLY BUT MONTHLY	551 32%	84 28%	188 33%	148 35%
AT LEAST MONTHLY	1151 67%	205 70%	378 67%	292 69%
LESS FREQUENTLY THAN MONTHLY	411 24%	60 20%	149 26%	110 26%

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN3A. Overall, how confident are you as an internet user? (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere) (excluding those that did not give a response at the postal survey)

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3578	436	603	652	565	567	737	3578	1709	1793	1006	1138	547	819	2144	1366	3578
Effective Weighted Sample	2590	338	410	501	422	414	531	2590	1238	1298	741	848	432	594	1587	1003	2590
Total	2597	364	476	504	444	362	434	2597	1253	1299	679	713	578	585	1392	1163	2597
Very confident	999	191	262	239	144	102	60	999	594	389	320	308	189	174	628	363	999
	38%	53%	55%	47%	32%	28%	14%	38%	47%	30%	47%	43%	33%	30%	45%	31%	38%
		defg	defg	defg	f	f		ef	b		cdfg	cdf			cdfg		df
Fairly confident	1062	132	164	197	216	166	183	1062	434	615	262	298	261	227	560	488	1062
	41%	36%	35%	39%	49%	46%	42%	41%	35%	47%	39%	42%	45%	39%	40%	42%	41%
				ab	ab				a								
Neither confident nor not confident	300	25	30	42	56	56	90	300	134	161	57	70	72	97	127	169	300
	12%	7%	6%	8%	13%	16%	21%	12%	11%	12%	8%	10%	13%	17%	9%	15%	12%
				ab	ab	abc	abcdg	ab						abeg		abe	
Not very confident	161	9	13	20	21	31	66	161	61	97	26	29	39	61	56	99	161
	6%	3%	3%	4%	5%	9%	15%	6%	5%	7%	4%	4%	7%	10%	4%	9%	6%
					abc	abcdg	ab			a				abeg		abe	e
Not at all confident	56	5	3	1	4	5	33	56	22	31	11	6	12	21	17	33	56
	2%	1%	1%	*%	1%	1%	8%	2%	2%	2%	2%	1%	2%	4%	1%	3%	2%
							abcdg	c						be		be	
Don't know	18	2	4	6	3	2	2	18	8	6	3	2	5	6	5	11	18
	1%	1%	1%	1%	1%	1%	*%	1%	1%	*%	*%	*%	1%	1%	*%	1%	1%

**SUMMARY CODES**

TOTAL CONFIDENT	2062	323	427	436	360	268	243	2062	1028	1004	582	606	450	401	1187	851	2062
	79%	89%	90%	86%	81%	74%	56%	79%	82%	77%	86%	85%	78%	69%	85%	73%	79%
		defg	defg	efg	f	f		f	b		cdfg	cdfg	d		cdfg		df
TOTAL NOT CONFIDENT	218	14	16	21	25	36	100	218	83	128	37	35	50	82	72	132	218
	8%	4%	3%	4%	6%	10%	23%	8%	7%	10%	5%	5%	9%	14%	5%	11%	8%
					abc	abcdg	abc			a			be	abeg		abeg	abe
TOTAL NEITHER/ DON'T KNOW	318	27	34	48	59	58	91	318	141	168	60	72	77	102	132	180	318
	12%	7%	7%	9%	13%	16%	21%	12%	11%	13%	9%	10%	13%	17%	9%	15%	12%
				ab	abc	abcdg	ab							abeg		abe	e

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN3A. Overall, how confident are you as an internet user? (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere) (excluding those that did not give a response at the postal survey)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	ALL WHO NO GO ONLINE		NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Significance Level: 99%															
Unweighted total	3578	2472	374	363	369	3578	3135	443	632	2946	3578	983	1463	1028	3578
Effective Weighted Sample	2590	2011	277	303	225	2590	2259	331	466	2147	2590	709	1039	771	2590
Total	2597	2168	230	119	80	2597	2260	337	556	2041	2597	751	1050	718	2597
Very confident	999	829	92	49	30	999	896	103	198	801	999	154	417	425	999
	38%	38%	40%	41%	37%	38%	40%	31%	36%	39%	38%	21%	40%	59%	38%
							b						a	abd	a
Fairly confident	1062	890	92	48	32	1062	905	158	231	832	1062	317	474	262	1062
	41%	41%	40%	40%	41%	41%	40%	47%	42%	41%	41%	42%	45%	36%	41%
													c		
Neither confident nor not confident	300	250	29	11	10	300	255	45	67	233	300	135	128	23	300
	12%	12%	13%	9%	13%	12%	11%	13%	12%	11%	12%	18%	12%	3%	12%
												bcd	c		c
Not very confident	161	138	13	7	4	161	142	20	39	122	161	109	30	7	161
	6%	6%	6%	6%	5%	6%	6%	6%	7%	6%	6%	14%	3%	1%	6%
												bcd	c		bc
Not at all confident	56	48	3	2	2	56	49	7	15	42	56	31	1	-	56
	2%	2%	1%	2%	2%	2%	2%	2%	3%	2%	2%	4%	*%	-%	2%
												bcd			bc
Don't know	18	13	1	2	1	18	14	4	6	12	18	5	1	*	18
	1%	1%	*%	2%	2%	1%	1%	1%	1%	1%	1%	1%	*%	*%	1%
<b>SUMMARY CODES</b>															
TOTAL CONFIDENT	2062	1719	184	97	62	2062	1801	261	429	1633	2062	471	891	687	2062
	79%	79%	80%	81%	78%	79%	80%	77%	77%	80%	79%	63%	85%	96%	79%
													ad	abd	a
TOTAL NOT CONFIDENT	218	186	17	9	6	218	191	27	54	164	218	140	31	7	218
	8%	9%	7%	8%	8%	8%	8%	8%	10%	8%	8%	19%	3%	1%	8%
												bcd	c		bc
TOTAL NEITHER/ DON'T KNOW	318	263	30	13	11	318	268	49	73	244	318	140	129	24	318
	12%	12%	13%	11%	14%	12%	12%	15%	13%	12%	12%	19%	12%	3%	12%
												bcd	c		c

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN3A. Overall, how confident are you as an internet user? (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere) (excluding those that did not give a response at the postal survey)

	FINANCIAL VULNERABILITY INDEX			
	Total	MOST	POTEN- TIALY	LEAST
Significance Level: 99%		a	b	c
Unweighted total	3578	471	1201	882
Effective Weighted Sample	2590	365	849	655
Total	2597	429	894	588
Very confident	999 38%	148 34%	302 34%	309 53% ab
Fairly confident	1062 41%	173 40%	420 47% c	219 37%
Neither confident nor not confident	300 12%	74 17% bc	100 11% c	35 6%
Not very confident	161 6%	27 6% c	60 7% c	16 3%
Not at all confident	56 2%	7 2%	12 1%	6 1%
Don't know	18 1%	1 *%	* *%	3 1%
<b>SUMMARY CODES</b>				
TOTAL CONFIDENT	2062 79%	321 75%	722 81%	529 90% ab
TOTAL NOT CONFIDENT	218 8%	34 8% c	72 8% c	21 4%
TOTAL NEITHER/ DON'T KNOW	318 12%	74 17% bc	100 11% c	38 6%

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN3B. How confident are you in knowing how to manage who has access to your personal data online? By 'personal data' we mean information like your address, phone number, date of birth etc. or information on things like where you shop or your interests. (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere) (excluding those that did not give a response at the postal survey)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3575	436	603	652	564	567	736	3575	1707	1792	1005	1138	547	818	2143	1365	3575
Effective Weighted Sample	2588	338	410	501	421	414	530	2588	1236	1298	740	848	432	593	1586	1002	2588
Total	2595	364	476	504	443	362	434	2595	1251	1299	678	713	578	584	1391	1162	2595
Very confident	480 18%	105 29%	130 27%	114 23%	57 13%	39 11%	35 8%	480 18%	299 24%	172 13%	156 23%	122 17%	106 18%	92 16%	278 20%	198 17%	480 18%
		defg	defg	def				def	b		bdfg						
Fairly confident	1050 40%	131 36%	182 38%	217 43%	195 44%	165 45%	156 36%	1050 40%	502 40%	532 41%	292 43%	294 41%	229 40%	223 38%	586 42%	453 39%	1050 40%
						af											
Neither confident nor not confident	568 22%	80 22%	102 21%	90 18%	121 27%	84 23%	88 20%	568 22%	268 21%	293 23%	116 17%	176 25%	144 25%	125 21%	292 21%	269 23%	568 22%
					c							a	a		a	a	
Not very confident	309 12%	29 8%	45 10%	48 10%	51 11%	43 12%	91 21%	309 12%	105 8%	200 15%	81 12%	85 12%	48 8%	90 15%	165 12%	137 12%	309 12%
							abcdeg			a				c			
Not at all confident	147 6%	13 3%	7 2%	25 5%	15 3%	26 7%	56 13%	147 6%	67 5%	74 6%	29 4%	28 4%	38 6%	42 7%	57 4%	79 7%	147 6%
				b		b	abcdeg	b						be		be	
Don't know	42 2%	6 2%	9 2%	9 2%	3 1%	6 2%	8 2%	42 2%	10 1%	28 2%	5 1%	7 1%	13 2%	14 2%	12 1%	27 2%	42 2%
									a				e		ae		
<b>SUMMARY CODES</b>																	
TOTAL CONFIDENT	1530 59%	236 65%	312 66%	332 66%	252 57%	204 56%	190 44%	1530 59%	801 64%	704 54%	448 66%	416 58%	335 58%	315 54%	864 62%	650 56%	1530 59%
		f	ef	defg	f	f		f	b		bcdfg				df		
TOTAL NOT CONFIDENT	456 18%	42 11%	53 11%	73 14%	66 15%	69 19%	147 34%	456 18%	172 14%	274 21%	110 16%	113 16%	85 15%	131 22%	223 16%	216 19%	456 18%
						ab	abcdeg	ab		a				abceg			
TOTAL NEITHER/ DON'T KNOW	610 23%	86 24%	111 23%	99 20%	125 28%	89 25%	96 22%	610 23%	278 22%	321 25%	121 18%	183 26%	157 27%	138 24%	304 22%	296 25%	610 23%
					c						a	a	a		a	a	

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN3B. How confident are you in knowing how to manage who has access to your personal data online? By 'personal data' we mean information like your address, phone number, date of birth etc. or information on things like where you shop or your interests. (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere) (excluding those that did not give a response at the postal survey)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	ALL WHO NO GO ONLINE		NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3575	2471	373	362	369	3575	3132	443	632	2943	3575	980	1463	1028	3575
Effective Weighted Sample	2588	2010	276	302	225	2588	2257	331	466	2145	2588	706	1039	771	2588
Total	2595	2167	230	119	80	2595	2258	337	556	2039	2595	749	1050	718	2595
Very confident	480 18%	412 19%	34 15%	22 18%	11 14%	480 18%	437 19%	43 13%	113 20%	366 18%	480 18%	108 14%	202 19%	167 23%	480 18%
Fairly confident	1050 40%	870 40%	98 42%	46 39%	36 45%	1050 40%	912 40%	137 41%	216 39%	834 41%	1050 40%	269 36%	444 42%	328 46%	1050 40%
Neither confident nor not confident	568 22%	475 22%	49 21%	26 22%	17 22%	568 22%	482 21%	85 25%	122 22%	446 22%	568 22%	183 24%	254 24%	119 17%	568 22%
Not very confident	309 12%	250 12%	34 15%	15 13%	10 12%	309 12%	269 12%	39 12%	60 11%	249 12%	309 12%	103 14%	110 10%	81 11%	309 12%
Not at all confident	147 6%	124 6%	13 6%	6 5%	5 6%	147 6%	124 6%	23 7%	30 5%	118 6%	147 6%	68 9%	32 3%	21 3%	147 6%
Don't know	42 2%	36 2%	2 1%	3 3%	1 1%	42 2%	34 1%	8 2%	16 3%	26 1%	42 2%	18 2%	8 1%	1 *%	42 2%
<b>SUMMARY CODES</b>															
TOTAL CONFIDENT	1530 59%	1282 59%	132 57%	68 57%	47 60%	1530 59%	1349 60%	181 54%	329 59%	1201 59%	1530 59%	377 50%	647 62%	495 69%	1530 59%
TOTAL NOT CONFIDENT	456 18%	373 17%	47 20%	22 18%	14 18%	456 18%	394 17%	62 19%	89 16%	367 18%	456 18%	171 23%	142 13%	102 14%	456 18%

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN3B. How confident are you in knowing how to manage who has access to your personal data online? By 'personal data' we mean information like your address, phone number, date of birth etc. or information on things like where you shop or your interests. (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere) (excluding those that did not give a response at the postal survey)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN a	RURAL b	YES a	NO b	ALL WHO GO ONLINE c	NARROW (1-4) a	MEDIUM (5-8) b	BROAD (9-13) c	ALL d
Significance Level: 99%															
Unweighted total	3575	2471	373	362	369	3575	3132	443	632	2943	3575	980	1463	1028	3575
Effective Weighted Sample	2588	2010	276	302	225	2588	2257	331	466	2145	2588	706	1039	771	2588
Total	2595	2167	230	119	80	2595	2258	337	556	2039	2595	749	1050	718	2595
TOTAL NEITHER/ DON'T KNOW	610	511	51	29	18	610	516	94	138	472	610	201	262	120	610
	23%	24%	22%	25%	23%	23%	23%	28%	25%	23%	23%	27%	25%	17%	23%
												c	c		c

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post . Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN3B. How confident are you in knowing how to manage who has access to your personal data online? By 'personal data' we mean information like your address, phone number, date of birth etc. or information on things like where you shop or your interests. (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere) (excluding those that did not give a response at the postal survey)

	FINANCIAL VULNERABILITY INDEX			
	Total	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%				
Unweighted total	3575	470	1201	882
Effective Weighted Sample	2588	364	849	655
Total	2595	428	894	588
Very confident	480 18%	89 21%	158 18%	120 20%
Fairly confident	1050 40%	170 40%	385 43%	255 43%
Neither confident nor not confident	568 22%	87 20%	206 23%	113 19%
Not very confident	309 12%	46 11%	100 11%	72 12%
Not at all confident	147 6%	30 7%	36 4%	25 4%
Don't know	42 2%	7 2%	9 1%	3 1%
<b>SUMMARY CODES</b>				
TOTAL CONFIDENT	1530 59%	259 61%	543 61%	375 64%
TOTAL NOT CONFIDENT	456 18%	75 18%	136 15%	97 16%
TOTAL NEITHER/ DON'T KNOW	610 23%	94 22%	216 24%	116 20%

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN3C. How confident are you in recognising what is advertising and what is not, when you see or read things online? (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere) (excluding those that did not give a response at the postal survey)

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3578	436	603	652	564	567	738	3578	1709	1793	1006	1138	547	819	2144	1366	3578
Effective Weighted Sample	2590	338	410	501	421	414	532	2590	1238	1298	741	848	432	594	1587	1002	2590
Total	2597	364	476	504	443	362	435	2597	1252	1299	679	713	578	585	1392	1163	2597
Very confident	735	141	194	159	93	72	75	735	440	281	245	203	144	134	448	278	735
	28%	39%	41%	31%	21%	20%	17%	28%	35%	22%	36%	29%	25%	23%	32%	24%	28%
		defg	cdefg	def				def	b		bcdg				cdg		df
Fairly confident	1300	145	203	250	258	216	223	1300	595	688	333	391	290	269	724	559	1300
	50%	40%	43%	50%	58%	60%	51%	50%	47%	53%	49%	55%	50%	46%	52%	48%	50%
			a	abcg	abcg	abcg	ab	ab		a		df					
Neither confident nor not confident	327	55	59	57	57	42	56	327	127	196	54	80	76	114	133	190	327
	13%	15%	12%	11%	13%	12%	13%	13%	10%	15%	8%	11%	13%	19%	10%	16%	13%
										a			a	abceg		abeg	ae
Not very confident	133	15	7	24	25	19	41	133	46	85	30	24	42	32	54	73	133
	5%	4%	2%	5%	6%	5%	9%	5%	4%	7%	4%	3%	7%	5%	4%	6%	5%
				b	b	b	abcg	b		a			be			be	
Not at all confident	61	2	3	4	7	8	35	61	30	27	12	7	13	24	19	37	61
	2%	1%	1%	1%	2%	2%	8%	2%	2%	2%	2%	1%	2%	4%	1%	3%	2%
							abcdeg							be		be	
Don't know	41	7	10	10	2	6	4	41	15	22	5	8	13	13	13	25	41
	2%	2%	2%	2%	*%	2%	1%	2%	1%	2%	1%	1%	2%	2%	1%	2%	2%
																e	
<b>SUMMARY CODES</b>																	
TOTAL CONFIDENT	2035	285	397	409	351	288	299	2035	1034	969	579	594	434	404	1172	837	2035
	78%	78%	83%	81%	79%	79%	69%	78%	83%	75%	85%	83%	75%	69%	84%	72%	78%
		f	f	f	f	f		f	b		cdg	cdg			cdg		df
TOTAL NOT CONFIDENT	194	17	10	28	33	26	76	194	76	112	42	31	55	55	73	111	194
	7%	5%	2%	6%	7%	7%	17%	7%	6%	9%	6%	4%	10%	9%	5%	10%	7%
				b	b	b	abcdeg	b					be	be		be	be
TOTAL NEITHER/ DON'T KNOW	368	62	69	67	59	48	60	368	142	217	59	87	89	126	146	215	368
	14%	17%	14%	13%	13%	13%	14%	14%	11%	17%	9%	12%	15%	22%	10%	18%	14%
										a			ae	abeg		abeg	ae

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN3C. How confident are you in recognising what is advertising and what is not, when you see or read things online? (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere) (excluding those that did not give a response at the postal survey)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	ALL WHO NO GO ONLINE		NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Significance Level: 99%															
Unweighted total	3578	2472	373	364	369	3578	3134	444	632	2946	3578	982	1463	1028	3578
Effective Weighted Sample	2590	2011	276	304	225	2590	2258	332	466	2147	2590	708	1039	771	2590
Total	2597	2168	230	120	80	2597	2259	337	556	2041	2597	750	1050	718	2597
Very confident	735 28%	622 29%	60 26%	34 29%	19 24%	735 28%	650 29%	85 25%	143 26%	591 29%	735 28%	125 17%	317 30% a	289 40% abd	735 28% a
Fairly confident	1300 50%	1073 49%	124 54%	58 48%	45 57%	1300 50%	1115 49%	186 55%	265 48%	1035 51%	1300 50%	346 46%	577 55% ad	361 50%	1300 50%
Neither confident nor not confident	327 13%	273 13%	28 12%	17 14%	10 13%	327 13%	286 13%	41 12%	86 15%	241 12%	327 13%	153 20% bcd	111 11% c	48 7%	327 13% c
Not very confident	133 5%	109 5%	15 6%	6 5%	3 3%	133 5%	119 5%	14 4%	32 6%	101 5%	133 5%	76 10% bcd	31 3%	16 2%	133 5% bc
Not at all confident	61 2%	57 3% c	2 1%	* *%	1 2%	61 2%	56 2%	5 2%	15 3%	46 2%	61 2%	33 4% bcd	7 1%	1 *%	61 2% bc
Don't know	41 2%	34 2%	1 1%	4 4%	1 1%	41 2%	34 1%	7 2%	15 3%	26 1%	41 2%	17 2% bc	7 1%	2 *%	41 2% c
<b>SUMMARY CODES</b>															
TOTAL CONFIDENT	2035 78%	1695 78%	184 80%	92 77%	64 81%	2035 78%	1765 78%	270 80%	408 73%	1627 80% a	2035 78%	471 63%	894 85% ad	651 91% abd	2035 78% a
TOTAL NOT CONFIDENT	194 7%	167 8%	17 7%	7 6%	4 5%	194 7%	175 8%	19 6%	47 8%	147 7%	194 7%	109 15% bcd	38 4%	17 2%	194 7% bc

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN3C. How confident are you in recognising what is advertising and what is not, when you see or read things online? (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere) (excluding those that did not give a response at the postal survey)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN a	RURAL b	YES a	NO b	ALL WHO GO ONLINE c	NARROW (1-4) a	MEDIUM (5-8) b	BROAD (9-13) c	ALL d
Significance Level: 99%															
Unweighted total	3578	2472	373	364	369	3578	3134	444	632	2946	3578	982	1463	1028	3578
Effective Weighted Sample	2590	2011	276	304	225	2590	2258	332	466	2147	2590	708	1039	771	2590
Total	2597	2168	230	120	80	2597	2259	337	556	2041	2597	750	1050	718	2597
TOTAL NEITHER/ DON'T KNOW	368	307	29	21	11	368	320	48	101	267	368	171	118	50	368
	14%	14%	13%	17%	14%	14%	14%	14%	18% b	13%	14%	23% bcd	11% c	7%	14% c

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN3C. How confident are you in recognising what is advertising and what is not, when you see or read things online? (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere) (excluding those that did not give a response at the postal survey)

	FINANCIAL VULNERABILITY INDEX			
	Total	MOST	POTENTIALY	LEAST
Significance Level: 99%		a	b	c
Unweighted total	3578	470	1202	882
Effective Weighted Sample	2590	364	850	655
Total	2597	428	895	588
Very confident	735 28%	109 26%	234 26%	226 38% ab
Fairly confident	1300 50%	211 49%	486 54%	288 49%
Neither confident nor not confident	327 13%	74 17% c	114 13% c	38 7%
Not very confident	133 5%	20 5%	40 4%	23 4%
Not at all confident	61 2%	10 2%	15 2%	8 1%
Don't know	41 2%	3 1%	6 1%	4 1%
<b>SUMMARY CODES</b>				
TOTAL CONFIDENT	2035 78%	321 75%	720 80%	515 88% ab
TOTAL NOT CONFIDENT	194 7%	30 7%	55 6%	31 5%
TOTAL NEITHER/ DON'T KNOW	368 14%	77 18% c	120 13% c	42 7%

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN3D. How confident are you in judging whether the information you see or read online is true or false? (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere) (excluding those that did not give a response at the postal survey)

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3577	436	603	652	564	567	737	3577	1708	1793	1006	1138	547	818	2144	1365	3577
Effective Weighted Sample	2589	338	410	501	421	414	531	2589	1237	1298	741	848	432	593	1587	1002	2589
Total	2596	364	476	504	443	362	434	2596	1252	1299	679	713	578	584	1392	1162	2596
Very confident	503	107	140	115	65	44	33	503	320	172	182	123	103	91	305	194	503
	19%	29%	29%	23%	15%	12%	8%	19%	26%	13%	27%	17%	18%	16%	22%	17%	19%
		defg	defg	def	f			ef	b		bcdefg				bdf		
Fairly confident	1296	164	217	264	238	189	220	1296	595	687	350	391	274	264	742	538	1296
	50%	45%	46%	52%	54%	52%	51%	50%	47%	53%	52%	55%	48%	45%	53%	46%	50%
									a		df				df		
Neither confident nor not confident	511	65	81	89	97	82	92	511	221	280	88	150	126	139	238	265	511
	20%	18%	17%	18%	22%	23%	21%	20%	18%	22%	13%	21%	22%	24%	17%	23%	20%
									a		a	a	ae		ae	a	
Not very confident	187	21	25	26	33	27	53	187	68	116	41	30	52	60	71	111	187
	7%	6%	5%	5%	7%	8%	12%	7%	5%	9%	6%	4%	9%	10%	5%	10%	7%
							abcg			a			be	abe		abe	be
Not at all confident	63	3	3	5	7	10	34	63	34	26	13	10	11	22	23	34	63
	2%	1%	1%	1%	2%	3%	8%	2%	3%	2%	2%	1%	2%	4%	2%	3%	2%
							abcdeg							be			
Don't know	36	5	9	5	4	10	3	36	15	18	5	8	12	8	13	20	36
	1%	1%	2%	1%	1%	3%	1%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%

**SUMMARY CODES**

TOTAL CONFIDENT	1799	271	357	379	302	233	253	1799	914	859	532	514	377	355	1047	732	1799
	69%	74%	75%	75%	68%	64%	58%	69%	73%	66%	78%	72%	65%	61%	75%	63%	69%
		ef	ef	efg	f			f	b		bcdfg	df			cdg		df
TOTAL NOT CONFIDENT	249	23	29	31	39	37	87	249	102	142	54	40	63	82	94	145	249
	10%	6%	6%	6%	9%	10%	20%	10%	8%	11%	8%	6%	11%	14%	7%	12%	10%
							abcdeg						be	abeg		abe	be
TOTAL NEITHER/ DON'T KNOW	547	70	90	94	101	92	95	547	236	298	93	158	138	147	251	285	547
	21%	19%	19%	19%	23%	25%	22%	21%	19%	23%	14%	22%	24%	25%	18%	25%	21%
											a	ae	ae	a	ae	a	

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN3D. How confident are you in judging whether the information you see or read online is true or false? (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere) (excluding those that did not give a response at the postal survey)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	ALL WHO NO GO ONLINE		NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Significance Level: 99%															
Unweighted total	3577	2472	373	363	369	3577	3134	443	632	2945	3577	982	1463	1028	3577
Effective Weighted Sample	2589	2011	276	303	225	2589	2258	331	466	2146	2589	708	1039	771	2589
Total	2596	2168	230	119	80	2596	2259	337	556	2040	2596	750	1050	718	2596
Very confident	503 19%	426 20%	35 15%	27 22%	16 20%	503 19%	444 20%	59 17%	105 19%	399 20%	503 19%	91 12%	208 20% a	201 28% abd	503 19% a
Fairly confident	1296 50%	1068 49%	128 56%	59 50%	41 51%	1296 50%	1118 49%	178 53%	243 44%	1053 52% a	1296 50%	321 43%	576 55% ad	385 54% a	1296 50% a
Neither confident nor not confident	511 20%	432 20%	44 19%	20 17%	15 18%	511 20%	442 20%	70 21%	128 23%	383 19%	511 20%	193 26% bcd	199 19%	105 15%	511 20% c
Not very confident	187 7%	156 7%	17 8%	7 6%	6 7%	187 7%	169 7%	17 5%	49 9%	137 7%	187 7%	95 13% bcd	56 5%	25 4%	187 7% c
Not at all confident	63 2%	55 3%	4 2%	2 2%	2 2%	63 2%	56 2%	7 2%	18 3%	45 2%	63 2%	35 5% bcd	8 1%	1 *% *	63 2% bc
Don't know	36 1%	30 1%	1 *% *	4 3%	1 1%	36 1%	31 1%	5 2%	13 2%	23 1%	36 1%	15 2% bcd	4 *% *	1 *% *	36 1% c
<b>SUMMARY CODES</b>															
TOTAL CONFIDENT	1799 69%	1494 69%	163 71%	86 72%	56 71%	1799 69%	1562 69%	237 70%	348 63%	1452 71% a	1799 69% a	412 55%	784 75% ad	586 82% abd	1799 69% a
TOTAL NOT CONFIDENT	249 10%	211 10%	22 9%	9 8%	8 9%	249 10%	225 10%	25 7%	67 12%	182 9%	249 10%	130 17% bcd	63 6%	26 4%	249 10% bc

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN3D. How confident are you in judging whether the information you see or read online is true or false? (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere) (excluding those that did not give a response at the postal survey)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN a	RURAL b	YES a	ALL WHO NO GO ONLINE b	ALL WHO GO ONLINE c	NARROW (1-4) a	MEDIUM (5-8) b	BROAD (9-13) c	ALL d
Significance Level: 99%															
Unweighted total	3577	2472	373	363	369	3577	3134	443	632	2945	3577	982	1463	1028	3577
Effective Weighted Sample	2589	2011	276	303	225	2589	2258	331	466	2146	2589	708	1039	771	2589
Total	2596	2168	230	119	80	2596	2259	337	556	2040	2596	750	1050	718	2596
TOTAL NEITHER/ DON'T KNOW	547	462	45	24	16	547	472	75	141	407	547	208	203	106	547
	21%	21%	20%	20%	20%	21%	21%	22%	25% b	20%	21%	28% bcd	19%	15%	21% c

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN3D. How confident are you in judging whether the information you see or read online is true or false? (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere) (excluding those that did not give a response at the postal survey)

	<b>FINANCIAL VULNERABILITY INDEX</b>			
	Total	<b>MOST</b> a	<b>POTEN- TIALY</b> b	<b>LEAST</b> c
Significance Level: 99%				
Unweighted total	3577	470	1201	882
Effective Weighted Sample	2589	364	849	655
Total	2596	428	894	588
Very confident	503 19%	87 20%	149 17%	160 27% b
Fairly confident	1296 50%	196 46%	461 52%	319 54%
Neither confident nor not confident	511 20%	100 23% c	197 22% c	68 12%
Not very confident	187 7%	29 7%	67 8%	28 5%
Not at all confident	63 2%	11 3%	15 2%	8 1%
Don't know	36 1%	4 1%	5 1%	6 1%
<b>SUMMARY CODES</b>				
TOTAL CONFIDENT	1799 69%	283 66%	609 68%	479 81% ab
TOTAL NOT CONFIDENT	249 10%	41 9%	83 9%	36 6%
TOTAL NEITHER/ DON'T KNOW	547 21%	104 24% c	202 23% c	74 13%

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN4. In the last month, when you have gone online, have you... (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere) (excluding those that did not give a response at the postal survey)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3579	436	603	652	565	567	738	3579	1710	1793	1006	1138	547	820	2144	1367	3579
Effective Weighted Sample	2591	338	410	501	422	414	532	2591	1239	1298	741	848	432	594	1587	1003	2591
Total	2597	364	476	504	444	362	435	2597	1253	1299	679	713	578	586	1392	1163	2597
Only used websites or apps that you've used before	855	99	154	158	132	118	187	855	410	432	202	175	193	269	376	462	855
	33%	27%	32%	31%	30%	32%	43%	33%	33%	33%	30%	25%	33%	46%	27%	40%	33%
							abcdeg					be	abceg		abeg	be	
Used maybe one or two websites or apps that you haven't used before	1218	163	227	249	218	172	187	1218	574	627	319	382	292	217	702	509	1218
	47%	45%	48%	49%	49%	47%	43%	47%	46%	48%	47%	54%	51%	37%	50%	44%	47%
											d	adfg	d		df	d	d
Used lots of websites or apps that you haven't used before	439	87	81	88	79	64	39	439	234	195	143	145	76	69	288	145	439
	17%	24%	17%	17%	18%	18%	9%	17%	19%	15%	21%	20%	13%	12%	21%	12%	17%
		fg	f	f	f	f		f			cdfg	cdf			cdfg		df
Have not gone online in the last month	22	3	1	-	4	3	9	22	13	9	6	2	6	6	7	12	22
	1%	1%	*%	-%	1%	1%	2%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%
							c										
Don't know	63	12	12	9	11	5	13	63	22	37	9	9	11	24	18	35	63
	2%	3%	3%	2%	2%	1%	3%	2%	2%	3%	1%	1%	2%	4%	1%	3%	2%
														abe		e	

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN4. In the last month, when you have gone online, have you... (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere) (excluding those that did not give a response at the postal survey)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	ALL WHO NO GO ONLINE		NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3579	2472	374	364	369	3579	3135	444	632	2947	3579	983	1463	1028	3579
Effective Weighted Sample	2591	2011	277	304	225	2591	2259	332	466	2148	2591	709	1039	771	2591
Total	2597	2168	230	120	80	2597	2260	337	556	2042	2597	751	1050	718	2597
Only used websites or apps that you've used before	855 33%	723 33%	73 32%	31 26%	27 34%	855 33%	752 33%	104 31%	247 45% bc	608 30%	855 33%	362 48% bcd	335 32% c	124 17%	855 33% c
Used maybe one or two websites or apps that you haven't used before	1218 47%	1012 47%	107 46%	58 48%	41 52%	1218 47%	1066 47%	152 45%	209 38%	1009 49% a	1218 47% a	272 36%	554 53% ad	384 53% ad	1218 47% a
Used lots of websites or apps that you haven't used before	439 17%	358 17%	45 19%	27 22% d	9 12%	439 17%	366 16%	73 22%	75 13%	364 18%	439 17%	75 10%	150 14% a	207 29% abd	439 17% a
Have not gone online in the last month	22 1%	21 1%	- -%	1 1%	1 1%	22 1%	21 1%	1 *%	2 *%	20 1%	22 1%	14 2% bc	- -%	- -%	22 1% bc
Don't know	63 2%	53 2%	6 2%	3 2%	1 1%	63 2%	55 2%	8 2%	23 4% b	40 2%	63 2%	29 4% bc	11 1%	2 *%	63 2% bc

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN4. In the last month, when you have gone online, have you... (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere) (excluding those that did not give a response at the postal survey)

	FINANCIAL VULNERABILITY INDEX			
	Total	MOST	POTEN- TIALY	LEAST
Significance Level: 99%		a	b	c
Unweighted total	3579	471	1202	882
Effective Weighted Sample	2591	365	850	655
Total	2597	429	895	588
Only used websites or apps that you've used before	855 33%	170 40% c	296 33% c	138 23%
Used maybe one or two websites or apps that you haven't used before	1218 47%	181 42%	447 50%	315 54% a
Used lots of websites or apps that you haven't used before	439 17%	67 16%	137 15%	128 22% b
Have not gone online in the last month	22 1%	3 1%	7 1%	2 *%
Don't know	63 2%	8 2%	8 1%	5 1%

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN5A. Which if any of these activities do you do online? (MULTI CODE)**

Base : All respondents that go online (at home or elsewhere) (excluding those that did not give a response at the postal survey)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3580	436	603	652	565	567	739	3580	1710	1794	1006	1138	547	821	2144	1368	3580
Effective Weighted Sample	2592	338	410	501	422	414	532	2592	1239	1299	741	848	432	595	1587	1004	2592
Total	2599	364	476	504	444	362	436	2599	1253	1300	679	713	578	587	1392	1165	2599
Online banking or paying bills online (e.g. transferring money between accounts, managing mortgage or other payments, checking or paying bills)	2086 80%	259 71%	409 86%	441 88%	387 87%	288 80%	300 69%	2086 80%	1004 80%	1053 81%	583 86%	595 83%	450 78%	437 75%	1178 85%	887 76%	2086 80%
			afg	aefg	aefg	af		af			cdfg	df			cdfg		df
Look online for public services information on government sites (e.g. gov.uk/ ni.direct or HMRC)	1657 64%	169 47%	309 65%	335 67%	321 72%	250 69%	269 62%	1657 64%	786 63%	849 65%	487 72%	506 71%	335 58%	309 53%	993 71%	645 55%	1657 64%
			a	a	afg	a	a	a			cdfg	cdfg			cdfg		df
Find information for your leisure time including cinema, live music, theatre, museums etc.	1557 60%	191 52%	290 61%	337 67%	297 67%	232 64%	207 48%	1557 60%	723 58%	813 63%	448 66%	503 71%	321 56%	269 46%	951 68%	590 51%	1557 60%
			f	afg	afg	af		af			cdfg	cdfg	d		cdfg		df
Complete government processes online (e.g. update Universal Credit, renew a driving licence or passport etc.)	1330 51%	115 32%	247 52%	270 54%	261 59%	205 56%	229 53%	1330 51%	639 51%	675 52%	391 58%	398 56%	276 48%	251 43%	789 57%	527 45%	1330 51%
			a	a	ag	a	a	a			cdfg	cdf			cdfg		df

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN5A. Which if any of these activities do you do online? (MULTI CODE)**

Base : All respondents that go online (at home or elsewhere) (excluding those that did not give a response at the postal survey)

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3580	436	603	652	565	567	739	3580	1710	1794	1006	1138	547	821	2144	1368	3580
Effective Weighted Sample	2592	338	410	501	422	414	532	2592	1239	1299	741	848	432	595	1587	1004	2592
Total	2599	364	476	504	444	362	436	2599	1253	1300	679	713	578	587	1392	1165	2599
Pay online for your council tax or for another local council service (e.g. parking ticket, congestion charge etc.)	1117	102	250	250	210	157	147	1117	585	518	357	317	217	216	674	432	1117
	43%	28%	52%	50%	47%	43%	34%	43%	47%	40%	53%	44%	37%	37%	48%	37%	43%
			ae fg	af g	af	af		af	b		bcdf g	df			cd fg		df
Finding/ downloading information for work/ business/ school/ college/ university	1106	202	227	269	221	135	51	1106	555	530	377	406	195	120	783	315	1106
	43%	55%	48%	53%	50%	37%	12%	43%	44%	41%	56%	57%	34%	20%	56%	27%	43%
		ef g	ef	ef g	ef g	f		f			cd fg	cd fg	d		cd fg	d	cd f
Look at job opportunities or apply for a job online	951	170	233	241	186	102	17	951	447	490	242	320	201	178	562	379	951
	37%	47%	49%	48%	42%	28%	4%	37%	36%	38%	36%	45%	35%	30%	40%	33%	37%
		ef g	ef g	ef g	ef	f		ef				acd fg			df		d
Sign an online petition or use a campaigning website (e.g. change.org )	781	94	137	161	153	127	108	781	343	425	254	272	130	119	526	250	781
	30%	26%	29%	32%	35%	35%	25%	30%	27%	33%	37%	38%	23%	20%	38%	21%	30%
				f	af					a	cd fg	cd fg			cd fg		cd f
None of these	128	12	13	13	17	18	48	128	50	70	18	18	21	58	37	80	128
	5%	3%	3%	3%	4%	5%	11%	5%	4%	5%	3%	3%	4%	10%	3%	7%	5%
							abcdeg							abce g		abe	abe

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN5A. Which if any of these activities do you do online? (MULTI CODE)**

Base : All respondents that go online (at home or elsewhere) (excluding those that did not give a response at the postal survey)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL WHO GO ONLINE	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3580	2473	374	364	369	3580	3136	444	632	2948	3580	983	1464	1028	3580
Effective Weighted Sample	2592	2012	277	304	225	2592	2260	332	466	2149	2592	709	1040	771	2592
Total	2599	2169	230	120	80	2599	2261	337	556	2043	2599	751	1052	718	2599
Online banking or paying bills online (e.g. transferring money between accounts, managing mortgage or other payments, checking or paying bills)	2086 80%	1739 80%	189 82%	95 80%	62 78%	2086 80%	1816 80%	270 80%	433 78%	1654 81%	2086 80%	435 58%	940 89% ad	712 99% abd	2086 80% a
Look online for public services information on government sites (e.g. gov.uk/ ni.direct or HMRC)	1657 64%	1373 63%	151 66%	76 64%	56 71%	1657 64%	1441 64%	216 64%	264 48%	1393 68% ac	1657 64% a	231 31%	742 71% ad	684 95% abd	1657 64% a
Find information for your leisure time including cinema, live music, theatre, museums etc.	1557 60%	1297 60%	138 60%	73 61%	49 61%	1557 60%	1351 60%	206 61%	241 43%	1317 64% ac	1557 60% a	182 24%	685 65% ad	691 96% abd	1557 60% a
Complete government processes online (e.g. update Universal Credit, renew a driving licence or passport etc.)	1330 51%	1109 51%	117 51%	61 51%	43 54%	1330 51%	1139 50%	192 57%	192 35%	1139 56% ac	1330 51% a	135 18%	562 53% a	633 88% abd	1330 51% a

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN5A. Which if any of these activities do you do online? (MULTI CODE)**

Base : All respondents that go online (at home or elsewhere) (excluding those that did not give a response at the postal survey)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	ALL WHO NO GO ONLINE		NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3580	2473	374	364	369	3580	3136	444	632	2948	3580	983	1464	1028	3580
Effective Weighted Sample	2592	2012	277	304	225	2592	2260	332	466	2149	2592	709	1040	771	2592
Total	2599	2169	230	120	80	2599	2261	337	556	2043	2599	751	1052	718	2599
Pay online for your council tax or for another local council service (e.g. parking ticket, congestion charge etc.)	1117	958	87	47	26	1117	992	125	191	926	1117	134	447	537	1117
	43%	44%	38%	39%	32%	43%	44%	37%	34%	45%	43%	18%	42%	75%	43%
		d				d				a	a		a	abd	a
Finding/ downloading information for work/ business/ school/ college/ university	1106	914	106	51	35	1106	972	134	154	952	1106	74	420	612	1106
	43%	42%	46%	43%	44%	43%	43%	40%	28%	47%	43%	10%	40%	85%	43%
										ac	a		a	abd	a
Look at job opportunities or apply for a job online	951	793	88	44	26	951	846	105	189	762	951	72	371	509	951
	37%	37%	38%	37%	33%	37%	37%	31%	34%	37%	37%	10%	35%	71%	37%
													a	abd	a
Sign an online petition or use a campaigning website (e.g. change.org )	781	651	71	36	23	781	677	104	109	671	781	36	257	487	781
	30%	30%	31%	30%	29%	30%	30%	31%	20%	33%	30%	5%	24%	68%	30%
										a	a		a	abd	ab
None of these	128	112	4	6	6	128	107	21	38	89	128	49	-	-	128
	5%	5%	2%	5%	7%	5%	5%	6%	7%	4%	5%	7%	-%	-%	5%
					b							bc			bc

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN5A. Which if any of these activities do you do online? (MULTI CODE)**

Base : All respondents that go online (at home or elsewhere) (excluding those that did not give a response at the postal survey)

	FINANCIAL VULNERABILITY INDEX			
	Total	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%				
Unweighted total	3580	471	1203	882
Effective Weighted Sample	2592	365	851	655
Total	2599	429	896	588
Online banking or paying bills online (e.g. transferring money between accounts, managing mortgage or other payments, checking or paying bills)	2086 80%	334 78%	728 81%	535 91% ab
Look online for public services information on government sites (e.g. gov.uk/ ni.direct or HMRC)	1657 64%	220 51%	585 65% a	462 79% ab
Find information for your leisure time including cinema, live music, theatre, museums etc.	1557 60%	191 44%	534 60% a	456 78% ab
Complete government processes online (e.g. update Universal Credit, renew a driving licence or passport etc.)	1330 51%	189 44%	458 51%	383 65% ab

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post . Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN5A. Which if any of these activities do you do online? (MULTI CODE)**

Base : All respondents that go online (at home or elsewhere) (excluding those that did not give a response at the postal survey)

	FINANCIAL VULNERABILITY INDEX			
	Total	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%				
Unweighted total	3580	471	1203	882
Effective Weighted Sample	2592	365	851	655
Total	2599	429	896	588
Pay online for your council tax or for another local council service (e.g. parking ticket, congestion charge etc.)	1117 43%	169 39%	394 44%	330 56% ab
Finding/ downloading information for work/ business/ school/ college/ university	1106 43%	154 36%	302 34%	381 65% ab
Look at job opportunities or apply for a job online	951 37%	160 37%	288 32%	269 46% ab
Sign an online petition or use a campaigning website (e.g. change.org )	781 30%	101 23%	246 27%	256 43% ab
None of these	128 5%	16 4%	32 4%	7 1% c

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN5B. Which if any of these activities do you do online? (MULTI CODE)**

Base : All respondents that go online (at home or elsewhere) (excluding those that did not give a response at the postal survey)

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3579	436	603	652	565	567	738	3579	1709	1794	1006	1137	547	821	2143	1368	3579
Effective Weighted Sample	2591	338	410	501	422	414	532	2591	1238	1299	741	848	432	595	1586	1004	2591
Total	2597	364	476	504	444	362	435	2597	1252	1300	679	711	578	587	1390	1165	2597
Watch TV programmes/ films/ content online (e.g. Netflix, BBC iPlayer, or Sky Go)	1771	263	366	387	328	236	187	1771	871	877	495	536	398	323	1031	722	1771
	68%	72%	77%	77%	74%	65%	43%	68%	70%	67%	73%	75%	69%	55%	74%	62%	68%
		f	efg	efg	ef	f		f			df	dfg	d		dfg	d	df
Use streamed audio services (e.g. Spotify or Deezer or Apple Music)	1261	272	300	286	226	114	62	1261	646	590	363	403	263	222	766	485	1261
	49%	75%	63%	57%	51%	31%	14%	49%	52%	45%	53%	57%	45%	38%	55%	42%	49%
		bcdefg	defg	efg	ef	f		ef	b		cdf	cdfg			cdfg		df
Listen to live, catch-up or on-demand radio through a website or app (e.g. BBC Sounds, RadioPlayer)	998	132	208	236	190	136	95	998	530	454	340	302	202	146	642	348	998
	38%	36%	44%	47%	43%	38%	22%	38%	42%	35%	50%	43%	35%	25%	46%	30%	38%
		f	f	aefg	f	f		f	b		bcdfg	cdf	d		cdfg		df
Watch or post livestream videos (these let you watch or post videos 'live' at exactly the same time as they are being made) on sites or apps like YouTube Live, Instagram Live or Facebook Live	716	133	164	172	131	74	42	716	369	334	184	206	150	167	390	317	716
	28%	37%	34%	34%	29%	20%	10%	28%	29%	26%	27%	29%	26%	28%	28%	27%	28%
		efg	efg	efg	ef	f		ef									
None of these	415	11	27	41	54	73	200	415	170	234	89	82	73	151	171	224	415
	16%	3%	6%	8%	12%	20%	46%	16%	14%	18%	13%	12%	13%	26%	12%	19%	16%
				a	ab	abcd	abcdeg	abc		a				abcefg		abce	be

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN5B. Which if any of these activities do you do online? (MULTI CODE)**

Base : All respondents that go online (at home or elsewhere) (excluding those that did not give a response at the postal survey)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	ALL WHO NO GO ONLINE		NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3579	2472	374	364	369	3579	3135	444	632	2947	3579	982	1464	1028	3579
Effective Weighted Sample	2591	2011	277	304	225	2591	2259	332	466	2148	2591	708	1040	771	2591
Total	2597	2168	230	120	80	2597	2260	337	556	2042	2597	750	1052	718	2597
Watch TV programmes/ films/ content online (e.g. Netflix, BBC iPlayer, or Sky Go)	1771	1473	158	86	54	1771	1541	230	314	1458	1771	274	803	694	1771
	68%	68%	69%	72%	67%	68%	68%	68%	56%	71%	68%	37%	76%	97%	68%
										a	a		ad	abd	a
Use streamed audio services (e.g. Spotify or Deezer or Apple Music)	1261	1049	116	59	37	1261	1116	145	238	1023	1261	127	539	595	1261
	49%	48%	50%	49%	46%	49%	49%	43%	43%	50%	49%	17%	51%	83%	49%
										a			a	abd	a
Listen to live, catch-up or on-demand radio through a website or app (e.g. BBC Sounds, RadioPlayer)	998	826	88	50	33	998	861	137	157	841	998	110	385	503	998
	38%	38%	38%	42%	41%	38%	38%	41%	28%	41%	38%	15%	37%	70%	38%
										a	a		a	abd	a
Watch or post livestream videos (these let you watch or post videos 'live' at exactly the same time as they are being made) on sites or apps like YouTube Live, Instagram Live or Facebook Live	716	596	69	30	21	716	650	66	125	591	716	77	261	378	716
	28%	28%	30%	25%	26%	28%	29%	20%	23%	29%	28%	10%	25%	53%	28%
							b			a			a	abd	a
None of these	415	350	28	21	16	415	351	64	92	323	415	267	68	1	415
	16%	16%	12%	18%	21%	16%	16%	19%	17%	16%	16%	36%	7%	*%	16%
					b							bcd	c		bc

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN5B. Which if any of these activities do you do online? (MULTI CODE)**

Base : All respondents that go online (at home or elsewhere) (excluding those that did not give a response at the postal survey)

	FINANCIAL VULNERABILITY INDEX			
	Total	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%				
Unweighted total	3579	471	1202	882
Effective Weighted Sample	2591	365	850	655
Total	2597	429	895	588
Watch TV programmes/ films/ content online (e.g. Netflix, BBC iPlayer, or Sky Go)	1771 68%	265 62%	598 67%	478 81% ab
Use streamed audio services (e.g. Spotify or Deezer or Apple Music)	1261 49%	190 44%	404 45%	362 62% ab
Listen to live, catch-up or on-demand radio through a website or app (e.g. BBC Sounds, RadioPlayer)	998 38%	134 31%	328 37%	323 55% ab
Watch or post livestream videos (these let you watch or post videos 'live' at exactly the same time as they are being made) on sites or apps like YouTube Live, Instagram Live or Facebook Live	716 28%	126 29%	236 26%	185 31%
None of these	415 16%	65 15%	148 17%	48 8%
		c	c	

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**SUMMARY OF ONLINE ACTIVITIES UNDERTAKEN**

Base : All respondents that go online (at home or elsewhere)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3581	436	603	652	565	568	739	3581	1710	1795	1007	1138	547	821	2145	1368	3581
Effective Weighted Sample	2593	338	410	501	422	415	532	2593	1239	1300	742	848	432	595	1588	1004	2593
Total	2599	364	476	504	444	363	436	2599	1253	1301	680	713	578	587	1392	1165	2599
Online banking or paying bills online (e.g. transferring money between accounts, managing mortgage or other payments, checking or paying bills)	2086 80%	259 71%	409 86%	441 88%	387 87%	288 79%	300 69%	2086 80%	1004 80%	1053 81%	583 86%	595 83%	450 78%	437 75%	1178 85%	887 76%	2086 80%
			afg	aefg	aefg	af		af			cdfg	df			cdfg		df
Pay online for your council tax or for another local council service (e.g. parking ticket, congestion charge etc.)	1117 43%	102 28%	250 52%	250 50%	210 47%	157 43%	147 34%	1117 43%	585 47%	518 40%	357 52%	317 44%	217 37%	216 37%	674 48%	432 37%	1117 43%
			aefg	afg	af	af		af	b		bcdfg	df			cdfg		df
Look online for public services information on government sites (e.g. gov.uk/ ni.direct or HMRC)	1657 64%	169 47%	309 65%	335 67%	321 72%	250 69%	269 62%	1657 64%	786 63%	849 65%	487 72%	506 71%	335 58%	309 53%	993 71%	645 55%	1657 64%
			a	a	afg	a	a	a			cdfg	cdfg			cdfg		df
Finding/ downloading information for work/ business/ school/ college/ university	1106 43%	202 55%	227 48%	269 53%	221 50%	135 37%	51 12%	1106 43%	555 44%	530 41%	377 55%	406 57%	195 34%	120 20%	783 56%	315 27%	1106 43%
		efg	ef	efg	efg	f		f			cdfg	cdfg	d		cdfg	d	cdf
Look at job opportunities or apply for a job online	951 37%	170 47%	233 49%	241 48%	186 42%	102 28%	17 4%	951 37%	447 36%	490 38%	242 36%	320 45%	201 35%	178 30%	562 40%	379 33%	951 37%
		efg	efg	efg	ef	f		ef				acdfg			df		d

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**SUMMARY OF ONLINE ACTIVITIES UNDERTAKEN**

Base : All respondents that go online (at home or elsewhere)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3581	436	603	652	565	568	739	3581	1710	1795	1007	1138	547	821	2145	1368	3581
Effective Weighted Sample	2593	338	410	501	422	415	532	2593	1239	1300	742	848	432	595	1588	1004	2593
Total	2599	364	476	504	444	363	436	2599	1253	1301	680	713	578	587	1392	1165	2599
Find information for your leisure time including cinema, live music, theatre, museums etc.	1557 60%	191 52%	290 61%	337 67%	297 67%	232 64%	207 48%	1557 60%	723 58%	813 63%	448 66%	503 71%	321 56%	269 46%	951 68%	590 51%	1557 60%
			f	afg	afg	af		af			cdgf	cdgf	d		cdgf		df
Complete government processes online (e.g. update Universal Credit, renew a driving licence or passport etc.)	1330 51%	115 32%	247 52%	270 54%	261 59%	205 56%	229 53%	1330 51%	639 51%	675 52%	391 58%	398 56%	276 48%	251 43%	789 57%	527 45%	1330 51%
			a	a	ag	a	a	a			cdgf	cdf			cdgf		df
Sign an online petition or use a campaigning website (e.g. change.org )	781 30%	94 26%	137 29%	161 32%	153 35%	127 35%	108 25%	781 30%	343 27%	425 33%	254 37%	272 38%	130 23%	119 20%	526 38%	250 21%	781 30%
					f	af				a	cdgf	cdgf			cdgf		cdf
Use streamed audio services (e.g. Spotify or Deezer or Apple Music)	1261 49%	272 75%	300 63%	286 57%	226 51%	114 31%	62 14%	1261 49%	646 52%	590 45%	363 53%	403 57%	263 45%	222 38%	766 55%	485 42%	1261 49%
		bcdefg	defg	efg	ef	f		ef	b		cdf	cdgf			cdgf		df
Listen to live, catch-up or on-demand radio through a website or app (e.g. BBC Sounds, RadioPlayer)	998 38%	132 36%	208 44%	236 47%	190 43%	136 37%	95 22%	998 38%	530 42%	454 35%	340 50%	302 42%	202 35%	146 25%	642 46%	348 30%	998 38%
		f	f	aefg	f	f		f	b		bcdfg	cdf	d		cdgf		df

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**SUMMARY OF ONLINE ACTIVITIES UNDERTAKEN**

Base : All respondents that go online (at home or elsewhere)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3581	436	603	652	565	568	739	3581	1710	1795	1007	1138	547	821	2145	1368	3581
Effective Weighted Sample	2593	338	410	501	422	415	532	2593	1239	1300	742	848	432	595	1588	1004	2593
Total	2599	364	476	504	444	363	436	2599	1253	1301	680	713	578	587	1392	1165	2599
Watch TV programmes/ films/ content online (e.g. Netflix, BBC iPlayer, or Sky Go)	1771	263	366	387	328	236	187	1771	871	877	495	536	398	323	1031	722	1771
	68%	72%	77%	77%	74%	65%	43%	68%	70%	67%	73%	75%	69%	55%	74%	62%	68%
		f	efg	efg	ef	f		f			df	dfg	d		dfg	d	df
Watch or post livestream videos (these let you watch or post videos 'live' at exactly the same time as they are being made) on sites or apps like YouTube Live, Instagram Live or Facebook Live	716	133	164	172	131	74	42	716	369	334	184	206	150	167	390	317	716
	28%	37%	34%	34%	29%	20%	10%	28%	29%	26%	27%	29%	26%	28%	28%	27%	28%
		efg	efg	efg	ef	f		ef									
Play games online	1099	259	275	238	156	94	78	1099	604	473	277	311	248	255	588	503	1099
	42%	71%	58%	47%	35%	26%	18%	42%	48%	36%	41%	44%	43%	43%	42%	43%	42%
		bcdefg	cdefg	def	ef	f		def	b								
ANY OF THESE	2520	361	470	495	431	352	403	2520	1223	1258	667	703	564	550	1370	1114	2520
	97%	99%	99%	98%	97%	97%	92%	97%	98%	97%	98%	99%	98%	94%	98%	96%	97%
		f	f	f	f	f		f	df	dfg	d	dfg	d		dfg		d
NONE OF THESE	79	3	6	9	12	11	33	79	30	43	13	10	14	37	23	50	79
	3%	1%	1%	2%	3%	3%	8%	3%	2%	3%	2%	1%	2%	6%	2%	4%	3%
							abcdeg						abceg		abe	be	

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**SUMMARY OF ONLINE ACTIVITIES UNDERTAKEN**

Base : All respondents that go online (at home or elsewhere)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL WHO GO ONLINE	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3581	2474	374	364	369	3581	3136	445	632	2949	3581	983	1464	1028	3581
Effective Weighted Sample	2593	2013	277	304	225	2593	2260	333	466	2150	2593	709	1040	771	2593
Total	2599	2170	230	120	80	2599	2261	338	556	2044	2599	751	1052	718	2599
Online banking or paying bills online (e.g. transferring money between accounts, managing mortgage or other payments, checking or paying bills)	2086 80%	1739 80%	189 82%	95 80%	62 78%	2086 80%	1816 80%	270 80%	433 78%	1654 81%	2086 80%	435 58%	940 89% ad	712 99% abd	2086 80% a
Pay online for your council tax or for another local council service (e.g. parking ticket, congestion charge etc.)	1117 43%	958 44% d	87 38%	47 39%	26 32%	1117 43% d	992 44%	125 37%	191 34%	926 45% a	1117 43% a	134 18%	447 42% a	537 75% abd	1117 43% a
Look online for public services information on government sites (e.g. gov.uk/ ni.direct or HMRC)	1657 64%	1373 63%	151 66%	76 64%	56 71%	1657 64%	1441 64%	216 64%	264 48%	1393 68% ac	1657 64% a	231 31%	742 71% ad	684 95% abd	1657 64% a
Finding/ downloading information for work/ business/ school/ college/ university	1106 43%	914 42%	106 46%	51 43%	35 44%	1106 43%	972 43%	134 40%	154 28%	952 47% ac	1106 43% a	74 10%	420 40% a	612 85% abd	1106 43% a

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**SUMMARY OF ONLINE ACTIVITIES UNDERTAKEN**

Base : All respondents that go online (at home or elsewhere)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	ALL WHO NO GO ONLINE		NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3581	2474	374	364	369	3581	3136	445	632	2949	3581	983	1464	1028	3581
Effective Weighted Sample	2593	2013	277	304	225	2593	2260	333	466	2150	2593	709	1040	771	2593
Total	2599	2170	230	120	80	2599	2261	338	556	2044	2599	751	1052	718	2599
Look at job opportunities or apply for a job online	951	793	88	44	26	951	846	105	189	762	951	72	371	509	951
	37%	37%	38%	37%	33%	37%	37%	31%	34%	37%	37%	10%	35% a	71% abd	37% a
Find information for your leisure time including cinema, live music, theatre, museums etc.	1557	1297	138	73	49	1557	1351	206	241	1317	1557	182	685	691	1557
	60%	60%	60%	61%	61%	60%	60%	61%	43%	64% ac	60% a	24%	65% ad	96% abd	60% a
Complete government processes online (e.g. update Universal Credit, renew a driving licence or passport etc.)	1330	1109	117	61	43	1330	1139	192	192	1139	1330	135	562	633	1330
	51%	51%	51%	51%	54%	51%	50%	57%	35%	56% ac	51% a	18%	53% a	88% abd	51% a
Sign an online petition or use a campaigning website (e.g. change.org )	781	651	71	36	23	781	677	104	109	671	781	36	257	487	781
	30%	30%	31%	30%	29%	30%	30%	31%	20%	33% a	30% a	5%	24% a	68% abd	30% ab
Use streamed audio services (e.g. Spotify or Deezer or Apple Music)	1261	1049	116	59	37	1261	1116	145	238	1023	1261	127	539	595	1261
	49%	48%	50%	49%	46%	49%	49%	43%	43%	50% a	49%	17%	51% a	83% abd	49% a

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**SUMMARY OF ONLINE ACTIVITIES UNDERTAKEN**

Base : All respondents that go online (at home or elsewhere)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL WHO GO ONLINE	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3581	2474	374	364	369	3581	3136	445	632	2949	3581	983	1464	1028	3581
Effective Weighted Sample	2593	2013	277	304	225	2593	2260	333	466	2150	2593	709	1040	771	2593
Total	2599	2170	230	120	80	2599	2261	338	556	2044	2599	751	1052	718	2599
Listen to live, catch-up or on-demand radio through a website or app (e.g. BBC Sounds, RadioPlayer)	998 38%	826 38%	88 38%	50 42%	33 41%	998 38%	861 38%	137 41%	157 28%	841 41%	998 38%	110 15%	385 37%	503 70%	998 38%
Watch TV programmes/ films/ content online (e.g. Netflix, BBC iPlayer, or Sky Go)	1771 68%	1473 68%	158 69%	86 72%	54 67%	1771 68%	1541 68%	230 68%	314 56%	1458 71%	1771 68%	274 37%	803 76%	694 97%	1771 68%
Watch or post livestream videos (these let you watch or post videos 'live' at exactly the same time as they are being made) on sites or apps like YouTube Live, Instagram Live or Facebook Live	716 28%	596 27%	69 30%	30 25%	21 26%	716 28%	650 29%	66 20%	125 23%	591 29%	716 28%	77 10%	261 25%	378 53%	716 28%
Play games online	1099 42%	924 43%	97 42%	51 42%	28 35%	1099 42%	988 44%	111 33%	243 44%	857 42%	1099 42%	244 32%	435 41%	420 59%	1099 42%
ANY OF THESE	2520 97%	2101 97%	228 99%	115 96%	76 96%	2520 97%	2194 97%	326 96%	531 96%	1989 97%	2520 97%	751 100%	1052 100%	718 100%	2520 97%

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**SUMMARY OF ONLINE ACTIVITIES UNDERTAKEN**

Base : All respondents that go online (at home or elsewhere)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN a	RURAL b	YES a	ALL WHO NO GO ONLINE b	ALL WHO GO ONLINE c	NARROW (1-4) a	MEDIUM (5-8) b	BROAD (9-13) c	ALL d
Significance Level: 99%															
Unweighted total	3581	2474	374	364	369	3581	3136	445	632	2949	3581	983	1464	1028	3581
Effective Weighted Sample	2593	2013	277	304	225	2593	2260	333	466	2150	2593	709	1040	771	2593
Total	2599	2170	230	120	80	2599	2261	338	556	2044	2599	751	1052	718	2599
NONE OF THESE	79	69	2	4	3	79	67	12	24	55	79	-	-	-	79
	3%	3%	1%	4%	4%	3%	3%	4%	4%	3%	3%	-%	-%	-%	3%
															abc

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**SUMMARY OF ONLINE ACTIVITIES UNDERTAKEN**

Base : All respondents that go online (at home or elsewhere)

	FINANCIAL VULNERABILITY INDEX			
	Total	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%				
Unweighted total	3581	471	1204	882
Effective Weighted Sample	2593	365	851	655
Total	2599	429	897	588
Online banking or paying bills online (e.g. transferring money between accounts, managing mortgage or other payments, checking or paying bills)	2086 80%	334 78%	728 81%	535 91% ab
Pay online for your council tax or for another local council service (e.g. parking ticket, congestion charge etc.)	1117 43%	169 39%	394 44%	330 56% ab
Look online for public services information on government sites (e.g. gov.uk/ ni.direct or HMRC)	1657 64%	220 51%	585 65% a	462 79% ab
Finding/ downloading information for work/ business/ school/ college/ university	1106 43%	154 36%	302 34%	381 65% ab

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**SUMMARY OF ONLINE ACTIVITIES UNDERTAKEN**

Base : All respondents that go online (at home or elsewhere)

	FINANCIAL VULNERABILITY INDEX			
	Total	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%				
Unweighted total	3581	471	1204	882
Effective Weighted Sample	2593	365	851	655
Total	2599	429	897	588
Look at job opportunities or apply for a job online	951 37%	160 37%	288 32%	269 46% ab
Find information for your leisure time including cinema, live music, theatre, museums etc.	1557 60%	191 44%	534 60% a	456 78% ab
Complete government processes online (e.g. update Universal Credit, renew a driving licence or passport etc.)	1330 51%	189 44%	458 51%	383 65% ab
Sign an online petition or use a campaigning website (e.g. change.org )	781 30%	101 23%	246 27%	256 43% ab
Use streamed audio services (e.g. Spotify or Deezer or Apple Music)	1261 49%	190 44%	404 45%	362 62% ab

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**SUMMARY OF ONLINE ACTIVITIES UNDERTAKEN**

Base : All respondents that go online (at home or elsewhere)

	FINANCIAL VULNERABILITY INDEX			
	Total	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%				
Unweighted total	3581	471	1204	882
Effective Weighted Sample	2593	365	851	655
Total	2599	429	897	588
Listen to live, catch-up or on-demand radio through a website or app (e.g. BBC Sounds, RadioPlayer)	998 38%	134 31%	328 37%	323 55% ab
Watch TV programmes/ films/ content online (e.g. Netflix, BBC iPlayer, or Sky Go)	1771 68%	265 62%	598 67%	478 81% ab
Watch or post livestream videos (these let you watch or post videos 'live' at exactly the same time as they are being made) on sites or apps like YouTube Live, Instagram Live or Facebook Live	716 28%	126 29%	236 26%	185 31%
Play games online	1099 42%	233 54% bc	381 43%	222 38%
ANY OF THESE	2520 97%	421 98%	874 97%	582 99%
NONE OF THESE	79 3%	8 2%	22 3%	7 1%

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**BREADTH OF USE OF THE INTERNET - OUT OF 13 TYPES OF ACTIVITY**

Base : All respondents that go online (at home or elsewhere)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3581	436	603	652	565	568	739	3581	1710	1795	1007	1138	547	821	2145	1368	3581
Effective Weighted Sample	2593	338	410	501	422	415	532	2593	1239	1300	742	848	432	595	1588	1004	2593
Total	2599	364	476	504	444	363	436	2599	1253	1301	680	713	578	587	1392	1165	2599
NONE	79	3	6	9	12	11	33	79	30	43	13	10	14	37	23	50	79
	3%	1%	1%	2%	3%	3%	8%	3%	2%	3%	2%	1%	2%	6%	2%	4%	3%
							abcdeg							abceg		abe	be
NARROW (1-4 TYPES)	751	101	104	112	92	111	226	751	367	367	154	157	187	234	311	420	751
	29%	28%	22%	22%	21%	31%	52%	29%	29%	28%	23%	22%	32%	40%	22%	36%	29%
							bcd	abcdeg	bcd				abe	abeg		abeg	abe
MEDIUM (5-8 TYPES)	1052	164	196	192	195	157	144	1052	496	547	269	283	261	227	552	488	1052
	40%	45%	41%	38%	44%	43%	33%	40%	40%	42%	40%	40%	45%	39%	40%	42%	40%
		f	f		f	f		f									
BROAD (9-13 TYPES)	718	95	169	192	144	83	33	718	360	344	244	263	116	90	507	206	718
	28%	26%	36%	38%	33%	23%	8%	28%	29%	26%	36%	37%	20%	15%	36%	18%	28%
		f	aefg	aefg	ef	f		f			cdfg	cdfg			cdfg		cdf

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**BREADTH OF USE OF THE INTERNET - OUT OF 13 TYPES OF ACTIVITY**

Base : All respondents that go online (at home or elsewhere)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET				
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	ALL UK e	URBAN a	RURAL b	YES a	ALL WHO NO GO ONLINE b c		NARROW (1-4) a	MEDIUM (5-8) b	BROAD (9-13) c	ALL d	
Significance Level: 99%																
Unweighted total	3581	2474	374	364	369	3581	3136	445	632	2949	3581	983	1464	1028	3581	
Effective Weighted Sample	2593	2013	277	304	225	2593	2260	333	466	2150	2593	709	1040	771	2593	
Total	2599	2170	230	120	80	2599	2261	338	556	2044	2599	751	1052	718	2599	
NONE	79 3%	69 3%	2 1%	4 4%	3 4%	79 3%	67 3%	12 4%	24 4%	55 3%	79 3%	- -%	- -%	- -%	79 3%	abc
NARROW (1-4 TYPES)	751 29%	626 29%	69 30%	33 28%	23 28%	751 29%	650 29%	101 30%	236 42% bc	515 25%	751 29% b	751 100% bcd	- -%	- -%	751 29% bc	
MEDIUM (5-8 TYPES)	1052 40%	876 40%	94 41%	49 41%	33 41%	1052 40%	907 40%	145 43%	223 40%	828 41%	1052 40%	- -%	1052 100% acd	- -%	1052 40% ac	
BROAD (9-13 TYPES)	718 28%	599 28%	65 28%	33 28%	21 26%	718 28%	638 28%	80 24%	72 13%	646 32% ac	718 28% a	- -%	- -%	718 100% abd	718 28% ab	

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post . Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**BREADTH OF USE OF THE INTERNET - OUT OF 13 TYPES OF ACTIVITY**

Base : All respondents that go online (at home or elsewhere)

	FINANCIAL VULNERABILITY INDEX			
	Total	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%				
Unweighted total	3581	471	1204	882
Effective Weighted Sample	2593	365	851	655
Total	2599	429	897	588
NONE	79 3%	8 2%	22 3%	7 1%
NARROW (1-4 TYPES)	751 29%	166 39%	269 30%	84 14%
		bc	c	
MEDIUM (5-8 TYPES)	1052 40%	172 40%	397 44%	226 38%
BROAD (9-13 TYPES)	718 28%	82 19%	208 23%	272 46%
			ab	

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN5C. You said earlier that you don't go online to complete government processes (such as updating Universal Credit, renewing a driving licence or a passport). Which of these are reasons why you don't do this online? (MULTI CODE)**

Base : All respondents that go online (at home or elsewhere) that do not go online to complete government processes (excluding those that did not give a response at the postal survey)

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1651	291	286	292	234	229	310	1651	774	826	392	476	280	461	868	741	1651
Effective Weighted Sample	1203	227	195	224	171	166	226	1203	563	605	289	357	219	334	644	541	1203
Total	1248	249	229	233	182	152	196	1248	603	615	284	314	294	329	598	623	1248
<b>PROMPTED RESPONSES</b>																	
I don't need to complete these government processes	327	70	56	67	56	42	36	327	130	191	72	107	81	61	180	142	327
	26%	28%	24%	29%	31%	28%	18%	26%	21%	31%	25%	34%	28%	19%	30%	23%	26%
			f	f					a		dfg			df		d	
I prefer to make a phone call to do these things	223	33	33	38	31	27	55	223	112	104	62	44	54	56	106	111	223
	18%	13%	14%	16%	17%	18%	28%	18%	19%	17%	22%	14%	18%	17%	18%	18%	18%
							abcg										
I prefer to talk with someone in person to do these things	212	38	24	27	25	32	62	212	105	101	52	51	47	53	103	100	212
	17%	15%	11%	12%	14%	21%	32%	17%	17%	16%	18%	16%	16%	16%	17%	16%	17%
						b	abcdg										
I wasn't aware you could do this online	184	50	40	38	25	13	17	184	106	74	49	44	44	44	93	88	184
	15%	20%	17%	16%	14%	9%	8%	15%	18%	12%	17%	14%	15%	13%	16%	14%	15%
		ef	f						b								
The websites or apps are difficult to use or take too long to use	174	38	32	29	27	15	33	174	99	70	52	37	45	38	90	83	174
	14%	15%	14%	12%	15%	10%	17%	14%	16%	11%	18%	12%	15%	12%	15%	13%	14%
I prefer to use pen and paper / fill out a form / use the post	165	23	20	20	17	26	57	165	75	84	38	35	44	43	73	86	165
	13%	9%	9%	9%	9%	17%	29%	13%	12%	14%	13%	11%	15%	13%	12%	14%	13%
							abcdg										

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

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**IN5C. You said earlier that you don't go online to complete government processes (such as updating Universal Credit, renewing a driving licence or a passport). Which of these are reasons why you don't do this online? (MULTI CODE)**

Base : All respondents that go online (at home or elsewhere) that do not go online to complete government processes (excluding those that did not give a response at the postal survey)

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1651	291	286	292	234	229	310	1651	774	826	392	476	280	461	868	741	1651
Effective Weighted Sample	1203	227	195	224	171	166	226	1203	563	605	289	357	219	334	644	541	1203
Total	1248	249	229	233	182	152	196	1248	603	615	284	314	294	329	598	623	1248
I don't believe it is safe to give my information online to do these things	99 8%	13 5%	11 5%	5 2%	17 9%	14 9%	37 19%	99 8%	40 7%	55 9%	24 8%	22 7%	19 6%	29 9%	46 8%	48 8%	99 8%
				c	c	abcdeg	c										
It's only possible to do these things in person or by phone, they can't be done online	94 8%	28 11%	34 15%	15 7%	7 4%	6 4%	2 1%	94 8%	56 9%	33 5%	39 14%	19 6%	14 5%	20 6%	58 10%	35 6%	94 8%
		def	cdefg	f			f				bcdgf			f			
<b>UNPROMPTED RESPONSE</b>																	
I'm not responsible for this in the household/ someone else does this for me	42 3%	6 2%	6 2%	7 3%	7 4%	10 7%	5 3%	42 3%	23 4%	19 3%	10 4%	9 3%	12 4%	11 3%	19 3%	23 4%	42 3%
Some other reason	5 *%	2 1%	1 *%	2 1%	- -%	- -%	1 *%	5 *%	2 *%	3 1%	* *%	3 1%	- -%	2 1%	3 *%	2 *%	5 *%
Don't know	138 11%	28 11%	26 11%	32 14%	19 10%	20 13%	13 7%	138 11%	68 11%	66 11%	21 8%	29 9%	30 10%	51 16%	51 8%	81 13%	138 11%
				f									ae				
PREFER VERBAL CONTACT	425 34%	82 33%	76 33%	68 29%	56 31%	48 32%	88 45%	425 34%	223 37%	192 31%	114 40%	92 29%	98 33%	110 34%	205 34%	208 33%	425 34%
							acdeg				b						
NO NEED/ NOT RESPONSIBLE FOR THIS	368 30%	76 31%	61 27%	74 32%	63 35%	52 34%	41 21%	368 30%	153 25%	210 34%	82 29%	116 37%	93 32%	72 22%	198 33%	165 27%	368 30%
				f	f	f	f			a		dfg			d		d

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN5C. You said earlier that you don't go online to complete government processes (such as updating Universal Credit, renewing a driving licence or a passport). Which of these are reasons why you don't do this online? (MULTI CODE)**

Base : All respondents that go online (at home or elsewhere) that do not go online to complete government processes (excluding those that did not give a response at the postal survey)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	ALL WHO NO GO ONLINE		NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	1651	1148	174	157	172	1651	1468	183	401	1250	1651	770	655	126	1651
Effective Weighted Sample	1203	938	128	130	114	1203	1068	135	297	918	1203	558	480	93	1203
Total	1248	1043	112	57	36	1248	1105	142	360	888	1248	603	485	85	1248
<b>PROMPTED RESPONSES</b>															
I don't need to complete these government processes	327	263	39	14	10	327	294	33	60	267	327	105	173	42	327
	26%	25%	35%	25%	27%	26%	27%	23%	17%	30%	26%	17%	36%	50%	26%
										a	a		ad	abd	a
I prefer to make a phone call to do these things	223	195	17	7	4	223	198	25	65	158	223	110	81	6	223
	18%	19%	15%	12%	12%	18%	18%	18%	18%	18%	18%	18%	17%	7%	18%
												c			c
I prefer to talk with someone in person to do these things	212	178	16	9	8	212	190	22	46	166	212	116	61	11	212
	17%	17%	15%	17%	22%	17%	17%	16%	13%	19%	17%	19%	12%	13%	17%
												b			
I wasn't aware you could do this online	184	155	15	10	4	184	163	22	76	108	184	93	71	16	184
	15%	15%	13%	18%	11%	15%	15%	15%	21%	12%	15%	15%	15%	19%	15%
									bc						
The websites or apps are difficult to use or take too long to use	174	148	15	6	5	174	157	17	51	124	174	89	67	11	174
	14%	14%	13%	11%	15%	14%	14%	12%	14%	14%	14%	15%	14%	13%	14%
I prefer to use pen and paper / fill out a form / use the post	165	137	14	9	5	165	144	21	50	115	165	89	47	6	165
	13%	13%	13%	16%	14%	13%	13%	15%	14%	13%	13%	15%	10%	6%	13%

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN5C. You said earlier that you don't go online to complete government processes (such as updating Universal Credit, renewing a driving licence or a passport). Which of these are reasons why you don't do this online? (MULTI CODE)**

Base : All respondents that go online (at home or elsewhere) that do not go online to complete government processes (excluding those that did not give a response at the postal survey)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO GO ONLINE	ALL WHO GO ONLINE	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Significance Level: 99%															
Unweighted total	1651	1148	174	157	172	1651	1468	183	401	1250	1651	770	655	126	1651
Effective Weighted Sample	1203	938	128	130	114	1203	1068	135	297	918	1203	558	480	93	1203
Total	1248	1043	112	57	36	1248	1105	142	360	888	1248	603	485	85	1248
I don't believe it is safe to give my information online to do these things	99 8%	86 8%	7 6%	3 5%	3 8%	99 8%	93 8%	6 4%	21 6%	78 9%	99 8%	53 9%	25 5%	7 9%	99 8%
It's only possible to do these things in person or by phone, they can't be done online	94 8%	82 8%	6 5%	4 7%	2 5%	94 8%	90 8%	4 3%	31 9%	62 7%	94 8%	42 7%	44 9%	6 7%	94 8%
<b>UNPROMPTED RESPONSE</b>															
I'm not responsible for this in the household/ someone else does this for me	42 3%	37 4%	2 2%	2 3%	1 4%	42 3%	31 3%	11 8% a	13 4%	29 3%	42 3%	20 3%	17 4%	3 3%	42 3%
Some other reason	5 *%	4 *%	* *%	* *%	* 1%	5 *%	4 *%	* *%	1 *%	4 *%	5 *%	1 *%	3 1%	* *%	5 *%
Don't know	138 11%	118 11%	10 9%	7 12%	3 10%	138 11%	116 11%	21 15%	41 11%	97 11%	138 11%	64 11%	46 10%	3 3%	138 11%
PREFER VERBAL CONTACT	425 34%	365 35%	31 28%	17 31%	12 33%	425 34%	387 35%	38 27%	120 33%	305 34%	425 34%	226 38% c	150 31%	15 18%	425 34% c
NO NEED/ NOT RESPONSIBLE FOR THIS	368 30%	300 29%	41 37%	16 29%	11 31%	368 30%	325 29%	44 31%	73 20%	296 33% a	368 30% a	125 21%	190 39% ad	45 53% ad	368 30% a

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN5C. You said earlier that you don't go online to complete government processes (such as updating Universal Credit, renewing a driving licence or a passport). Which of these are reasons why you don't do this online? (MULTI CODE)**

Base : All respondents that go online (at home or elsewhere) that do not go online to complete government processes (excluding those that did not give a response at the postal survey)

	FINANCIAL VULNERABILITY INDEX			
	Total	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%				
Unweighted total	1651	249	566	296
Effective Weighted Sample	1203	196	399	219
Total	1248	239	429	205
<b>PROMPTED RESPONSES</b>				
I don't need to complete these government processes	327 26%	48 20%	120 28%	77 38% a
I prefer to make a phone call to do these things	223 18%	42 18%	84 20%	24 12%
I prefer to talk with someone in person to do these things	212 17%	39 16%	72 17%	26 13%
I wasn't aware you could do this online	184 15%	44 18%	70 16%	28 14%
The websites or apps are difficult to use or take too long to use	174 14%	36 15%	66 15%	33 16%
I prefer to use pen and paper / fill out a form / use the post	165 13%	25 10%	59 14%	29 14%

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN5C. You said earlier that you don't go online to complete government processes (such as updating Universal Credit, renewing a driving licence or a passport). Which of these are reasons why you don't do this online? (MULTI CODE)**

Base : All respondents that go online (at home or elsewhere) that do not go online to complete government processes (excluding those that did not give a response at the postal survey)

	FINANCIAL VULNERABILITY INDEX			
	Total	MOST	POTEN- TIALY	LEAST
Significance Level: 99%		a	b	c
Unweighted total	1651	249	566	296
Effective Weighted Sample	1203	196	399	219
Total	1248	239	429	205
I don't believe it is safe to give my information online to do these things	99 8%	16 7%	37 9%	9 4%
It's only possible to do these things in person or by phone, they can't be done online	94 8%	30 12%	30 7%	15 7%
<b>UNPROMPTED RESPONSE</b>				
I'm not responsible for this in the household/ someone else does this for me	42 3%	6 2%	19 4%	6 3%
Some other reason	5 *%	1 *%	2 1%	* *%
Don't know	138 11%	22 9%	33 8%	18 9%
PREFER VERBAL CONTACT	425 34%	95 40%	150 35%	51 25%
		c	c	
NO NEED/ NOT RESPONSIBLE FOR THIS	368 30%	53 22%	139 32%	84 41%
			a	

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN27A. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: Internet users must be protected from seeing inappropriate or offensive content. (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere) (excluding those that did not give a response at the postal survey)

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3579	436	603	652	565	567	738	3579	1710	1793	1005	1138	547	821	2143	1368	3579
Effective Weighted Sample	2591	338	410	501	422	414	531	2591	1239	1298	740	848	432	595	1586	1004	2591
Total	2598	364	476	504	444	362	435	2598	1253	1299	678	713	578	587	1391	1165	2598
Strongly disagree	212 8%	34 9%	39 8%	40 8%	37 8%	33 9%	29 7%	212 8%	117 9%	92 7%	60 9%	68 10%	41 7%	40 7%	128 9%	81 7%	212 8%
Slightly disagree	234 9%	42 11%	54 11%	43 9%	46 10%	25 7%	24 6%	234 9%	146 12%	87 7%	66 10%	76 11%	58 10%	34 6%	142 10%	91 8%	234 9%
Neither agree nor disagree	406 16%	76 21%	77 16%	84 17%	64 14%	53 15%	51 12%	406 16%	235 19%	158 12%	92 14%	107 15%	97 17%	104 18%	198 14%	201 17%	406 16%
Slightly agree	559 22%	98 27%	131 27%	120 24%	76 17%	69 19%	63 14%	559 22%	273 22%	277 21%	140 21%	178 25%	121 21%	114 19%	318 23%	236 20%	559 22%
Strongly agree	1140 44%	106 29%	167 35%	210 42%	210 47%	178 49%	259 59%	1140 44%	458 37%	667 51%	313 46%	280 39%	250 43%	276 47%	593 43%	526 45%	1140 44%
Don't know	46 2%	9 2%	8 2%	6 1%	10 2%	4 1%	10 2%	46 2%	24 2%	18 1%	7 1%	5 1%	12 2%	18 3%	12 1%	30 3%	46 2%
<b>SUMMARY CODES</b>																	
TOTAL DISAGREE	446 17%	76 21%	93 20%	83 17%	83 19%	58 16%	53 12%	446 17%	263 21%	179 14%	127 19%	143 20%	98 17%	74 13%	270 19%	172 15%	446 17%
TOTAL AGREE	1699 65%	204 56%	298 63%	331 66%	287 65%	247 68%	321 74%	1699 65%	731 58%	944 73%	453 67%	457 64%	371 64%	391 67%	911 65%	762 65%	1699 65%
TOTAL NEITHER/ DON'T KNOW	453 17%	84 23%	85 18%	90 18%	74 17%	57 16%	61 14%	453 17%	259 21%	176 14%	98 15%	112 16%	108 19%	123 21%	210 15%	231 20%	453 17%

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN27A. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: Internet users must be protected from seeing inappropriate or offensive content. (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere) (excluding those that did not give a response at the postal survey)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL WHO GO ONLINE	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3579	2472	374	364	369	3579	3135	444	632	2947	3579	982	1464	1028	3579
Effective Weighted Sample	2591	2011	277	304	225	2591	2259	332	466	2148	2591	708	1040	771	2591
Total	2598	2168	230	120	80	2598	2260	337	556	2042	2598	750	1052	718	2598
Strongly disagree	212 8%	172 8%	25 11%	10 9%	4 6%	212 8%	187 8%	26 8%	48 9%	164 8%	212 8%	69 9%	81 8%	59 8%	212 8%
Slightly disagree	234 9%	200 9%	17 7%	8 7%	9 12%	234 9%	202 9%	32 9%	42 8%	192 9%	234 9%	52 7%	90 9%	90 13%	234 9%
Neither agree nor disagree	406 16%	348 16%	31 13%	16 13%	11 14%	406 16%	360 16%	47 14%	97 17%	310 15%	406 16%	127 17%	158 15%	104 15%	406 16%
Slightly agree	559 22%	467 22%	51 22%	27 23%	14 18%	559 22%	485 21%	75 22%	119 21%	440 22%	559 22%	154 21%	232 22%	166 23%	559 22%
Strongly agree	1140 44%	945 44%	101 44%	54 45%	40 50%	1140 44%	986 44%	153 45%	231 42%	908 44%	1140 44%	326 43%	486 46%	292 41%	1140 44%
Don't know	46 2%	36 2%	5 2%	4 3%	1 1%	46 2%	41 2%	5 2%	18 3%	28 1%	46 2%	22 3%	5 1%	5 1%	46 2%
<b>SUMMARY CODES</b>															
TOTAL DISAGREE	446 17%	372 17%	42 18%	19 15%	14 17%	446 17%	389 17%	57 17%	90 16%	356 17%	446 17%	121 16%	171 16%	149 21%	446 17%
TOTAL AGREE	1699 65%	1411 65%	152 66%	82 68%	54 68%	1699 65%	1471 65%	228 68%	350 63%	1348 66%	1699 65%	480 64%	718 68%	458 64%	1699 65%
TOTAL NEITHER/ DON'T KNOW	453 17%	385 18%	36 16%	20 16%	12 15%	453 17%	400 18%	52 15%	115 21%	337 17%	453 17%	149 20%	163 15%	110 15%	453 17%

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN27A. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: Internet users must be protected from seeing inappropriate or offensive content. (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere) (excluding those that did not give a response at the postal survey)

	<b>FINANCIAL VULNERABILITY INDEX</b>			
	<b>Total</b>	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 99%		<b>a</b>	<b>b</b>	<b>c</b>
Unweighted total	3579	471	1202	882
Effective Weighted Sample	2591	365	850	655
<b>Total</b>	<b>2598</b>	<b>429</b>	<b>895</b>	<b>588</b>
Strongly disagree	212 8%	32 7%	71 8%	54 9%
Slightly disagree	234 9%	46 11%	76 8%	62 11%
Neither agree nor disagree	406 16%	67 16%	145 16%	75 13%
Slightly agree	559 22%	92 21%	189 21%	145 25%
Strongly agree	1140 44%	187 44%	410 46%	247 42%
Don't know	46 2%	6 1%	5 1%	6 1%
<b>SUMMARY CODES</b>				
TOTAL DISAGREE	446 17%	77 18%	147 16%	116 20%
TOTAL AGREE	1699 65%	279 65%	599 67%	392 67%
TOTAL NEITHER/ DON'T KNOW	453 17%	73 17%	149 17%	81 14%

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN27B. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: I think people should have the right to hide their identity online in order to express their views anonymously. (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere) (excluding those that did not give a response at the postal survey)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3579	436	603	652	565	567	738	3579	1709	1794	1005	1138	547	821	2143	1368	3579
Effective Weighted Sample	2591	338	410	501	422	414	531	2591	1238	1299	740	848	432	595	1586	1004	2591
Total	2598	364	476	504	444	362	435	2598	1252	1300	678	713	578	587	1391	1165	2598
Strongly disagree	632	38	97	96	121	102	175	632	300	325	185	177	128	136	362	264	632
	24%	10%	20%	19%	27%	28%	40%	24%	24%	25%	27%	25%	22%	23%	26%	23%	24%
			a	a	ac	abc	abcdeg	a									
Slightly disagree	515	65	94	97	95	78	79	515	228	278	147	166	102	91	313	193	515
	20%	18%	20%	19%	21%	21%	18%	20%	18%	21%	22%	23%	18%	15%	23%	17%	20%
									df		df			df			
Neither agree nor disagree	533	86	103	111	84	75	74	533	239	286	121	133	138	134	254	272	533
	21%	24%	22%	22%	19%	21%	17%	21%	19%	22%	18%	19%	24%	23%	18%	23%	21%
												e			ae		
Slightly agree	415	91	86	88	58	54	34	415	211	197	98	134	96	83	232	179	415
	16%	25%	18%	17%	13%	15%	8%	16%	17%	15%	14%	19%	17%	14%	17%	15%	16%
		cdefg	f	f	f	f		f									
Strongly agree	444	77	84	104	77	45	57	444	249	186	115	93	101	124	208	225	444
	17%	21%	18%	21%	17%	13%	13%	17%	20%	14%	17%	13%	18%	21%	15%	19%	17%
		ef		ef				b					be		be	b	
Don't know	59	7	11	8	9	8	15	59	25	28	11	9	11	21	21	32	59
	2%	2%	2%	2%	2%	2%	4%	2%	2%	2%	2%	1%	2%	3%	1%	3%	2%
													be				
<b>SUMMARY CODES</b>																	
TOTAL DISAGREE	1147	104	191	193	216	180	255	1147	529	603	333	343	230	226	676	457	1147
	44%	28%	40%	38%	49%	50%	59%	44%	42%	46%	49%	48%	40%	39%	49%	39%	44%
			a	a	ac	abc	abcdeg	a			cdf	cdf			cdfg		f
TOTAL AGREE	860	167	171	192	135	99	91	860	460	383	213	227	198	206	440	404	860
	33%	46%	36%	38%	30%	27%	21%	33%	37%	29%	31%	32%	34%	35%	32%	35%	33%
		bdefg	ef	ef	f			f	b								
TOTAL NEITHER/ DON'T KNOW	592	93	114	118	93	83	89	592	264	314	132	143	150	154	275	304	592
	23%	26%	24%	23%	21%	23%	21%	23%	21%	24%	20%	20%	26%	26%	20%	26%	23%
												e	abe		abe		

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN27B. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: I think people should have the right to hide their identity online in order to express their views anonymously. (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere) (excluding those that did not give a response at the postal survey)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	ALL WHO NO GO ONLINE		NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Significance Level: 99%															
Unweighted total	3579	2472	374	364	369	3579	3135	444	632	2947	3579	982	1464	1028	3579
Effective Weighted Sample	2591	2011	277	304	225	2591	2259	332	466	2148	2591	708	1040	771	2591
Total	2598	2168	230	120	80	2598	2261	337	556	2042	2598	750	1052	718	2598
Strongly disagree	632 24%	527 24%	53 23%	31 26%	21 26%	632 24%	551 24%	81 24%	108 19%	524 26%	632 24%	187 25%	239 23%	190 26%	632 24%
Slightly disagree	515 20%	425 20%	49 21%	23 20%	18 22%	515 20%	455 20%	60 18%	101 18%	414 20%	515 20%	119 16%	213 20%	174 24%	515 20%
Neither agree nor disagree	533 21%	448 21%	42 18%	26 22%	17 22%	533 21%	448 20%	85 25%	130 23%	402 20%	533 21%	171 23%	226 22%	116 16%	533 21%
Slightly agree	415 16%	357 16%	30 13%	18 15%	11 13%	415 16%	365 16%	50 15%	93 17%	322 16%	415 16%	106 14%	195 19%	109 15%	415 16%
Strongly agree	444 17%	364 17%	50 22%	18 15%	12 15%	444 17%	392 17%	52 15%	109 20%	335 16%	444 17%	145 19%	163 16%	125 17%	444 17%
Don't know	59 2%	48 2%	6 3%	3 3%	1 2%	59 2%	49 2%	10 3%	14 3%	45 2%	59 2%	23 3%	15 1%	4 1%	59 2%
<b>SUMMARY CODES</b>															
TOTAL DISAGREE	1147 44%	952 44%	102 44%	54 46%	38 48%	1147 44%	1006 45%	141 42%	209 38%	938 46%	1147 44%	306 41%	452 43%	364 51%	1147 44%
TOTAL AGREE	860 33%	721 33%	80 35%	36 30%	23 29%	860 33%	757 34%	102 30%	202 36%	657 32%	860 33%	251 33%	358 34%	234 33%	860 33%
TOTAL NEITHER/ DON'T KNOW	592 23%	496 23%	48 21%	29 24%	19 23%	592 23%	497 22%	94 28%	145 26%	447 22%	592 23%	193 26%	241 23%	120 17%	592 23%

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN27B. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: I think people should have the right to hide their identity online in order to express their views anonymously. (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere) (excluding those that did not give a response at the postal survey)

	<b>FINANCIAL VULNERABILITY INDEX</b>			
	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 99%		a	b	c
Unweighted total	3579	471	1203	882
Effective Weighted Sample	2591	365	851	655
Total	2598	429	896	588
Strongly disagree	632 24%	69 16%	223 25% a	182 31% ab
Slightly disagree	515 20%	74 17%	173 19%	139 24%
Neither agree nor disagree	533 21%	82 19%	212 24% c	89 15%
Slightly agree	415 16%	78 18%	132 15%	90 15%
Strongly agree	444 17%	117 27% bc	145 16%	81 14%
Don't know	59 2%	9 2%	11 1%	7 1%
<b>SUMMARY CODES</b>				
TOTAL DISAGREE	1147 44%	143 33% a	397 44% ab	321 55%
TOTAL AGREE	860 33% bc	195 45%	277 31%	171 29%
TOTAL NEITHER/ DON'T KNOW	592 23%	91 21%	223 25% c	96 16%

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN27C. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: I think it is important that people can say what they want online even if it is controversial or hurtful to others. (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere) (excluding those that did not give a response at the postal survey)

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3579	436	603	652	565	567	738	3579	1709	1794	1005	1138	547	821	2143	1368	3579
Effective Weighted Sample	2591	338	410	501	422	414	531	2591	1238	1299	740	848	432	595	1586	1004	2591
Total	2598	364	476	504	444	362	435	2598	1252	1300	678	713	578	587	1391	1165	2598
Strongly disagree	828 32%	70 19%	124 26%	127 25%	145 33%	137 38%	219 50%	828 32%	350 28%	467 36%	217 32%	225 32%	187 32%	186 32%	442 32%	373 32%	828 32%
Slightly disagree	605 23%	92 25%	109 23%	115 23%	114 26%	92 25%	82 19%	605 23%	262 21%	334 26%	153 23%	192 27%	133 23%	120 20%	346 25%	253 22%	605 23%
Neither agree nor disagree	471 18%	92 25%	95 20%	91 18%	78 18%	61 17%	53 12%	471 18%	213 17%	248 19%	105 15%	118 17%	107 19%	131 22%	223 16%	239 20%	471 18%
Slightly agree	371 14%	59 16%	83 18%	91 18%	52 12%	43 12%	41 9%	371 14%	224 18%	141 11%	103 15%	116 16%	85 15%	62 11%	218 16%	147 13%	371 14%
Strongly agree	275 11%	46 13%	56 12%	70 14%	45 10%	26 7%	30 7%	275 11%	180 14%	89 7%	94 14%	56 8%	55 10%	67 11%	149 11%	122 10%	275 11%
Don't know	48 2%	6 2%	9 2%	9 2%	9 2%	4 1%	11 2%	48 2%	24 2%	20 2%	6 1%	6 1%	10 2%	21 4%	12 1%	31 3%	48 2%
<b>SUMMARY CODES</b>																	
TOTAL DISAGREE	1433 55%	161 44%	233 49%	242 48%	259 58%	228 63%	301 69%	1433 55%	612 49%	801 62%	370 55%	417 59%	321 56%	305 52%	788 57%	626 54%	1433 55%
TOTAL AGREE	645 25%	105 29%	140 29%	161 32%	97 22%	69 19%	71 16%	645 25%	404 32%	231 18%	196 29%	171 24%	140 24%	129 22%	368 26%	270 23%	645 25%
TOTAL NEITHER/ DON'T KNOW	519 20%	98 27%	104 22%	101 20%	88 20%	65 18%	64 15%	519 20%	237 19%	268 21%	111 16%	124 17%	117 20%	152 26%	235 17%	269 23%	519 20%

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN27C. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: I think it is important that people can say what they want online even if it is controversial or hurtful to others. (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere) (excluding those that did not give a response at the postal survey)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	ALL WHO NO GO ONLINE		NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Significance Level: 99%															
Unweighted total	3579	2472	374	364	369	3579	3135	444	632	2947	3579	982	1464	1028	3579
Effective Weighted Sample	2591	2011	277	304	225	2591	2259	332	466	2148	2591	708	1040	771	2591
Total	2598	2168	230	120	80	2598	2261	337	556	2042	2598	750	1052	718	2598
Strongly disagree	828 32%	678 31%	81 35%	40 34%	29 36%	828 32%	712 32%	116 34%	160 29%	668 33%	828 32%	242 32%	327 31%	232 32%	828 32%
Slightly disagree	605 23%	506 23%	50 22%	30 25%	19 24%	605 23%	535 24%	70 21%	129 23%	476 23%	605 23%	146 19%	272 26%	179 25%	605 23%
Neither agree nor disagree	471 18%	408 19%	31 13%	18 15%	14 18%	471 18%	411 18%	60 18%	132 24%	339 17%	471 18%	176 23%	178 17%	99 14%	471 18%
Slightly agree	371 14%	315 15%	33 14%	13 11%	10 13%	371 14%	319 14%	52 15%	60 11%	311 15%	371 14%	90 12%	161 15%	113 16%	371 14%
Strongly agree	275 11%	225 10%	30 13%	13 11%	6 8%	275 11%	242 11%	33 10%	58 10%	216 11%	275 11%	74 10%	103 10%	93 13%	275 11%
Don't know	48 2%	37 2%	6 2%	4 4%	1 1%	48 2%	41 2%	7 2%	17 3%	31 2%	48 2%	23 3%	10 1%	2 *	48 2%
<b>SUMMARY CODES</b>															
TOTAL DISAGREE	1433 55%	1184 55%	131 57%	70 59%	48 60%	1433 55%	1248 55%	186 55%	289 52%	1144 56%	1433 55%	388 52%	599 57%	411 57%	1433 55%
TOTAL AGREE	645 25%	540 25%	62 27%	27 22%	16 21%	645 25%	560 25%	85 25%	118 21%	527 26%	645 25%	164 22%	264 25%	206 29%	645 25%
TOTAL NEITHER/ DON'T KNOW	519 20%	445 21%	37 16%	22 19%	15 19%	519 20%	453 20%	67 20%	149 27%	370 18%	519 20%	198 26%	188 18%	100 14%	519 20%

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN27C. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: I think it is important that people can say what they want online even if it is controversial or hurtful to others. (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere) (excluding those that did not give a response at the postal survey)

	<b>FINANCIAL VULNERABILITY INDEX</b>			
	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 99%		a	b	c
Unweighted total	3579	471	1203	882
Effective Weighted Sample	2591	365	851	655
Total	2598	429	896	588
Strongly disagree	828 32%	100 23%	293 33% a	191 33% a
Slightly disagree	605 23%	94 22%	208 23%	155 26%
Neither agree nor disagree	471 18%	103 24% c	158 18%	83 14%
Slightly agree	371 14%	62 14%	132 15%	97 16%
Strongly agree	275 11%	61 14%	97 11%	57 10%
Don't know	48 2%	9 2%	8 1%	5 1%
<b>SUMMARY CODES</b>				
TOTAL DISAGREE	1433 55%	194 45%	501 56% a	346 59% a
TOTAL AGREE	645 25%	123 29%	229 26%	154 26%
TOTAL NEITHER/ DON'T KNOW	519 20%	112 26% bc	167 19%	88 15%

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN27F. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: For me, the benefits of being online outweigh the risks. (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere) (excluding those that did not give a response at the postal survey)

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3579	436	603	652	565	567	738	3579	1709	1794	1005	1138	547	821	2143	1368	3579
Effective Weighted Sample	2591	338	410	501	422	414	531	2591	1238	1299	740	848	432	595	1586	1004	2591
Total	2598	364	476	504	444	362	435	2598	1252	1300	678	713	578	587	1391	1165	2598
Strongly disagree	161 6%	18 5%	24 5%	28 6%	27 6%	22 6%	40 9%	161 6%	75 6%	85 7%	41 6%	39 5%	37 6%	37 6%	80 6%	74 6%	161 6%
Slightly disagree	202 8%	32 9%	21 4%	34 7%	40 9%	28 8%	43 10%	202 8%	83 7%	113 9%	47 7%	53 7%	55 9%	43 7%	100 7%	97 8%	202 8%
Neither agree nor disagree	651 25%	100 27%	120 25%	115 23%	96 22%	103 28%	113 26%	651 25%	278 22%	363 28%	125 18%	144 20%	173 30%	200 34%	269 19%	372 32%	651 25%
Slightly agree	663 26%	93 26%	104 22%	133 26%	118 27%	94 26%	121 28%	663 26%	300 24%	352 27%	173 25%	210 29%	131 23%	141 24%	383 28%	272 23%	663 26%
Strongly agree	848 33%	110 30%	197 41%	184 36%	151 34%	109 30%	97 22%	848 33%	482 38%	352 27%	278 41%	257 36%	166 29%	139 24%	535 38%	305 26%	848 33%
Don't know	74 3%	11 3%	10 2%	11 2%	11 2%	6 2%	23 5%	74 3%	34 3%	35 3%	14 2%	10 1%	17 3%	27 5%	24 2%	43 4%	74 3%
<b>SUMMARY CODES</b>																	
TOTAL DISAGREE	362 14%	50 14%	45 9%	62 12%	67 15%	50 14%	82 19%	362 14%	159 13%	199 15%	89 13%	91 13%	91 16%	80 14%	180 13%	171 15%	362 14%
TOTAL AGREE	1510 58%	203 56%	301 63%	316 63%	269 61%	203 56%	217 50%	1510 58%	782 62%	704 54%	451 66%	467 66%	297 51%	281 48%	918 66%	578 50%	1510 58%
TOTAL NEITHER/ DON'T KNOW	725 28%	110 30%	130 27%	126 25%	107 24%	109 30%	136 31%	725 28%	312 25%	398 31%	139 21%	154 22%	190 33%	226 39%	293 21%	416 36%	725 28%

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN27F. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: For me, the benefits of being online outweigh the risks. (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere) (excluding those that did not give a response at the postal survey)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	ALL WHO NO GO ONLINE		NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3579	2472	374	364	369	3579	3135	444	632	2947	3579	982	1464	1028	3579
Effective Weighted Sample	2591	2011	277	304	225	2591	2259	332	466	2148	2591	708	1040	771	2591
Total	2598	2168	230	120	80	2598	2261	337	556	2042	2598	750	1052	718	2598
Strongly disagree	161 6%	142 7%	9 4%	8 6%	2 3%	161 6%	142 6%	19 6%	36 6%	125 6%	161 6%	59 8% b	47 4%	45 6%	161 6%
Slightly disagree	202 8%	171 8%	14 6%	9 8%	7 9%	202 8%	177 8%	25 7%	54 10%	148 7%	202 8%	80 11% c	82 8% c	31 4%	202 8% c
Neither agree nor disagree	651 25%	545 25%	55 24%	34 28%	17 22%	651 25%	573 25%	78 23%	181 33% bc	470 23%	651 25%	249 33% bcd	261 25% c	114 16%	651 25% c
Slightly agree	663 26%	550 25%	58 25%	29 24%	26 33%	663 26%	570 25%	92 27%	130 23%	532 26%	663 26%	188 25%	292 28%	174 24%	663 26%
Strongly agree	848 33%	703 32%	85 37%	36 30%	24 30%	848 33%	734 32%	114 34%	125 23%	723 35% a	848 33% a	130 17%	362 34% a	354 49% abd	848 33% a
Don't know	74 3%	58 3%	9 4%	4 3%	2 3%	74 3%	64 3%	9 3%	29 5% bc	45 2%	74 3%	45 6% bcd	8 1%	1 *%	74 3% bc
<b>SUMMARY CODES</b>															
TOTAL DISAGREE	362 14%	313 14%	23 10%	17 14%	10 12%	362 14%	319 14%	44 13%	90 16%	273 13%	362 14%	139 19% bcd	129 12%	75 10%	362 14%
TOTAL AGREE	1510 58%	1253 58%	143 62%	65 54%	50 63%	1510 58%	1305 58%	206 61%	256 46%	1255 61% a	1510 58% a	318 42%	654 62% a	528 74% abd	1510 58% a
TOTAL NEITHER/ DON'T KNOW	725 28%	603 28%	65 28%	37 31%	20 25%	725 28%	637 28%	88 26%	210 38% bc	515 25%	725 28%	294 39% bcd	269 26% c	115 16%	725 28% c

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post . Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**IN27F. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: For me, the benefits of being online outweigh the risks. (SINGLE CODE)**

Base : All respondents that go online (at home or elsewhere) (excluding those that did not give a response at the postal survey)

	FINANCIAL VULNERABILITY INDEX			
	Total	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%				
Unweighted total	3579	471	1203	882
Effective Weighted Sample	2591	365	851	655
Total	2598	429	896	588
Strongly disagree	161 6%	31 7%	51 6%	27 5%
Slightly disagree	202 8%	29 7%	72 8%	39 7%
Neither agree nor disagree	651 25%	127 30%	228 25%	82 14%
		c	c	
Slightly agree	663 26%	106 25%	251 28%	150 25%
Strongly agree	848 33%	124 29%	277 31%	284 48% ab
Don't know	74 3%	12 3%	17 2%	7 1%
<b>SUMMARY CODES</b>				
TOTAL DISAGREE	362 14%	60 14%	123 14%	65 11%
TOTAL AGREE	1510 58%	230 54%	528 59%	434 74% ab
TOTAL NEITHER/ DON'T KNOW	725 28%	139 32%	245 27%	89 15%
		c	c	

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**M6A. AGREEMENT WITH STATEMENTS ABOUT SMARTPHONE USE: Completing forms and working on documents is more difficult on my smartphone than on a laptop or desktop. (SINGLE CODE)**

Base : All respondents who use a smartphone (excluding those that did not give a response at the postal survey)

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3312	425	588	626	544	523	597	3312	1569	1681	948	1086	508	726	2034	1234	3312
Effective Weighted Sample	2388	329	400	483	398	381	431	2388	1125	1219	700	810	397	529	1507	902	2388
Total	2413	351	466	483	433	331	342	2413	1155	1220	643	679	542	523	1321	1065	2413
Strongly disagree	110 5%	21 6%	29 6%	27 6%	15 4%	8 2%	12 3%	110 5%	53 5%	55 5%	27 4%	24 3%	31 6%	27 5%	51 4%	57 5%	110 5%
Slightly disagree	190 8%	49 14%	44 9%	34 7%	35 8%	18 5%	11 3%	190 8%	86 7%	102 8%	54 8%	48 7%	46 8%	41 8%	101 8%	87 8%	190 8%
Neither agree nor disagree	309 13%	62 18%	75 16%	67 14%	54 12%	29 9%	21 6%	309 13%	130 11%	172 14%	61 9%	61 9%	82 15%	101 19%	121 9%	183 17%	309 13%
Slightly agree	737 31%	98 28%	157 34%	176 36%	147 34%	90 27%	70 21%	737 31%	355 31%	370 30%	195 30%	226 33%	176 32%	136 26%	420 32%	312 29%	737 31%
Strongly agree	987 41%	117 33%	156 34%	173 36%	168 39%	172 52%	197 58%	987 41%	488 42%	487 40%	298 46%	313 46%	182 34%	184 35%	612 46%	366 34%	987 41%
Don't know	80 3%	5 1%	5 1%	7 1%	15 4%	15 5%	31 9%	80 3%	44 4%	34 3%	8 1%	7 1%	25 5%	34 7%	15 1%	59 6%	80 3%
<b>SUMMARY CODES</b>																	
TOTAL DISAGREE	301 12%	69 20%	73 16%	61 13%	50 11%	25 8%	23 7%	301 12%	139 12%	157 13%	81 13%	71 11%	76 14%	68 13%	152 12%	145 14%	301 12%
TOTAL AGREE	1724 71%	215 61%	313 67%	349 72%	314 73%	262 79%	267 78%	1724 71%	843 73%	857 70%	493 77%	539 79%	358 66%	320 61%	1032 78%	678 64%	1724 71%
TOTAL NEITHER/ DON'T KNOW	388 16%	67 19%	80 17%	74 15%	69 16%	44 13%	52 15%	388 16%	174 15%	206 17%	69 11%	68 10%	107 20%	135 26%	137 10%	242 23%	388 16%

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**M6A. AGREEMENT WITH STATEMENTS ABOUT SMARTPHONE USE: Completing forms and working on documents is more difficult on my smartphone than on a laptop or desktop. (SINGLE CODE)**

Base : All respondents who use a smartphone (excluding those that did not give a response at the postal survey)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	ALL WHO NO GO ONLINE		NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3312	2294	344	333	341	3312	2908	404	614	2696	3310	838	1395	1009	3312
Effective Weighted Sample	2388	1863	254	213	206	2388	2085	303	452	1966	2396	603	994	755	2388
Total	2413	2011	212	116	74	2413	2107	306	540	1868	2407	646	1010	702	2413
Strongly disagree	110 5%	89 4%	12 5%	7 6%	3 4%	110 5%	104 5%	6 2%	38 7% b	72 4%	110 5%	44 7% b	37 4%	29 4%	110 5%
Slightly disagree	190 8%	159 8%	17 8%	7 6%	7 10%	190 8%	172 8%	18 6%	59 11% b	131 7%	190 8%	44 7%	99 10% c	44 6%	190 8%
Neither agree nor disagree	309 13%	260 13%	23 11%	15 13%	11 15%	309 13%	271 13%	37 12%	118 22% bc	191 10%	309 13% b	112 17% bcd	107 11%	77 11%	309 13%
Slightly agree	737 31%	618 31%	56 27%	37 32%	26 35%	737 31%	637 30%	100 33%	153 28%	584 31%	737 31%	167 26%	309 31%	257 37% abd	737 31%
Strongly agree	987 41%	821 41%	100 47% cd	41 35%	25 34%	987 41%	847 40%	140 46%	141 26%	846 45% ac	987 41% a	232 36%	448 44% a	293 42%	987 41%
Don't know	80 3%	63 3%	5 2%	10 9% abde	2 2%	80 3%	75 4%	5 2%	29 5% b	45 2%	74 3%	47 7% bcd	9 1%	1 *%	80 3% bc
<b>SUMMARY CODES</b>															
TOTAL DISAGREE	301 12%	248 12%	29 14%	14 12%	10 13%	301 12%	276 13%	24 8%	98 18% bc	203 11%	301 12%	88 14%	136 13%	73 10%	301 12%
TOTAL AGREE	1724 71%	1439 72%	156 73%	78 67%	51 70%	1724 71%	1484 70%	240 78% a	295 55%	1430 77% ac	1724 72% a	399 62%	757 75% a	550 78% ad	1724 71% a

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**M6A. AGREEMENT WITH STATEMENTS ABOUT SMARTPHONE USE: Completing forms and working on documents is more difficult on my smartphone than on a laptop or desktop. (SINGLE CODE)**

Base : All respondents who use a smartphone (excluding those that did not give a response at the postal survey)

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN a	RURAL b	YES a	NO b	ALL WHO GO ONLINE c	NARROW (1-4) a	MEDIUM (5-8) b	BROAD (9-13) c	ALL d	
Significance Level: 99%																
Unweighted total	3312	2294	344	333	341	3312	2908	404	614	2696	3310	838	1395	1009	3312	
Effective Weighted Sample	2388	1863	254	213	206	2388	2085	303	452	1966	2396	603	994	755	2388	
Total	2413	2011	212	116	74	2413	2107	306	540	1868	2407	646	1010	702	2413	
TOTAL NEITHER/ DON'T KNOW	388	324	27	25	13	388	347	42	147	236	383	159	117	78	388	
	16%	16%	13%	21%	17%	16%	16%	14%	27%	13%	16%	25%	12%	11%	16%	
									bc		b	bcd			bc	

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post . Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**M6A. AGREEMENT WITH STATEMENTS ABOUT SMARTPHONE USE: Completing forms and working on documents is more difficult on my smartphone than on a laptop or desktop. (SINGLE CODE)**

Base : All respondents who use a smartphone (excluding those that did not give a response at the postal survey)

	<b>FINANCIAL VULNERABILITY INDEX</b>			
	<b>Total</b>	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 99%		a	b	c
Unweighted total	3312	429	1105	849
Effective Weighted Sample	2388	331	772	630
<b>Total</b>	<b>2413</b>	<b>392</b>	<b>832</b>	<b>567</b>
Strongly disagree	110 5%	27 7%	28 3%	23 4%
Slightly disagree	190 8%	44 11%	59 7%	43 8%
Neither agree nor disagree	309 13%	59 15%	107 13%	39 7%
Slightly agree	737 31%	110 28%	255 31%	205 36%
Strongly agree	987 41%	140 36%	352 42%	251 44%
Don't know	80 3%	13 3%	32 4%	5 1%
<b>SUMMARY CODES</b>				
TOTAL DISAGREE	301 12%	71 18%	87 10%	67 12%
TOTAL AGREE	1724 71%	249 64%	607 73%	456 80%
TOTAL NEITHER/ DON'T KNOW	388 16%	72 18%	138 17%	45 8%

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**M6B. AGREEMENT WITH STATEMENTS ABOUT SMARTPHONE USE: When I go online on my smartphone to complete tasks I tend to do this as quickly as possible to avoid using up too much data. (SINGLE CODE)**

Base : All respondents who use a smartphone (excluding those that did not give a response at the postal survey)

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3308	425	588	626	544	523	594	3308	1569	1677	946	1085	508	725	2031	1233	3308
Effective Weighted Sample	2385	329	400	483	398	381	429	2385	1125	1217	698	809	397	528	1505	901	2385
Total	2410	351	466	483	433	331	339	2410	1155	1217	640	678	542	523	1319	1065	2410
Strongly disagree	510 21%	54 15%	125 27%	123 26%	112 26%	56 17%	38 11%	510 21%	261 23%	240 20%	134 21%	171 25%	101 19%	97 19%	305 23%	198 19%	510 21%
			aef	aef	aef			f				df			f		
Slightly disagree	415 17%	69 20%	78 17%	102 21%	70 16%	55 16%	42 12%	415 17%	175 15%	235 19%	121 19%	129 19%	86 16%	76 15%	250 19%	162 15%	415 17%
		f		f						a							
Neither agree nor disagree	630 26%	82 23%	117 25%	105 22%	115 26%	99 30%	109 32%	630 26%	295 26%	323 27%	148 23%	173 26%	152 28%	148 28%	321 24%	299 28%	630 26%
						c	acg										
Slightly agree	453 19%	92 26%	70 15%	94 20%	76 17%	67 20%	54 16%	453 19%	231 20%	215 18%	137 21%	121 18%	112 21%	83 16%	257 20%	196 18%	453 19%
		bdfg															
Strongly agree	324 13%	48 14%	69 15%	53 11%	48 11%	42 13%	64 19%	324 13%	151 13%	169 14%	89 14%	71 11%	74 14%	86 16%	160 12%	160 15%	324 13%
							cdg							b		b	
Don't know	79 3%	7 2%	8 2%	5 1%	13 3%	13 4%	32 9%	79 3%	42 4%	34 3%	11 2%	14 2%	16 3%	32 6%	25 2%	49 5%	79 3%
					c		abcdg	c						abeg		abe	e
<b>SUMMARY CODES</b>																	
TOTAL DISAGREE	925 38%	123 35%	203 43%	226 47%	181 42%	111 33%	80 24%	925 38%	436 38%	475 39%	256 40%	300 44%	187 35%	174 33%	555 42%	361 34%	925 38%
		f	ef	aefg	f	f		f				cdfg			cdf		
TOTAL AGREE	777 32%	139 40%	139 30%	148 31%	124 29%	109 33%	118 35%	777 32%	382 33%	385 32%	226 35%	192 28%	186 34%	169 32%	418 32%	356 33%	777 32%
		bcdg									b						
TOTAL NEITHER/ DON'T KNOW	709 29%	89 25%	125 27%	110 23%	127 29%	112 34%	141 42%	709 29%	338 29%	357 29%	159 25%	187 28%	168 31%	180 34%	346 26%	348 33%	709 29%
						c	abcdg	c						abe		ae	

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**M6B. AGREEMENT WITH STATEMENTS ABOUT SMARTPHONE USE: When I go online on my smartphone to complete tasks I tend to do this as quickly as possible to avoid using up too much data. (SINGLE CODE)**

Base : All respondents who use a smartphone (excluding those that did not give a response at the postal survey)

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL WHO GO ONLINE	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	
		a	b	c	d	e	a	b	a	b	c	a	b	c	d	
Significance Level: 99%																
Unweighted total	3308	2291	344	333	340	3308	2905	403	614	2692	3306	835	1395	1009	3308	
Effective Weighted Sample	2385	1860	254	213	205	2385	2083	302	452	1963	2394	600	994	755	2385	
Total	2410	2009	212	116	74	2410	2105	306	540	1865	2405	643	1010	702	2410	
Strongly disagree	510 21%	418 21%	47 22%	29 25%	15 20%	510 21%	450 21%	60 20%	85 16%	425 23%	510 21%	74 12%	203 20%	228 32%	510 21%	
										a	a		a	abd	a	
Slightly disagree	415 17%	342 17%	41 19%	18 15%	14 19%	415 17%	361 17%	54 18%	92 17%	323 17%	415 17%	77 12%	202 20%	135 19%	415 17%	
													a	a	a	
Neither agree nor disagree	630 26%	523 26%	59 28%	29 25%	19 26%	630 26%	548 26%	82 27%	156 29%	474 25%	630 26%	208 32%	243 24%	160 23%	630 26%	
												bcd				
Slightly agree	453 19%	384 19%	35 17%	20 18%	14 19%	453 19%	388 18%	65 21%	103 19%	350 19%	453 19%	143 22%	202 20%	106 15%	453 19%	
												c	c			
Strongly agree	324 13%	279 14%	24 11%	10 9%	11 15%	324 13%	286 14%	37 12%	85 16%	239 13%	324 13%	103 16%	142 14%	70 10%	324 13%	
												c				
Don't know	79 3%	63 3%	5 3%	9 8%	1 2%	79 3%	72 3%	7 2%	19 3%	55 3%	73 3%	39 6%	17 2%	2 *	79 3%	
				abde								bcd	c		c	
<b>SUMMARY CODES</b>																
TOTAL DISAGREE	925 38%	761 38%	88 42%	47 41%	28 39%	925 38%	811 39%	114 37%	176 33%	748 40%	925 38%	151 23%	406 40%	363 52%	925 38%	
										a			a	abd	a	
TOTAL AGREE	777 32%	662 33%	59 28%	31 26%	25 34%	777 32%	674 32%	103 34%	188 35%	589 32%	777 32%	245 38%	344 34%	176 25%	777 32%	
												cd	c		c	

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**M6B. AGREEMENT WITH STATEMENTS ABOUT SMARTPHONE USE: When I go online on my smartphone to complete tasks I tend to do this as quickly as possible to avoid using up too much data. (SINGLE CODE)**

Base : All respondents who use a smartphone (excluding those that did not give a response at the postal survey)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	ALL UK e	URBAN a	RURAL b	YES a	NO b	ALL WHO GO ONLINE c	NARROW (1-4) a	MEDIUM (5-8) b	BROAD (9-13) c	ALL d
Significance Level: 99%															
Unweighted total	3308	2291	344	333	340	3308	2905	403	614	2692	3306	835	1395	1009	3308
Effective Weighted Sample	2385	1860	254	213	205	2385	2083	302	452	1963	2394	600	994	755	2385
Total	2410	2009	212	116	74	2410	2105	306	540	1865	2405	643	1010	702	2410
TOTAL NEITHER/ DON'T KNOW	709	585	65	39	20	709	620	89	175	528	703	247	260	162	709
	29%	29%	31%	33%	28%	29%	29%	29%	32%	28%	29%	38%	26%	23%	29%
												bcd			c

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post . Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**M6B. AGREEMENT WITH STATEMENTS ABOUT SMARTPHONE USE: When I go online on my smartphone to complete tasks I tend to do this as quickly as possible to avoid using up too much data. (SINGLE CODE)**

Base : All respondents who use a smartphone (excluding those that did not give a response at the postal survey)

	<b>FINANCIAL VULNERABILITY INDEX</b>			
	Total	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 99%		a	b	c
Unweighted total	3308	429	1105	847
Effective Weighted Sample	2385	331	772	628
Total	2410	392	832	565
Strongly disagree	510 21%	63 16%	167 20%	178 32% ab
Slightly disagree	415 17%	61 16%	162 19%	107 19%
Neither agree nor disagree	630 26%	102 26%	201 24%	122 22%
Slightly agree	453 19%	76 19%	175 21% c	87 15%
Strongly agree	324 13%	81 21% bc	103 12%	63 11%
Don't know	79 3%	9 2%	24 3%	8 1%
<b>SUMMARY CODES</b>				
TOTAL DISAGREE	925 38%	125 32%	328 39%	285 50% ab
TOTAL AGREE	777 32%	157 40% c	279 33% c	150 27%
TOTAL NEITHER/ DON'T KNOW	709 29%	111 28%	225 27%	130 23%

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**M6C. AGREEMENT WITH STATEMENTS ABOUT SMARTPHONE USE: Comparing products or services online is more difficult on my smartphone than on a laptop or desktop. (SINGLE CODE)**

Base : All respondents who use a smartphone (excluding those that did not give a response at the postal survey)

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3311	425	588	626	544	523	596	3311	1569	1680	948	1085	508	726	2033	1234	3311
Effective Weighted Sample	2387	329	400	483	398	381	430	2387	1125	1219	700	809	397	529	1506	902	2387
Total	2413	351	466	483	433	331	341	2413	1155	1219	643	678	542	523	1321	1065	2413
Strongly disagree	224 9%	35 10%	53 11%	52 11%	42 10%	23 7%	20 6%	224 9%	99 9%	121 10%	49 8%	54 8%	56 10%	62 12%	103 8%	118 11%	224 9%
Slightly disagree	343 14%	61 18%	83 18%	86 18%	58 13%	29 9%	26 7%	343 14%	150 13%	188 15%	92 14%	93 14%	88 16%	68 13%	185 14%	156 15%	343 14%
Neither agree nor disagree	484 20%	77 22%	125 27%	96 20%	91 21%	50 15%	42 12%	484 20%	212 18%	263 22%	83 13%	117 17%	145 27%	132 25%	200 15%	277 26%	484 20%
Slightly agree	704 29%	114 32%	123 26%	149 31%	135 31%	99 30%	84 25%	704 29%	348 30%	345 28%	214 33%	229 34%	138 26%	118 23%	444 34%	256 24%	704 29%
Strongly agree	587 24%	58 17%	77 17%	92 19%	97 22%	119 36%	143 42%	587 24%	306 27%	274 22%	196 30%	177 26%	91 17%	116 22%	373 28%	207 19%	587 24%
Don't know	71 3%	6 2%	6 1%	10 2%	11 2%	11 3%	27 8%	71 3%	40 3%	29 2%	9 1%	7 1%	23 4%	28 5%	15 1%	51 5%	71 3%
<b>SUMMARY CODES</b>																	
TOTAL DISAGREE	567 24%	96 27%	136 29%	137 28%	99 23%	52 16%	46 13%	567 24%	249 22%	309 25%	141 22%	148 22%	144 27%	129 25%	289 22%	273 26%	567 24%
TOTAL AGREE	1291 54%	172 49%	200 43%	241 50%	232 53%	218 66%	227 66%	1291 54%	655 57%	619 51%	410 64%	406 60%	229 42%	234 45%	817 62%	463 44%	1291 54%
TOTAL NEITHER/ DON'T KNOW	555 23%	83 24%	131 28%	105 22%	102 24%	61 18%	69 20%	555 23%	252 22%	292 24%	91 14%	124 18%	168 31%	160 30%	215 16%	328 31%	555 23%

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**M6C. AGREEMENT WITH STATEMENTS ABOUT SMARTPHONE USE: Comparing products or services online is more difficult on my smartphone than on a laptop or desktop. (SINGLE CODE)**

Base : All respondents who use a smartphone (excluding those that did not give a response at the postal survey)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	ALL WHO NO GO ONLINE		NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Significance Level: 99%															
Unweighted total	3311	2293	344	333	341	3311	2907	404	614	2695	3309	837	1395	1009	3311
Effective Weighted Sample	2387	1862	254	213	206	2387	2084	303	452	1965	2396	602	994	755	2387
Total	2413	2011	212	116	74	2413	2106	306	540	1867	2407	646	1010	702	2413
Strongly disagree	224 9%	181 9%	23 11%	11 10%	9 12%	224 9%	205 10%	19 6%	63 12%	161 9%	224 9%	59 9%	91 9%	73 10%	224 9%
Slightly disagree	343 14%	287 14%	33 15%	15 13%	8 10%	343 14%	308 15%	34 11%	102 19% b	241 13%	343 14%	78 12%	161 16%	102 14%	343 14%
Neither agree nor disagree	484 20%	410 20%	35 16%	22 19%	17 22%	484 20%	419 20%	65 21%	147 27% bc	337 18%	484 20%	160 25% bc	195 19%	109 15%	484 20% c
Slightly agree	704 29%	579 29%	68 32%	34 29%	24 32%	704 29%	608 29%	97 32%	126 23%	578 31% a	704 29%	151 23%	297 29% a	252 36% abd	704 29% a
Strongly agree	587 24%	497 25%	49 23%	26 22%	16 21%	587 24%	501 24%	86 28%	72 13%	515 28% a	587 24% a	160 25%	254 25%	161 23%	587 24%
Don't know	71 3%	57 3%	4 2%	8 7% abe	2 2%	71 3%	66 3%	5 2%	30 5% bc	35 2%	65 3%	37 6% bcd	11 1%	4 1%	71 3% bc
<b>SUMMARY CODES</b>															
TOTAL DISAGREE	567 24%	468 23%	56 26%	27 23%	16 22%	567 24%	514 24% b	53 17%	165 31% bc	402 22%	567 24%	137 21%	252 25%	175 25%	567 24%
TOTAL AGREE	1291 54%	1075 53%	117 55%	59 51%	39 53%	1291 54%	1108 53%	183 60%	198 37%	1093 59% ac	1291 54% a	311 48%	552 55%	414 59% ad	1291 54%
TOTAL NEITHER/ DON'T KNOW	555 23%	467 23%	39 18%	30 26%	18 25%	555 23%	484 23%	70 23%	177 33% bc	372 20%	549 23%	198 31% bcd	206 20%	113 16%	555 23% c

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**M6C. AGREEMENT WITH STATEMENTS ABOUT SMARTPHONE USE: Comparing products or services online is more difficult on my smartphone than on a laptop or desktop. (SINGLE CODE)**

Base : All respondents who use a smartphone (excluding those that did not give a response at the postal survey)

	FINANCIAL VULNERABILITY INDEX			
	Total	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%				
Unweighted total	3311	429	1105	849
Effective Weighted Sample	2387	331	772	630
Total	2413	392	832	567
Strongly disagree	224 9%	44 11%	73 9%	49 9%
Slightly disagree	343 14%	60 15%	113 14%	89 16%
Neither agree nor disagree	484 20%	84 21%	180 22%	68 12%
		c	c	
Slightly agree	704 29%	118 30%	239 29%	187 33%
Strongly agree	587 24%	76 19%	208 25%	166 29%
			a	
Don't know	71 3%	11 3%	20 2%	8 1%
<b>SUMMARY CODES</b>				
TOTAL DISAGREE	567 24%	104 26%	186 22%	138 24%
TOTAL AGREE	1291 54%	194 49%	447 54%	353 62%
			ab	
TOTAL NEITHER/ DON'T KNOW	555 23%	95 24%	200 24%	76 13%
		c	c	

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**M7. How often do you complete a form or an application for something on your mobile phone? (SINGLE CODE)**

Base : All respondents who use a smartphone (excluding those that did not give a response at the postal survey)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3312	425	588	626	544	523	597	3312	1569	1681	948	1086	508	726	2034	1234	3312
Effective Weighted Sample	2388	329	400	483	398	381	431	2388	1125	1219	700	810	397	529	1507	902	2388
Total	2413	351	466	483	433	331	342	2413	1155	1220	643	679	542	523	1321	1065	2413
Most days	178	36	56	58	18	8	3	178	114	59	66	36	40	35	102	75	178
	7%	10%	12%	12%	4%	2%	1%	7%	10%	5%	10%	5%	7%	7%	8%	7%	7%
		def	defg	defg	f			ef	b		b						
Once or twice a week	449	108	117	101	87	27	9	449	225	218	136	148	94	69	284	163	449
	19%	31%	25%	21%	20%	8%	3%	19%	19%	18%	21%	22%	17%	13%	21%	15%	19%
		cdefg	efg	ef	ef	f		ef			df	df			df		d
At least every 3 months	724	114	157	163	136	99	55	724	334	377	202	217	155	144	419	299	724
	30%	33%	34%	34%	31%	30%	16%	30%	29%	31%	31%	32%	29%	28%	32%	28%	30%
		f	f	f	f	f		f									
Less often	778	79	125	145	152	135	140	778	356	411	176	214	194	184	390	378	778
	32%	23%	27%	30%	35%	41%	41%	32%	31%	34%	27%	32%	36%	35%	30%	36%	32%
				a	abcg	abcg	a						a	a		ae	
Never	284	13	11	17	40	63	135	284	126	156	62	64	59	91	126	150	284
	12%	4%	2%	4%	9%	19%	40%	12%	11%	13%	10%	9%	11%	17%	10%	14%	12%
				abc	abcdg	abcdeg	abc						abceg		abe		
<b>SUMMARY CODES</b>																	
EVER DO THIS	2129	338	455	466	393	268	206	2129	1029	1064	580	615	483	432	1195	915	2129
	88%	96%	98%	96%	91%	81%	60%	88%	89%	87%	90%	91%	89%	83%	90%	86%	88%
		defg	defg	defg	ef	f		ef			df	df	d		df		d
AT LEAST WEEKLY	627	144	172	159	105	34	12	627	339	277	202	184	134	104	386	238	627
	26%	41%	37%	33%	24%	10%	3%	26%	29%	23%	31%	27%	25%	20%	29%	22%	26%
		defg	defg	defg	ef	f		ef	b		dfg	d			df		d
AT LEAST QUARTERLY	1351	259	330	322	241	133	67	1351	673	653	404	400	289	248	805	537	1351
	56%	74%	71%	67%	56%	40%	20%	56%	58%	54%	63%	59%	53%	47%	61%	50%	56%
		defg	defg	defg	ef	f		ef			cdfg	df			cdfg		df
EVER DO THIS - BUT LESS FREQUENTLY THAN WEEKLY	1502	194	282	308	288	234	195	1502	690	787	378	431	349	328	809	677	1502
	62%	55%	61%	64%	66%	71%	57%	62%	60%	65%	59%	64%	64%	63%	61%	64%	62%
				af	abfg												

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**M7. How often do you complete a form or an application for something on your mobile phone? (SINGLE CODE)**

Base : All respondents who use a smartphone (excluding those that did not give a response at the postal survey)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL WHO GO ONLINE	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3312	2294	344	333	341	3312	2908	404	614	2696	3310	838	1395	1009	3312
Effective Weighted Sample	2388	1863	254	213	206	2388	2085	303	452	1966	2396	603	994	755	2388
Total	2413	2011	212	116	74	2413	2107	306	540	1868	2407	646	1010	702	2413
Most days	178 7%	150 7%	15 7%	9 8%	4 5%	178 7%	164 8%	14 4%	49 9%	129 7%	178 7%	41 6%	73 7%	63 9%	178 7%
Once or twice a week	449 19%	375 19%	39 18%	24 21%	11 15%	449 19%	403 19%	46 15%	90 17%	360 19%	449 19%	80 12%	164 16%	204 29% abd	449 19% a
At least every 3 months	724 30%	611 30%	57 27%	32 27%	25 34%	724 30%	629 30%	95 31%	161 30%	563 30%	724 30%	141 22%	321 32% a	262 37% ad	724 30% a
Less often	778 32%	645 32%	79 37%	31 27%	22 30%	778 32%	673 32%	104 34%	195 36%	582 31%	778 32%	246 38% cd	365 36% c	155 22%	778 32% c
Never	284 12%	231 11%	22 10%	20 17%	11 16%	284 12%	237 11%	47 15%	45 8%	234 13%	279 12%	138 21% bcd	87 9% c	18 3%	284 12% bc
<b>SUMMARY CODES</b>															
EVER DO THIS	2129 88%	1780 89%	190 90%	97 83%	62 84%	2129 88%	1870 89%	259 85%	495 92%	1634 87%	2129 88%	508 79%	923 91% ad	684 97% abd	2129 88% a
AT LEAST WEEKLY	627 26%	525 26%	54 25%	34 29%	15 20%	627 26%	567 27% b	60 20%	139 26%	489 26%	627 26%	121 19%	237 23%	267 38% abd	627 26% a
AT LEAST QUARTERLY	1351 56%	1135 56%	111 52%	65 56%	40 54%	1351 56%	1197 57%	155 50%	299 56%	1052 56%	1351 56%	262 41%	558 55% a	529 75% abd	1351 56% a

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**M7. How often do you complete a form or an application for something on your mobile phone? (SINGLE CODE)**

Base : All respondents who use a smartphone (excluding those that did not give a response at the postal survey)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	ALL UK e	URBAN a	RURAL b	YES a	NO b	ALL WHO GO ONLINE c	NARROW (1-4) a	MEDIUM (5-8) b	BROAD (9-13) c	ALL d
Significance Level: 99%															
Unweighted total	3312	2294	344	333	341	3312	2908	404	614	2696	3310	838	1395	1009	3312
Effective Weighted Sample	2388	1863	254	213	206	2388	2085	303	452	1966	2396	603	994	755	2388
Total	2413	2011	212	116	74	2413	2107	306	540	1868	2407	646	1010	702	2413
EVER DO THIS - BUT LESS FREQUENTLY THAN WEEKLY	1502	1256	136	63	47	1502	1303	199	356	1146	1502	387	686	417	1502
	62%	62%	64%	54%	64%	62%	62%	65%	66%	61%	62%	60%	68%	59%	62%
													acd		

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**M7. How often do you complete a form or an application for something on your mobile phone? (SINGLE CODE)**

Base : All respondents who use a smartphone (excluding those that did not give a response at the postal survey)

	FINANCIAL VULNERABILITY INDEX			
	Total	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%				
Unweighted total	3312	429	1105	849
Effective Weighted Sample	2388	331	772	630
Total	2413	392	832	567
Most days	178 7%	50 13% b	51 6%	45 8%
Once or twice a week	449 19%	71 18%	135 16%	126 22% b
At least every 3 months	724 30%	112 29%	267 32%	184 32%
Less often	778 32%	118 30%	265 32%	170 30%
Never	284 12%	41 11%	115 14% c	42 7%
<b>SUMMARY CODES</b>				
EVER DO THIS	2129 88%	351 89%	717 86%	525 93% b
AT LEAST WEEKLY	627 26%	121 31% b	186 22%	172 30% b
AT LEAST QUARTERLY	1351 56%	233 59%	453 54%	355 63% b
EVER DO THIS - BUT LESS FREQUENTLY THAN WEEKLY	1502 62%	230 59%	532 64%	354 62%

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**M8A. DEVICE PREFERENCE FOR ACTIVITY: Watching TV programmes or films online. (SINGLE CODE)**

Base : All respondents who use a smartphone (excluding those that did not give a response at the postal survey)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3311	425	588	626	544	524	596	3311	1569	1680	948	1086	507	726	2034	1233	3311
Effective Weighted Sample	2388	329	400	483	398	382	430	2388	1125	1219	700	810	396	529	1507	902	2388
Total	2413	351	466	483	433	332	341	2413	1155	1220	643	679	541	524	1321	1065	2413
Prefer to use a laptop/ desktop computer	1514	211	271	281	274	239	236	1514	735	758	448	464	300	288	912	588	1514
	63%	60%	58%	58%	63%	72%	69%	63%	64%	62%	70%	68%	56%	55%	69%	55%	63%
						ab	bc				cd	cd			cd		cd
No preference	461	74	97	99	91	55	43	461	234	218	109	118	125	103	227	228	461
	19%	21%	21%	20%	21%	16%	12%	19%	20%	18%	17%	17%	23%	20%	17%	21%	19%
		f	f	f	f			f					e		e		
Prefer to use a smartphone	300	56	84	84	46	21	9	300	136	160	65	66	83	85	131	167	300
	12%	16%	18%	17%	11%	6%	3%	12%	12%	13%	10%	10%	15%	16%	10%	16%	12%
		ef	defg	defg	f	f		ef					be	abe		abe	
Don't know	138	10	14	20	22	18	54	138	50	85	22	30	33	48	52	81	138
	6%	3%	3%	4%	5%	5%	16%	6%	4%	7%	3%	4%	6%	9%	4%	8%	6%
							abcdeg			a				abeg		abe	

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**M8A. DEVICE PREFERENCE FOR ACTIVITY: Watching TV programmes or films online. (SINGLE CODE)**

Base : All respondents who use a smartphone (excluding those that did not give a response at the postal survey)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	ALL WHO NO GO ONLINE		NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3311	2294	344	333	340	3311	2907	404	615	2694	3309	837	1395	1009	3311
Effective Weighted Sample	2388	1863	254	213	205	2388	2084	303	453	1964	2396	602	994	755	2388
Total	2413	2012	212	116	74	2413	2107	306	541	1867	2408	645	1010	702	2413
Prefer to use a laptop/ desktop computer	1514	1259	139	69	47	1514	1301	213	247	1265	1513	335	673	492	1514
	63%	63%	66%	59%	63%	63%	62%	69%	46%	68%	63%	52%	67%	70%	63%
										ac	a		a	ad	a
No preference	461	383	41	23	14	461	415	46	145	317	461	155	182	110	461
	19%	19%	19%	20%	19%	19%	20%	15%	27%	17%	19%	24%	18%	16%	19%
									bc			bcd			
Prefer to use a smartphone	300	254	23	14	9	300	272	28	111	189	300	82	122	90	300
	12%	13%	11%	12%	12%	12%	13%	9%	21%	10%	12%	13%	12%	13%	12%
									bc						
Don't know	138	115	8	11	4	138	118	20	37	97	134	74	32	9	138
	6%	6%	4%	9%	6%	6%	6%	6%	7%	5%	6%	11%	3%	1%	6%
												bcd	c		bc

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post . Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**M8A. DEVICE PREFERENCE FOR ACTIVITY: Watching TV programmes or films online. (SINGLE CODE)**

Base : All respondents who use a smartphone (excluding those that did not give a response at the postal survey)

	FINANCIAL VULNERABILITY INDEX			
	Total	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%				
Unweighted total	3311	428	1105	849
Effective Weighted Sample	2388	330	772	630
Total	2413	392	832	567
Prefer to use a laptop/ desktop computer	1514 63%	225 57%	524 63%	399 70% ab
No preference	461 19%	77 20%	163 20%	92 16%
Prefer to use a smartphone	300 12%	74 19% bc	99 12%	59 10%
Don't know	138 6%	15 4%	46 6%	16 3%

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**M8B. DEVICE PREFERENCE FOR ACTIVITY: Using social media apps or sites. (SINGLE CODE)**

Base : All respondents who use a smartphone (excluding those that did not give a response at the postal survey)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3305	425	588	626	544	523	592	3305	1567	1677	946	1085	507	724	2031	1231	3305
Effective Weighted Sample	2383	329	400	483	398	381	428	2383	1123	1217	699	809	396	528	1505	900	2383
Total	2408	351	466	483	433	331	337	2408	1153	1217	640	678	541	523	1317	1064	2408
Prefer to use a laptop/ desktop computer	364	36	32	48	55	72	121	364	212	148	121	86	65	85	207	150	364
	15%	10%	7%	10%	13%	22%	36%	15%	18%	12%	19%	13%	12%	16%	16%	14%	15%
				b	abcdg	abcdg	bc	b	bcf								
No preference	435	43	70	80	90	94	55	435	241	185	119	117	107	91	235	198	435
	18%	12%	15%	17%	21%	28%	16%	18%	21%	15%	19%	17%	20%	17%	18%	19%	18%
				a	abcfg	a	b										
Prefer to use a smartphone	1487	266	354	348	270	146	99	1487	644	822	369	450	345	309	819	654	1487
	62%	76%	76%	72%	62%	44%	30%	62%	56%	68%	58%	66%	64%	59%	62%	61%	62%
		defg	defg	defg	ef	f		ef	a			ad					
Don't know	122	6	10	7	17	19	62	122	56	63	31	25	24	38	56	62	122
	5%	2%	2%	1%	4%	6%	18%	5%	5%	5%	5%	4%	4%	7%	4%	6%	5%
					abc	abcdg	ac						be				

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**M8B. DEVICE PREFERENCE FOR ACTIVITY: Using social media apps or sites. (SINGLE CODE)**

Base : All respondents who use a smartphone (excluding those that did not give a response at the postal survey)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	ALL WHO NO GO ONLINE		NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3305	2290	344	331	340	3305	2903	402	614	2689	3303	832	1395	1009	3305
Effective Weighted Sample	2383	1859	254	211	205	2383	2081	302	452	1961	2391	598	994	755	2383
Total	2408	2007	212	115	74	2408	2102	305	540	1862	2402	640	1010	702	2408
Prefer to use a laptop/ desktop computer	364	308	30	15	11	364	306	58	47	315	363	119	169	67	364
	15%	15%	14%	13%	15%	15%	15%	19%	9%	17%	15%	19%	17%	10%	15%
										a	a	c	c		c
No preference	435	363	41	20	11	435	383	52	104	331	435	159	153	108	435
	18%	18%	19%	18%	15%	18%	18%	17%	19%	18%	18%	25%	15%	15%	18%
												bcd			
Prefer to use a smartphone	1487	1236	132	71	48	1487	1310	177	368	1119	1487	295	662	519	1487
	62%	62%	62%	62%	65%	62%	62%	58%	68%	60%	62%	46%	66%	74%	62%
									b				a	abd	a
Don't know	122	101	9	9	3	122	103	19	21	97	117	67	25	8	122
	5%	5%	4%	7%	5%	5%	5%	6%	4%	5%	5%	10%	3%	1%	5%
												bcd			bc

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**M8B. DEVICE PREFERENCE FOR ACTIVITY: Using social media apps or sites. (SINGLE CODE)**

Base : All respondents who use a smartphone (excluding those that did not give a response at the postal survey)

	FINANCIAL VULNERABILITY INDEX			
	Total	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%				
Unweighted total	3305	427	1104	848
Effective Weighted Sample	2383	330	771	629
Total	2408	391	831	565
Prefer to use a laptop/ desktop computer	364 15%	52 13%	139 17%	80 14%
No preference	435 18%	78 20%	167 20%	96 17%
Prefer to use a smartphone	1487 62%	250 64%	479 58%	369 65% b
Don't know	122 5%	11 3%	46 6%	20 4%

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**M8C. DEVICE PREFERENCE FOR ACTIVITY: Shopping online. (SINGLE CODE)**

Base : All respondents who use a smartphone (excluding those that did not give a response at the postal survey)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3308	425	588	626	543	524	596	3308	1568	1679	948	1086	505	726	2034	1231	3308
Effective Weighted Sample	2385	329	400	483	397	382	430	2385	1124	1218	700	810	394	529	1507	900	2385
Total	2410	351	466	483	432	332	341	2410	1154	1218	643	679	538	524	1321	1063	2410
Prefer to use a laptop/ desktop computer	953	113	124	132	172	186	226	953	503	438	292	305	165	184	598	349	953
	40%	32%	27%	27%	40%	56%	66%	40%	44%	36%	46%	45%	31%	35%	45%	33%	40%
				bc	abcdg	abcdg	abc	b	cdg	cdg	cdg	cdg		cdg		cf	
No preference	509	71	102	121	98	68	47	509	259	238	131	139	126	105	270	231	509
	21%	20%	22%	25%	23%	20%	14%	21%	22%	20%	20%	20%	23%	20%	20%	22%	21%
			f	f	f		f										
Prefer to use a smartphone	886	161	236	224	151	67	46	886	363	510	210	225	232	210	435	441	886
	37%	46%	51%	46%	35%	20%	13%	37%	31%	42%	33%	33%	43%	40%	33%	42%	37%
		defg	defg	defg	ef		ef		a		abe	abe	abe	abe	abe	abe	
Don't know	63	7	5	6	11	11	23	63	28	33	9	10	15	25	19	41	63
	3%	2%	1%	1%	3%	3%	7%	3%	2%	3%	1%	1%	3%	5%	1%	4%	3%
							abcdg							abeg		abe	

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**M8C. DEVICE PREFERENCE FOR ACTIVITY: Shopping online. (SINGLE CODE)**

Base : All respondents who use a smartphone (excluding those that did not give a response at the postal survey)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	ALL WHO NO GO ONLINE		NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3308	2292	343	333	340	3308	2905	403	613	2693	3306	835	1395	1009	3308
Effective Weighted Sample	2385	1861	253	213	205	2385	2082	303	452	1963	2394	600	994	755	2385
Total	2410	2010	210	116	74	2410	2105	305	538	1866	2404	643	1010	702	2410
Prefer to use a laptop/ desktop computer	953	795	84	48	27	953	818	135	112	839	951	243	414	282	953
	40%	40%	40%	41%	36%	40%	39%	44%	21%	45%	40%	38%	41%	40%	40%
										ac	a				
No preference	509	433	39	18	18	509	439	69	118	391	509	139	201	154	509
	21%	22%	19%	15%	25%	21%	21%	23%	22%	21%	21%	22%	20%	22%	21%
Prefer to use a smartphone	886	736	82	43	26	886	790	96	295	591	886	225	387	265	886
	37%	37%	39%	37%	35%	37%	38%	31%	55%	32%	37%	35%	38%	38%	37%
									bc		b				
Don't know	63	46	6	8	3	63	58	5	14	44	59	37	7	1	63
	3%	2%	3%	7%	4%	3%	3%	2%	3%	2%	2%	6%	1%	*%	3%
				ae								bcd			bc

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post . Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**M8C. DEVICE PREFERENCE FOR ACTIVITY: Shopping online. (SINGLE CODE)**

Base : All respondents who use a smartphone (excluding those that did not give a response at the postal survey)

	FINANCIAL VULNERABILITY INDEX			
	Total	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%				
Unweighted total	3308	427	1105	849
Effective Weighted Sample	2385	329	772	630
Total	2410	391	832	567
Prefer to use a laptop/ desktop computer	953 40%	109 28%	326 39% a	261 46% ab
No preference	509 21%	86 22%	190 23%	104 18%
Prefer to use a smartphone	886 37%	188 48% bc	297 36%	195 34%
Don't know	63 3%	8 2%	20 2%	6 1%

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**M8D. DEVICE PREFERENCE FOR ACTIVITY: Making a video call. (SINGLE CODE)**

Base : All respondents who use a smartphone (excluding those that did not give a response at the postal survey)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3306	425	588	626	543	524	593	3306	1567	1678	946	1086	506	726	2032	1232	3306
Effective Weighted Sample	2383	329	400	483	397	382	427	2383	1123	1217	698	810	395	529	1505	900	2383
Total	2408	351	466	483	432	332	339	2408	1153	1217	641	679	539	524	1320	1063	2408
Prefer to use a laptop/ desktop computer	565	67	79	92	116	93	118	565	291	269	210	171	85	94	381	179	565
	23%	19%	17%	19%	27%	28%	35%	23%	25%	22%	33%	25%	16%	18%	29%	17%	23%
					bc	abc	abcg	b			bcdgf	cdf			cdgf		cdf
No preference	387	47	63	69	80	71	55	387	221	158	100	116	85	82	216	167	387
	16%	13%	13%	14%	19%	21%	16%	16%	19%	13%	16%	17%	16%	16%	16%	16%	16%
						abcg			b								
Prefer to use a smartphone	1311	229	315	304	216	130	115	1311	578	711	303	365	337	293	668	630	1311
	54%	65%	67%	63%	50%	39%	34%	54%	50%	58%	47%	54%	62%	56%	51%	59%	54%
		defg	defg	defg	ef			ef		a			abeg	a	ae	a	a
Don't know	145	8	9	19	20	38	51	145	64	79	29	27	32	54	56	87	145
	6%	2%	2%	4%	5%	11%	15%	6%	6%	7%	5%	4%	6%	10%	4%	8%	6%
						abcdg	abcdg	ab						abeg		abe	

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**M8D. DEVICE PREFERENCE FOR ACTIVITY: Making a video call. (SINGLE CODE)**

Base : All respondents who use a smartphone (excluding those that did not give a response at the postal survey)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	ALL WHO NO GO ONLINE		NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3306	2290	342	333	341	3306	2904	402	613	2691	3304	833	1394	1009	3306
Effective Weighted Sample	2383	1859	252	213	206	2383	2081	302	452	1961	2391	598	993	755	2383
Total	2408	2008	210	116	74	2408	2104	304	538	1864	2402	641	1009	702	2408
Prefer to use a laptop/ desktop computer	565	464	53	27	20	565	493	72	74	489	563	140	229	186	565
	23%	23%	25%	23%	28%	23%	23%	24%	14%	26%	23%	22%	23%	27%	23%
										a	a				
No preference	387	327	32	18	11	387	325	62	86	301	387	110	156	108	387
	16%	16%	15%	15%	15%	16%	15%	20%	16%	16%	16%	17%	16%	15%	16%
Prefer to use a smartphone	1311	1095	115	61	39	1311	1163	148	347	964	1311	318	580	401	1311
	54%	55%	55%	52%	53%	54%	55%	49%	64%	52%	55%	50%	57%	57%	54%
									bc				a	a	
Don't know	145	122	10	11	3	145	124	22	31	110	141	73	43	6	145
	6%	6%	5%	9%	4%	6%	6%	7%	6%	6%	6%	11%	4%	1%	6%
												bcd	c		c

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post . Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**M8D. DEVICE PREFERENCE FOR ACTIVITY: Making a video call. (SINGLE CODE)**

Base : All respondents who use a smartphone (excluding those that did not give a response at the postal survey)

	FINANCIAL VULNERABILITY INDEX			
	Total	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%				
Unweighted total	3306	426	1105	849
Effective Weighted Sample	2383	329	772	630
Total	2408	390	832	567
Prefer to use a laptop/ desktop computer	565 23%	67 17%	193 23%	174 31% ab
No preference	387 16%	57 15%	144 17%	82 15%
Prefer to use a smartphone	1311 54%	240 62% bc	440 53%	291 51%
Don't know	145 6%	26 7%	55 7% c	20 4%

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**M8E. DEVICE PREFERENCE FOR ACTIVITY: Completing a job application or filling in a form online. (SINGLE CODE)**

Base : All respondents who use a smartphone (excluding those that did not give a response at the postal survey)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3309	425	588	626	544	523	595	3309	1568	1679	947	1086	505	727	2033	1232	3309
Effective Weighted Sample	2386	329	400	483	398	381	429	2386	1124	1218	699	810	394	530	1506	900	2386
Total	2411	351	466	483	433	332	340	2411	1154	1218	642	679	539	524	1321	1063	2411
Prefer to use a laptop/ desktop computer	1605	229	315	308	306	241	203	1605	766	817	469	528	318	275	997	593	1605
	67%	65%	67%	64%	71%	73%	60%	67%	66%	67%	73%	78%	59%	52%	75%	56%	67%
				f	cf		f				cd	cd		cd		cd	
No preference	305	40	49	72	58	43	41	305	164	129	71	60	90	79	131	169	305
	13%	11%	11%	15%	13%	13%	12%	13%	14%	11%	11%	9%	17%	15%	10%	16%	13%
									b				abe	be	abe	be	
Prefer to use a smartphone	321	74	90	87	43	14	12	321	139	177	53	62	93	110	115	203	321
	13%	21%	19%	18%	10%	4%	3%	13%	12%	15%	8%	9%	17%	21%	9%	19%	13%
		defg	defg	defg	ef			ef					abe	abeg		abeg	abe
Don't know	181	8	12	16	25	34	85	181	85	94	50	28	37	60	78	98	181
	7%	2%	3%	3%	6%	10%	25%	7%	7%	8%	8%	4%	7%	12%	6%	9%	7%
						abc	abcdeg	abc			b			beg		be	b

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**M8E. DEVICE PREFERENCE FOR ACTIVITY: Completing a job application or filling in a form online. (SINGLE CODE)**

Base : All respondents who use a smartphone (excluding those that did not give a response at the postal survey)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	ALL WHO NO GO ONLINE		NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3309	2293	343	332	341	3309	2907	402	613	2694	3307	835	1395	1009	3309
Effective Weighted Sample	2386	1862	253	212	206	2386	2084	302	452	1964	2394	600	994	755	2386
Total	2411	2011	210	116	74	2411	2107	304	539	1866	2405	643	1010	702	2411
Prefer to use a laptop/ desktop computer	1605	1338	140	74	53	1605	1398	207	270	1335	1605	317	730	548	1605
	67%	67%	66%	64%	72%	67%	66%	68%	50%	72%	67%	49%	72%	78%	67%
										ac	a		ad	abd	a
No preference	305	254	28	14	9	305	264	40	84	221	305	126	96	69	305
	13%	13%	13%	12%	13%	13%	13%	13%	16%	12%	13%	20%	9%	10%	13%
												bcd			b
Prefer to use a smartphone	321	266	32	14	8	321	290	31	140	181	321	109	127	77	321
	13%	13%	15%	12%	11%	13%	14%	10%	26%	10%	13%	17%	13%	11%	13%
									bc		b	c			
Don't know	181	153	11	14	4	181	155	26	45	130	175	92	57	7	181
	7%	8%	5%	12%	5%	7%	7%	9%	8%	7%	7%	14%	6%	1%	7%
				bd								bcd	c		c

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**M8E. DEVICE PREFERENCE FOR ACTIVITY: Completing a job application or filling in a form online. (SINGLE CODE)**

Base : All respondents who use a smartphone (excluding those that did not give a response at the postal survey)

	FINANCIAL VULNERABILITY INDEX			
	Total	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%				
Unweighted total	3309	428	1104	848
Effective Weighted Sample	2386	330	772	629
Total	2411	392	832	566
Prefer to use a laptop/ desktop computer	1605 67%	232 59%	537 65%	447 79% ab
No preference	305 13%	45 12%	115 14%	54 10%
Prefer to use a smartphone	321 13%	90 23% bc	113 14% c	41 7%
Don't know	181 7%	24 6%	66 8% c	24 4%

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**M8F. DEVICE PREFERENCE FOR ACTIVITY: Playing games. (SINGLE CODE)**

Base : All respondents who use a smartphone (excluding those that did not give a response at the postal survey)

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3305	425	588	626	542	523	593	3305	1566	1677	946	1086	504	725	2032	1229	3305
Effective Weighted Sample	2382	329	400	483	396	381	427	2382	1122	1217	698	810	394	528	1505	898	2382
Total	2408	351	466	483	431	332	339	2408	1153	1217	641	679	538	523	1320	1061	2408
Prefer to use a laptop/ desktop computer	674	142	160	111	88	79	95	674	442	218	203	199	145	122	402	267	674
	28%	40%	34%	23%	20%	24%	28%	28%	38%	18%	32%	29%	27%	23%	30%	25%	28%
		cdefg	cde					d	b		df				df		
No preference	562	61	91	104	128	99	77	562	272	278	147	171	122	114	318	237	562
	23%	17%	20%	21%	30%	30%	23%	23%	24%	23%	23%	25%	23%	22%	24%	22%	23%
				abcg	abcg												
Prefer to use a smartphone	817	138	183	223	144	80	48	817	285	524	182	217	200	207	400	408	817
	34%	39%	39%	46%	33%	24%	14%	34%	25%	43%	28%	32%	37%	40%	30%	38%	34%
		ef	ef	defg	ef	f		ef		a			ae	abe		abe	a
Don't know	355	11	32	47	71	74	120	355	153	197	109	92	71	79	201	150	355
	15%	3%	7%	10%	16%	22%	35%	15%	13%	16%	17%	14%	13%	15%	15%	14%	15%
				a	abc	abcg	abcdeg	abc									

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**M8F. DEVICE PREFERENCE FOR ACTIVITY: Playing games. (SINGLE CODE)**

Base : All respondents who use a smartphone (excluding those that did not give a response at the postal survey)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL WHO GO ONLINE	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3305	2291	342	331	341	3305	2904	401	613	2690	3303	833	1393	1009	3305
Effective Weighted Sample	2382	1860	252	211	206	2382	2081	301	452	1960	2391	598	993	755	2382
Total	2408	2009	210	115	74	2408	2105	304	539	1864	2402	641	1009	702	2408
Prefer to use a laptop/ desktop computer	674	565	62	28	19	674	598	76	98	576	674	153	282	230	674
	28%	28%	30%	24%	26%	28%	28%	25%	18%	31%	28%	24%	28%	33%	28%
										a	a			a	
No preference	562	476	47	23	16	562	486	77	119	442	561	161	230	159	562
	23%	24%	23%	20%	21%	23%	23%	25%	22%	24%	23%	25%	23%	23%	23%
Prefer to use a smartphone	817	681	66	43	27	817	727	89	256	561	817	189	372	248	817
	34%	34%	32%	37%	36%	34%	35%	29%	47%	30%	34%	29%	37%	35%	34%
									bc		b		a		
Don't know	355	287	34	21	12	355	293	61	65	285	350	138	125	65	355
	15%	14%	16%	18%	17%	15%	14%	20%	12%	15%	15%	22%	12%	9%	15%
								a				bcd			c

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post . Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**M8F. DEVICE PREFERENCE FOR ACTIVITY: Playing games. (SINGLE CODE)**

Base : All respondents who use a smartphone (excluding those that did not give a response at the postal survey)

	FINANCIAL VULNERABILITY INDEX			
	Total	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%				
Unweighted total	3305	425	1104	848
Effective Weighted Sample	2382	328	772	629
Total	2408	390	832	566
Prefer to use a laptop/ desktop computer	674 28%	110 28%	230 28%	164 29%
No preference	562 23%	87 22%	191 23%	142 25%
Prefer to use a smartphone	817 34%	155 40%	288 35%	175 31%
Don't know	355 15%	38 10%	123 15%	85 15%

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**M8G. DEVICE PREFERENCE FOR ACTIVITY: Sending an email. (SINGLE CODE)**

Base : All respondents who use a smartphone (excluding those that did not give a response at the postal survey)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3311	425	588	626	543	524	596	3311	1568	1681	948	1086	506	727	2034	1233	3311
Effective Weighted Sample	2387	329	400	483	397	382	430	2387	1124	1219	700	810	395	530	1507	901	2387
Total	2412	351	466	483	432	332	341	2412	1154	1220	643	679	540	524	1321	1064	2412
Prefer to use a laptop/ desktop computer	957	134	165	170	142	156	190	957	527	415	311	304	173	162	615	336	957
	40%	38%	35%	35%	33%	47%	56%	40%	46%	34%	48%	45%	32%	31%	47%	32%	40%
						bcdg	abcdg	d	b		cdg	cd			cdg		cd
No preference	598	84	91	126	127	100	65	598	278	306	160	193	127	110	353	238	598
	25%	24%	19%	26%	29%	30%	19%	25%	24%	25%	25%	28%	24%	21%	27%	22%	25%
					bf	bf						df			d		
Prefer to use a smartphone	804	128	198	180	151	71	75	804	328	468	165	172	226	230	337	456	804
	33%	37%	42%	37%	35%	21%	22%	33%	28%	38%	26%	25%	42%	44%	25%	43%	33%
		ef	efg	ef	ef			ef		a			abeg	abeg	abeg	abeg	abe
Don't know	54	5	13	8	12	5	11	54	21	31	7	10	13	22	17	35	54
	2%	1%	3%	2%	3%	2%	3%	2%	2%	3%	1%	1%	2%	4%	1%	3%	2%
														abe		ae	

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**M8G. DEVICE PREFERENCE FOR ACTIVITY: Sending an email. (SINGLE CODE)**

Base : All respondents who use a smartphone (excluding those that did not give a response at the postal survey)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	ALL WHO NO GO ONLINE		NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3311	2293	344	333	341	3311	2907	404	615	2694	3309	836	1395	1009	3311
Effective Weighted Sample	2387	1862	254	213	206	2387	2084	303	453	1964	2396	601	994	755	2387
Total	2412	2011	212	116	74	2412	2106	306	541	1866	2407	644	1010	702	2412
Prefer to use a laptop/ desktop computer	957	799	84	47	27	957	834	123	115	842	957	235	401	308	957
	40%	40%	40%	40%	37%	40%	40%	40%	21%	45%	40%	36%	40%	44%	40%
										ac	a			a	
No preference	598	493	60	25	20	598	507	91	120	478	598	150	236	197	598
	25%	25%	28%	21%	27%	25%	24%	30%	22%	26%	25%	23%	23%	28%	25%
Prefer to use a smartphone	804	677	63	39	25	804	720	84	289	515	804	233	366	192	804
	33%	34%	30%	34%	34%	33%	34%	27%	53%	28%	33%	36%	36%	27%	33%
									bc		b	c	c		c
Don't know	54	43	4	6	2	54	45	9	17	32	49	27	7	4	54
	2%	2%	2%	5%	2%	2%	2%	3%	3%	2%	2%	4%	1%	1%	2%
												bc			bc

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post . Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**M8G. DEVICE PREFERENCE FOR ACTIVITY: Sending an email. (SINGLE CODE)**

Base : All respondents who use a smartphone (excluding those that did not give a response at the postal survey)

	FINANCIAL VULNERABILITY INDEX			
	Total	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%				
Unweighted total	3311	427	1105	849
Effective Weighted Sample	2387	329	772	630
Total	2412	391	832	567
Prefer to use a laptop/ desktop computer	957 40%	118 30%	329 40% a	279 49% ab
No preference	598 25%	82 21%	208 25%	140 25%
Prefer to use a smartphone	804 33%	182 46% bc	275 33% c	140 25%
Don't know	54 2%	10 2%	21 3%	7 1%

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**M8H. DEVICE PREFERENCE FOR ACTIVITY: Banking online (transferring money, managing mortgage or other payments etc.)(SINGLE CODE)**

Base : All respondents who use a smartphone (excluding those that did not give a response at the postal survey)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3306	425	588	626	543	523	595	3306	1568	1677	948	1085	504	726	2033	1230	3306
Effective Weighted Sample	2384	329	400	483	397	381	429	2384	1124	1217	700	809	394	529	1506	899	2384
Total	2409	351	466	483	432	332	341	2409	1154	1218	643	678	538	524	1321	1062	2409
Prefer to use a laptop/ desktop computer	616	70	55	71	89	145	186	616	330	276	204	184	113	111	388	223	616
	26%	20%	12%	15%	21%	44%	55%	26%	29%	23%	32%	27%	21%	21%	29%	21%	26%
		b		b	abcdg	abcdg	bc	b	cdg	f	cdg	f		cdg	f		
No preference	389	40	65	91	84	70	34	389	214	166	100	118	85	80	219	165	389
	16%	11%	14%	19%	20%	21%	10%	16%	19%	14%	16%	17%	16%	15%	17%	16%	16%
				af	af	abf	f	b									
Prefer to use a smartphone	1284	228	334	309	239	99	75	1284	563	705	312	363	308	290	675	598	1284
	53%	65%	72%	64%	55%	30%	22%	53%	49%	58%	49%	53%	57%	55%	51%	56%	53%
		defg	defg	efg	ef		ef	a		a		a			a		
Don't know	121	13	12	13	20	18	46	121	48	71	26	14	33	43	40	76	121
	5%	4%	3%	3%	5%	5%	13%	5%	4%	6%	4%	2%	6%	8%	3%	7%	5%
							abcdeg						be	abeg	abe	be	

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**M8H. DEVICE PREFERENCE FOR ACTIVITY: Banking online (transferring money, managing mortgage or other payments etc.)(SINGLE CODE)**

Base : All respondents who use a smartphone (excluding those that did not give a response at the postal survey)

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	ALL WHO NO GO ONLINE		NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	a	b	c	d	
Unweighted total	3306	2291	343	332	340	3306	2903	403	612	2692	3304	834	1395	1009	3306	
Effective Weighted Sample	2384	1860	253	212	205	2384	2081	303	451	1963	2392	599	994	755	2384	
Total	2409	2010	210	116	74	2409	2105	305	538	1866	2404	642	1010	702	2409	
Prefer to use a laptop/ desktop computer	616	515	52	30	19	616	519	97	66	550	616	183	293	131	616	
	26%	26%	24%	26%	26%	26%	25%	32%	12%	29%	26%	28%	29%	19%	26%	
							a	a		ac	a	c	c		c	
No preference	389	339	26	13	11	389	339	50	89	300	389	125	139	112	389	
	16%	17%	13%	11%	14%	16%	16%	16%	17%	16%	16%	20%	14%	16%	16%	
												b				
Prefer to use a smartphone	1284	1064	120	60	39	1284	1147	136	353	931	1284	261	558	456	1284	
	53%	53%	57%	52%	53%	53%	55%	45%	66%	50%	53%	41%	55%	65%	53%	
							b		bc				a	abd	a	
Don't know	121	92	12	12	4	121	99	22	30	85	116	73	20	3	121	
	5%	5%	6%	11%	6%	5%	5%	7%	6%	5%	5%	11%	2%	1%	5%	
				ae								bcd	c		bc	

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**M8H. DEVICE PREFERENCE FOR ACTIVITY: Banking online (transferring money, managing mortgage or other payments etc.)(SINGLE CODE)**

Base : All respondents who use a smartphone (excluding those that did not give a response at the postal survey)

	FINANCIAL VULNERABILITY INDEX			
	Total	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%				
Unweighted total	3306	427	1104	849
Effective Weighted Sample	2384	329	772	630
Total	2409	391	832	567
Prefer to use a laptop/ desktop computer	616 26%	80 20%	230 28%	144 25%
No preference	389 16%	53 13%	136 16%	94 17%
Prefer to use a smartphone	1284 53%	243 62%	423 51%	315 56%
Don't know	121 5%	15 4%	43 5%	14 2%

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**M8I. DEVICE PREFERENCE FOR ACTIVITY: Reading the news/ accessing news websites or apps. (SINGLE CODE)**

Base : All respondents who use a smartphone (excluding those that did not give a response at the postal survey)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3309	425	588	626	544	523	596	3309	1569	1679	948	1086	505	727	2034	1232	3309
Effective Weighted Sample	2386	329	400	483	398	381	430	2386	1125	1218	700	810	394	530	1507	900	2386
Total	2411	351	466	483	433	332	341	2411	1155	1218	643	679	539	524	1321	1063	2411
Prefer to use a laptop/ desktop computer	469	51	53	62	72	94	137	469	263	200	159	126	82	97	285	179	469
	19%	14%	11%	13%	17%	28%	40%	19%	23%	16%	25%	19%	15%	19%	22%	17%	19%
						abcdg	abcdeg	bc	b		bcdgf				cf		
No preference	613	75	106	131	120	102	75	613	316	287	164	195	124	123	359	247	613
	25%	21%	23%	27%	28%	31%	22%	25%	27%	24%	26%	29%	23%	23%	27%	23%	25%
						af						f					
Prefer to use a smartphone	1204	210	291	276	218	118	90	1204	534	651	295	343	301	254	638	555	1204
	50%	60%	62%	57%	50%	36%	26%	50%	46%	53%	46%	51%	56%	48%	48%	52%	50%
		efg	defg	efg	ef	f		ef		a			ae				
Don't know	125	16	15	14	23	17	39	125	43	79	24	14	31	51	39	82	125
	5%	4%	3%	3%	5%	5%	12%	5%	4%	6%	4%	2%	6%	10%	3%	8%	5%
							abcdeg			a			be	abeg		abeg	be

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**M8I. DEVICE PREFERENCE FOR ACTIVITY: Reading the news/ accessing news websites or apps. (SINGLE CODE)**

Base : All respondents who use a smartphone (excluding those that did not give a response at the postal survey)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	ALL WHO NO GO ONLINE		NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3309	2293	343	332	341	3309	2906	403	612	2695	3307	836	1395	1009	3309
Effective Weighted Sample	2386	1862	253	212	206	2386	2083	303	451	1965	2394	601	994	755	2386
Total	2411	2011	210	116	74	2411	2106	305	538	1867	2405	644	1010	702	2411
Prefer to use a laptop/ desktop computer	469	389	44	23	13	469	403	66	63	406	469	149	214	97	469
	19%	19%	21%	20%	17%	19%	19%	22%	12%	22%	19%	23%	21%	14%	19%
										a	a	c	c		c
No preference	613	518	48	27	19	613	531	83	122	491	613	164	260	177	613
	25%	26%	23%	23%	26%	25%	25%	27%	23%	26%	26%	25%	26%	25%	25%
Prefer to use a smartphone	1204	1002	109	56	38	1204	1064	140	320	884	1204	266	507	419	1204
	50%	50%	52%	48%	52%	50%	51%	46%	60%	47%	50%	41%	50%	60%	50%
									bc				a	abd	a
Don't know	125	102	10	9	3	125	108	16	33	86	119	65	29	8	125
	5%	5%	5%	8%	5%	5%	5%	5%	6%	5%	5%	10%	3%	1%	5%
												bcd			bc

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post . Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**M8I. DEVICE PREFERENCE FOR ACTIVITY: Reading the news/ accessing news websites or apps. (SINGLE CODE)**

Base : All respondents who use a smartphone (excluding those that did not give a response at the postal survey)

	FINANCIAL VULNERABILITY INDEX			
	Total	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%				
Unweighted total	3309	428	1104	849
Effective Weighted Sample	2386	330	772	630
Total	2411	392	832	567
Prefer to use a laptop/ desktop computer	469 19%	71 18%	185 22%	108 19%
No preference	613 25%	87 22%	218 26%	139 25%
Prefer to use a smartphone	1204 50%	216 55%	380 46%	306 54%
Don't know	125 5%	18 5%	48 6%	14 2%
			c	

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**SUMMARY - PREFER TO USE A LAPTOP OR DESKTOP COMPUTER FOR THIS ACTIVITY**

Base : All respondents who use a smartphone

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3316	425	588	626	544	524	600	3316	1571	1683	948	1086	509	727	2034	1236	3316
Effective Weighted Sample	2392	329	400	483	398	382	433	2392	1127	1221	700	810	398	530	1507	904	2392
Total	2416	351	466	483	433	332	344	2416	1157	1221	643	679	543	524	1321	1067	2416
Completing a job application or filling in a form online	1605	229	315	308	306	241	203	1605	766	817	469	528	318	275	997	593	1605
	66%	65%	67%	64%	71%	73%	59%	66%	66%	67%	73%	78%	59%	52%	75%	56%	66%
					f	cf		f			cd	cd			cd		cd
Watching TV programmes or films online	1514	211	271	281	274	239	236	1514	735	758	448	464	300	288	912	588	1514
	63%	60%	58%	58%	63%	72%	68%	63%	64%	62%	70%	68%	55%	55%	69%	55%	63%
						abc	bc				cd	cd			cd		cd
Sending an email	957	134	165	170	142	156	190	957	527	415	311	304	173	162	615	336	957
	40%	38%	35%	35%	33%	47%	55%	40%	46%	34%	48%	45%	32%	31%	47%	31%	40%
						bcd	abcd	d	b		cd	cd			cd		cd
Shopping online	953	113	124	132	172	186	226	953	503	438	292	305	165	184	598	349	953
	39%	32%	27%	27%	40%	56%	66%	39%	44%	36%	46%	45%	30%	35%	45%	33%	39%
					bc	abcd	abcd	bc	b		cd	cd			cd		cf
Playing games	674	142	160	111	88	79	95	674	442	218	203	199	145	122	402	267	674
	28%	40%	34%	23%	20%	24%	28%	28%	38%	18%	32%	29%	27%	23%	30%	25%	28%
		cdef	cdeg					d	b		df				df		
Banking online (transferring money, managing mortgage or other payments etc.)	616	70	55	71	89	145	186	616	330	276	204	184	113	111	388	223	616
	25%	20%	12%	15%	20%	44%	54%	25%	29%	23%	32%	27%	21%	21%	29%	21%	25%
		b			b	abcd	abcd	bc	b		cd	f			cd		f
Making a video call	565	67	79	92	116	93	118	565	291	269	210	171	85	94	381	179	565
	23%	19%	17%	19%	27%	28%	34%	23%	25%	22%	33%	25%	16%	18%	29%	17%	23%
					bc	abc	abc	b			bcd	cd			cd		cd
Reading the news/ accessing news websites or apps	469	51	53	62	72	94	137	469	263	200	159	126	82	97	285	179	469
	19%	14%	11%	13%	17%	28%	40%	19%	23%	16%	25%	19%	15%	19%	22%	17%	19%
						abcd	abcd	bc	b		bcd				cf		

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**SUMMARY - PREFER TO USE A LAPTOP OR DESKTOP COMPUTER FOR THIS ACTIVITY**

Base : All respondents who use a smartphone

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3316	425	588	626	544	524	600	3316	1571	1683	948	1086	509	727	2034	1236	3316
Effective Weighted Sample	2392	329	400	483	398	382	433	2392	1127	1221	700	810	398	530	1507	904	2392
Total	2416	351	466	483	433	332	344	2416	1157	1221	643	679	543	524	1321	1067	2416
Using social media apps or sites	364	36	32	48	55	72	121	364	212	148	121	86	65	85	207	150	364
	15%	10%	7%	10%	13%	22%	35%	15%	18%	12%	19%	13%	12%	16%	16%	14%	15%
				b	abcdg	bcdeg	bc		b		bcf						
ANY OF THESE	2075	310	398	404	356	300	304	2075	998	1046	598	621	440	396	1219	836	2075
	86%	88%	85%	84%	82%	90%	88%	86%	86%	86%	93%	92%	81%	75%	92%	78%	86%
					cd						cdfg	cdfg			cdfg		df
NONE OF THESE	341	41	68	79	77	32	40	341	159	175	45	58	103	129	103	231	341
	14%	12%	15%	16%	18%	10%	12%	14%	14%	14%	7%	8%	19%	25%	8%	22%	14%
				e	e								abe	abeg		abeg	abe

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**SUMMARY - PREFER TO USE A LAPTOP OR DESKTOP COMPUTER FOR THIS ACTIVITY**

Base : All respondents who use a smartphone

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	ALL WHO NO GO ONLINE		NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3316	2298	344	333	341	3316	2911	405	615	2699	3314	841	1395	1009	3316
Effective Weighted Sample	2392	1866	254	213	206	2392	2087	304	453	1968	2400	605	994	755	2392
Total	2416	2015	212	116	74	2416	2109	307	541	1870	2411	648	1010	702	2416
Completing a job application or filling in a form online	1605 66%	1338 66%	140 66%	74 64%	53 72%	1605 66%	1398 66%	207 67%	270 50%	1335 71% ac	1605 67% a	317 49%	730 72% ad	548 78% abd	1605 66% a
Watching TV programmes or films online	1514 63%	1259 63%	139 66%	69 59%	47 63%	1514 63%	1301 62%	213 69%	247 46%	1265 68% ac	1513 63% a	335 52%	673 67% a	492 70% ad	1514 63% a
Sending an email	957 40%	799 40%	84 40%	47 40%	27 37%	957 40%	834 40%	123 40%	115 21%	842 45% ac	957 40% a	235 36%	401 40%	308 44% a	957 40%
Shopping online	953 39%	795 39%	84 39%	48 41%	27 36%	953 39%	818 39%	135 44%	112 21%	839 45% ac	951 39% a	243 37%	414 41%	282 40%	953 39%
Playing games	674 28%	565 28%	62 29%	28 24%	19 26%	674 28%	598 28%	76 25%	98 18%	576 31% a	674 28% a	153 24%	282 28%	230 33% a	674 28%
Banking online (transferring money, managing mortgage or other payments etc.)	616 25%	515 26%	52 24%	30 26%	19 26%	616 25%	519 25%	97 32% a	66 12%	550 29% ac	616 26% a	183 28% c	293 29% c	131 19%	616 25% c
Making a video call	565 23%	464 23%	53 25%	27 23%	20 28%	565 23%	493 23%	72 23%	74 14%	489 26% a	563 23% a	140 22%	229 23%	186 27%	565 23%

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**SUMMARY - PREFER TO USE A LAPTOP OR DESKTOP COMPUTER FOR THIS ACTIVITY**

Base : All respondents who use a smartphone

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	ALL WHO NO GO ONLINE		NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3316	2298	344	333	341	3316	2911	405	615	2699	3314	841	1395	1009	3316
Effective Weighted Sample	2392	1866	254	213	206	2392	2087	304	453	1968	2400	605	994	755	2392
Total	2416	2015	212	116	74	2416	2109	307	541	1870	2411	648	1010	702	2416
Reading the news/ accessing news websites or apps	469	389	44	23	13	469	403	66	63	406	469	149	214	97	469
	19%	19%	21%	20%	17%	19%	19%	21%	12%	22%	19%	23%	21%	14%	19%
										a	a	c	c		c
Using social media apps or sites	364	308	30	15	11	364	306	58	47	315	363	119	169	67	364
	15%	15%	14%	13%	15%	15%	15%	19%	9%	17%	15%	18%	17%	10%	15%
										a	a	c	c		c
ANY OF THESE	2075	1733	181	99	63	2075	1806	269	377	1697	2074	508	906	639	2075
	86%	86%	85%	85%	85%	86%	86%	88%	70%	91%	86%	78%	90%	91%	86%
										ac	a		ad	ad	a
NONE OF THESE	341	282	31	17	11	341	303	38	163	173	337	140	104	63	341
	14%	14%	15%	15%	15%	14%	14%	12%	30%	9%	14%	22%	10%	9%	14%
									bc		b	bcd			bc

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post . Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**SUMMARY - PREFER TO USE A LAPTOP OR DESKTOP COMPUTER FOR THIS ACTIVITY**

Base : All respondents who use a smartphone

	FINANCIAL VULNERABILITY INDEX			
	Total	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%				
Unweighted total	3316	429	1107	849
Effective Weighted Sample	2392	331	774	630
Total	2416	392	834	567
Completing a job application or filling in a form online	1605 66%	232 59%	537 64%	447 79% ab
Watching TV programmes or films online	1514 63%	225 57%	524 63%	399 70% ab
Sending an email	957 40%	118 30%	329 39% a	279 49% ab
Shopping online	953 39%	109 28%	326 39% a	261 46% ab
Playing games	674 28%	110 28%	230 28%	164 29%
Banking online (transferring money, managing mortgage or other payments etc.)	616 25%	80 20%	230 28%	144 25%
Making a video call	565 23%	67 17%	193 23%	174 31% ab
Reading the news/ accessing news websites or apps	469 19%	71 18%	185 22%	108 19%

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**SUMMARY - PREFER TO USE A LAPTOP OR DESKTOP COMPUTER FOR THIS ACTIVITY**

Base : All respondents who use a smartphone

	<b>FINANCIAL VULNERABILITY INDEX</b>			
	<b>Total</b>	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 99%		a	b	c
Unweighted total	3316	429	1107	849
Effective Weighted Sample	2392	331	774	630
Total	2416	392	834	567
Using social media apps or sites	364	52	139	80
	15%	13%	17%	14%
ANY OF THESE	2075	326	709	520
	86%	83%	85%	92%
				ab
NONE OF THESE	341	67	125	47
	14%	17%	15%	8%
		c	c	

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**SUMMARY - PREFER TO USE A SMARTPHONE FOR THIS ACTIVITY**

Base : All respondents who use a smartphone

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3316	425	588	626	544	524	600	3316	1571	1683	948	1086	509	727	2034	1236	3316
Effective Weighted Sample	2392	329	400	483	398	382	433	2392	1127	1221	700	810	398	530	1507	904	2392
Total	2416	351	466	483	433	332	344	2416	1157	1221	643	679	543	524	1321	1067	2416
Using social media apps or sites	1487	266	354	348	270	146	99	1487	644	822	369	450	345	309	819	654	1487
	62%	76%	76%	72%	62%	44%	29%	62%	56%	67%	57%	66%	64%	59%	62%	61%	62%
		defg	defg	defg	ef	f		ef		a		ad					
Making a video call	1311	229	315	304	216	130	115	1311	578	711	303	365	337	293	668	630	1311
	54%	65%	67%	63%	50%	39%	33%	54%	50%	58%	47%	54%	62%	56%	51%	59%	54%
		defg	defg	defg	ef			ef		a		a	abeg	a		ae	a
Banking online (transferring money, managing mortgage or other payments etc.)	1284	228	334	309	239	99	75	1284	563	705	312	363	308	290	675	598	1284
	53%	65%	72%	64%	55%	30%	22%	53%	49%	58%	49%	53%	57%	55%	51%	56%	53%
		defg	defg	defg	ef	f		ef		a		a				a	
Reading the news/ accessing news websites or apps	1204	210	291	276	218	118	90	1204	534	651	295	343	301	254	638	555	1204
	50%	60%	62%	57%	50%	36%	26%	50%	46%	53%	46%	51%	56%	48%	48%	52%	50%
		efg	defg	efg	ef	f		ef		a		a					
Shopping online	886	161	236	224	151	67	46	886	363	510	210	225	232	210	435	441	886
	37%	46%	51%	46%	35%	20%	13%	37%	31%	42%	33%	33%	43%	40%	33%	41%	37%
		defg	defg	defg	ef	f		ef		a		abe	abe	abe		abe	
Playing games	817	138	183	223	144	80	48	817	285	524	182	217	200	207	400	408	817
	34%	39%	39%	46%	33%	24%	14%	34%	25%	43%	28%	32%	37%	40%	30%	38%	34%
		ef	ef	defg	ef	f		ef		a		a	abe	abe		abe	a
Sending an email	804	128	198	180	151	71	75	804	328	468	165	172	226	230	337	456	804
	33%	37%	42%	37%	35%	21%	22%	33%	28%	38%	26%	25%	42%	44%	25%	43%	33%
		ef	efg	ef	ef			ef		a			abeg	abeg		abeg	abe
Completing a job application or filling in a form online	321	74	90	87	43	14	12	321	139	177	53	62	93	110	115	203	321
	13%	21%	19%	18%	10%	4%	3%	13%	12%	15%	8%	9%	17%	21%	9%	19%	13%
		defg	defg	defg	ef			ef					abe	abeg		abeg	abe

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**SUMMARY - PREFER TO USE A SMARTPHONE FOR THIS ACTIVITY**

Base : All respondents who use a smartphone

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3316	425	588	626	544	524	600	3316	1571	1683	948	1086	509	727	2034	1236	3316
Effective Weighted Sample	2392	329	400	483	398	382	433	2392	1127	1221	700	810	398	530	1507	904	2392
Total	2416	351	466	483	433	332	344	2416	1157	1221	643	679	543	524	1321	1067	2416
Watching TV programmes or films online	300	56	84	84	46	21	9	300	136	160	65	66	83	85	131	167	300
	12%	16%	18%	17%	11%	6%	3%	12%	12%	13%	10%	10%	15%	16%	10%	16%	12%
		ef	defg	defg	f	f		ef					be	abe		abe	
ANY OF THESE	1986	331	430	435	352	236	199	1986	919	1039	517	574	453	422	1091	875	1986
	82%	94%	92%	90%	81%	71%	58%	82%	79%	85%	80%	85%	84%	80%	83%	82%	82%
		defg	defg	defg	ef	f		ef		a							
NONE OF THESE	430	20	36	48	81	97	145	430	238	183	126	105	89	103	230	192	430
	18%	6%	8%	10%	19%	29%	42%	18%	21%	15%	20%	15%	16%	20%	17%	18%	18%
					abc	abcdg	abcdeg	abc		b							

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**SUMMARY - PREFER TO USE A SMARTPHONE FOR THIS ACTIVITY**

Base : All respondents who use a smartphone

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL WHO GO ONLINE	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3316	2298	344	333	341	3316	2911	405	615	2699	3314	841	1395	1009	3316
Effective Weighted Sample	2392	1866	254	213	206	2392	2087	304	453	1968	2400	605	994	755	2392
Total	2416	2015	212	116	74	2416	2109	307	541	1870	2411	648	1010	702	2416
Using social media apps or sites	1487	1236	132	71	48	1487	1310	177	368	1119	1487	295	662	519	1487
	62%	61%	62%	61%	65%	62%	62%	57%	68%	60%	62%	46%	66%	74%	62%
									b				a	abd	a
Making a video call	1311	1095	115	61	39	1311	1163	148	347	964	1311	318	580	401	1311
	54%	54%	54%	52%	53%	54%	55%	48%	64%	52%	54%	49%	57%	57%	54%
									bc				a	a	
Banking online (transferring money, managing mortgage or other payments etc.)	1284	1064	120	60	39	1284	1147	136	353	931	1284	261	558	456	1284
	53%	53%	57%	52%	53%	53%	54%	44%	65%	50%	53%	40%	55%	65%	53%
							b		bc				a	abd	a
Reading the news/ accessing news websites or apps	1204	1002	109	56	38	1204	1064	140	320	884	1204	266	507	419	1204
	50%	50%	51%	48%	52%	50%	50%	46%	59%	47%	50%	41%	50%	60%	50%
									bc				a	abd	a
Shopping online	886	736	82	43	26	886	790	96	295	591	886	225	387	265	886
	37%	37%	39%	37%	35%	37%	37%	31%	55%	32%	37%	35%	38%	38%	37%
									bc		b				
Playing games	817	681	66	43	27	817	727	89	256	561	817	189	372	248	817
	34%	34%	31%	37%	36%	34%	34%	29%	47%	30%	34%	29%	37%	35%	34%
									bc		b		a		
Sending an email	804	677	63	39	25	804	720	84	289	515	804	233	366	192	804
	33%	34%	30%	34%	34%	33%	34%	27%	53%	28%	33%	36%	36%	27%	33%
									bc		b	c	c		c

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**SUMMARY - PREFER TO USE A SMARTPHONE FOR THIS ACTIVITY**

Base : All respondents who use a smartphone

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL WHO GO ONLINE	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3316	2298	344	333	341	3316	2911	405	615	2699	3314	841	1395	1009	3316
Effective Weighted Sample	2392	1866	254	213	206	2392	2087	304	453	1968	2400	605	994	755	2392
Total	2416	2015	212	116	74	2416	2109	307	541	1870	2411	648	1010	702	2416
Completing a job application or filling in a form online	321	266	32	14	8	321	290	31	140	181	321	109	127	77	321
	13%	13%	15%	12%	11%	13%	14%	10%	26% bc	10%	13% b	17% c	13%	11%	13%
Watching TV programmes or films online	300	254	23	14	9	300	272	28	111	189	300	82	122	90	300
	12%	13%	11%	12%	12%	12%	13%	9%	21% bc	10%	12%	13%	12%	13%	12%
ANY OF THESE	1986	1653	180	92	62	1986	1745	242	474	1512	1986	498	847	617	1986
	82%	82%	85%	79%	84%	82%	83%	79%	88% bc	81%	82%	77%	84% a	88% ad	82% a
NONE OF THESE	430	362	32	24	12	430	365	65	66	358	424	150	163	84	430
	18%	18%	15%	21%	16%	18%	17%	21%	12%	19% a	18% a	23% bcd	16%	12%	18% c

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**SUMMARY - PREFER TO USE A SMARTPHONE FOR THIS ACTIVITY**

Base : All respondents who use a smartphone

	FINANCIAL VULNERABILITY INDEX			
	Total	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%				
Unweighted total	3316	429	1107	849
Effective Weighted Sample	2392	331	774	630
Total	2416	392	834	567
Using social media apps or sites	1487 62%	250 64%	479 57%	369 65% b
Making a video call	1311 54%	240 61% c	440 53%	291 51%
Banking online (transferring money, managing mortgage or other payments etc.)	1284 53%	243 62% b	423 51%	315 56%
Reading the news/ accessing news websites or apps	1204 50%	216 55% b	380 46%	306 54% b
Shopping online	886 37%	188 48% bc	297 36%	195 34%
Playing games	817 34%	155 39% c	288 35%	175 31%
Sending an email	804 33%	182 46% bc	275 33% c	140 25%
Completing a job application or filling in a form online	321 13%	90 23% bc	113 14% c	41 7%

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**SUMMARY - PREFER TO USE A SMARTPHONE FOR THIS ACTIVITY**

Base : All respondents who use a smartphone

	FINANCIAL VULNERABILITY INDEX			
	Total	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%				
Unweighted total	3316	429	1107	849
Effective Weighted Sample	2392	331	774	630
Total	2416	392	834	567
Watching TV programmes or films online	300 12%	74 19%	99 12%	59 10%
		bc		
ANY OF THESE	1986 82%	339 86%	658 79%	477 84%
		b		
NONE OF THESE	430 18%	53 14%	176 21%	90 16%
			a	

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**G1. Do you play games at home or elsewhere in any of these ways? (MULTI CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3657	436	603	652	566	571	802	3657	1749	1830	1017	1142	557	864	2159	1421	3657
Effective Weighted Sample	2361	338	410	501	414	360	395	2361	1160	1150	735	833	395	498	1565	891	2361
Total	2793	364	476	504	448	377	585	2793	1347	1397	700	723	616	693	1423	1309	2793
On a mobile phone or smartphone	1031	181	237	237	209	105	62	1031	444	571	242	298	230	250	540	481	1031
	37%	50%	50%	47%	47%	28%	11%	37%	33%	41%	35%	41%	37%	36%	38%	37%	37%
		efg	efg	efg	efg	f		ef		a		a					
On a games console or games player (e.g. PlayStation, Xbox or Nintendo Switch)	842	219	260	209	103	41	11	842	520	302	209	235	199	191	444	390	842
	30%	60%	55%	41%	23%	11%	2%	30%	39%	22%	30%	33%	32%	28%	31%	30%	30%
		cdefg	cdefg	defg	ef	f		def	b								
On a tablet	520	66	94	111	94	72	83	520	219	292	143	125	110	135	268	245	520
	19%	18%	20%	22%	21%	19%	14%	19%	16%	21%	20%	17%	18%	20%	19%	19%	19%
				f	f					a							
On a laptop or netbook	396	105	90	74	50	39	37	396	236	153	113	134	64	81	247	145	396
	14%	29%	19%	15%	11%	10%	6%	14%	18%	11%	16%	19%	10%	12%	17%	11%	14%
		bcdefg	def	f				f	b		cf	cdfg			cdfg		
On a desktop computer (one that is usually in a fixed place with a separate screen and keyboard)	331	84	88	74	35	27	22	331	238	86	110	89	71	59	199	130	331
	12%	23%	18%	15%	8%	7%	4%	12%	18%	6%	16%	12%	12%	9%	14%	10%	12%
		cdefg	defg	def				ef	b		dfg				df		
Through an app on a smart TV	117	25	37	37	12	4	3	117	73	41	48	18	22	28	66	50	117
	4%	7%	8%	7%	3%	1%	1%	4%	5%	3%	7%	2%	4%	4%	5%	4%	4%
		def	defg	defg				ef	b		bfg				b		
On a virtual reality gaming headset / device (e.g. Oculus, Samsung Gear VR)	85	22	19	31	10	3	-	85	55	26	35	19	17	14	54	31	85
	3%	6%	4%	6%	2%	1%	-	3%	4%	2%	5%	3%	3%	2%	4%	2%	3%
		defg	ef	defg	f			f	b		df						

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**G1. Do you play games at home or elsewhere in any of these ways? (MULTI CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3657	436	603	652	566	571	802	3657	1749	1830	1017	1142	557	864	2159	1421	3657
Effective Weighted Sample	2361	338	410	501	414	360	395	2361	1160	1150	735	833	395	498	1565	891	2361
Total	2793	364	476	504	448	377	585	2793	1347	1397	700	723	616	693	1423	1309	2793
Using wearable technology like a smartwatch (such as an Apple Watch)	42	13	13	9	5	1	-	42	25	16	20	6	7	9	27	15	42
	1%	4%	3%	2%	1%	*%	-%	1%	2%	1%	3%	1%	1%	1%	2%	1%	1%
		efg	ef	f							bf						
TOTAL - EVER PLAY GAMES	1668	320	375	368	276	176	153	1668	847	788	426	467	372	386	893	758	1668
	60%	88%	79%	73%	62%	47%	26%	60%	63%	56%	61%	65%	60%	56%	63%	58%	60%
		bcdefg	defg	defg	ef	f		ef	b			df			d		
No, I never play games	1124	44	101	136	172	202	433	1124	500	609	274	255	244	306	530	551	1124
	40%	12%	21%	27%	38%	53%	74%	40%	37%	44%	39%	35%	40%	44%	37%	42%	40%
			a	a	abc	abcdg	abcdeg	abc		a				be		b	

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**G1. Do you play games at home or elsewhere in any of these ways? (MULTI CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET				
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN a	RURAL b	YES a	NO b	ALL WHO GO ONLINE c	NARROW (1-4) a	MEDIUM (5-8) b	BROAD (9-13) c	ALL d	
Significance Level: 99%																
Unweighted total	3657	2524	382	376	375	3657	3191	466	631	2949	3580	983	1464	1028	3657	
Effective Weighted Sample	2361	1860	217	212	218	2361	2036	325	465	2150	2592	709	1040	771	2361	
Total	2793	2317	252	140	84	2793	2413	380	555	2044	2598	751	1052	718	2793	
On a mobile phone or smartphone	1031 37%	868 37%	86 34%	49 35%	28 34%	1031 37%	909 38%	122 32%	235 42%	794 39%	1030 40%	170 23%	456 43% ad	397 55% abd	1031 37% a	
On a games console or games player (e.g. PlayStation, Xbox or Nintendo Switch)	842 30%	701 30%	78 31%	40 29%	23 27%	842 30%	744 31%	98 26%	202 36%	636 31%	838 32%	160 21%	343 33% a	335 47% abd	842 30% a	
On a tablet	520 19%	440 19%	43 17%	24 17%	12 15%	520 19%	456 19%	64 17%	78 14%	442 22% a	520 20% a	100 13%	206 20% a	209 29% abd	520 19% a	
On a laptop or netbook	396 14%	329 14%	39 15%	19 13%	9 11%	396 14%	342 14%	54 14%	54 10%	342 17% a	396 15% a	84 11%	141 13%	170 24% abd	396 14%	
On a desktop computer (one that is usually in a fixed place with a separate screen and keyboard)	331 12%	286 12%	25 10%	13 9%	7 8%	331 12%	291 12%	40 10%	40 7%	290 14% a	331 13% a	64 9%	144 14% a	122 17% ad	331 12%	
Through an app on a smart TV	117 4%	94 4%	14 6%	5 4%	3 4%	117 4%	104 4%	13 3%	24 4%	93 5%	117 4%	19 2%	48 5%	50 7% ad	117 4%	

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**G1. Do you play games at home or elsewhere in any of these ways? (MULTI CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	ALL WHO NO GO ONLINE		NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3657	2524	382	376	375	3657	3191	466	631	2949	3580	983	1464	1028	3657
Effective Weighted Sample	2361	1860	217	212	218	2361	2036	325	465	2150	2592	709	1040	771	2361
Total	2793	2317	252	140	84	2793	2413	380	555	2044	2598	751	1052	718	2793
On a virtual reality gaming headset / device (e.g. Oculus, Samsung Gear VR)	85 3%	71 3%	8 3%	5 4%	2 2%	85 3%	74 3%	11 3%	12 2%	73 4%	85 3%	7 1%	37 3% a	41 6% ad	85 3% a
Using wearable technology like a smartwatch (such as an Apple Watch)	42 1%	35 2%	5 2%	1 1%	1 1%	42 1%	36 1%	6 2%	8 1%	34 2%	42 2%	3 *% a	21 2% a	18 2% a	42 1%
TOTAL - EVER PLAY GAMES	1668 60%	1402 61%	144 57%	77 55%	45 54%	1668 60%	1476 61% b	193 51%	371 67%	1292 63%	1663 64%	406 54%	690 66% ad	555 77% abd	1668 60% a
No, I never play games	1124 40%	915 39%	108 43%	63 45%	39 46%	1124 40%	937 39%	188 49% a	184 33%	752 37%	936 36%	345 46% bcd	361 34% c	163 23%	1124 40% bc

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**G1. Do you play games at home or elsewhere in any of these ways? (MULTI CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	FINANCIAL VULNERABILITY INDEX			
	Total	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%				
Unweighted total	3657	481	1237	886
Effective Weighted Sample	2361	321	806	649
Total	2793	464	971	597
On a mobile phone or smartphone	1031	197	356	230
	37%	43%	37%	38%
On a games console or games player (e.g. PlayStation, Xbox or Nintendo Switch)	842	183	266	190
	30%	39%	27%	32%
		b		
On a tablet	520	107	175	122
	19%	23%	18%	20%
On a laptop or netbook	396	80	142	89
	14%	17%	15%	15%
On a desktop computer (one that is usually in a fixed place with a separate screen and keyboard)	331	60	117	78
	12%	13%	12%	13%
Through an app on a smart TV	117	27	39	30
	4%	6%	4%	5%
On a virtual reality gaming headset / device (e.g. Oculus, Samsung Gear VR)	85	22	21	26
	3%	5%	2%	4%

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**G1. Do you play games at home or elsewhere in any of these ways? (MULTI CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	<b>FINANCIAL VULNERABILITY INDEX</b>			
	<b>Total</b>	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 99%		a	b	c
Unweighted total	3657	481	1237	886
Effective Weighted Sample	2361	321	806	649
Total	2793	464	971	597
Using wearable technology like a smartwatch (such as an Apple Watch)	42	11	10	15
	1%	2%	1%	3%
TOTAL - EVER PLAY GAMES	1668	318	571	360
	60%	69%	59%	60%
		b		
No, I never play games	1124	146	400	236
	40%	31%	41%	40%
			a	

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**G3A. Do you play games online? (SINGLE CODE)**

Base : All respondents who play games (excluding those that did not give a response at the postal survey)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2196	381	458	463	346	280	265	2196	1091	1050	575	729	352	511	1304	863	2196
Effective Weighted Sample	1601	293	315	363	262	209	177	1601	792	772	432	553	276	364	979	631	1601
Total	1668	320	375	368	276	176	152	1668	847	787	425	467	372	386	892	758	1668
Yes	1099	259	275	238	156	94	78	1099	604	473	277	311	248	255	588	503	1099
	66%	81%	73%	65%	57%	53%	51%	66%	71%	60%	65%	67%	67%	66%	66%	66%	66%
		cdefg	def	ef				def	b								
No	537	53	98	124	113	79	69	537	235	293	140	151	118	121	290	239	537
	32%	17%	26%	34%	41%	45%	46%	32%	28%	37%	33%	32%	32%	31%	33%	32%	32%
			a	a	abg	abcg	abcg	a		a							
Don't know	31	8	2	6	7	3	4	31	9	22	9	6	5	10	14	16	31
	2%	2%	1%	2%	2%	2%	3%	2%	1%	3%	2%	1%	1%	3%	2%	2%	2%

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**G3A. Do you play games online? (SINGLE CODE)**

Base : All respondents who play games (excluding those that did not give a response at the postal survey)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	ALL UK e	URBAN a	RURAL b	YES a	NO b	ALL WHO GO ONLINE c	NARROW (1-4) a	MEDIUM (5-8) b	BROAD (9-13) c	ALL d
Significance Level: 99%															
Unweighted total	2196	1549	221	220	206	2196	1961	235	405	1789	2194	493	913	770	2196
Effective Weighted Sample	1601	1262	158	182	120	1601	1432	171	304	1318	1608	361	659	581	1601
Total	1668	1401	144	77	45	1668	1476	192	371	1291	1662	406	690	555	1668
Yes	1099 66%	924 66%	97 67%	51 66%	28 62%	1099 66%	988 67%	111 58%	243 65%	857 66%	1099 66%	244 60%	435 63%	420 76%	1099 66%
No	537 32%	453 32%	42 29%	26 33%	16 36%	537 32%	459 31%	78 41%	121 33%	410 32%	531 32%	145 36%	246 36%	130 23%	537 32%
Don't know	31 2%	24 2%	5 3%	1 1%	1 2%	31 2%	28 2%	3 1%	8 2%	23 2%	31 2%	16 4%	9 1%	5 1%	31 2%

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post . Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**G3A. Do you play games online? (SINGLE CODE)**

Base : All respondents who play games (excluding those that did not give a response at the postal survey)

	<b>FINANCIAL VULNERABILITY INDEX</b>			
	<b>Total</b>	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 99%		a	b	c
Unweighted total	2196	341	746	513
Effective Weighted Sample	1601	263	529	391
Total	1668	318	571	360
Yes	1099	233	381	222
	66%	73%	67%	62%
		c		
No	537	81	181	132
	32%	25%	32%	37%
				a
Don't know	31	5	9	7
	2%	1%	2%	2%

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**G3A. Do you play games online? (SINGLE CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3656	436	603	652	566	571	801	3656	1749	1829	1016	1142	557	864	2158	1421	3656
Effective Weighted Sample	2360	338	410	501	414	360	395	2360	1160	1149	734	833	395	498	1564	891	2360
Total	2792	364	476	504	448	377	585	2792	1347	1396	699	723	616	693	1422	1309	2792
Yes	1099	259	275	238	156	94	78	1099	604	473	277	311	248	255	588	503	1099
	39%	71%	58%	47%	35%	25%	13%	39%	45%	34%	40%	43%	40%	37%	41%	38%	39%
		bcdefg	cdefg	defg	ef	f		ef	b								
No	537	53	98	124	113	79	69	537	235	293	140	151	118	121	290	239	537
	19%	15%	21%	25%	25%	21%	12%	19%	17%	21%	20%	21%	19%	18%	20%	18%	19%
			f	afg	afg	f		f									
Don't know	31	8	2	6	7	3	4	31	9	22	9	6	5	10	14	16	31
	1%	2%	*%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%
DO NOT PLAY GAMES	1124	44	101	136	172	202	433	1124	500	609	274	255	244	306	530	551	1124
	40%	12%	21%	27%	38%	53%	74%	40%	37%	44%	39%	35%	40%	44%	37%	42%	40%
			a	a	abc	abcdg	abcdeg	abc		a				be		b	

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**G3A. Do you play games online? (SINGLE CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	ALL WHO NO GO ONLINE		NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	
		a	b	c	d	e	a	b	a	b	c	a	b	c	d	
Significance Level: 99%																
Unweighted total	3656	2523	382	376	375	3656	3191	465	631	2948	3579	982	1464	1028	3656	
Effective Weighted Sample	2360	1859	217	212	218	2360	2036	324	465	2149	2591	708	1040	771	2360	
Total	2792	2316	252	140	84	2792	2413	379	555	2043	2598	750	1052	718	2792	
Yes	1099	924	97	51	28	1099	988	111	243	857	1099	244	435	420	1099	
	39%	40%	38%	36%	34%	39%	41%	29%	44%	42%	42%	33%	41%	59%	39%	
							b						a	abd	a	
No	537	453	42	26	16	537	459	78	121	410	531	145	246	130	537	
	19%	20%	17%	18%	19%	19%	19%	21%	22%	20%	20%	19%	23%	18%	19%	
													cd			
Don't know	31	24	5	1	1	31	28	3	8	23	31	16	9	5	31	
	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	
DO NOT PLAY GAMES	1124	915	108	63	39	1124	937	188	184	752	936	345	361	163	1124	
	40%	40%	43%	45%	46%	40%	39%	49%	33%	37%	36%	46%	34%	23%	40%	
							a					bcd	c		bc	

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**G3A. Do you play games online? (SINGLE CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	FINANCIAL VULNERABILITY INDEX			
	Total	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%				
Unweighted total	3656	481	1237	885
Effective Weighted Sample	2360	321	806	648
Total	2792	464	971	596
Yes	1099 39%	233 50% bc	381 39%	222 37%
No	537 19%	81 17%	181 19%	132 22%
Don't know	31 1%	5 1%	9 1%	7 1%
DO NOT PLAY GAMES	1124 40%	146 31%	400 41% a	236 40%

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**A4. Below is a list of devices. If you were told that one of them was going to be taken away from you - so you could not use it – which one do you think you would miss the most? (SINGLE CODE)**

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3660	436	603	652	566	572	803	3660	1750	1832	1017	1142	557	867	2159	1424	3660
Effective Weighted Sample	2359	338	410	501	414	361	396	2359	1161	1148	735	833	395	498	1565	891	2359
Total	2800	364	476	504	448	379	588	2800	1349	1403	700	723	616	700	1423	1316	2800
Mobile phone or smartphone (like an iPhone or Samsung Galaxy)	1163	202	272	242	230	118	94	1163	473	674	322	342	263	218	664	481	1163
	42%	56%	57%	48%	51%	31%	16%	42%	35%	48%	46%	47%	43%	31%	47%	37%	42%
		efg	cefg	efg	efg	f		ef		a	df	dfg	d		dfg		df
Television set	704	16	41	97	93	119	307	704	347	346	135	124	164	263	258	427	704
	25%	4%	9%	19%	21%	31%	52%	25%	26%	25%	19%	17%	27%	38%	18%	32%	25%
				ab	ab	abcd	abcdeg	abc					abe	abceg		abeg	abe
Laptop or netbook	204	32	35	40	29	35	33	204	119	79	62	72	27	40	134	67	204
	7%	9%	7%	8%	6%	9%	6%	7%	9%	6%	9%	10%	4%	6%	9%	5%	7%
									b		cf	cdf			cf		
Desktop computer (one that is usually in a fixed place with a separate screen and keyboard)	169	36	27	34	14	29	29	169	122	42	47	56	35	31	102	66	169
	6%	10%	6%	7%	3%	8%	5%	6%	9%	3%	7%	8%	6%	4%	7%	5%	6%
		dfg				d			b								
Radio set	153	17	24	18	21	27	46	153	74	76	43	38	29	37	82	66	153
	5%	5%	5%	4%	5%	7%	8%	5%	5%	5%	6%	5%	5%	5%	6%	5%	5%
							c										
Games console or handheld games player	121	17	30	27	20	11	15	121	79	42	30	27	37	26	57	63	121
	4%	5%	6%	5%	4%	3%	2%	4%	6%	3%	4%	4%	6%	4%	4%	5%	4%
			f						b								
Tablet (like an iPad, Kindle Fire or Google Nexus)	108	13	10	15	15	22	34	108	47	60	29	25	28	24	53	53	108
	4%	3%	2%	3%	3%	6%	6%	4%	3%	4%	4%	3%	5%	3%	4%	4%	4%
						b	b										

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**A4. Below is a list of devices. If you were told that one of them was going to be taken away from you - so you could not use it – which one do you think you would miss the most? (SINGLE CODE)**

Base : All respondents

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3660	436	603	652	566	572	803	3660	1750	1832	1017	1142	557	867	2159	1424	3660
Effective Weighted Sample	2359	338	410	501	414	361	396	2359	1161	1148	735	833	395	498	1565	891	2359
Total	2800	364	476	504	448	379	588	2800	1349	1403	700	723	616	700	1423	1316	2800
Smart speaker (like Amazon Echo, Google Home, Facebook Portal and Apple HomePod)	55 2%	16 4%	17 4%	8 2%	11 2%	3 1%	1 *%	55 2%	27 2%	25 2%	13 2%	15 2%	13 2%	13 2%	28 2%	26 2%	55 2%
		efg	ef	f													
Other device	7 *%	- -%	3 1%	- -%	* *%	- -%	* *%	7 *%	- -%	7 *%	- -%	4 *%	- -%	2 *%	4 *%	2 *%	7 *%
None/ I would not miss any device	57 2%	9 2%	4 1%	8 2%	6 1%	11 3%	19 3%	57 2%	28 2%	28 2%	13 2%	12 2%	12 2%	15 2%	25 2%	27 2%	57 2%
Don't know	60 2%	8 2%	14 3%	14 3%	9 2%	4 1%	11 2%	60 2%	33 2%	24 2%	7 1%	9 1%	8 1%	30 4%	16 1%	39 3%	60 2%
														abeg		ae	
<b>SUMMARY CODE</b>																	
ANY LAPTOP, NETBOOK OR DESKTOP	373 13%	68 19%	62 13%	74 15%	43 10%	64 17%	62 11%	373 13%	240 18%	121 9%	108 15%	128 18%	62 10%	71 10%	236 17%	133 10%	373 13%
		dfg			df				b		df	cdfg			cdfg		

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**A4. Below is a list of devices. If you were told that one of them was going to be taken away from you - so you could not use it – which one do you think you would miss the most? (SINGLE CODE)**

Base : All respondents

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL WHO GO ONLINE	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	a	b	c	d	
Unweighted total	3660	2527	382	376	375	3660	3193	467	632	2949	3581	983	1464	1028	3660	
Effective Weighted Sample	2359	1858	217	212	218	2359	2037	322	466	2150	2593	709	1040	771	2359	
Total	2800	2324	252	140	84	2800	2416	384	556	2044	2599	751	1052	718	2800	
Mobile phone or smartphone (like an iPhone or Samsung Galaxy)	1163	971	101	53	39	1163	1017	146	281	877	1158	239	490	420	1163	
	42%	42%	40%	38%	46%	42%	42%	38%	51%	43%	45%	32%	47%	59%	42%	
									b				ad	abd	a	
Television set	704	567	70	46	21	704	593	110	122	431	553	247	190	80	704	
	25%	24%	28%	33%	25%	25%	25%	29%	22%	21%	21%	33%	18%	11%	25%	
				a								bcd	c		bc	
Laptop or netbook	204	173	17	10	4	204	177	27	27	177	204	53	92	58	204	
	7%	7%	7%	7%	5%	7%	7%	7%	5%	9%	8%	7%	9%	8%	7%	
										a						
Desktop computer (one that is usually in a fixed place with a separate screen and keyboard)	169	139	17	6	6	169	140	29	14	155	169	43	75	47	169	
	6%	6%	7%	5%	7%	6%	6%	7%	3%	8%	7%	6%	7%	7%	6%	
										a	a					
Radio set	153	129	10	10	4	153	137	16	21	110	132	38	53	38	153	
	5%	6%	4%	7%	5%	5%	6%	4%	4%	5%	5%	5%	5%	5%	5%	
Games console or handheld games player	121	105	10	3	3	121	108	13	23	98	121	32	59	30	121	
	4%	5%	4%	2%	4%	4%	4%	3%	4%	5%	5%	4%	6%	4%	4%	
Tablet (like an iPad, Kindle Fire or Google Nexus)	108	87	14	4	2	108	94	14	18	90	108	37	48	22	108	
	4%	4%	6%	3%	3%	4%	4%	4%	3%	4%	4%	5%	5%	3%	4%	

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**A4. Below is a list of devices. If you were told that one of them was going to be taken away from you - so you could not use it – which one do you think you would miss the most? (SINGLE CODE)**

Base : All respondents

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	ALL WHO NO GO ONLINE		NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	a	b	c	d	
Unweighted total	3660	2527	382	376	375	3660	3193	467	632	2949	3581	983	1464	1028	3660	
Effective Weighted Sample	2359	1858	217	212	218	2359	2037	322	466	2150	2593	709	1040	771	2359	
Total	2800	2324	252	140	84	2800	2416	384	556	2044	2599	751	1052	718	2800	
Smart speaker (like Amazon Echo, Google Home, Facebook Portal and Apple HomePod)	55 2%	45 2%	6 2%	3 2%	1 2%	55 2%	46 2%	9 2%	22 4% b	34 2%	55 2%	24 3%	18 2%	13 2%	55 2%	
Other device	7 *% b	6 *% b	* *% b	1 *% b	- -% b	7 *% b	3 *% b	3 1% b	- -% b	4 *% b	4 *% b	* *% b	2 *% b	1 *% b	7 *% b	
None/ I would not miss any device	57 2% c	48 2% c	5 2% c	2 1% c	2 2% c	57 2% c	48 2% c	9 2% c	8 1% c	30 1% c	38 1% c	14 2% c	12 1% c	3 *% c	57 2% c	
Don't know	60 2% c	54 2% c	3 1% c	3 2% c	1 1% c	60 2% c	53 2% c	7 2% c	19 3% c	39 2% c	58 2% c	24 3% bc	13 1% c	5 1% c	60 2% c	
<b>SUMMARY CODE</b>																
ANY LAPTOP, NETBOOK OR DESKTOP	373 13%	312 13%	34 14%	16 12%	10 12%	373 13%	317 13%	56 15%	41 7%	332 16% a	373 14% a	95 13%	167 16%	105 15%	373 13%	

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**A4. Below is a list of devices. If you were told that one of them was going to be taken away from you - so you could not use it – which one do you think you would miss the most? (SINGLE CODE)**

Base : All respondents

	FINANCIAL VULNERABILITY INDEX			
	Total	MOST	POTEN- TIALY	LEAST
Significance Level: 99%		a	b	c
Unweighted total	3660	482	1238	886
Effective Weighted Sample	2359	322	806	649
Total	2800	465	974	597
Mobile phone or smartphone (like an iPhone or Samsung Galaxy)	1163	182	373	305
	42%	39%	38%	51%
				ab
Television set	704	121	280	97
	25%	26%	29%	16%
		c	c	
Laptop or netbook	204	44	63	59
	7%	9%	7%	10%
Desktop computer (one that is usually in a fixed place with a separate screen and keyboard)	169	26	61	42
	6%	5%	6%	7%
Radio set	153	29	57	32
	5%	6%	6%	5%
Games console or handheld games player	121	18	51	22
	4%	4%	5%	4%
Tablet (like an iPad, Kindle Fire or Google Nexus)	108	17	36	23
	4%	4%	4%	4%

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post . Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**A4. Below is a list of devices. If you were told that one of them was going to be taken away from you - so you could not use it – which one do you think you would miss the most? (SINGLE CODE)**

Base : All respondents

	FINANCIAL VULNERABILITY INDEX			
	Total	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%				
Unweighted total	3660	482	1238	886
Effective Weighted Sample	2359	322	806	649
Total	2800	465	974	597
Smart speaker (like Amazon Echo, Google Home, Facebook Portal and Apple HomePod)	55 2%	11 2%	24 2%	9 1%
Other device	7 *%	2 *%	1 *%	- -%
None/ I would not miss any device	57 2%	6 1%	17 2%	2 *%
Don't know	60 2%	9 2%	13 1%	6 1%
<b>SUMMARY CODE</b>				
ANY LAPTOP, NETBOOK OR DESKTOP	373 13%	70 15%	124 13%	101 17%

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**C1. Firstly, how many people are there in your household in total (including yourself)? (SINGLE CODE)**

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3660	436	603	652	566	572	803	3660	1750	1832	1017	1142	557	867	2159	1424	3660
Effective Weighted Sample	2359	338	410	501	414	361	396	2359	1161	1148	735	833	395	498	1565	891	2359
Total	2800	364	476	504	448	379	588	2800	1349	1403	700	723	616	700	1423	1316	2800
1	476	27	45	39	54	90	210	476	222	250	84	116	79	182	199	260	476
	17%	7%	9%	8%	12%	24%	36%	17%	16%	18%	12%	16%	13%	26%	14%	20%	17%
						abcdg	abcdeg	abc						abcefg		ace	a
2	793	49	101	92	100	155	288	793	397	389	218	199	165	200	417	365	793
	28%	13%	21%	18%	22%	41%	49%	28%	29%	28%	31%	28%	27%	29%	29%	28%	28%
			a		a	abcdg	abcdg	abc									
3	606	85	150	129	109	76	55	606	282	318	130	163	173	135	293	308	606
	22%	23%	31%	26%	24%	20%	9%	22%	21%	23%	19%	23%	28%	19%	21%	23%	22%
		f	efg	f	f	f		f					adeg				
4	512	96	105	148	111	38	13	512	260	247	160	152	99	96	312	195	512
	18%	26%	22%	29%	25%	10%	2%	18%	19%	18%	23%	21%	16%	14%	22%	15%	18%
		efg	ef	efg	efg	f		ef			cdfg	df			dfg		
5-6	258	69	46	72	55	12	4	258	125	129	82	53	65	52	135	117	258
	9%	19%	10%	14%	12%	3%	1%	9%	9%	9%	12%	7%	11%	7%	9%	9%	9%
		befg	ef	efg	ef	f		ef			b						
7-9	36	16	9	7	4	-	-	36	13	20	7	8	9	11	15	20	36
	1%	4%	2%	1%	1%	-%	-%	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%
		cdefg	ef														
10 or more	3	-	2	-	-	-	2	3	3	-	2	2	-	-	3	-	3
	*%	-%	*%	-%	-%	-%	*%	*%	*%	-%	*%	*%	-%	-%	*%	-%	*%
Prefer not to say	117	22	20	18	14	8	17	117	47	51	18	31	26	24	48	50	117
	4%	6%	4%	4%	3%	2%	3%	4%	4%	4%	3%	4%	4%	3%	3%	4%	4%
		e															

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**C1. Firstly, how many people are there in your household in total (including yourself)? (SINGLE CODE)**

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	ALL WHO NO GO ONLINE		NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3660	2527	382	376	375	3660	3193	467	632	2949	3581	983	1464	1028	3660
Effective Weighted Sample	2359	1858	217	212	218	2359	2037	322	466	2150	2593	709	1040	771	2359
Total	2800	2324	252	140	84	2800	2416	384	556	2044	2599	751	1052	718	2800
1	476	397	47	22	10	476	428	48	66	304	370	143	129	77	476
	17%	17%	19%	16%	12%	17%	18%	13%	12%	15%	14%	19%	12%	11%	17%
												bc			bc
2	793	622	92	50	29	793	653	140	102	635	737	241	301	168	793
	28%	27%	36%	36%	35%	28%	27%	36%	18%	31%	28%	32%	29%	23%	28%
			a	a				a		a	a	c			c
3	606	522	37	31	17	606	519	86	165	420	586	119	268	184	606
	22%	22%	15%	22%	20%	22%	21%	23%	30%	21%	23%	16%	26%	26%	22%
		b							bc				a	a	a
4	512	429	47	22	14	512	455	57	126	384	511	126	204	177	512
	18%	18%	19%	16%	16%	18%	19%	15%	23%	19%	20%	17%	19%	25%	18%
														abd	
5-6	258	227	14	9	8	258	226	32	63	195	258	65	108	83	258
	9%	10%	6%	7%	9%	9%	9%	8%	11%	10%	10%	9%	10%	12%	9%
7-9	36	30	4	1	1	36	33	2	10	25	36	10	15	10	36
	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%
10 or more	3	3	-	-	-	3	3	-	-	3	3	3	-	-	3
	*%	*%	-%	-%	-%	*%	*%	-%	-%	*%	*%	*%	-%	-%	*%
Prefer not to say	117	94	11	5	6	117	99	18	23	77	99	43	25	18	117
	4%	4%	4%	4%	7%	4%	4%	5%	4%	4%	4%	6%	2%	3%	4%
												bc			

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**C1. Firstly, how many people are there in your household in total (including yourself)? (SINGLE CODE)**

Base : All respondents

	FINANCIAL VULNERABILITY INDEX			
	Total	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c
Unweighted total	3660	482	1238	886
Effective Weighted Sample	2359	322	806	649
Total	2800	465	974	597
1	476 17%	103 22% c	193 20%	88 15%
2	793 28%	40 9%	327 34% a	225 38% a
3	606 22%	71 15%	282 29% ac	105 18%
4	512 18%	108 23% b	154 16%	135 23% b
5-6	258 9%	125 27% bc	18 2%	37 6% b
7-9	36 1%	17 4% bc	- -%	4 1%
10 or more	3 *%	2 *%	- -%	2 *%
Prefer not to say	117 4%	- -%	- -%	- -%

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**C2. Do you have any children aged under 18 who live at home with you – where you are their parent or guardian? (SINGLE CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3654	436	603	652	566	570	800	3654	1747	1829	1016	1142	556	863	2158	1419	3654
Effective Weighted Sample	2354	338	410	501	414	359	394	2354	1159	1145	735	833	395	495	1565	888	2354
Total	2795	364	476	504	448	377	586	2795	1347	1400	699	723	616	697	1421	1312	2795
Yes	1018	96	277	356	225	49	15	1018	475	532	288	256	249	216	545	466	1018
	36%	26%	58%	71%	50%	13%	3%	36%	35%	38%	41%	35%	40%	31%	38%	35%	36%
		ef	aefg	abdefg	aefg	f		aef			d		d		d		
No	1648	243	177	127	206	318	553	1648	819	813	389	433	338	453	823	791	1648
	59%	67%	37%	25%	46%	85%	94%	59%	61%	58%	56%	60%	55%	65%	58%	60%	59%
		bcdg	c		c	abcdg	abcdeg	bcd						ace			
Prefer not to say	129	25	22	20	17	9	18	129	53	54	21	33	28	28	54	56	129
	5%	7%	5%	4%	4%	2%	3%	5%	4%	4%	3%	5%	5%	4%	4%	4%	5%
		e															

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**C2. Do you have any children aged under 18 who live at home with you – where you are their parent or guardian? (SINGLE CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	ALL UK e	URBAN a	RURAL b	YES a	NO b	ALL WHO GO ONLINE c	NARROW (1-4) a	MEDIUM (5-8) b	BROAD (9-13) c	ALL d
Significance Level: 99%															
Unweighted total	3654	2522	382	376	374	3654	3187	467	630	2946	3576	981	1464	1028	3654
Effective Weighted Sample	2354	1854	217	212	218	2354	2032	322	464	2147	2589	707	1040	771	2354
Total	2795	2319	252	140	84	2795	2411	384	554	2042	2596	750	1052	718	2795
Yes	1018 36%	873 38%	77 31%	42 30%	26 31%	1018 36%	890 37%	129 34%	293 53% bc	726 36%	1018 39% b	225 30%	433 41% ad	351 49% abd	1018 36% a
No	1648 59%	1344 58%	160 63%	92 66%	52 62%	1648 59%	1412 59%	236 62%	235 42%	1231 60% ac	1466 56% a	479 64% bc	590 56% c	345 48%	1648 59% c
Prefer not to say	129 5%	102 4%	15 6%	5 4%	6 7%	129 5%	110 5%	18 5%	26 5%	86 4%	111 4%	47 6% bc	29 3%	21 3%	129 5%

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post . Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**C2. Do you have any children aged under 18 who live at home with you – where you are their parent or guardian? (SINGLE CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	FINANCIAL VULNERABILITY INDEX			
	Total	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%				
Unweighted total	3654	482	1238	886
Effective Weighted Sample	2354	322	806	649
Total	2795	465	974	597
Yes	1018 36%	223 48% c	393 40%	216 36%
No	1648 59%	242 52%	581 60%	381 64% a
Prefer not to say	129 5%	- -%	- -%	- -%

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**C3. How many of your children aged under 18 live at home with you? (SINGLE CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3654	436	603	652	566	570	800	3654	1747	1829	1016	1142	556	863	2158	1419	3654
Effective Weighted Sample	2354	338	410	501	414	359	394	2354	1159	1145	735	833	395	495	1565	888	2354
Total	2795	364	476	504	448	377	586	2795	1347	1400	699	723	616	697	1421	1312	2795
None/ no children aged under 18 living at home	1648	243	177	127	206	318	553	1648	819	813	389	433	338	453	823	791	1648
	59%	67%	37%	25%	46%	85%	94%	59%	61%	58%	56%	60%	55%	65%	58%	60%	59%
		bcdg	c		c	abcdg	abcdeg	bcd					ace				
1	486	58	140	140	109	32	7	486	209	270	113	135	135	102	248	236	486
	17%	16%	29%	28%	24%	8%	1%	17%	16%	19%	16%	19%	22%	15%	17%	18%	17%
		ef	aefg	aefg	aefg	f		ef					d				
2	370	21	99	150	87	12	2	370	190	179	125	99	76	67	224	143	370
	13%	6%	21%	30%	19%	3%	*%	13%	14%	13%	18%	14%	12%	10%	16%	11%	13%
		f	aefg	abdefg	aefg	f		aef			dfg				df		
3	125	12	28	54	24	3	4	125	62	62	40	18	30	34	58	64	125
	4%	3%	6%	11%	5%	1%	1%	4%	5%	4%	6%	2%	5%	5%	4%	5%	4%
		f	ef	abdefg	ef			ef			b					b	b
4	14	-	3	8	2	1	-	14	3	10	3	-	5	6	3	11	14
	1%	-%	1%	2%	*%	*%	-%	1%	*%	1%	*%	-%	1%	1%	*%	1%	1%
				fg									b			b	
5 or more	12	2	6	1	2	-	2	12	5	6	3	3	2	4	6	6	12
	*%	1%	1%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	1%	*%	*%	*%
Prefer not to say	139	28	23	23	19	10	18	139	58	59	25	35	30	31	59	61	139
	5%	8%	5%	5%	4%	3%	3%	5%	4%	4%	4%	5%	5%	4%	4%	5%	5%
		ef															

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**C3. How many of your children aged under 18 live at home with you? (SINGLE CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	ALL WHO NO GO ONLINE		NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3654	2522	382	376	374	3654	3187	467	630	2946	3576	981	1464	1028	3654
Effective Weighted Sample	2354	1854	217	212	218	2354	2032	322	464	2147	2589	707	1040	771	2354
Total	2795	2319	252	140	84	2795	2411	384	554	2042	2596	750	1052	718	2795
None/ no children aged under 18 living at home	1648	1344	160	92	52	1648	1412	236	235	1231	1466	479	590	345	1648
	59%	58%	63%	66%	62%	59%	59%	62%	42%	60%	56%	64%	56%	48%	59%
										ac	a	bc	c		c
1	486	411	43	23	9	486	426	60	142	344	486	104	224	154	486
	17%	18%	17%	16%	11%	17%	18%	16%	26%	17%	19%	14%	21%	21%	17%
		d							bc			ad	a		
2	370	325	19	15	11	370	325	45	105	265	370	83	150	134	370
	13%	14%	8%	11%	14%	13%	13%	12%	19%	13%	14%	11%	14%	19%	13%
		b							bc					ad	
3	125	106	12	3	5	125	107	18	35	91	125	32	41	52	125
	4%	5%	5%	2%	6%	4%	4%	5%	6%	4%	5%	4%	4%	7%	4%
														bd	
4	14	12	1	1	-	14	10	4	4	10	14	3	6	5	14
	1%	*%	*%	1%	-%	1%	*%	1%	1%	*%	1%	*%	1%	1%	1%
5 or more	12	10	1	1	1	12	12	-	4	8	12	3	6	3	12
	*%	*%	1%	*%	1%	*%	1%	-%	1%	*%	*%	*%	1%	*%	*%
Prefer not to say	139	113	15	5	6	139	119	20	28	94	122	47	34	24	139
	5%	5%	6%	4%	7%	5%	5%	5%	5%	5%	5%	6%	3%	3%	5%
												bc			

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**C3. How many of your children aged under 18 live at home with you? (SINGLE CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	FINANCIAL VULNERABILITY INDEX			
	Total	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%				
Unweighted total	3654	482	1238	886
Effective Weighted Sample	2354	322	806	649
Total	2795	465	974	597
None/ no children aged under 18 living at home	1648 59%	242 52%	581 60%	381 64% a
1	486 17%	48 10%	260 27% ac	90 15%
2	370 13%	98 21% b	118 12%	105 18% b
3	125 4%	60 13% bc	15 2%	18 3%
4	14 1%	11 2% bc	- -%	1 *% *
5 or more	12 *%	7 1% b	- -%	2 *% *
Prefer not to say	139 5%	- -%	- -%	- -%

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**C4. AGES OF CHILDREN AGED UNDER 18 IN THE HOUSEHOLD**

Base : All respondents (excluding those that did not give a response at the postal survey)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3654	436	603	652	566	570	800	3654	1747	1829	1016	1142	556	863	2158	1419	3654
Effective Weighted Sample	2354	338	410	501	414	359	394	2354	1159	1145	735	833	395	495	1565	888	2354
Total	2795	364	476	504	448	377	586	2795	1347	1400	699	723	616	697	1421	1312	2795
None/ no children aged under 18 living at home	1648	243	177	127	206	318	553	1648	819	813	389	433	338	453	823	791	1648
	59%	67%	37%	25%	46%	85%	94%	59%	61%	58%	56%	60%	55%	65%	58%	60%	59%
		bcdg	c		c	abcdg	abcdeg	bcd					ace				
Under 1 year old	98	14	52	25	4	-	2	98	51	48	21	26	27	24	46	51	98
	4%	4%	11%	5%	1%	-%	*%	4%	4%	3%	3%	4%	4%	3%	3%	4%	4%
		def	acdefg	def				def									
1-4 years old	271	34	132	83	12	7	3	271	132	137	64	65	71	67	130	138	271
	10%	9%	28%	16%	3%	2%	*%	10%	10%	10%	9%	9%	12%	10%	9%	11%	10%
		def	acdefg	adefg	f			def									
5-7 years old	229	7	81	105	29	6	1	229	116	112	70	54	52	49	124	101	229
	8%	2%	17%	21%	6%	2%	*%	8%	9%	8%	10%	7%	8%	7%	9%	8%	8%
		f	adefg	adefg	aef			aef									
8-11 years old	327	12	79	149	79	5	3	327	139	185	98	78	64	85	176	149	327
	12%	3%	17%	30%	18%	1%	*%	12%	10%	13%	14%	11%	10%	12%	12%	11%	12%
		f	aefg	abdefg	aefg			aef									
12-15 years old	324	23	25	126	126	21	4	324	149	169	103	81	84	57	183	140	324
	12%	6%	5%	25%	28%	6%	1%	12%	11%	12%	15%	11%	14%	8%	13%	11%	12%
		f	f	abefg	abefg	f		abef			d		d		d		
16-17 years old	195	27	10	57	76	20	4	195	86	105	69	48	43	34	117	77	195
	7%	7%	2%	11%	17%	5%	1%	7%	6%	8%	10%	7%	7%	5%	8%	6%	7%
		bf		befg	abefg	f		bf			dfg						
Prefer not to say	168	29	30	35	22	14	20	168	71	75	32	41	35	38	74	73	168
	6%	8%	6%	7%	5%	4%	3%	6%	5%	5%	5%	6%	6%	5%	5%	6%	6%
		f															

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**C4. AGES OF CHILDREN AGED UNDER 18 IN THE HOUSEHOLD**

Base : All respondents (excluding those that did not give a response at the postal survey)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	ALL WHO NO GO ONLINE		NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3654	2522	382	376	374	3654	3187	467	630	2946	3576	981	1464	1028	3654
Effective Weighted Sample	2354	1854	217	212	218	2354	2032	322	464	2147	2589	707	1040	771	2354
Total	2795	2319	252	140	84	2795	2411	384	554	2042	2596	750	1052	718	2795
None/ no children aged under 18 living at home	1648	1344	160	92	52	1648	1412	236	235	1231	1466	479	590	345	1648
	59%	58%	63%	66%	62%	59%	59%	62%	42%	60%	56%	64%	56%	48%	59%
										ac	a	bc	c		c
Under 1 year old	98	84	10	3	2	98	81	18	28	70	98	19	40	39	98
	4%	4%	4%	2%	2%	4%	3%	5%	5%	3%	4%	2%	4%	5%	4%
														a	
1-4 years old	271	237	18	11	6	271	238	33	86	185	271	51	116	103	271
	10%	10%	7%	8%	7%	10%	10%	9%	15%	9%	10%	7%	11%	14%	10%
									bc				a	ad	
5-7 years old	229	195	19	11	4	229	205	24	65	164	229	45	103	80	229
	8%	8%	7%	8%	5%	8%	9%	6%	12%	8%	9%	6%	10%	11%	8%
													a	a	
8-11 years old	327	266	31	18	12	327	281	46	88	238	327	71	136	115	327
	12%	11%	12%	13%	14%	12%	12%	12%	16%	12%	13%	9%	13%	16%	12%
														ad	
12-15 years old	324	283	14	14	12	324	284	40	90	234	324	68	139	114	324
	12%	12%	6%	10%	15%	12%	12%	11%	16%	11%	12%	9%	13%	16%	12%
		b			b	b			b				a	ad	
16-17 years old	195	168	17	4	6	195	168	27	47	148	195	44	81	69	195
	7%	7%	7%	3%	7%	7%	7%	7%	8%	7%	8%	6%	8%	10%	7%
														a	
Prefer not to say	168	138	18	6	6	168	145	23	38	112	151	58	46	31	168
	6%	6%	7%	4%	8%	6%	6%	6%	7%	6%	6%	8%	4%	4%	6%
												bc			

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**C4. AGES OF CHILDREN AGED UNDER 18 IN THE HOUSEHOLD**

Base : All respondents (excluding those that did not give a response at the postal survey)

	<b>FINANCIAL VULNERABILITY INDEX</b>			
	<b>Total</b>	<b>MOST</b>	<b>POTEN- TIALY</b>	<b>LEAST</b>
Significance Level: 99%		a	b	c
Unweighted total	3654	482	1238	886
Effective Weighted Sample	2354	322	806	649
Total	2795	465	974	597
None/ no children aged under 18 living at home	1648	242	581	381
	59%	52%	60%	64%
				a
Under 1 year old	98	22	43	19
	4%	5%	4%	3%
1-4 years old	271	81	92	53
	10%	18%	9%	9%
		bc		
5-7 years old	229	64	92	48
	8%	14%	9%	8%
		c		
8-11 years old	327	90	99	75
	12%	19%	10%	13%
		bc		
12-15 years old	324	91	105	72
	12%	20%	11%	12%
		bc		
16-17 years old	195	41	54	51
	7%	9%	6%	9%
Prefer not to say	168	3	8	5
	6%	1%	1%	1%

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**C5. Which one of these, if any, is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you. (SINGLE CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3652	436	603	652	566	572	797	3652	1749	1825	1017	1142	556	861	2159	1417	3652
Effective Weighted Sample	2367	338	410	501	414	361	392	2367	1161	1155	735	833	395	501	1565	893	2367
Total	2786	364	476	504	448	379	580	2786	1348	1389	700	723	616	686	1423	1302	2786
I have no formal qualifications (and I am not still studying)	241 9%	10 3%	14 3%	11 2%	25 6% c	31 8% abc	145 25% abcdeg	241 9% abc	115 9%	123 9%	26 4%	20 3%	47 8% abe	141 21% abcefg	46 3%	189 15% abceg	241 9% abe
Entry level qualification such as ESOL, ELC or Skills for Life	40 1%	10 3% f	15 3% def	9 2%	3 1%	2 1%	1 *%	40 1%	18 1%	20 1%	5 1%	3 *%	11 2% abe	19 3% abe	9 1%	30 2% be	40 1%
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	198 7%	26 7%	34 7%	49 10% f	40 9% f	24 6%	26 4%	198 7%	101 7%	93 7%	34 5%	36 5%	47 8% abeg	80 12% abeg	70 5%	127 10% abe	198 7% e
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	458 16% bcfg	83 23% bcfg	59 12%	66 13%	77 17%	80 21% bc	89 15%	458 16%	214 16%	239 17%	74 11%	98 14%	145 23% abeg	136 20% abe	172 12%	281 22% abeg	458 16% ae
Level 1-2 vocational qualification or intermediate apprenticeship	96 3%	5 2%	23 5%	32 6% adfg	12 3%	10 3%	13 2%	96 3%	44 3%	51 4%	11 2%	13 2%	39 6% abeg	32 5% abe	23 2%	71 5% abeg	96 3% ae

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**C5. Which one of these, if any, is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you. (SINGLE CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	Total	AGE							GENDER		SEG							
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK	
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g	
Unweighted total	3652	436	603	652	566	572	797	3652	1749	1825	1017	1142	556	861	2159	1417	3652	
Effective Weighted Sample	2367	338	410	501	414	361	392	2367	1161	1155	735	833	395	501	1565	893	2367	
Total	2786	364	476	504	448	379	580	2786	1348	1389	700	723	616	686	1423	1302	2786	
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent)	233 8%	66 18%	30 6%	40 8%	38 9%	22 6%	36 6%	233 8%	112 8%	117 8%	54 8%	81 11%	46 7%	51 7%	135 9%	97 7%	233 8%	
		bcdefg																
Level 3 vocational qualification or advanced apprenticeship	152 5%	23 6%	36 7%	34 7%	26 6%	15 4%	18 3%	152 5%	53 4%	96 7%	17 2%	35 5%	61 10%	37 5%	52 4%	98 8%	152 5%	
				f						a			abdeg	a		ae	ae	
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	215 8%	14 4%	33 7%	46 9%	43 10%	35 9%	41 7%	215 8%	113 8%	99 7%	53 8%	75 10%	52 8%	35 5%	128 9%	87 7%	215 8%	
				a	a	a		a				df			d			
Level 4-5 vocational qualification or higher apprenticeship	74 3%	3 1%	15 3%	15 3%	16 4%	7 2%	18 3%	74 3%	45 3%	29 2%	15 2%	24 3%	29 5%	6 1%	39 3%	35 3%	74 3%	
												d	d					
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	517 19%	44 12%	109 23%	99 20%	89 20%	76 20%	100 17%	517 19%	247 18%	264 19%	215 31%	195 27%	50 8%	53 8%	410 29%	102 8%	517 19%	
			a	a	a	a	a	a			cdfg	cdfg			cdfg		cdf	
Level 6 vocational qualification or degree apprenticeship	25 1%	2 1%	7 1%	5 1%	4 1%	4 1%	2 *	25 1%	18 1%	7 *	11 2%	6 1%	6 1%	2 *	17 1%	9 1%	25 1%	

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**C5. Which one of these, if any, is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you. (SINGLE CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3652	436	603	652	566	572	797	3652	1749	1825	1017	1142	556	861	2159	1417	3652
Effective Weighted Sample	2367	338	410	501	414	361	392	2367	1161	1155	735	833	395	501	1565	893	2367
Total	2786	364	476	504	448	379	580	2786	1348	1389	700	723	616	686	1423	1302	2786
University higher degree (e.g. Masters, PhD or equivalent)	303	32	70	80	47	45	31	303	182	115	159	98	24	21	257	45	303
	11%	9%	15%	16%	11%	12%	5%	11%	13%	8%	23%	14%	4%	3%	18%	3%	11%
			f	afg	f	f		f	b		bcdefg	cdf			bcdfg		cdf
Still studying/ still at school	36	29	5	-	1	1	-	36	10	25	8	16	5	4	24	9	36
	1%	8%	1%	-%	*%	*%	-%	1%	1%	2%	1%	2%	1%	1%	2%	1%	1%
		bcdefg										f					
Don't know	65	4	11	6	5	15	21	65	29	35	*	5	18	30	6	48	65
	2%	1%	2%	1%	1%	4%	4%	2%	2%	3%	*%	1%	3%	4%	*%	4%	2%
													abe	abe		abe	abe
Prefer not to say	131	13	16	12	22	12	38	131	48	75	18	18	35	39	36	74	131
	5%	4%	3%	2%	5%	3%	7%	5%	4%	5%	3%	3%	6%	6%	3%	6%	5%
							c						abe	abe		abe	abe

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**C5. Which one of these, if any, is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you. (SINGLE CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL WHO GO ONLINE	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3652	2522	382	374	374	3652	3185	467	631	2945	3576	978	1464	1028	3652
Effective Weighted Sample	2367	1865	217	215	218	2367	2045	322	465	2147	2589	705	1040	771	2367
Total	2786	2312	252	138	84	2786	2402	384	554	2041	2595	747	1052	718	2786
I have no formal qualifications (and I am not still studying)	241	201	18	15	7	241	204	38	45	107	152	92	35	11	241
	9%	9%	7%	11%	8%	9%	8%	10%	8%	5%	6%	12%	3%	1%	9%
												bcd			bc
Entry level qualification such as ESOL, ELC or Skills for Life	40	32	6	1	2	40	36	4	14	26	40	14	20	6	40
	1%	1%	2%	*%	2%	1%	1%	1%	2%	1%	2%	2%	2%	1%	1%
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	198	167	18	8	5	198	172	27	63	130	194	79	75	34	198
	7%	7%	7%	6%	5%	7%	7%	7%	11%	6%	7%	11%	7%	5%	7%
									bc			bcd			
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	458	388	37	24	10	458	385	73	124	320	443	168	186	78	458
	16%	17%	15%	17%	12%	16%	16%	19%	22%	16%	17%	23%	18%	11%	16%
									bc			cd	c		c
Level 1-2 vocational qualification or intermediate apprenticeship	96	81	6	6	3	96	84	12	25	68	93	30	40	22	96
	3%	3%	2%	5%	4%	3%	3%	3%	5%	3%	4%	4%	4%	3%	3%

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**C5. Which one of these, if any, is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you. (SINGLE CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL WHO GO ONLINE	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	a	b	c	d	
Unweighted total	3652	2522	382	374	374	3652	3185	467	631	2945	3576	978	1464	1028	3652	
Effective Weighted Sample	2367	1865	217	215	218	2367	2045	322	465	2147	2589	705	1040	771	2367	
Total	2786	2312	252	138	84	2786	2402	384	554	2041	2595	747	1052	718	2786	
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent)	233	178	34	14	7	233	208	25	33	192	225	48	103	69	233	
	8%	8%	13%	10%	8%	8%	9%	7%	6%	9%	9%	6%	10%	10%	8%	
			a													
Level 3 vocational qualification or advanced apprenticeship	152	138	3	7	5	152	130	22	39	112	151	40	75	29	152	
	5%	6%	1%	5%	6%	5%	5%	6%	7%	5%	6%	5%	7%	4%	5%	
		b				b							c			
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	215	169	27	10	8	215	186	28	39	171	210	40	98	71	215	
	8%	7%	11%	7%	10%	8%	8%	7%	7%	8%	8%	5%	9%	10%	8%	
													a	a		
Level 4-5 vocational qualification or higher apprenticeship	74	62	6	4	1	74	71	3	20	51	71	14	33	23	74	
	3%	3%	3%	3%	1%	3%	3%	1%	4%	3%	3%	2%	3%	3%	3%	
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	517	429	40	27	21	517	430	87	52	444	496	91	199	203	517	
	19%	19%	16%	20%	25%	19%	18%	23%	9%	22%	19%	12%	19%	28%	19%	
										a	a		a	abd	a	

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**C5. Which one of these, if any, is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you. (SINGLE CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL WHO GO ONLINE	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	a	b	c	d	
Unweighted total	3652	2522	382	374	374	3652	3185	467	631	2945	3576	978	1464	1028	3652	
Effective Weighted Sample	2367	1865	217	215	218	2367	2045	322	465	2147	2589	705	1040	771	2367	
Total	2786	2312	252	138	84	2786	2402	384	554	2041	2595	747	1052	718	2786	
Level 6 vocational qualification or degree apprenticeship	25 1%	21 1%	2 1%	1 1%	1 1%	25 1%	25 1%	* *%	5 1%	20 1%	25 1%	6 1%	13 1%	6 1%	25 1%	
University higher degree (e.g. Masters, PhD or equivalent)	303 11%	254 11%	32 13%	11 8%	7 8%	303 11%	271 11%	32 8%	47 8%	257 13%	303 12%	45 6%	119 11% a	136 19% abd	303 11% a	
Still studying/ still at school	36 1%	26 1%	7 3%	1 1%	2 3%	36 1%	31 1%	5 1%	5 1%	31 2%	36 1%	9 1%	15 1%	13 2%	36 1%	
Don't know	65 2%	57 2%	1 1%	4 3%	2 3%	65 2%	54 2%	12 3%	14 2%	31 2%	44 2%	23 3% bc	11 1%	4 1%	65 2% bc	
Prefer not to say	131 5%	108 5%	15 6%	5 3%	4 5%	131 5%	116 5%	15 4%	31 6%	81 4%	113 4%	49 7% bc	31 3%	15 2%	131 5% c	

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**C5. Which one of these, if any, is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you. (SINGLE CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	FINANCIAL VULNERABILITY INDEX			
	Total	MOST	POTENTIALY	LEAST
Significance Level: 99%		a	b	c
Unweighted total	3652	479	1238	886
Effective Weighted Sample	2367	327	806	649
Total	2786	456	974	597
I have no formal qualifications (and I am not still studying)	241	59	94	9
	9%	13%	10%	1%
		c	c	
Entry level qualification such as ESOL, ELC or Skills for Life	40	15	12	*
	1%	3%	1%	*%
		c		
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	198	45	76	19
	7%	10%	8%	3%
		c	c	
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	458	97	170	67
	16%	21%	17%	11%
		c	c	
Level 1-2 vocational qualification or intermediate apprenticeship	96	17	54	9
	3%	4%	6%	1%
			c	

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**C5. Which one of these, if any, is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you. (SINGLE CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	FINANCIAL VULNERABILITY INDEX			
	Total	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%				
Unweighted total	3652	479	1238	886
Effective Weighted Sample	2367	327	806	649
Total	2786	456	974	597
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent)	233 8%	31 7%	99 10%	48 8%
Level 3 vocational qualification or advanced apprenticeship	152 5%	36 8%	57 6%	25 4%
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	215 8%	38 8%	86 9%	49 8%
Level 4-5 vocational qualification or higher apprenticeship	74 3%	8 2%	34 4%	19 3%
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	517 19%	42 9%	178 18% a	191 32% ab
Level 6 vocational qualification or degree apprenticeship	25 1%	3 1%	8 1%	12 2%

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**C5. Which one of these, if any, is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you. (SINGLE CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	FINANCIAL VULNERABILITY INDEX			
	Total	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%				
Unweighted total	3652	479	1238	886
Effective Weighted Sample	2367	327	806	649
Total	2786	456	974	597
University higher degree (e.g. Masters, PhD or equivalent)	303 11%	36 8%	72 7%	143 24% ab
Still studying/ still at school	36 1%	9 2% bc	2 *%	1 *%
Don't know	65 2%	14 3% c	17 2% c	1 *%
Prefer not to say	131 5%	8 2%	13 1%	3 1%

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**C6. Which of these options best describes how you feel about your ability to read and write? (SINGLE CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3654	436	603	652	566	572	798	3654	1749	1827	1017	1142	556	862	2159	1418	3654
Effective Weighted Sample	2389	338	410	501	414	361	405	2389	1161	1176	735	833	395	518	1565	907	2389
Total	2784	364	476	504	448	379	578	2784	1348	1388	700	723	616	685	1423	1300	2784
Very confident	2053	244	320	370	337	294	471	2053	975	1053	589	575	403	453	1164	856	2053
	74%	67%	67%	73%	75%	78%	82%	74%	72%	76%	84%	80%	65%	66%	82%	66%	74%
						ab	abcb	ab			cd	cd			cd		cd
Fairly confident	478	78	100	92	75	59	63	478	248	220	86	104	138	140	191	278	478
	17%	21%	21%	18%	17%	16%	11%	17%	18%	16%	12%	14%	22%	20%	13%	21%	17%
		f	f	f				f					abe	abe		abeg	ae
Neither confident nor not confident	124	16	28	28	24	15	14	124	76	47	10	21	45	45	31	90	124
	4%	4%	6%	6%	5%	4%	2%	4%	6%	3%	1%	3%	7%	7%	2%	7%	4%
									b				abe	abe		abeg	ae
Not very confident	63	11	18	6	5	4	17	63	25	36	7	14	15	25	21	40	63
	2%	3%	4%	1%	1%	1%	3%	2%	2%	3%	1%	2%	2%	4%	1%	3%	2%
			c										ae		ae		
Not at all confident	20	6	4	2	1	-	4	20	9	8	3	2	4	10	5	14	20
	1%	2%	1%	*%	*%	-%	1%	1%	1%	1%	*%	*%	1%	1%	*%	1%	1%
														e			
Don't know	12	3	2	1	2	-	3	12	9	3	1	1	3	6	2	9	12
	*%	1%	*%	*%	*%	-%	1%	*%	1%	*%	*%	*%	*%	1%	*%	1%	*%
Prefer not to say	34	7	5	5	4	7	5	34	8	20	4	5	8	6	8	14	34
	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
<b>SUMMARY CODES</b>																	
TOTAL CONFIDENT	2531	322	419	462	412	353	535	2531	1222	1273	676	679	541	593	1355	1134	2531
	91%	88%	88%	92%	92%	93%	93%	91%	91%	92%	97%	94%	88%	87%	95%	87%	91%
											cd	cd		cd		df	
TOTAL NOT CONFIDENT	83	17	22	8	6	4	21	83	34	45	10	17	19	35	26	54	83
	3%	5%	5%	2%	1%	1%	4%	3%	3%	3%	1%	2%	3%	5%	2%	4%	3%
		cde	cde											abe		ae	
TOTAL NEITHER/ DON'T KNOW	136	19	30	29	26	15	17	136	84	50	11	22	48	51	33	99	136
	5%	5%	6%	6%	6%	4%	3%	5%	6%	4%	2%	3%	8%	7%	2%	8%	5%
									b				abe	abe		abeg	ae

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**C6. Which of these options best describes how you feel about your ability to read and write? (SINGLE CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL WHO GO ONLINE	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3654	2523	382	375	374	3654	3188	466	632	2946	3578	980	1464	1028	3654
Effective Weighted Sample	2389	1885	217	211	218	2389	2068	321	466	2147	2590	706	1040	771	2389
Total	2784	2310	252	139	84	2784	2402	383	556	2041	2597	749	1052	718	2784
Very confident	2053	1692	197	105	59	2053	1758	295	363	1585	1948	481	827	598	2053
	74%	73%	78%	76%	71%	74%	73%	77%	65%	78%	75%	64%	79%	83%	74%
										a	a		ad	ad	a
Fairly confident	478	399	42	20	17	478	420	58	121	315	436	148	184	94	478
	17%	17%	16%	15%	21%	17%	18%	15%	22%	15%	17%	20%	17%	13%	17%
									bc			c			c
Neither confident nor not confident	124	107	4	8	5	124	108	16	38	73	112	58	26	15	124
	4%	5%	2%	6%	6%	4%	4%	4%	7%	4%	4%	8%	2%	2%	4%
									b			bcd			bc
Not very confident	63	53	6	3	1	63	56	7	17	30	47	29	8	7	63
	2%	2%	2%	2%	1%	2%	2%	2%	3%	1%	2%	4%	1%	1%	2%
												bc			b
Not at all confident	20	16	2	1	1	20	15	5	4	12	16	9	5	1	20
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
													1%	1%	1%
Don't know	12	11	-	*	-	12	12	-	4	6	10	9	-	-	12
	1%	1%	0%	1%	0%	1%	1%	0%	1%	1%	1%	1%	0%	0%	1%
												bc			
Prefer not to say	34	30	2	1	1	34	33	1	8	21	29	14	2	3	34
	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%
												bc			b
<b>SUMMARY CODES</b>															
TOTAL CONFIDENT	2531	2091	238	126	76	2531	2178	353	484	1900	2383	629	1011	691	2531
	91%	91%	94%	90%	91%	91%	91%	92%	87%	93%	92%	84%	96%	96%	91%
										a	a		ad	ad	a
TOTAL NOT CONFIDENT	83	70	8	4	1	83	71	12	21	42	63	39	13	9	83
	3%	3%	3%	3%	2%	3%	3%	3%	4%	2%	2%	5%	1%	1%	3%
												bcd			bc

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**C6. Which of these options best describes how you feel about your ability to read and write? (SINGLE CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN a	RURAL b	YES a	NO b	ALL WHO GO ONLINE c	NARROW (1-4) a	MEDIUM (5-8) b	BROAD (9-13) c	ALL d
Significance Level: 99%															
Unweighted total	3654	2523	382	375	374	3654	3188	466	632	2946	3578	980	1464	1028	3654
Effective Weighted Sample	2389	1885	217	211	218	2389	2068	321	466	2147	2590	706	1040	771	2389
Total	2784	2310	252	139	84	2784	2402	383	556	2041	2597	749	1052	718	2784
TOTAL NEITHER/ DON'T KNOW	136	118	4	9	5	136	119	16	43	79	122	67	26	15	136
	5%	5%	2%	6%	6%	5%	5%	4%	8%	4%	5%	9%	2%	2%	5%
									bc			bcd			bc

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**C6. Which of these options best describes how you feel about your ability to read and write? (SINGLE CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	FINANCIAL VULNERABILITY INDEX			
	Total	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%				
Unweighted total	3654	481	1238	886
Effective Weighted Sample	2389	329	806	649
Total	2784	460	974	597
Very confident	2053 74%	306 67%	721 74%	518 87% ab
Fairly confident	478 17%	112 24% c	180 18% c	63 11%
Neither confident nor not confident	124 4%	33 7% c	41 4% c	8 1%
Not very confident	63 2%	6 1%	25 3%	5 1%
Not at all confident	20 1%	2 *% c	4 *% c	3 1%
Don't know	12 *%	- -%	3 *%	- -%
Prefer not to say	34 1%	1 *%	1 *%	- -%
<b>SUMMARY CODES</b>				
TOTAL CONFIDENT	2531 91%	418 91%	901 92%	581 97% ab
TOTAL NOT CONFIDENT	83 3%	8 2%	29 3%	8 1%
TOTAL NEITHER/ DON'T KNOW	136 5%	33 7% c	44 5% c	8 1%

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**C7. Do you consider English to be your first or main language? (SINGLE CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3653	436	603	652	566	572	797	3653	1749	1826	1017	1141	555	863	2158	1418	3653
Effective Weighted Sample	2388	338	410	501	414	361	405	2388	1161	1176	735	833	395	519	1564	907	2388
Total	2784	364	476	504	448	379	577	2784	1348	1387	700	721	616	686	1421	1301	2784
Yes – (English is first/ main language)	2604	329	432	460	421	366	566	2604	1271	1297	663	672	585	630	1335	1214	2604
	94%	90%	91%	91%	94%	97%	98%	94%	94%	93%	95%	93%	95%	92%	94%	93%	94%
						abc	abcdg										
No	157	28	37	41	25	10	10	157	72	80	33	43	25	52	77	77	157
	6%	8%	8%	8%	6%	3%	2%	6%	5%	6%	5%	6%	4%	8%	5%	6%	6%
		ef	ef	ef	f		f										
Prefer not to say	22	7	7	3	3	2	1	22	6	10	3	6	6	3	10	10	22
	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		f															

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**C7. Do you consider English to be your first or main language? (SINGLE CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	ALL UK e	URBAN a	RURAL b	YES a	NO b	ALL WHO GO ONLINE c	NARROW (1-4) a	MEDIUM (5-8) b	BROAD (9-13) c	ALL d
Significance Level: 99%															
Unweighted total	3653	2522	382	375	374	3653	3186	467	631	2945	3576	979	1464	1028	3653
Effective Weighted Sample	2388	1884	217	211	218	2388	2067	322	465	2147	2589	705	1040	771	2388
Total	2784	2308	252	140	84	2784	2400	384	554	2041	2596	747	1052	718	2784
Yes – (English is first/ main language)	2604 94%	2162 94%	234 93%	128 92%	80 96%	2604 94%	2229 93%	375 98% a	508 92%	1915 94%	2423 93%	680 91%	989 94%	686 96% a	2604 94%
No	157 6%	127 5%	18 7%	10 7%	3 3%	157 6%	150 6% b	7 2%	42 8%	109 5%	151 6%	55 7%	61 6%	31 4%	157 6%
Prefer not to say	22 1%	20 1%	* *%	1 1%	1 1%	22 1%	21 1%	1 *%	5 1%	18 1%	22 1%	13 2% bc	1 *%	1 *%	22 1%

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**C7. Do you consider English to be your first or main language? (SINGLE CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	FINANCIAL VULNERABILITY INDEX			
	Total	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%				
Unweighted total	3653	481	1236	886
Effective Weighted Sample	2388	329	804	649
Total	2784	460	972	597
Yes – (English is first/ main language)	2604	417	939	565
	94%	91%	97%	95%
			a	
No	157	40	33	31
	6%	9%	3%	5%
		b		
Prefer not to say	22	3	*	1
	1%	1%	*%	*%

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**C8. Which one of these options applies to your home? (SINGLE CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3655	436	603	652	566	571	800	3655	1749	1828	1017	1142	556	863	2159	1419	3655
Effective Weighted Sample	2367	338	410	501	414	360	394	2367	1161	1155	735	833	395	503	1565	894	2367
Total	2791	364	476	504	448	378	586	2791	1348	1395	700	723	616	692	1423	1307	2791
Owned outright by the household	889	66	37	43	94	188	445	889	465	414	280	198	169	223	478	392	889
	32%	18%	8%	8%	21%	50%	76%	32%	34%	30%	40%	27%	27%	32%	34%	30%	32%
		bc			bc	abcdg	abcdeg	abcd			bcdefg				b		
Being bought on mortgage	800	78	176	218	215	84	28	800	400	392	289	243	182	81	532	263	800
	29%	21%	37%	43%	48%	22%	5%	29%	30%	28%	41%	34%	30%	12%	37%	20%	29%
		f	aefg	aefg	abefg	f		af			bcdfg	dfg	df		cdfg	d	df
Rented from Local Authority/ Housing Association/ Trust	483	60	119	104	75	55	60	483	182	288	34	64	131	240	98	371	483
	17%	17%	25%	21%	17%	15%	10%	17%	13%	21%	5%	9%	21%	35%	7%	28%	17%
		f	adefg	f	f			f		a		a	abe	abceg		abceg	abe
Rented from private landlord	411	98	112	97	42	38	24	411	211	193	60	150	94	101	210	194	411
	15%	27%	24%	19%	9%	10%	4%	15%	16%	14%	9%	21%	15%	15%	15%	15%	15%
		cdefg	defg	def	f	f		df				adefg	a	a	a	a	a
Something else	32	10	6	5	3	2	6	32	13	19	6	11	3	11	17	14	32
	1%	3%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	2%	1%	1%	1%
Don't know	41	29	4	6	-	-	1	41	14	25	5	17	12	7	22	18	41
	1%	8%	1%	1%	-%	-%	*%	1%	1%	2%	1%	2%	2%	1%	2%	1%	1%
		bcdefg										a					
Prefer not to say	137	22	23	31	19	12	21	137	64	63	27	39	26	29	66	54	137
	5%	6%	5%	6%	4%	3%	4%	5%	5%	5%	4%	5%	4%	4%	5%	4%	5%

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**C8. Which one of these options applies to your home? (SINGLE CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	ALL WHO NO GO ONLINE		NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3655	2523	382	376	374	3655	3188	467	632	2945	3577	980	1464	1028	3655
Effective Weighted Sample	2367	1865	217	212	218	2367	2045	322	466	2146	2589	706	1040	771	2367
Total	2791	2316	252	140	84	2791	2408	384	556	2041	2596	749	1052	718	2791
Owned outright by the household	889	714	96	52	27	889	723	166	112	652	764	293	321	119	889
	32%	31%	38%	37%	32%	32%	30%	43%	20%	32%	29%	39%	30%	17%	32%
								a		a	a	bcd	c		c
Being bought on mortgage	800	683	60	34	23	800	682	117	165	630	795	149	332	308	800
	29%	29%	24%	24%	27%	29%	28%	31%	30%	31%	31%	20%	32%	43%	29%
													a	abd	a
Rented from Local Authority/ Housing Association/ Trust	483	401	50	19	12	483	445	37	162	275	437	146	179	98	483
	17%	17%	20%	14%	15%	17%	18%	10%	29%	13%	17%	19%	17%	14%	17%
							b		bc		b	c			
Rented from private landlord	411	343	30	26	12	411	378	33	73	329	402	84	157	153	411
	15%	15%	12%	19%	15%	15%	16%	9%	13%	16%	15%	11%	15%	21%	15%
							b							abd	
Something else	32	26	3	2	1	32	28	4	1	31	31	7	12	11	32
	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%
Don't know	41	37	1	1	2	41	31	10	16	24	41	18	13	3	41
	1%	2%	1%	1%	2%	1%	1%	3%	3%	1%	2%	2%	1%	1%	1%
			*	*	2%	1%	1%	3%	b		2%	c		*	1%
Prefer not to say	137	112	13	6	6	137	120	16	27	100	127	52	38	26	137
	5%	5%	5%	4%	8%	5%	5%	4%	5%	5%	5%	7%	4%	4%	5%
												bc			

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**C8. Which one of these options applies to your home? (SINGLE CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	FINANCIAL VULNERABILITY INDEX			
	Total	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%				
Unweighted total	3655	481	1238	886
Effective Weighted Sample	2367	329	806	649
Total	2791	460	974	597
Owned outright by the household	889	119	351	178
	32%	26%	36%	30%
			a	
Being bought on mortgage	800	68	280	305
	29%	15%	29%	51%
			a	ab
Rented from Local Authority/ Housing Association/ Trust	483	167	173	16
	17%	36%	18%	3%
		bc	c	
Rented from private landlord	411	86	141	88
	15%	19%	14%	15%
Something else	32	7	11	4
	1%	1%	1%	1%
Don't know	41	5	1	2
	1%	1%	*%	*%
		b		
Prefer not to say	137	7	17	4
	5%	2%	2%	1%

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**C9. Which of these – if any – impact or limit your daily activities or the work you can do? (MULTI CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3652	436	603	652	566	572	797	3652	1747	1827	1017	1142	556	861	2159	1417	3652
Effective Weighted Sample	2388	338	410	501	414	361	404	2388	1159	1177	735	833	395	517	1565	906	2388
Total	2783	364	476	504	448	379	577	2783	1346	1389	700	723	616	684	1423	1300	2783
Your mental health? Anxiety, depression, or trauma-related conditions, for example	371	101	87	56	50	46	29	371	142	219	51	100	83	133	151	216	371
	13%	28%	18%	11%	11%	12%	5%	13%	11%	16%	7%	14%	14%	19%	11%	17%	13%
		bcdefg	cdfg	f	f	f		f		a		a	a	abeg		ae	a
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	227	12	27	19	20	35	108	227	118	106	48	27	49	96	75	145	227
	8%	3%	6%	4%	5%	9%	19%	8%	9%	8%	7%	4%	8%	14%	5%	11%	8%
						ac	abcdeg	ac			b		b	abceg		abeg	be
Hearing? Poor hearing, partial hearing, or are deaf	201	14	27	16	15	23	99	201	120	80	46	37	41	74	82	115	201
	7%	4%	6%	3%	3%	6%	17%	7%	9%	6%	7%	5%	7%	11%	6%	9%	7%
							abcdeg	cd	b					abeg		be	
Eyesight? Poor vision, colour blindness, partial sight, or are blind	191	46	30	29	24	18	36	191	99	86	56	49	19	63	105	82	191
	7%	13%	6%	6%	5%	5%	6%	7%	7%	6%	8%	7%	3%	9%	7%	6%	7%
		bcdefg									c	c		c	c		c
Breathing? Breathlessness or chest pains	139	23	14	10	16	25	44	139	61	77	21	24	31	59	44	91	139
	5%	6%	3%	2%	4%	6%	8%	5%	4%	6%	3%	3%	5%	9%	3%	7%	5%
		c			c		bc	c						abeg		abe	e

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**C9. Which of these – if any – impact or limit your daily activities or the work you can do? (MULTI CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3652	436	603	652	566	572	797	3652	1747	1827	1017	1142	556	861	2159	1417	3652
Effective Weighted Sample	2388	338	410	501	414	361	404	2388	1159	1177	735	833	395	517	1565	906	2388
Total	2783	364	476	504	448	379	577	2783	1346	1389	700	723	616	684	1423	1300	2783
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	112 4%	27 7%	24 5%	14 3%	12 3%	8 2%	23 4%	112 4%	52 4%	53 4%	18 3%	19 3%	24 4%	48 7%	37 3%	72 6%	112 4%
		cdeg											abeg		abe		
Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	89 3%	10 3%	15 3%	11 2%	11 2%	9 2%	34 6%	89 3%	43 3%	45 3%	20 3%	18 2%	19 3%	30 4%	38 3%	49 4%	89 3%
							cg										
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	73 3%	32 9%	16 3%	15 3%	2 1%	6 1%	1 *%	73 3%	43 3%	25 2%	18 3%	17 2%	14 2%	24 3%	35 2%	37 3%	73 3%
		bcdefg		df	df			f									
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	202 7%	9 3%	22 5%	26 5%	37 8%	38 10%	66 12%	202 7%	96 7%	106 8%	38 5%	35 5%	44 7%	84 12%	73 5%	128 10%	202 7%
				a	abc	abcg	a						abeg		abe		e

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**C9. Which of these – if any – impact or limit your daily activities or the work you can do? (MULTI CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3652	436	603	652	566	572	797	3652	1747	1827	1017	1142	556	861	2159	1417	3652
Effective Weighted Sample	2388	338	410	501	414	361	404	2388	1159	1177	735	833	395	517	1565	906	2388
Total	2783	364	476	504	448	379	577	2783	1346	1389	700	723	616	684	1423	1300	2783
ANY ISSUES THAT IMPACT DAILY ACTIVITIES OR WORK DONE	973	168	160	137	118	116	255	973	468	485	205	206	200	346	411	546	973
	35%	46%	34%	27%	26%	31%	44%	35%	35%	35%	29%	29%	32%	51%	29%	42%	35%
		bcdeg					bcdeg	cd					abcefg		abceg	abe	
Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	1529	136	263	313	294	236	276	1529	755	762	449	440	359	258	889	617	1529
	55%	37%	55%	62%	66%	62%	48%	55%	56%	55%	64%	61%	58%	38%	62%	47%	55%
		a	afg	abfg	afg	a	af		dfg	dfg	df		dfg	d	df		
Don't know	98	32	22	23	12	6	3	98	51	44	16	21	29	31	37	59	98
	4%	9%	5%	5%	3%	2%	*%	4%	4%	3%	2%	3%	5%	4%	3%	5%	4%
		defg	f	ef	f		f									e	
Prefer not to say	183	29	31	31	23	21	43	183	72	97	30	56	28	50	86	78	183
	7%	8%	6%	6%	5%	6%	7%	7%	5%	7%	4%	8%	5%	7%	6%	6%	7%
												a					

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**C9. Which of these – if any – impact or limit your daily activities or the work you can do? (MULTI CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL WHO GO ONLINE	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3652	2521	382	376	373	3652	3185	467	632	2943	3575	979	1464	1028	3652
Effective Weighted Sample	2388	1884	217	212	217	2388	2066	322	466	2145	2588	705	1040	771	2388
Total	2783	2308	252	140	84	2783	2400	384	556	2039	2595	748	1052	718	2783
Your mental health? Anxiety, depression, or trauma-related conditions, for example	371	312	35	11	13	371	330	41	83	272	355	63	156	128	371
	13%	14%	14%	8%	16%	13%	14%	11%	15%	13%	14%	8%	15%	18%	13%
													a	ad	a
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	227	191	16	14	6	227	189	38	42	133	175	87	63	13	227
	8%	8%	6%	10%	7%	8%	8%	10%	8%	7%	7%	12%	6%	2%	8%
												bcd	c		c
Hearing? Poor hearing, partial hearing, or are deaf	201	175	6	13	7	201	178	22	48	106	155	67	53	28	201
	7%	8%	2%	9%	8%	7%	7%	6%	9%	5%	6%	9%	5%	4%	7%
		b		b	b	b			b			bc			c
Eyesight? Poor vision, colour blindness, partial sight, or are blind	191	158	19	8	6	191	173	18	35	135	170	47	70	49	191
	7%	7%	8%	6%	7%	7%	7%	5%	6%	7%	7%	6%	7%	7%	7%
Breathing? Breathlessness or chest pains	139	107	14	12	5	139	114	25	25	91	116	45	41	23	139
	5%	5%	6%	9%	6%	5%	5%	7%	4%	4%	4%	6%	4%	3%	5%
												c			

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**C9. Which of these – if any – impact or limit your daily activities or the work you can do? (MULTI CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN a	RURAL b	YES a	NO b	ALL WHO GO ONLINE c	NARROW (1-4) a	MEDIUM (5-8) b	BROAD (9-13) c	ALL d
Significance Level: 99%															
Unweighted total	3652	2521	382	376	373	3652	3185	467	632	2943	3575	979	1464	1028	3652
Effective Weighted Sample	2388	1884	217	212	217	2388	2066	322	466	2145	2588	705	1040	771	2388
Total	2783	2308	252	140	84	2783	2400	384	556	2039	2595	748	1052	718	2783
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	112 4%	96 4%	9 4%	5 3%	2 2%	112 4%	101 4%	10 3%	24 4%	69 3%	93 4%	27 4%	42 4%	20 3%	112 4%
Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	89 3%	79 3%	4 2%	6 4%	1 2%	89 3%	83 3%	7 2%	14 2%	56 3%	70 3%	31 4% c	27 3%	11 2%	89 3%
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	73 3%	63 3%	4 2%	3 2%	3 3%	73 3%	65 3%	9 2%	14 3%	59 3%	73 3%	14 2%	33 3%	25 4%	73 3%
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	202 7%	163 7%	20 8%	13 10%	6 7%	202 7%	178 7%	24 6%	42 8%	140 7%	182 7%	53 7%	87 8% c	32 4%	202 7% c

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**C9. Which of these – if any – impact or limit your daily activities or the work you can do? (MULTI CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	ALL WHO NO GO ONLINE		NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3652	2521	382	376	373	3652	3185	467	632	2943	3575	979	1464	1028	3652
Effective Weighted Sample	2388	1884	217	212	217	2388	2066	322	466	2145	2588	705	1040	771	2388
Total	2783	2308	252	140	84	2783	2400	384	556	2039	2595	748	1052	718	2783
ANY ISSUES THAT IMPACT DAILY ACTIVITIES OR WORK DONE	973	807	86	50	30	973	848	124	212	646	857	274	347	211	973
	35%	35%	34%	36%	36%	35%	35%	32%	38%	32%	33%	37%	33%	29%	35%
									b			c			c
Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	1529	1260	144	76	49	1529	1296	233	273	1201	1474	359	616	471	1529
	55%	55%	57%	55%	58%	55%	54%	61%	49%	59%	57%	48%	59%	66%	55%
										a	a		a	abd	a
Don't know	98	84	6	6	2	98	87	11	28	70	98	46	31	10	98
	4%	4%	2%	4%	3%	4%	4%	3%	5%	3%	4%	6%	3%	1%	4%
												bcd			c
Prefer not to say	183	156	16	8	3	183	168	15	43	122	165	69	56	26	183
	7%	7%	6%	6%	4%	7%	7%	4%	8%	6%	6%	9%	5%	4%	7%
												bc			c

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**C9. Which of these – if any – impact or limit your daily activities or the work you can do? (MULTI CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	FINANCIAL VULNERABILITY INDEX			
	Total	MOST	POTEN- TIALY	LEAST
Significance Level: 99%		a	b	c
Unweighted total	3652	481	1237	886
Effective Weighted Sample	2388	329	805	649
Total	2783	460	973	597
Your mental health? Anxiety, depression, or trauma-related conditions, for example	371	107	120	50
	13%	23%	12%	8%
		bc		
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	227	51	111	17
	8%	11%	11%	3%
		c	c	
Hearing? Poor hearing, partial hearing, or are deaf	201	43	80	23
	7%	9%	8%	4%
		c	c	
Eyesight? Poor vision, colour blindness, partial sight, or are blind	191	45	60	33
	7%	10%	6%	6%
Breathing? Breathlessness or chest pains	139	25	59	13
	5%	5%	6%	2%
		c	c	

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**C9. Which of these – if any – impact or limit your daily activities or the work you can do? (MULTI CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	FINANCIAL VULNERABILITY INDEX			
	Total	MOST	POTENTIALY	LEAST
Significance Level: 99%		a	b	c
Unweighted total	3652	481	1237	886
Effective Weighted Sample	2388	329	805	649
Total	2783	460	973	597
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	112 4%	36 8% bc	33 3%	18 3%
Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	89 3%	22 5% c	40 4%	11 2%
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	73 3%	25 5% bc	20 2%	11 2%
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	202 7%	41 9% c	89 9% c	20 3%

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post . Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**C9. Which of these – if any – impact or limit your daily activities or the work you can do? (MULTI CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	FINANCIAL VULNERABILITY INDEX			
	Total	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c
Unweighted total	3652	481	1237	886
Effective Weighted Sample	2388	329	805	649
Total	2783	460	973	597
ANY ISSUES THAT IMPACT DAILY ACTIVITIES OR WORK DONE	973	231	371	124
	35%	50%	38%	21%
		bc	c	
Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	1529	194	549	448
	55%	42%	56%	75%
		a	ab	
Don't know	98	21	27	7
	4%	5%	3%	1%
		c		
Prefer not to say	183	13	27	18
	7%	3%	3%	3%

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**C10. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3656	436	603	652	566	572	800	3656	1749	1829	1017	1142	556	864	2159	1420	3656
Effective Weighted Sample	2368	338	410	501	414	361	394	2368	1161	1156	735	833	395	503	1565	895	2368
Total	2792	364	476	504	448	379	586	2792	1348	1396	700	723	616	692	1423	1308	2792
WHITE - English/ Welsh/ Scottish/ Northern Irish/ British	2272	234	357	386	370	339	551	2272	1076	1166	562	557	508	601	1119	1109	2272
	81%	64%	75%	77%	83%	90%	94%	81%	80%	84%	80%	77%	82%	87%	79%	85%	81%
			a	a	ab	abcdg	abcdg	ab						abeg	be	b	
WHITE - Irish	35	7	5	6	6	3	7	35	18	15	11	12	7	4	23	11	35
	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	2%	2%	1%	1%	2%	1%	1%
WHITE - Gypsy, Traveller or Irish Traveller	2	-	1	1	-	-	-	2	1	1	-	-	2	*	-	2	2
	*%	-%	*%	*%	-%	-%	-%	*%	*%	*%	-%	-%	*%	*%	-%	*%	*%
WHITE - Any other white background	111	15	30	33	23	7	3	111	41	66	26	43	21	20	69	41	111
	4%	4%	6%	7%	5%	2%	1%	4%	3%	5%	4%	6%	3%	3%	5%	3%	4%
		f	ef	ef	f		f					df					
MIXED - White and Black Caribbean	13	4	5	1	1	2	1	13	7	6	2	2	4	5	4	9	13
	*%	1%	1%	*%	*%	*%	*%	*%	1%	*%	*%	*%	1%	1%	*%	1%	*%
MIXED - White and Black African	8	1	2	3	1	-	-	8	5	1	6	-	-	1	6	1	8
	*%	*%	*%	1%	*%	-%	-%	*%	*%	*%	1%	-%	-%	*%	*%	*%	*%
											b						
MIXED - White and Asian	32	11	8	5	2	7	1	32	23	10	12	6	11	4	18	15	32
	1%	3%	2%	1%	*%	2%	*%	1%	2%	1%	2%	1%	2%	1%	1%	1%	1%
		dfg															
MIXED - Any other mixed/ multiple ethnic background	13	4	1	4	2	1	2	13	6	7	4	4	3	1	8	5	13
	*%	1%	*%	1%	*%	*%	*%	*%	*%	1%	1%	1%	1%	*%	1%	*%	*%

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**C10. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3656	436	603	652	566	572	800	3656	1749	1829	1017	1142	556	864	2159	1420	3656
Effective Weighted Sample	2368	338	410	501	414	361	394	2368	1161	1156	735	833	395	503	1565	895	2368
Total	2792	364	476	504	448	379	586	2792	1348	1396	700	723	616	692	1423	1308	2792
ASIAN AND BRITISH ASIAN - Indian	76 3% f	15 4% f	21 4% f	13 3% c	15 3% d	5 1% e	7 1% f	76 3% g	50 4% b	26 2% b	27 4% df	32 4% df	11 2% c	5 1% d	59 4% e	16 1% f	76 3% g
ASIAN AND BRITISH ASIAN - Pakistani	48 2% defg	15 4% defg	11 2% b	12 2% c	4 1% d	4 1% e	2 *% f	48 2% g	22 2% a	24 2% b	8 1% a	15 2% b	13 2% c	9 1% d	23 2% e	22 2% f	48 2% g
ASIAN AND BRITISH ASIAN - Bangladeshi	20 1% bcdefg	12 3% bcdefg	2 1% b	4 1% c	2 *% d	- -% e	- -% f	20 1% g	9 1% a	11 1% b	1 *% a	8 1% b	4 1% c	7 1% d	9 1% e	10 1% f	20 1% g
ASIAN AND BRITISH ASIAN - Chinese	13 *% g	3 1% a	1 *% b	5 1% c	2 *% d	1 *% e	1 *% f	13 *% g	7 *% a	7 *% b	4 1% a	6 1% b	1 *% c	1 *% d	11 1% e	2 *% f	13 *% g
ASIAN AND BRITISH ASIAN - Any other Asian background	26 1% g	6 2% a	7 2% b	6 1% c	4 1% d	- -% e	3 *% f	26 1% g	12 1% a	14 1% b	6 1% a	6 1% b	4 1% c	9 1% d	12 1% e	13 1% f	26 1% g
BLACK AND BLACK BRITISH - Caribbean	24 1% ef	7 2% ef	6 1% b	4 1% c	5 1% d	* *% e	1 *% f	24 1% g	15 1% a	8 1% b	4 1% a	2 *% b	12 2% c	5 1% d	6 *% e	17 1% f	24 1% g
BLACK AND BLACK BRITISH - African	39 1% bdefg	18 5% bdefg	6 1% b	11 2% c	3 1% d	2 *% e	- -% f	39 1% g	28 2% a	11 1% b	14 2% a	14 2% b	8 1% c	3 *% d	28 2% e	11 1% f	39 1% g
BLACK AND BLACK BRITISH - Any other Black/ African/ Caribbean background	3 *% g	1 *% a	- -% b	- -% c	- -% d	1 *% e	1 *% f	3 *% g	- -% a	3 *% b	- -% a	2 *% b	- -% c	1 *% d	2 *% e	1 *% f	3 *% g

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**C10. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	Total	AGE							GENDER		SEG						
		16-24 a	25-34 b	35-44 c	45-54 d	55-64 e	65+ f	ALL UK g	MAN a	WOMAN b	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 99%																	
Unweighted total	3656	436	603	652	566	572	800	3656	1749	1829	1017	1142	556	864	2159	1420	3656
Effective Weighted Sample	2368	338	410	501	414	361	394	2368	1161	1156	735	833	395	503	1565	895	2368
Total	2792	364	476	504	448	379	586	2792	1348	1396	700	723	616	692	1423	1308	2792
OTHER ETHNIC GROUP - Arab	4	-	4	-	-	-	1	4	3	1	1	1	-	3	1	3	4
	*%	-%	1%	-%	-%	-%	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%
OTHER ETHNIC GROUP - Any other ethnic background	8	4	3	1	-	-	-	8	7	*	3	2	-	1	5	1	8
	*%	1%	1%	*%	-%	-%	-%	*%	1%	*%	*%	*%	-%	*%	*%	*%	*%
Prefer not to say	45	7	6	10	9	7	6	45	19	18	9	10	7	10	19	17	45
	2%	2%	1%	2%	2%	2%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	2%

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**C10. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL WHO GO ONLINE	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3656	2524	382	376	374	3656	3189	467	632	2946	3578	980	1464	1028	3656
Effective Weighted Sample	2368	1866	217	212	218	2368	2046	322	466	2147	2590	706	1040	771	2368
Total	2792	2316	252	140	84	2792	2409	384	556	2041	2597	749	1052	718	2792
WHITE - English/ Welsh/ Scottish/ Northern Irish/ British	2272	1855	223	127	67	2272	1913	359	438	1648	2086	601	846	577	2272
	81%	80%	88% a	90% ade	80%	81%	79%	94% a	79%	81%	80%	80%	80%	80%	81%
WHITE - Irish	35	21	1	1	11	35	31	3	5	26	32	6	9	15	35
	1%	1%	*%	1%	14% abce	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%
WHITE - Gypsy, Traveller or Irish Traveller	2	1	-	1	*	2	2	-	2	*	2	1	1	-	2
	*%	*%	-%	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%	-%	*%
									b						
WHITE - Any other white background	111	96	11	4	*	111	102	9	22	89	111	18	44	43	111
	4%	4% d	4% d	3%	*%	4% d	4%	2%	4%	4%	4%	2%	4%	6% a	4%
MIXED - White and Black Caribbean	13	12	-	1	1	13	11	3	3	10	13	5	4	4	13
	*%	1%	-%	1%	1%	*%	*%	1%	1%	1%	1%	1%	*%	1%	*%
MIXED - White and Black African	8	7	-	-	*	8	8	-	2	6	8	4	2	2	8
	*%	*%	-%	-%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%
MIXED - White and Asian	32	31	1	*	*	32	32	1	3	23	26	3	14	8	32
	1%	1%	*%	*%	*%	1%	1%	*%	1%	1%	1%	*%	1%	1%	1%

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**C10. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL WHO GO ONLINE	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	a	b	c	d	
Unweighted total	3656	2524	382	376	374	3656	3189	467	632	2946	3578	980	1464	1028	3656	
Effective Weighted Sample	2368	1866	217	212	218	2368	2046	322	466	2147	2590	706	1040	771	2368	
Total	2792	2316	252	140	84	2792	2409	384	556	2041	2597	749	1052	718	2792	
MIXED - Any other mixed/ multiple ethnic background	13	13	1	-	-	13	13	-	1	12	13	4	5	5	13	
	%	1%	%	-%	-%	%	1%	-%	%	1%	1%	%	%	1%	%	
ASIAN AND BRITISH ASIAN - Indian	76	71	2	2	1	76	76	-	22	54	76	19	35	19	76	
	3%	3%	1%	1%	1%	3%	3%	-%	4%	3%	3%	3%	3%	3%	3%	
							b									
ASIAN AND BRITISH ASIAN - Pakistani	48	47	-	-	*	48	48	-	15	33	48	23	22	4	48	
	2%	2%	-%	-%	1%	2%	2%	-%	3%	2%	2%	3%	2%	1%	2%	
												c	c			
ASIAN AND BRITISH ASIAN - Bangladeshi	20	20	-	-	-	20	20	-	*	19	20	2	8	10	20	
	1%	1%	-%	-%	-%	1%	1%	-%	%	1%	1%	%	1%	1%	1%	
ASIAN AND BRITISH ASIAN - Chinese	13	11	1	1	-	13	12	1	1	12	13	2	6	6	13	
	%	%	1%	%	-%	%	1%	%	%	1%	1%	%	1%	1%	%	
ASIAN AND BRITISH ASIAN - Any other Asian background	26	20	5	1	-	26	26	-	10	15	26	11	10	4	26	
	1%	1%	2%	1%	-%	1%	1%	-%	2%	1%	1%	2%	1%	1%	1%	
BLACK AND BLACK BRITISH - Caribbean	24	22	2	-	-	24	24	-	2	22	24	8	8	6	24	
	1%	1%	1%	-%	-%	1%	1%	-%	%	1%	1%	1%	1%	1%	1%	
BLACK AND BLACK BRITISH - African	39	34	4	1	*	39	37	2	8	31	39	15	19	6	39	
	1%	1%	2%	1%	%	1%	2%	1%	1%	2%	2%	2%	2%	1%	1%	

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**C10. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL WHO GO ONLINE	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3656	2524	382	376	374	3656	3189	467	632	2946	3578	980	1464	1028	3656
Effective Weighted Sample	2368	1866	217	212	218	2368	2046	322	466	2147	2590	706	1040	771	2368
Total	2792	2316	252	140	84	2792	2409	384	556	2041	2597	749	1052	718	2792
BLACK AND BLACK BRITISH - Any other Black/ African/ Caribbean background	3 *%	3 *%	- -%	- -%	- -%	3 *%	2 *%	1 *%	1 *%	2 *%	3 *%	2 *%	1 *%	- -%	3 *%
OTHER ETHNIC GROUP - Arab	4 *%	4 *%	1 *%	- -%	- -%	4 *%	4 *%	- -%	1 *%	3 *%	4 *%	1 *%	3 *%	- -%	4 *%
OTHER ETHNIC GROUP - Any other ethnic background	8 *%	6 *%	* *%	1 1%	* *%	8 *%	8 *%	* *%	5 1%	3 *%	8 *%	4 1%	2 *%	2 *%	8 *%
Prefer not to say	45 2%	40 2%	2 1%	2 1%	2 2%	45 2%	41 2%	4 1%	14 2%	31 2%	45 2%	20 3%	13 1%	6 1%	45 2%

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**C10. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	FINANCIAL VULNERABILITY INDEX			
	Total	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%				
Unweighted total	3656	481	1238	886
Effective Weighted Sample	2368	329	806	649
Total	2792	460	974	597
WHITE - English/ Welsh/ Scottish/ Northern Irish/ British	2272 81%	327 71%	878 90% ac	474 79% a
WHITE - Irish	35 1%	5 1%	7 1%	15 3% b
WHITE - Gypsy, Traveller or Irish Traveller	2 *%	1 *%	- -%	1 *%
WHITE - Any other white background	111 4%	23 5%	24 3%	35 6% b
MIXED - White and Black Caribbean	13 *%	1 *%	4 *%	2 *%
MIXED - White and Black African	8 *%	4 1%	4 *%	- -%
MIXED - White and Asian	32 1%	11 2%	12 1%	5 1%
MIXED - Any other mixed/ multiple ethnic background	13 *%	2 *%	4 *%	4 1%

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**C10. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	FINANCIAL VULNERABILITY INDEX			
	Total	MOST	POTENTIALLY	LEAST
Significance Level: 99%		a	b	c
Unweighted total	3656	481	1238	886
Effective Weighted Sample	2368	329	806	649
Total	2792	460	974	597
ASIAN AND BRITISH ASIAN - Indian	76 3%	17 4%	10 1%	31 5%
		b		b
ASIAN AND BRITISH ASIAN - Pakistani	48 2%	16 3%	6 1%	5 1%
		bc		
ASIAN AND BRITISH ASIAN - Bangladeshi	20 1%	8 2%	4 *%	3 *%
ASIAN AND BRITISH ASIAN - Chinese	13 *%	3 1%	2 *%	5 1%
ASIAN AND BRITISH ASIAN - Any other Asian background	26 1%	11 2%	4 *%	3 1%
		b		
BLACK AND BLACK BRITISH - Caribbean	24 1%	10 2%	8 1%	2 *%
		c		
BLACK AND BLACK BRITISH - African	39 1%	19 4%	4 *%	7 1%
		bc		

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**C10. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	FINANCIAL VULNERABILITY INDEX			
	Total	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%				
Unweighted total	3656	481	1238	886
Effective Weighted Sample	2368	329	806	649
Total	2792	460	974	597
BLACK AND BLACK BRITISH - Any other Black/ African/ Caribbean background	3 *%	1 *%	1 *%	- -%
OTHER ETHNIC GROUP - Arab	4 *%	- -%	1 *%	1 *%
OTHER ETHNIC GROUP - Any other ethnic background	8 *%	1 *%	1 *%	4 1%
Prefer not to say	45 2%	1 *%	2 *%	2 *%

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**C11. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3655	436	603	652	566	571	800	3655	1748	1830	1017	1142	557	862	2159	1419	3655
Effective Weighted Sample	2384	338	410	501	414	360	411	2384	1190	1147	735	833	395	514	1565	904	2384
Total	2786	364	476	504	448	377	576	2786	1339	1400	700	723	616	686	1423	1302	2786
<b>PROMPTED RESPONSES</b>																	
Universal Credit (and household has other earnings)	199	39	69	51	23	13	5	199	72	125	24	34	53	85	58	139	199
	7%	11%	15%	10%	5%	3%	1%	7%	5%	9%	3%	5%	9%	12%	4%	11%	7%
		def	defg	def	f	f		ef		a			abe	abeg		abeg	ae
Personal Independence Payment (PIP)	168	12	27	28	28	43	26	168	85	80	24	25	36	73	50	109	168
	6%	3%	6%	6%	6%	11%	5%	6%	6%	6%	3%	4%	6%	11%	3%	8%	6%
						abcfg								abeg		abe	abe
Employment and Support Allowance (ESA)	128	12	24	18	19	40	13	128	76	51	26	11	32	58	36	90	128
	5%	3%	5%	4%	4%	11%	2%	5%	6%	4%	4%	2%	5%	8%	3%	7%	5%
						abcdfg					b		be	abeg		abeg	be
Universal Credit (and household has no other earnings)	113	22	26	27	23	8	8	113	54	57	20	10	25	57	31	82	113
	4%	6%	5%	5%	5%	2%	1%	4%	4%	4%	3%	1%	4%	8%	2%	6%	4%
		ef	f	f	f			f					b	abceg		abeg	be
Carer's allowance	86	9	16	15	13	16	18	86	40	46	19	12	20	35	31	54	86
	3%	2%	3%	3%	3%	4%	3%	3%	3%	3%	3%	2%	3%	5%	2%	4%	3%
														be		be	
Income Support	74	21	26	10	7	3	4	74	41	31	17	9	16	33	26	49	74
	3%	6%	5%	2%	1%	1%	1%	3%	3%	2%	2%	1%	3%	5%	2%	4%	3%
		cdefg	cdefg											be		be	
Pensions Credit (Guaranteed Credit)	67	9	8	9	4	3	35	67	31	36	14	7	16	27	22	42	67
	2%	2%	2%	2%	1%	1%	6%	2%	2%	3%	2%	1%	3%	4%	2%	3%	2%
							bcdeg							be		be	
Income-based Jobseeker's Allowance	50	8	15	10	4	6	3	50	35	15	16	4	6	17	19	23	50
	2%	2%	3%	2%	1%	2%	1%	2%	3%	1%	2%	*	1%	2%	1%	2%	2%
			f						b		b			b			b

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**C11. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	Total	AGE						ALL UK	GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+		MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3655	436	603	652	566	571	800	3655	1748	1830	1017	1142	557	862	2159	1419	3655
Effective Weighted Sample	2384	338	410	501	414	360	411	2384	1190	1147	735	833	395	514	1565	904	2384
Total	2786	364	476	504	448	377	576	2786	1339	1400	700	723	616	686	1423	1302	2786
Pensions Credit (no Guaranteed Credit)	24	6	5	6	2	1	3	24	16	8	13	2	1	7	16	8	24
	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%
											b						
<b>UNPROMPTED RESPONSES</b>																	
Disability living allowance	18	-	-	5	2	3	8	18	8	10	4	3	4	7	7	11	18
	1%	-%	-%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Attendance Allowance	15	-	2	-	1	-	11	15	3	11	*	4	3	6	4	9	15
	1%	-%	1%	-%	1%	-%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
							cg										
(Child) tax credits	14	-	4	8	2	-	-	14	1	13	-	5	3	6	5	9	14
	1%	-%	1%	2%	1%	-%	-%	1%	1%	1%	-%	1%	1%	1%	1%	1%	1%
				fg						a							
Child benefit	13	-	4	7	2	-	-	13	2	11	4	6	-	3	10	3	13
	1%	-%	1%	1%	1%	-%	-%	1%	1%	1%	1%	1%	-%	1%	1%	1%	1%
				f													
Working Tax Credit	7	-	-	4	1	*	1	7	1	6	-	2	2	3	2	5	7
	1%	-%	-%	1%	1%	1%	1%	1%	1%	1%	-%	1%	1%	1%	1%	1%	1%
Other	44	1	-	2	1	5	35	44	16	28	7	7	8	21	14	29	44
	2%	1%	-%	1%	1%	1%	6%	2%	1%	2%	1%	1%	1%	3%	1%	2%	2%
							abcdeg							abe			
RECEIVES ANY OF THESE BENEFITS	733	104	149	148	84	92	146	733	326	397	113	101	175	324	214	499	733
	26%	29%	31%	29%	19%	24%	25%	26%	24%	28%	16%	14%	28%	47%	15%	38%	26%
		d	d	d				d					abe	abcefg		abceg	abe
None of these - Do not receive any of these benefits	1741	150	263	322	322	262	393	1741	865	855	528	540	363	283	1068	647	1741
	62%	41%	55%	64%	72%	69%	68%	62%	65%	61%	75%	75%	59%	41%	75%	50%	62%
			a	ab	abcg	ab	ab	ab			cdgf	cdgf	df		cdgf	d	df

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**C11. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3655	436	603	652	566	571	800	3655	1748	1830	1017	1142	557	862	2159	1419	3655
Effective Weighted Sample	2384	338	410	501	414	360	411	2384	1190	1147	735	833	395	514	1565	904	2384
Total	2786	364	476	504	448	377	576	2786	1339	1400	700	723	616	686	1423	1302	2786
Don't know	126	74	25	8	7	3	8	126	71	52	28	35	29	29	63	59	126
	5%	20%	5%	2%	2%	1%	1%	5%	5%	4%	4%	5%	5%	4%	4%	5%	5%
		bcdefg	cdef					cdef									
Prefer not to say	187	35	39	26	34	20	29	187	77	96	31	46	49	49	77	98	187
	7%	10%	8%	5%	8%	5%	5%	7%	6%	7%	4%	6%	8%	7%	5%	8%	7%

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**C11. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN a	RURAL b	YES a	NO b	ALL WHO GO ONLINE c	NARROW (1-4) a	MEDIUM (5-8) b	BROAD (9-13) c	ALL d	
Significance Level: 99%																
Unweighted total	3655	2523	382	376	374	3655	3189	466	631	2949	3580	983	1464	1028	3655	
Effective Weighted Sample	2384	1880	217	212	218	2384	2063	321	465	2150	2592	709	1040	771	2384	
Total	2786	2311	252	140	83	2786	2405	382	555	2044	2598	751	1052	718	2786	
<b>PROMPTED RESPONSES</b>																
Universal Credit (and household has other earnings)	199 7%	159 7%	29 12% d	8 5%	3 4%	199 7%	177 7%	22 6%	58 10% b	141 7%	199 8%	50 7%	99 9%	48 7%	199 7%	
Personal Independence Payment (PIP)	168 6%	144 6%	14 6%	4 3%	6 7%	168 6%	146 6%	22 6%	28 5%	126 6%	154 6%	39 5%	74 7%	33 5%	168 6%	
Employment and Support Allowance (ESA)	128 5%	114 5%	9 4%	2 1%	3 3%	128 5%	113 5%	15 4%	29 5%	89 4%	118 5%	48 6% c	46 4% c	14 2%	128 5% c	
Universal Credit (and household has no other earnings)	113 4%	99 4%	7 3%	5 4%	2 3%	113 4%	104 4%	9 2%	30 5%	76 4%	106 4%	39 5%	43 4%	23 3%	113 4%	
Carer's allowance	86 3%	70 3%	4 2%	8 6%	4 5%	86 3%	72 3%	14 4%	17 3%	60 3%	77 3%	20 3%	36 3%	21 3%	86 3%	
Income Support	74 3%	65 3%	3 1%	4 3%	2 3%	74 3%	67 3%	7 2%	29 5% bc	42 2%	71 3%	30 4%	24 2%	18 2%	74 3%	
Pensions Credit (Guaranteed Credit)	67 2%	59 3%	4 2%	4 3%	1 1%	67 2%	62 3%	6 2%	16 3%	36 2%	52 2%	30 4% bc	12 1%	8 1%	67 2%	
Income-based Jobseeker's Allowance	50 2%	47 2%	3 1%	1 1%	* *%	50 2%	48 2%	3 1%	9 2%	29 1%	38 1%	16 2%	17 2%	5 1%	50 2%	

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**C11. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	ALL WHO NO GO ONLINE		NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Significance Level: 99%															
Unweighted total	3655	2523	382	376	374	3655	3189	466	631	2949	3580	983	1464	1028	3655
Effective Weighted Sample	2384	1880	217	212	218	2384	2063	321	465	2150	2592	709	1040	771	2384
Total	2786	2311	252	140	83	2786	2405	382	555	2044	2598	751	1052	718	2786
Pensions Credit (no Guaranteed Credit)	24	17	6	-	1	24	24	-	5	19	24	11	11	2	24
	1%	1%	2%	-%	2%	1%	1%	-%	1%	1%	1%	1%	1%	*%	1%
<b>UNPROMPTED RESPONSES</b>															
Disability living allowance	18	14	1	2	1	18	13	4	4	11	15	6	2	6	18
	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%	1%
Attendance Allowance	15	13	1	*	*	15	11	3	2	8	10	2	4	2	15
	1%	1%	*%	*%	*%	1%	*%	1%	*%	*%	*%	*%	*%	*%	1%
(Child) tax credits	14	10	1	1	2	14	11	3	6	9	14	-	6	8	14
	1%	*%	*%	*%	3%	1%	*%	1%	1%	*%	1%	-%	1%	1%	1%
					ae									a	
Child benefit	13	13	-	-	*	13	11	2	2	12	13	-	6	7	13
	*%	1%	-%	-%	*%	*%	*%	1%	*%	1%	1%	-%	1%	1%	*%
					ae			a						a	
Working Tax Credit	7	4	1	-	1	7	3	3	3	3	7	1	4	2	7
	*%	*%	*%	-%	1%	*%	*%	1%	1%	*%	*%	*%	*%	*%	*%
					ae			a							
Other	44	34	1	8	1	44	39	6	2	22	24	11	6	7	44
	2%	1%	*%	6%	2%	2%	2%	2%	*%	1%	1%	2%	1%	1%	2%
				abe											
RECEIVES ANY OF THESE BENEFITS	733	625	55	34	19	733	647	87	184	467	651	233	272	128	733
	26%	27%	22%	25%	23%	26%	27%	23%	33%	23%	25%	31%	26%	18%	26%
									bc			c	c		c

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**C11. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	Total	NATION					LOCATION			ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOTLAND	WALES	IRELAND	N ALL UK	URBAN	RURAL	YES	NO	ALL WHO GO ONLINE	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL	
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	a	b	c	d	
Unweighted total	3655	2523	382	376	374	3655	3189	466	631	2949	3580	983	1464	1028	3655	
Effective Weighted Sample	2384	1880	217	212	218	2384	2063	321	465	2150	2592	709	1040	771	2384	
Total	2786	2311	252	140	83	2786	2405	382	555	2044	2598	751	1052	718	2786	
None of these - Do not receive any of these benefits	1741	1433	170	87	51	1741	1489	251	285	1359	1644	407	674	527	1741	
	62%	62%	67%	62%	61%	62%	62%	66%	51%	66%	63%	54%	64%	73%	62%	
										a	a		a	abd	a	
Don't know	126	105	9	7	5	126	107	19	33	87	120	44	40	27	126	
	5%	5%	3%	5%	6%	5%	4%	5%	6%	4%	5%	6%	4%	4%	5%	
Prefer not to say	187	147	19	12	8	187	162	25	52	131	183	66	65	36	187	
	7%	6%	8%	9%	10%	7%	7%	6%	9%	6%	7%	9%	6%	5%	7%	
												c				

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**C11. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	FINANCIAL VULNERABILITY INDEX			
	Total	MOST	POTEN- TIALY	LEAST
Significance Level: 99%		a	b	c
Unweighted total	3655	481	1237	886
Effective Weighted Sample	2384	340	806	649
Total	2786	458	971	597

**PROMPTED RESPONSES**

Universal Credit (and household has other earnings)	199 7%	83 18% bc	77 8% c	9 2%
Personal Independence Payment (PIP)	168 6%	39 9% c	68 7% c	17 3%
Employment and Support Allowance (ESA)	128 5%	55 12% bc	42 4% c	8 1%
Universal Credit (and household has no other earnings)	113 4%	47 10% bc	32 3% c	5 1%
Carer's allowance	86 3%	28 6% c	36 4% c	8 1%
Income Support	74 3%	23 5% c	26 3%	9 1%
Pensions Credit (Guaranteed Credit)	67 2%	25 5% bc	24 2%	4 1%

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**C11. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	FINANCIAL VULNERABILITY INDEX			
	Total	MOST	POTENTIALY	LEAST
Significance Level: 99%		a	b	c
Unweighted total	3655	481	1237	886
Effective Weighted Sample	2384	340	806	649
Total	2786	458	971	597
Income-based Jobseeker's Allowance	50 2%	19 4%	11 1%	5 1%
		bc		
Pensions Credit (no Guaranteed Credit)	24 1%	7 2%	12 1%	3 1%
<b>UNPROMPTED RESPONSES</b>				
Disability living allowance	18 1%	2 1%	12 1%	1 *%
Attendance Allowance	15 1%	1 *%	9 1%	3 1%
(Child) tax credits	14 1%	7 1%	7 1%	- -%
		c		
Child benefit	13 *%	2 *%	6 1%	3 *%
Working Tax Credit	7 *%	4 1%	2 *%	- -%
Other	44 2%	4 1%	25 3%	3 1%
			c	
RECEIVES ANY OF THESE BENEFITS	733 26%	263 58%	270 28%	52 9%
		bc	c	

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**C11. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	FINANCIAL VULNERABILITY INDEX			
	Total	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%				
Unweighted total	3655	481	1237	886
Effective Weighted Sample	2384	340	806	649
Total	2786	458	971	597
None of these - Do not receive any of these benefits	1741	164	654	528
	62%	36%	67%	89%
			a	ab
Don't know	126	14	26	12
	5%	3%	3%	2%
Prefer not to say	187	16	22	5
	7%	4%	2%	1%
		c		

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**C12. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3657	436	603	652	566	571	801	3657	1749	1830	1016	1142	557	865	2158	1422	3657
Effective Weighted Sample	2356	338	410	501	414	360	394	2356	1161	1146	734	833	395	496	1564	889	2356
Total	2797	364	476	504	448	378	586	2797	1348	1401	699	723	616	698	1422	1314	2797
Up to £199 per week / Up to £10,399 per year	230	38	35	27	29	40	55	230	107	115	12	32	42	144	43	186	230
	8%	10%	7%	5%	6%	11%	9%	8%	8%	8%	2%	4%	7%	21%	3%	14%	8%
		c				c						a	ae	abcefg		abceg	abe
From £200 to £299 per week / From £10,400 to £15,599 per year	278	33	48	42	26	34	88	278	114	160	28	50	65	130	78	196	278
	10%	9%	10%	8%	6%	9%	15%	10%	8%	11%	4%	7%	11%	19%	5%	15%	10%
							cdg	d					ae	abceg		abeg	abe
From £300 to £499 per week / From £15,600 to £25,999 per year	444	46	77	84	53	56	128	444	211	229	68	116	129	127	183	256	444
	16%	13%	16%	17%	12%	15%	22%	16%	16%	16%	10%	16%	21%	18%	13%	19%	16%
							adg					a	ae	ae		ae	a
From £500 to £699 per week / From £26,000 to £36,399 per year	339	35	65	64	56	54	65	339	184	153	86	106	92	53	192	145	339
	12%	10%	14%	13%	13%	14%	11%	12%	14%	11%	12%	15%	15%	8%	14%	11%	12%
											d	d	d		d		d
From £700 to £999 per week / From £36,400 to £51,999 per year	359	31	61	92	83	49	44	359	193	165	118	117	98	27	234	125	359
	13%	8%	13%	18%	18%	13%	7%	13%	14%	12%	17%	16%	16%	4%	16%	10%	13%
				afg	afg			f			dfg	df	df		dfg	d	df
£1,000 and above per week / £52,000 and above per year	431	28	99	98	119	55	32	431	261	165	261	113	40	15	374	56	431
	15%	8%	21%	19%	27%	14%	5%	15%	19%	12%	37%	16%	7%	2%	26%	4%	15%
			afg	af	aefg	af		af	b		bcdefg	cdf	d		bcdfg		cdf
Don't know/ Prefer not to say	715	153	91	97	81	90	175	715	277	414	127	191	150	201	318	351	715
	26%	42%	19%	19%	18%	24%	30%	26%	21%	30%	18%	26%	24%	29%	22%	27%	26%
		bcdefg					bcd	bcd		a		a		ae		a	a

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

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**C12. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	ALL UK e	URBAN a	RURAL b	YES a	NO b	ALL WHO GO ONLINE c	NARROW (1-4) a	MEDIUM (5-8) b	BROAD (9-13) c	ALL d
Significance Level: 99%															
Unweighted total	3657	2524	382	376	375	3657	3190	467	632	2946	3578	981	1464	1028	3657
Effective Weighted Sample	2356	1856	217	212	218	2356	2034	322	466	2147	2590	707	1040	771	2356
Total	2797	2321	252	140	84	2797	2414	384	556	2041	2597	749	1052	718	2797
Up to £199 per week / Up to £10,399 per year	230 8%	198 9%	19 7%	7 5%	6 7%	230 8%	208 9%	22 6%	54 10%	141 7%	195 8%	84 11% bc	73 7%	30 4%	230 8% c
From £200 to £299 per week / From £10,400 to £15,599 per year	278 10%	216 9%	34 13%	21 15%	8 10%	278 10%	245 10%	33 9%	70 13% b	163 8%	233 9%	90 12% bc	87 8%	45 6%	278 10% c
From £300 to £499 per week / From £15,600 to £25,999 per year	444 16%	366 16%	38 15%	30 22% d	9 11%	444 16%	379 16%	65 17%	108 19%	304 15%	412 16%	143 19% c	183 17% c	80 11%	444 16% c
From £500 to £699 per week / From £26,000 to £36,399 per year	339 12%	274 12%	32 13%	18 13%	16 18% ae	339 12%	282 12%	57 15%	52 9%	279 14%	330 13%	83 11%	149 14%	93 13%	339 12%
From £700 to £999 per week / From £36,400 to £51,999 per year	359 13%	302 13%	31 12%	16 12%	10 12%	359 13%	318 13%	40 11%	57 10%	299 15%	356 14%	85 11%	162 15%	103 14%	359 13%
£1,000 and above per week / £52,000 and above per year	431 15%	375 16%	31 12%	14 10%	12 14%	431 15%	380 16%	51 13%	72 13%	356 17%	429 17%	52 7%	152 14% a	221 31% abd	431 15% a

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

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**C12. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND a	SCOT- LAND b	WALES c	IRELAND d	N ALL UK e	URBAN a	RURAL b	YES a	NO b	ALL WHO GO ONLINE c	NARROW (1-4) a	MEDIUM (5-8) b	BROAD (9-13) c	ALL d
Significance Level: 99%															
Unweighted total	3657	2524	382	376	375	3657	3190	467	632	2946	3578	981	1464	1028	3657
Effective Weighted Sample	2356	1856	217	212	218	2356	2034	322	466	2147	2590	707	1040	771	2356
Total	2797	2321	252	140	84	2797	2414	384	556	2041	2597	749	1052	718	2797
Don't know/ Prefer not to say	715	590	68	34	24	715	600	115	143	499	642	212	245	145	715
	26%	25%	27%	24%	28%	26%	25%	30%	26%	24%	25%	28%	23%	20%	26%

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

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**C12. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	FINANCIAL VULNERABILITY INDEX			
	Total	MOST	POTEN- TIALY	LEAST
Significance Level: 99%		a	b	c
Unweighted total	3657	482	1238	886
Effective Weighted Sample	2356	322	806	649
Total	2797	465	974	597
Up to £199 per week / Up to £10,399 per year	230 8%	223 48% bc	- -%	- -%
From £200 to £299 per week / From £10,400 to £15,599 per year	278 10%	80 17% c	190 19% c	- -%
From £300 to £499 per week / From £15,600 to £25,999 per year	444 16%	106 23% c	330 34% ac	- -%
From £500 to £699 per week / From £26,000 to £36,399 per year	339 12%	40 9%	249 26% ac	41 7%
From £700 to £999 per week / From £36,400 to £51,999 per year	359 13%	16 3%	205 21% a	134 22% a
£1,000 and above per week / £52,000 and above per year	431 15%	- -%	- -%	422 71% ab

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**C12. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)**

Base : All respondents (excluding those that did not give a response at the postal survey)

	FINANCIAL VULNERABILITY INDEX			
	Total	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%				
Unweighted total	3657	482	1238	886
Effective Weighted Sample	2356	322	806	649
Total	2797	465	974	597
Don't know/ Prefer not to say	715	-	-	-
	26%	-%	-%	-%

Columns Tested: a,b,c

Interviewing conducted using a mix of post-to-online and online panels. Paper questionnaires could also be requested by postal respondents and were returned by post. Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**FINANCIAL VULNERABILITY**

Base : Those where it is possible to calculate the Financial Vulnerability Index

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 99%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2606	224	455	498	437	425	563	2606	1321	1266	777	809	402	604	1586	1006	2606
Effective Weighted Sample	1728	173	313	386	325	275	289	1728	883	830	563	589	277	386	1147	652	1728
Total	2036	203	373	399	362	283	405	2036	1049	969	560	518	455	489	1078	944	2036
Most Financially Vulnerable	465	90	90	94	62	62	62	465	213	241	52	82	107	221	134	328	465
	23%	44%	24%	24%	17%	22%	15%	23%	20%	25%	9%	16%	24%	45%	12%	35%	23%
		bcdefg	f	f				f				a	abe	abcefg	abcefg	abcefg	abe
Potentially Financially Vulnerable	974	75	158	187	152	129	268	974	481	491	190	257	273	245	446	519	974
	48%	37%	42%	47%	42%	46%	66%	48%	46%	51%	34%	50%	60%	50%	41%	55%	48%
							abcdeg	a				ae	abeg	ae	a	aeg	ae
Least Financially Vulnerable	597	38	126	118	148	92	76	597	356	237	318	179	74	23	498	97	597
	29%	19%	34%	30%	41%	32%	19%	29%	34%	24%	57%	35%	16%	5%	46%	10%	29%
			af	af	acfg	af		af	b		bcdefg	cdf	df		bcdfg	d	cdf

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

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**FINANCIAL VULNERABILITY**

Base : Those where it is possible to calculate the Financial Vulnerability Index

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOTLAND	WALES	IRELAND	ALL UK	URBAN	RURAL	YES	ALL WHO NO GO ONLINE		NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 99%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	2606	1791	268	276	271	2606	2275	331	443	2114	2557	644	1085	784	2606
Effective Weighted Sample	1728	1379	145	146	157	1728	1489	240	330	1536	1852	467	766	592	1728
Total	2036	1691	182	103	59	2036	1773	263	403	1511	1914	519	795	562	2036
Most Financially Vulnerable	465	392	42	18	13	465	416	49	131	298	429	166	172	82	465
	23%	23%	23%	18%	22%	23%	23%	19%	33%	20%	22%	32%	22%	15%	23%
									bc			bcd	c		c
Potentially Financially Vulnerable	974	787	93	64	29	974	827	147	186	711	897	269	397	208	974
	48%	47%	51%	62%	50%	48%	47%	56%	46%	47%	47%	52%	50%	37%	48%
				ae				a				c	c		c
Least Financially Vulnerable	597	512	47	21	16	597	530	67	86	502	588	84	226	272	597
	29%	30%	26%	20%	28%	29%	30%	25%	21%	33%	31%	16%	28%	48%	29%
										a	a		a	abd	a

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

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**FINANCIAL VULNERABILITY**

Base : Those where it is possible to calculate the Financial Vulnerability Index

	FINANCIAL VULNERABILITY INDEX			
	Total	MOST a	POTEN- TIALY b	LEAST c
Significance Level: 99%				
Unweighted total	2606	482	1238	886
Effective Weighted Sample	1728	322	806	649
Total	2036	465	974	597
Most Financially Vulnerable	465 23%	465 100% bc	- -%	- -%
Potentially Financially Vulnerable	974 48%	- -%	974 100% ac	- -%
Least Financially Vulnerable	597 29%	- -%	- -%	597 100% ab

Columns Tested: a,b,c