OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

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

NATION

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3095	502	519	601	525	413	535	3095	1425	1625	777	890	564	826	1667	1390	3095
Effective Weighted Sample	2183	355	374	436	378	290	368	2183	1021	1132	579	638	409	567	1214	942	2183
Total	2800	429	500	500	514	429	429	2800	1347	1420	776	795	610	582	1571	1192	2800
England	2343	353	425	417	428	352	367	2343	1128	1194	667	670	504	475	1337	979	2343
	84%	82%	85%	83%	83%	82%	86%	84%	84%	84%	86%	84%	83%	82%	85%	82%	84%
											d						
Scotland	244	41	38	43	47	45	29	244	116	121	61	69	55	53	130	108	244
	9%	10%	8%	9%	9%	10%	7%	9%	9%	8%	8%	9%	9%	9%	8%	9%	9%
Wales	137	21	25	25	23	20	23	137	68	67	30	38	33	34	68	67	137
	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	4%	5%	5%	6%	4%	6%	5%
Northern Ireland	76	13	12	14	16	12	9	76	35	39	17	19	18	20	36	37	76
	3%	3%	2%	3%	3%	3%	2%	3%	3%	3%	2%	2%	3%	3%	2%	3%	3%

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 1

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

NATION

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3095	2150	314	320	311	3095	2657	438	461	2634	3095	957	1309	757	3095
Effective Weighted Sample	2183	1689	247	249	226	2183	1877	306	312	1879	2183	666	925	556	2183
Total	2800	2343	244	137	76	2800	2419	381	460	2340	2800	933	1136	654	2800
England	2343 84%	2343 100% bcde	- -%	- -%	- -%	2343 84% bcd	2053 85% b	291 76%	386 84%	1957 84%	2343 84%	784 84%	957 84%	538 82%	2343 84%
Scotland	244 9%	- -%	244 100% acde	- -%	- -%	244 9% acd	206 9%	38 10%	41 9%	203 9%	244 9%	74 8%	93 8%	69 11%	244 9%
Wales	137 5%	- -%	- -%	137 100% abde	- -%	137 5% abd	105 4%	32 8% a	20 4%	117 5%	137 5%	55 6%	51 4%	28 4%	137 5%
Northern Ireland	76 3%	- -%	- -%	- -%	76 100% abce	76 3% abc	55 2%	21 5% a	12 3%	64 3%	76 3%	19 2%	36 3%	18 3%	76 3%

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

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

NATION

Base : All respondents

		FINANCIAL VULNERABILITY INDEX		
	Total	**MOST**	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3095	671	1264	630
Effective Weighted Sample	2183	464	893	456
Total	2800	615	1128	593
England	2343	513	954	506
	84%	83%	85%	85%
Scotland	244	56	80	53
	9%	9%	7%	9%
Wales	137	27	62	21
	5%	4%	5%	4%
Northern Ireland	76	18	32	13
	3%	3%	3%	2%

Columns Tested: a,b,c

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

NATION/ REGION

Base : All respondents

	Total	AGE 16-24 a	AGE 25-34 b	AGE 35-44 c	AGE 45-54 d	AGE 55-64 e	AGE 65+ f	AGE ALL UK g	GENDER MAN a	GENDER WOMAN b	SEG AB a	SEG C1 b	SEG C2 c	SEG DE d	SEG ABC1 e	SEG C2DE f	SEG ALL UK g
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3095	502	519	601	525	413	535	3095	1425	1625	777	890	564	826	1667	1390	3095
Effective Weighted Sample	2183	355	374	436	378	290	368	2183	1021	1132	579	638	409	567	1214	942	2183
Total	2800	429	500	500	514	429	429	2800	1347	1420	776	795	610	582	1571	1192	2800
North East	122 4%	23 5%	17 3%	24 5%	19 4%	25 6%	14 3%	122 4%	59 4%	60 4%	25 3%	41 5%	21 3%	33 6% a	66 4%	54 4%	122 4%
Yorkshire and Humberside	219 8%	24 6%	50 10% a	40 8%	32 6%	34 8%	40 9%	219 8%	99 7%	118 8%	56 7%	69 9%	38 6%	52 9%	125 8%	91 8%	219 8%
North West	337 12%	43 10%	60 12%	55 11%	76 15%	45 10%	58 14%	337 12%	177 13%	156 11%	84 11%	102 13%	77 13%	69 12%	187 12%	146 12%	337 12%
West Midlands	275 10%	43 10%	53 11%	54 11%	58 11%	30 7%	38 9%	275 10%	137 10%	134 9%	71 9%	75 9%	73 12%	54 9%	147 9%	128 11%	275 10%
East Midlands	202 7%	25 6%	46 9%	43 9%	34 7%	27 6%	27 6%	202 7%	96 7%	105 7%	45 6%	69 9%	46 7%	41 7%	114 7%	87 7%	202 7%
East of England	235 8%	32 7%	35 7%	39 8%	41 8%	41 9%	48 11% b	235 8%	85 6%	148 10% a	71 9%	60 8%	46 8%	54 9%	131 8%	100 8%	235 8%
South West	247 9%	35 8%	38 8%	39 8%	41 8%	42 10%	52 12% bcg	247 9%	111 8%	134 9%	72 9%	75 9%	53 9%	47 8%	146 9%	100 8%	247 9%
South East	376 13%	52 12%	52 10%	64 13%	75 15%	71 17% b	61 14%	376 13%	166 12%	210 15%	114 15%	94 12%	91 15%	75 13%	207 13%	166 14%	376 13%
Greater London	331 12%	77 18% cdefg	75 15% def	60 12% f	52 10%	38 9%	28 7%	331 12% f	199 15% b	129 9%	128 17% bcdfg	86 11%	59 10%	49 8%	214 14% cdf	108 9%	331 12% df
Scotland	244 9%	41 10%	38 8%	43 9%	47 9%	45 10%	29 7%	244 9%	116 9%	121 8%	61 8%	69 9%	55 9%	53 9%	130 8%	108 9%	244 9%
Wales	137 5%	21 5%	25 5%	25 5%	23 5%	20 5%	23 5%	137 5%	68 5%	67 5%	30 4%	38 5%	33 5%	34 6%	68 4%	67 6%	137 5%

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

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

NATION/ REGION

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3095	502	519	601	525	413	535	3095	1425	1625	777	890	564	826	1667	1390	3095
Effective Weighted Sample	2183	355	374	436	378	290	368	2183	1021	1132	579	638	409	567	1214	942	2183
Total	2800	429	500	500	514	429	429	2800	1347	1420	776	795	610	582	1571	1192	2800
Northern Ireland	76	13	12	14	16	12	9	76	35	39	17	19	18	20	36	37	76
	3%	3%	2%	3%	3%	3%	2%	3%	3%	3%	2%	2%	3%	3%	2%	3%	3%

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

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

NATION/ REGION

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3095	2150	314	320	311	3095	2657	438	461	2634	3095	957	1309	757	3095
Effective Weighted Sample	2183	1689	247	249	226	2183	1877	306	312	1879	2183	666	925	556	2183
Total	2800	2343	244	137	76	2800	2419	381	460	2340	2800	933	1136	654	2800
North East	122	122	-	-	-	122	105	17	18	104	122	45	50	24	122
	4%	5% bcd	-%	-%	-%	4% bcd	4%	4%	4%	4%	4%	5%	4%	4%	4%
Yorkshire and Humberside	219	219	-	-	-	219	176	42	31	188	219	82	81	53	219
	8%	9% bcd	-%	-%	-%	8% bcd	7%	11% a	7%	8%	8%	9%	7%	8%	8%
North West	337	337	-	-	-	337	311	26	50	287	337	106	138	81	337
	12%	14% bcde	-%	-%	-%	12% bcd	13% b	7%	11%	12%	12%	11%	12%	12%	12%
West Midlands	275	275	-	-	-	275	256	20	45	230	275	93	108	65	275
	10%	12% bcd	-%	-%	-%	10% bcd	11% b	5%	10%	10%	10%	10%	10%	10%	10%
East Midlands	202	202	-	-	-	202	154	48	42	160	202	68	82	47	202
	7%	9% bcd	-%	-%	-%	7% bcd	6%	12% a	9%	7%	7%	7%	7%	7%	7%
East of England	235	235	-	-	-	235	196	39	41	194	235	82	96	47	235
	8%	10% bcd	-%	-%	-%	8% bcd	8%	10%	9%	8%	8%	9%	8%	7%	8%
South West	247	247	-	-	-	247	197	50	40	207	247	89	93	61	247
	9%	11% bcd	-%	-%	-%	9% bcd	8%	13% a	9%	9%	9%	10%	8%	9%	9%
South East	376	376	-	-	-	376	335	41	63	313	376	119	170	80	376
	13%	16% bcde	-%	-%	-%	13% bcd	14%	11%	14%	13%	13%	13%	15%	12%	13%
Greater London	331	331	-	-	-	331	322	8	57	274	331	98	140	80	331
	12%	14% bcde	-%	-%	-%	12% bcd	13% b	2%	12%	12%	12%	11%	12%	12%	12%

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

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

NATION/ REGION

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3095	2150	314	320	311	3095	2657	438	461	2634	3095	957	1309	757	3095
Effective Weighted Sample	2183	1689	247	249	226	2183	1877	306	312	1879	2183	666	925	556	2183
Total	2800	2343	244	137	76	2800	2419	381	460	2340	2800	933	1136	654	2800
Scotland	244	-	244	-	-	244	206	38	41	203	244	74	93	69	244
	9%	-%	100% acde	-%	-%	9% acd	9%	10%	9%	9%	9%	8%	8%	11%	9%
Wales	137	-	-	137	-	137	105	32	20	117	137	55	51	28	137
	5%	-%	-%	100% abde	-%	5% abd	4%	8% a	4%	5%	5%	6%	4%	4%	5%
Northern Ireland	76	-	-	-	76	76	55	21	12	64	76	19	36	18	76
	3%	-%	-%	-%	100% abce	3% abc	2%	5% a	3%	3%	3%	2%	3%	3%	3%

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

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

NATION/ REGION

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN-TIALLY	**LEAST**
Significance Level: 95%		a	b	c
Unweighted total	3095	671	1264	630
Effective Weighted Sample	2183	464	893	456
Total	2800	615	1128	593
North East	122	30	52	23
	4%	5%	5%	4%
Yorkshire and Humberside	219	49	92	47
	8%	8%	8%	8%
North West	337	80	149	67
	12%	13%	13%	11%
West Midlands	275	79	109	48
	10%	13%	10%	8%
		c		
East Midlands	202	40	90	42
	7%	7%	8%	7%
East of England	235	49	89	54
	8%	8%	8%	9%
South West	247	54	116	39
	9%	9%	10%	7%
			c	
South East	376	75	139	94
	13%	12%	12%	16%
Greater London	331	58	117	92
	12%	9%	10%	15%
				ab
Scotland	244	56	80	53
	9%	9%	7%	9%
Wales	137	27	62	21
	5%	4%	5%	4%

Columns Tested: a,b,c

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

NATION/ REGION

Base : All respondents

| | | FINANCIAL VULNERABILITY INDEX | | |
	Total	**MOST**	POTEN- **TIALLY**	**LEAST**
Significance Level: 95%		a	b	c
Unweighted total	3095	671	1264	630
Effective Weighted Sample	2183	464	893	456
Total	2800	615	1128	593
Northern Ireland	76	18	32	13
	3%	3%	3%	2%

Columns Tested: a,b,c

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 3

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

URBANITY

Base : All respondents

	Total	AGE 16-24	AGE 25-34	AGE 35-44	AGE 45-54	AGE 55-64	AGE 65+	AGE ALL UK	GENDER MAN	GENDER WOMAN	SEG AB	SEG C1	SEG C2	SEG DE	SEG ABC1	SEG C2DE	SEG ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3095	502	519	601	525	413	535	3095	1425	1625	777	890	564	826	1667	1390	3095
Effective Weighted Sample	2183	355	374	436	378	290	368	2183	1021	1132	579	638	409	567	1214	942	2183
Total	2800	429	500	500	514	429	429	2800	1347	1420	776	795	610	582	1571	1192	2800
Urban	2419 86%	398 93% defg	454 91% defg	451 90% defg	439 85% f	364 85% f	311 73%	2419 86% f	1185 88% b	1202 85%	667 86%	700 88%	526 86%	492 85%	1367 87%	1019 85%	2419 86%
Rural	381 14%	30 7%	46 9%	49 10%	75 15% abc	64 15% abc	117 27% abcdeg	381 14% abc	162 12%	218 15% a	109 14%	95 12%	84 14%	90 15%	204 13%	174 15%	381 14%

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

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

URBANITY

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3095	2150	314	320	311	3095	2657	438	461	2634	3095	957	1309	757	3095
Effective Weighted Sample	2183	1689	247	249	226	2183	1877	306	312	1879	2183	666	925	556	2183
Total	2800	2343	244	137	76	2800	2419	381	460	2340	2800	933	1136	654	2800
Urban	2419 86%	2053 88% cd	206 84% cd	105 77%	55 73%	2419 86% cd	2419 100% b	- -%	408 89%	2011 86%	2419 86%	787 84%	994 87%	580 89% a	2419 86%
Rural	381 14%	291 12%	38 16%	32 23% abe	21 27% abe	381 14%	- -%	381 100% a	52 11%	329 14%	381 14%	146 16% c	142 13%	73 11%	381 14%

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

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

URBANITY

Base : All respondents

		FINANCIAL VULNERABILITY INDEX		
	Total	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3095	671	1264	630
Effective Weighted Sample	2183	464	893	456
Total	2800	615	1128	593
Urban	2419	550	965	499
	86%	89%	86%	84%
		bc		
Rural	381	65	163	94
	14%	11%	14%	16%
			a	a

Columns Tested: a,b,c

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

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: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3095	502	519	601	525	413	535	3095	1425	1625	777	890	564	826	1667	1390	3095
Effective Weighted Sample	2183	355	374	436	378	290	368	2183	1021	1132	579	638	409	567	1214	942	2183
Total	2800	429	500	500	514	429	429	2800	1347	1420	776	795	610	582	1571	1192	2800
A	202	42	44	48	25	17	26	202	116	83	202	-	-	-	202	-	202
	7%	10%	9%	10%	5%	4%	6%	7%	9%	6%	26%	-%	-%	-%	13%	-%	7%
		de	de	de				e	b		bcdefg				bcdfg		bcdf
B	575	64	92	93	121	87	119	575	319	249	575	-	-	-	575	-	575
	21%	15%	18%	19%	23%	20%	28%	21%	24%	18%	74%	-%	-%	-%	37%	-%	21%
					a		abceg	a	b		bcdefg				bcdfg		bcdf
C1	795	134	140	145	136	120	119	795	363	422	-	795	-	-	795	-	795
	28%	31%	28%	29%	26%	28%	28%	28%	27%	30%	-%	100%	-%	-%	51%	-%	28%
												acdefg			acdfg		acdf
C2	610	93	128	122	117	97	53	610	326	280	-	-	610	-	-	610	610
	22%	22%	26%	24%	23%	23%	12%	22%	24%	20%	-%	-%	100%	-%	-%	51%	22%
		f	f	f	f	f		f	b				abdefg			abdeg	abde
D	298	49	50	51	56	58	33	298	103	190	-	-	-	298	-	298	298
	11%	12%	10%	10%	11%	13%	8%	11%	8%	13%	-%	-%	-%	51%	-%	25%	11%
						f				a				abcefg		abceg	abce
E	284	24	40	37	58	47	77	284	103	181	-	-	-	284	-	284	284
	10%	6%	8%	7%	11%	11%	18%	10%	8%	13%	-%	-%	-%	49%	-%	24%	10%
					a	a	abcdeg	a		a				abcefg		abceg	abce
Don't know	37	22	5	4	2	3	1	37	16	15	-	-	-	-	-	-	37
	1%	5%	1%	1%	*%	1%	*%	1%	1%	1%	-%	-%	-%	-%	-%	-%	1%
		bcdefg						f									abcdef

SUMMARY CODES

	Total	AGE							GENDER		SEG						
AB	776	106	136	141	145	103	145	776	435	333	776	-	-	-	776	-	776
	28%	25%	27%	28%	28%	24%	34%	28%	32%	23%	100%	-%	-%	-%	49%	-%	28%
							abeg		b		bcdefg				bcdfg		bcdf
C1C2	1405	227	268	267	252	217	173	1405	689	702	-	795	610	-	795	610	1405
	50%	53%	54%	53%	49%	51%	40%	50%	51%	49%	-%	100%	100%	-%	51%	51%	50%
		f	f	f	f	f		f				adefg	adefg		ad	ad	ad
DE	582	74	91	88	114	105	110	582	207	370	-	-	-	582	-	582	582
	21%	17%	18%	18%	22%	25%	26%	21%	15%	26%	-%	-%	-%	100%	-%	49%	21%
					abc	abcg				a				abcefg		abceg	abce

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

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

HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3095	2150	314	320	311	3095	2657	438	461	2634	3095	957	1309	757	3095
Effective Weighted Sample	2183	1689	247	249	226	2183	1877	306	312	1879	2183	666	925	556	2183
Total	2800	2343	244	137	76	2800	2419	381	460	2340	2800	933	1136	654	2800
A	202	181	12	6	4	202	182	19	35	167	202	62	75	65	202
	7%	8% c	5%	4%	5%	7%	8%	5%	8%	7%	7%	7%	7%	10% abd	7%
B	575	487	50	25	14	575	485	90	59	516	575	172	239	157	575
	21%	21%	20%	18%	18%	21%	20%	24%	13%	22% a	21% a	18%	21%	24% a	21%
C1	795	670	69	38	19	795	700	95	91	704	795	224	346	210	795
	28%	29%	28%	27%	25%	28%	29%	25%	20%	30% a	28% a	24%	30% a	32% a	28% a
C2	610	504	55	33	18	610	526	84	136	474	610	223	246	130	610
	22%	22%	22%	24%	23%	22%	22%	22%	30% bc	20%	22%	24%	22%	20%	22%
D	298	246	24	18	10	298	259	39	58	240	298	108	125	46	298
	11%	10%	10%	13%	13%	11%	11%	10%	13%	10%	11%	12% c	11% c	7%	11% c
E	284	230	28	16	10	284	233	51	68	216	284	128	93	44	284
	10%	10%	12%	12%	13%	10%	10%	13% a	15% bc	9%	10%	14% bcd	8%	7%	10% c
Don't know	37	27	6	2	2	37	33	4	13	24	37	16	11	1	37
	1%	1%	3%	1%	2%	1%	1%	1%	3% b	1%	1%	2% c	1% c	*%	1% c
SUMMARY CODES															
AB	776	667	61	30	17	776	667	109	94	683	776	234	314	222	776
	28%	28% c	25%	22%	23%	28%	28%	29%	20%	29% a	28% a	25%	28%	34% abd	28%
C1C2	1405	1174	123	71	37	1405	1227	178	228	1177	1405	447	592	340	1405
	50%	50%	51%	52%	49%	50%	51%	47%	50%	50%	50%	48%	52%	52%	50%

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

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

HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3095	2150	314	320	311	3095	2657	438	461	2634	3095	957	1309	757	3095
Effective Weighted Sample	2183	1689	247	249	226	2183	1877	306	312	1879	2183	666	925	556	2183
Total	2800	2343	244	137	76	2800	2419	381	460	2340	2800	933	1136	654	2800
DE	582	475	53	34	20	582	492	90	126	456	582	236	218	90	582
	21%	20%	22%	25%	26%	21%	20%	24%	27%	19%	21%	25%	19%	14%	21%
					a				bc			bcd	c		c

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

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

HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3095	671	1264	630
Effective Weighted Sample	2183	464	893	456
Total	2800	615	1128	593
A	202	37	63	72
	7%	6%	6%	12%
				ab
B	575	66	212	218
	21%	11%	19%	37%
			a	ab
C1	795	128	343	191
	28%	21%	30%	32%
			a	a
C2	610	156	289	83
	22%	25%	26%	14%
		c	c	
D	298	93	133	24
	11%	15%	12%	4%
		c	c	
E	284	125	86	5
	10%	20%	8%	1%
		bc	c	
Don't know	37	9	1	1
	1%	1%	*%	*%
		bc		
SUMMARY CODES				
AB	776	104	275	290
	28%	17%	24%	49%
			a	ab
C1C2	1405	285	633	274
	50%	46%	56%	46%
			ac	

Columns Tested: a,b,c

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

HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All respondents

	Total	**MOST**	**POTEN-TIALLY**	**LEAST**
Significance Level: 95%		a	b	c
Unweighted total	3095	671	1264	630
Effective Weighted Sample	2183	464	893	456
Total	2800	615	1128	593
DE	582	218	219	28
	21%	35%	19%	5%
		bc	c	

FINANCIAL VULNERABILITY INDEX

Columns Tested: a,b,c

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

RESPONDENT'S AGE

Base : All respondents

	Total	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: 95%																	
Unweighted total	3095	502	519	601	525	413	535	3095	1425	1625	777	890	564	826	1667	1390	3095
Effective Weighted Sample	2183	355	374	436	378	290	368	2183	1021	1132	579	638	409	567	1214	942	2183
Total	2800	429	500	500	514	429	429	2800	1347	1420	776	795	610	582	1571	1192	2800
16-24 years	429	429	-	-	-	-	-	429	198	209	106	134	93	74	240	167	429
	15%	100%	-%	-%	-%	-%	-%	15%	15%	15%	14%	17%	15%	13%	15%	14%	15%
		bcdefg						bcdef				d					
25-34 years	500	-	500	-	-	-	-	500	239	254	136	140	128	91	276	219	500
	18%	-%	100%	-%	-%	-%	-%	18%	18%	18%	17%	18%	21%	16%	18%	18%	18%
			acdefg					acdef					d				
35-44 years	500	-	-	500	-	-	-	500	245	252	141	145	122	88	286	210	500
	18%	-%	-%	100%	-%	-%	-%	18%	18%	18%	18%	18%	20%	15%	18%	18%	18%
				abdefg				abdef					d				
45-54 years	514	-	-	-	514	-	-	514	262	251	145	136	117	114	281	231	514
	18%	-%	-%	-%	100%	-%	-%	18%	19%	18%	19%	17%	19%	20%	18%	19%	18%
					abcefg			abcef									
55-64 years	429	-	-	-	-	429	-	429	198	230	103	120	97	105	224	202	429
	15%	-%	-%	-%	-%	100%	-%	15%	15%	16%	13%	15%	16%	18%	14%	17%	15%
						abcdfg		abcdf						ae			
65+ years	429	-	-	-	-	-	429	429	205	224	145	119	53	110	264	164	429
	15%	-%	-%	-%	-%	-%	100%	15%	15%	16%	19%	15%	9%	19%	17%	14%	15%
							abcdeg	abcde			cfg	c		cfg	cf	c	c

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

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

RESPONDENT'S AGE

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3095	2150	314	320	311	3095	2657	438	461	2634	3095	957	1309	757	3095
Effective Weighted Sample	2183	1689	247	249	226	2183	1877	306	312	1879	2183	666	925	556	2183
Total	2800	2343	244	137	76	2800	2419	381	460	2340	2800	933	1136	654	2800
16-24 years	429	353	41	21	13	429	398	30	107	322	429	153	175	92	429
	15%	15%	17%	15%	17%	15%	16% b	8%	23% bc	14%	15%	16%	15%	14%	15%
25-34 years	500	425	38	25	12	500	454	46	94	406	500	135	193	161	500
	18%	18%	16%	18%	16%	18%	19% b	12%	20%	17%	18%	14%	17%	25% abd	18% a
35-44 years	500	417	43	25	14	500	451	49	99	401	500	126	202	160	500
	18%	18%	18%	18%	18%	18%	19% b	13%	21%	17%	18%	13%	18% a	25% abd	18% a
45-54 years	514	428	47	23	16	514	439	75	87	427	514	159	214	130	514
	18%	18%	19%	17%	21%	18%	18%	20%	19%	18%	18%	17%	19%	20%	18%
55-64 years	429	352	45	20	12	429	364	64	46	383	429	149	183	84	429
	15%	15%	18%	14%	16%	15%	15%	17%	10%	16% a	15% a	16%	16%	13%	15%
65+ years	429	367	29	23	9	429	311	117	27	401	429	212	169	27	429
	15%	16%	12%	17%	12%	15%	13%	31% a	6%	17% a	15% a	23% bcd	15% c	4%	15% c

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

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

RESPONDENT'S AGE

Base : All respondents

		FINANCIAL VULNERABILITY INDEX		
	Total	**MOST**	POTEN- **TIALLY**	**LEAST**
Significance Level: 95%		a	b	c
Unweighted total	3095	671	1264	630
Effective Weighted Sample	2183	464	893	456
Total	2800	615	1128	593
16-24 years	429 15%	145 24% bc	95 8%	37 6%
25-34 years	500 18%	130 21% c	208 18%	85 14%
35-44 years	500 18%	128 21%	210 19%	103 17%
45-54 years	514 18%	95 15%	218 19%	135 23% a
55-64 years	429 15%	72 12%	182 16% a	120 20% a
65+ years	429 15%	45 7%	215 19% a	113 19% a

Columns Tested: a,b,c

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

RESPONDENT'S GENDER

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3095	502	519	601	525	413	535	3095	1425	1625	777	890	564	826	1667	1390	3095
Effective Weighted Sample	2183	355	374	436	378	290	368	2183	1021	1132	579	638	409	567	1214	942	2183
Total	2800	429	500	500	514	429	429	2800	1347	1420	776	795	610	582	1571	1192	2800
Man	1347	198	239	245	262	198	205	1347	1347	-	435	363	326	207	798	533	1347
	48%	46%	48%	49%	51%	46%	48%	48%	100%	-%	56%	46%	53%	35%	51%	45%	48%
									b		bdefg	d	bdfg		bdf	d	d
Woman	1420	209	254	252	251	230	224	1420	-	1420	333	422	280	370	755	650	1420
	51%	49%	51%	50%	49%	54%	52%	51%	-%	100%	43%	53%	46%	64%	48%	55%	51%
										a		ace		abcefg	a	aceg	a
Non-binary	23	12	7	2	2	-	-	23	-	-	8	7	4	4	15	8	23
	1%	3%	1%	*%	*%	-%	-%	1%	-%	-%	1%	1%	1%	1%	1%	1%	1%
		cdefg	ef														
Prefer to use another term (please specify - optional)	2	2	-	-	-	1	-	2	-	-	-	1	-	*	1	*	2
	*%	*%	-%	-%	-%	*%	-%	*%	-%	-%	-%	*%	-%	*%	*%	*%	*%
Prefer not to say	8	7	-	1	-	-	-	8	-	-	1	2	-	1	2	1	8
	*%	2%	-%	*%	-%	-%	-%	*%	-%	-%	*%	*%	-%	*%	*%	*%	*%
		bcdefg															

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

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

RESPONDENT'S GENDER

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3095	2150	314	320	311	3095	2657	438	461	2634	3095	957	1309	757	3095
Effective Weighted Sample	2183	1689	247	249	226	2183	1877	306	312	1879	2183	666	925	556	2183
Total	2800	2343	244	137	76	2800	2419	381	460	2340	2800	933	1136	654	2800
Man	1347	1128	116	68	35	1347	1185	162	185	1162	1347	429	557	331	1347
	48%	48%	48%	50%	46%	48%	49%	43%	40%	50%	48%	46%	49%	51%	48%
							b			a	a				
Woman	1420	1194	121	67	39	1420	1202	218	271	1149	1420	494	567	314	1420
	51%	51%	49%	49%	51%	51%	50%	57%	59%	49%	51%	53%	50%	48%	51%
								a	bc						
Non-binary	23	15	4	2	2	23	22	1	2	21	23	6	10	6	23
	1%	1%	2%	1%	2%	1%	1%	*%	*%	1%	1%	1%	1%	1%	1%
					ae										
Prefer to use another term (please specify - optional)	2	2	-	-	-	2	2	-	-	2	2	-	-	1	2
	*%	*%	-%	-%	-%	*%	*%	-%	-%	*%	*%	-%	-%	*%	*%
Prefer not to say	8	4	3	*	*	8	7	1	3	5	8	4	1	1	8
	*%	*%	1%	*%	*%	*%	*%	*%	1%	*%	*%	*%	*%	*%	*%
			ae												

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

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

RESPONDENT'S GENDER

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN-TIALLY	**LEAST**
Significance Level: 95%		a	b	c
Unweighted total	3095	671	1264	630
Effective Weighted Sample	2183	464	893	456
Total	2800	615	1128	593
Man	1347	266	563	327
	48%	43%	50%	55%
			a	a
Woman	1420	341	554	266
	51%	55%	49%	45%
		bc		
Non-binary	23	8	11	*
	1%	1%	1%	*%
		c	c	
Prefer to use another term (please specify - optional)	2	-	*	-
	*%	-%	*%	-%
Prefer not to say	8	1	-	-
	*%	*%	-%	-%

Columns Tested: a,b,c

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

RESPONDENT'S WORKING STATUS

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3095	502	519	601	525	413	535	3095	1425	1625	777	890	564	826	1667	1390	3095
Effective Weighted Sample	2183	355	374	436	378	290	368	2183	1021	1132	579	638	409	567	1214	942	2183
Total	2800	429	500	500	514	429	429	2800	1347	1420	776	795	610	582	1571	1192	2800
In full-time employment	1335	146	310	327	327	184	42	1335	827	497	466	428	329	111	894	439	1335
	48%	34%	62%	65%	64%	43%	10%	48%	61%	35%	60%	54%	54%	19%	57%	37%	48%
		f	aefg	aefg	aefg	af		af	b		bdfg	dfg	dfg		dfg	d	df
In part-time employment	478	89	101	97	74	84	34	478	146	325	105	113	138	112	218	250	478
	17%	21%	20%	19%	14%	20%	8%	17%	11%	23%	14%	14%	23%	19%	14%	21%	17%
		df	df	f	f	f		f		a			abeg	abe		abeg	ae
Unemployed	184	37	33	33	44	35	2	184	79	102	14	20	21	126	34	148	184
	7%	9%	7%	7%	8%	8%	*%	7%	6%	7%	2%	2%	3%	22%	2%	12%	7%
		f	f	f	f	f		f						abcfg		abceg	abce
A student	150	138	8	1	2	-	-	150	59	81	26	80	21	16	106	38	150
	5%	32%	2%	*%	*%	-%	-%	5%	4%	6%	3%	10%	3%	3%	7%	3%	5%
		bcdefg	cef					bcdef				acdefg			acdf		adf
Full-time responsibility for home/ family	171	6	42	33	44	44	3	171	12	158	28	26	38	79	54	117	171
	6%	1%	8%	7%	8%	10%	1%	6%	1%	11%	4%	3%	6%	14%	3%	10%	6%
			af	af	af	afg		af		a			be	abcefg		abceg	abe
Retired	412	-	-	1	9	57	344	412	190	222	132	119	56	103	252	159	412
	15%	-%	-%	*%	2%	13%	80%	15%	14%	16%	17%	15%	9%	18%	16%	13%	15%
					abc	abcd	abcdeg	abcd			c	c		cf	c	c	c
Other	55	4	1	6	16	23	4	55	25	30	3	7	5	34	10	39	55
	2%	1%	*%	1%	3%	5%	1%	2%	2%	2%	*%	1%	1%	6%	1%	3%	2%
					abf	abcfg		b						abcefg		abceg	ae
Prefer not to say	16	9	4	1	*	2	-	16	9	5	2	2	1	2	4	2	16
	1%	2%	1%	*%	*%	*%	-%	1%	1%	*%	*%	*%	*%	*%	*%	*%	1%
		cdfg															
SUMMARY CODES																	
WORKING	1813	235	411	424	400	268	75	1813	973	822	571	541	467	222	1112	689	1813
	65%	55%	82%	85%	78%	62%	18%	65%	72%	58%	74%	68%	77%	38%	71%	58%	65%
		f	aefg	adefg	aefg	f		af	b		bdfg	df	bdefg		dfg	d	df

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

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

RESPONDENT'S WORKING STATUS

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3095	502	519	601	525	413	535	3095	1425	1625	777	890	564	826	1667	1390	3095
Effective Weighted Sample	2183	355	374	436	378	290	368	2183	1021	1132	579	638	409	567	1214	942	2183
Total	2800	429	500	500	514	429	429	2800	1347	1420	776	795	610	582	1571	1192	2800
NOT WORKING	971	185	85	75	114	159	354	971	364	593	203	252	142	358	455	501	971
	35%	43%	17%	15%	22%	37%	82%	35%	27%	42%	26%	32%	23%	62%	29%	42%	35%
		bcdg			c	bcd	abcdeg	bcd		a		ac		abcefg	c	abceg	ace

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

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

RESPONDENT'S WORKING STATUS

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3095	2150	314	320	311	3095	2657	438	461	2634	3095	957	1309	757	3095
Effective Weighted Sample	2183	1689	247	249	226	2183	1877	306	312	1879	2183	666	925	556	2183
Total	2800	2343	244	137	76	2800	2419	381	460	2340	2800	933	1136	654	2800
In full-time employment	1335	1123	113	61	37	1335	1189	146	192	1143	1335	360	544	410	1335
	48%	48%	46%	45%	49%	48%	49%	38%	42%	49%	48%	39%	48%	63%	48%
							b			a			a	abd	a
In part-time employment	478	401	41	25	11	478	413	65	109	369	478	170	199	99	478
	17%	17%	17%	18%	14%	17%	17%	17%	24%	16%	17%	18%	17%	15%	17%
									bc						
Unemployed	184	154	17	9	4	184	164	20	44	140	184	71	67	32	184
	7%	7%	7%	6%	6%	7%	7%	5%	10%	6%	7%	8%	6%	5%	7%
									b						
A student	150	119	18	8	6	150	139	10	29	120	150	50	62	32	150
	5%	5%	7%	6%	7%	5%	6%	3%	6%	5%	5%	5%	5%	5%	5%
							b								
Full-time responsibility for home/ family	171	139	16	8	7	171	143	28	42	129	171	55	73	42	171
	6%	6%	7%	6%	9%	6%	6%	7%	9%	6%	6%	6%	6%	6%	6%
									bc						
Retired	412	349	31	23	9	412	308	104	29	382	412	201	168	23	412
	15%	15%	13%	17%	12%	15%	13%	27%	6%	16%	15%	22%	15%	4%	15%
								a		a	a	bcd	c		c
Other	55	48	2	2	2	55	48	7	8	47	55	21	22	11	55
	2%	2%	1%	2%	3%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
Prefer not to say	16	10	5	-	*	16	14	2	7	10	16	4	2	5	16
	1%	*%	2%	-%	*%	1%	1%	1%	1%	*%	1%	*%	*%	1%	1%
			ace						b						

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

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

RESPONDENT'S WORKING STATUS

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3095	2150	314	320	311	3095	2657	438	461	2634	3095	957	1309	757	3095
Effective Weighted Sample	2183	1689	247	249	226	2183	1877	306	312	1879	2183	666	925	556	2183
Total	2800	2343	244	137	76	2800	2419	381	460	2340	2800	933	1136	654	2800
SUMMARY CODES															
WORKING	1813	1524	154	87	48	1813	1602	211	301	1512	1813	530	742	508	1813
	65%	65%	63%	63%	63%	65%	66%	55%	65%	65%	65%	57%	65%	78%	65%
							b						a	abd	a
NOT WORKING	971	808	84	51	28	971	803	168	153	818	971	398	392	140	971
	35%	35%	35%	37%	37%	35%	33%	44%	33%	35%	35%	43%	34%	21%	35%
								a				bcd	c		c

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

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

RESPONDENT'S WORKING STATUS

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3095	671	1264	630
Effective Weighted Sample	2183	464	893	456
Total	2800	615	1128	593
In full-time employment	1335	204	586	388
	48%	33%	52%	65%
			a	ab
In part-time employment	478	151	184	60
	17%	25%	16%	10%
		bc	c	
Unemployed	184	71	55	8
	7%	11%	5%	1%
		bc	c	
A student	150	51	14	10
	5%	8%	1%	2%
		bc		
Full-time responsibility for home/ family	171	71	52	20
	6%	12%	5%	3%
		bc		
Retired	412	46	208	104
	15%	8%	18%	18%
			a	a
Other	55	19	26	3
	2%	3%	2%	*%
		c	c	
Prefer not to say	16	2	2	1
	1%	*%	*%	*%

Columns Tested: a,b,c

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

RESPONDENT'S WORKING STATUS

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN-TIALLY	**LEAST**
Significance Level: 95%		a	b	c
Unweighted total	3095	671	1264	630
Effective Weighted Sample	2183	464	893	456
Total	2800	615	1128	593
SUMMARY CODES				
WORKING	1813	355	770	448
	65%	58%	68%	75%
			a	ab
NOT WORKING	971	258	356	144
	35%	42%	32%	24%
		bc	c	

Columns Tested: a,b,c

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3095	502	519	601	525	413	535	3095	1425	1625	777	890	564	826	1667	1390	3095
Effective Weighted Sample	2183	355	374	436	378	290	368	2183	1021	1132	579	638	409	567	1214	942	2183
Total	2800	429	500	500	514	429	429	2800	1347	1420	776	795	610	582	1571	1192	2800
None	14	6	2	2	1	3	-	14	6	6	1	3	3	4	4	7	14
	*%	1% df	*%	*%	*%	1%	-%	*%	*%	*%	*%	*%	*%	1%	*%	1%	*%
Up to 2 hours	94	3	30	11	16	17	18	94	33	61	13	16	14	47	29	61	94
	3%	1%	6% acg	2%	3% a	4% a	4% a	3% a	2%	4% a	2%	2%	2%	8% abcefg	2%	5% abceg	3% ae
3 to 5 hours	389	84	81	78	59	29	59	389	154	231	90	86	93	106	176	200	389
	14%	19% defg	16% e	16% e	11% e	7%	14% e	14% e	11%	16% a	12%	11%	15% be	18% abeg	11%	17% abeg	14% be
6 to 8 hours	279	48	55	52	52	31	41	279	123	155	90	75	71	43	165	114	279
	10%	11%	11%	10%	10%	7%	9%	10%	9%	11%	12% d	9%	12% d	7%	10% d	10%	10%
9 to 11 hours	311	50	36	64	69	43	49	311	145	164	79	90	79	58	169	138	311
	11%	12% b	7%	13% b	13% b	10%	11%	11%	11%	12%	10%	11%	13%	10%	11%	12%	11%
12 to 15 hours	177	26	36	37	20	32	27	177	91	86	48	50	50	28	98	78	177
	6%	6%	7% d	7% d	4%	7% d	6%	6%	7%	6%	6%	6%	8% d	5%	6%	7%	6%
16 to 22 hours	319	36	50	42	61	65	65	319	154	162	94	105	59	57	199	116	319
	11%	8%	10%	8%	12%	15% abc	15% abcg	11%	11%	11%	12%	13% f	10%	10%	13% f	10%	11%
23 to 30 hours	505	64	83	78	90	104	87	505	276	221	153	149	105	96	302	201	505
	18%	15%	17%	16%	18%	24% abcdg	20%	18%	21% b	16%	20%	19%	17%	17%	19%	17%	18%
Over 30 hours	669	102	125	130	134	103	75	669	349	307	200	207	128	130	407	258	669
	24%	24% f	25% f	26% f	26% f	24% f	17%	24% f	26% b	22%	26%	26%	21%	22% f	26% cf	22%	24%
Don't know/ unsure	44	10	2	7	13	3	10	44	16	27	8	14	7	11	23	19	44
	2%	2% b	*%	1%	2% b	1%	2% b	2%	1%	2%	1%	2%	1%	2%	1%	2%	2%

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

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

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

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3095	502	519	601	525	413	535	3095	1425	1625	777	890	564	826	1667	1390	3095
Effective Weighted Sample	2183	355	374	436	378	290	368	2183	1021	1132	579	638	409	567	1214	942	2183
Total	2800	429	500	500	514	429	429	2800	1347	1420	776	795	610	582	1571	1192	2800
SUMMARY CODES																	
0 to 8 hours	775	140	168	142	128	80	117	775	316	453	193	180	181	201	373	382	775
	28%	33%	34%	28%	25%	19%	27%	28%	23%	32%	25%	23%	30%	35%	24%	32%	28%
		deg	deg	e			e	e		a			be	abeg		abeg	be
9 to 22 hours	807	112	122	142	150	140	141	807	390	412	221	244	188	144	466	332	807
	29%	26%	24%	28%	29%	33%	33%	29%	29%	29%	29%	31%	31%	25%	30%	28%	29%
						b	ab					d	d		d		
23+ hours	1174	166	208	208	224	206	161	1174	626	529	353	356	233	226	709	459	1174
	42%	39%	42%	42%	44%	48%	38%	42%	46%	37%	45%	45%	38%	39%	45%	39%	42%
						afg			b		cdf	cdf			cdf		

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3095	2150	314	320	311	3095	2657	438	461	2634	3095	957	1309	757	3095
Effective Weighted Sample	2183	1689	247	249	226	2183	1877	306	312	1879	2183	666	925	556	2183
Total	2800	2343	244	137	76	2800	2419	381	460	2340	2800	933	1136	654	2800
None	14	8	3	2	1	14	14	-	6	7	14	7	-	4	14
	*%	*%	1%	2%	1%	*%	1%	-%	1%	*%	*%	1%	-%	1%	*%
			a	ae					b			b		b	b
Up to 2 hours	94	72	11	9	2	94	82	11	32	61	94	56	13	8	94
	3%	3%	4%	6%	3%	3%	3%	3%	7%	3%	3%	6%	1%	1%	3%
				ae					bc			bcd			bc
3 to 5 hours	389	331	28	20	10	389	331	58	119	269	389	192	137	39	389
	14%	14%	11%	15%	13%	14%	14%	15%	26%	12%	14%	21%	12%	6%	14%
									bc		b	bcd	c		c
6 to 8 hours	279	223	31	15	10	279	233	46	60	219	279	111	105	52	279
	10%	10%	13%	11%	14%	10%	10%	12%	13%	9%	10%	12%	9%	8%	10%
					a				b			c			
9 to 11 hours	311	274	23	10	5	311	272	38	59	252	311	131	133	39	311
	11%	12%	9%	7%	6%	11%	11%	10%	13%	11%	11%	14%	12%	6%	11%
		cd				d						cd	c		c
12 to 15 hours	177	148	14	9	6	177	152	25	33	145	177	60	81	33	177
	6%	6%	6%	7%	8%	6%	6%	7%	7%	6%	6%	6%	7%	5%	6%
16 to 22 hours	319	260	33	17	9	319	262	56	34	285	319	90	145	80	319
	11%	11%	13%	12%	12%	11%	11%	15%	7%	12%	11%	10%	13%	12%	11%
								a		a	a				
23 to 30 hours	505	426	41	24	14	505	444	61	46	459	505	131	221	150	505
	18%	18%	17%	17%	19%	18%	18%	16%	10%	20%	18%	14%	19%	23%	18%
										a	a		a	ad	a
Over 30 hours	669	564	57	30	17	669	591	78	66	603	669	128	291	245	669
	24%	24%	23%	22%	23%	24%	24%	20%	14%	26%	24%	14%	26%	37%	24%
										a	a		a	abd	a
Don't know/ unsure	44	39	2	2	2	44	37	7	4	40	44	26	10	2	44
	2%	2%	1%	1%	2%	2%	2%	2%	1%	2%	2%	3%	1%	*%	2%
												bcd			c

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

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

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

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3095	2150	314	320	311	3095	2657	438	461	2634	3095	957	1309	757	3095
Effective Weighted Sample	2183	1689	247	249	226	2183	1877	306	312	1879	2183	666	925	556	2183
Total	2800	2343	244	137	76	2800	2419	381	460	2340	2800	933	1136	654	2800
SUMMARY CODES															
0 to 8 hours	775	633	73	46	23	775	660	115	218	557	775	366	254	104	775
	28%	27%	30%	34%	30%	28%	27%	30%	47%	24%	28%	39%	22%	16%	28%
				a					bc		b	bcd	c		bc
9 to 22 hours	807	682	70	36	20	807	687	120	126	681	807	281	359	153	807
	29%	29%	29%	26%	26%	29%	28%	31%	27%	29%	29%	30%	32%	23%	29%
												c	c		c
23+ hours	1174	990	99	54	32	1174	1035	139	112	1062	1174	259	512	395	1174
	42%	42%	40%	39%	42%	42%	43%	37%	24%	45%	42%	28%	45%	60%	42%
							b			ac	a		a	abd	a

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

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

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

Base : All respondents

		FINANCIAL VULNERABILITY INDEX		
	Total	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3095	671	1264	630
Effective Weighted Sample	2183	464	893	456
Total	2800	615	1128	593
None	14	6	-	1
	*%	1%	-%	*%
		b		
Up to 2 hours	94	31	19	14
	3%	5%	2%	2%
		bc		
3 to 5 hours	389	105	144	54
	14%	17%	13%	9%
		bc	c	
6 to 8 hours	279	62	88	65
	10%	10%	8%	11%
9 to 11 hours	311	71	113	78
	11%	12%	10%	13%
12 to 15 hours	177	36	80	33
	6%	6%	7%	5%
16 to 22 hours	319	58	149	72
	11%	9%	13%	12%
			a	
23 to 30 hours	505	98	228	118
	18%	16%	20%	20%
Over 30 hours	669	138	292	155
	24%	22%	26%	26%
Don't know/ unsure	44	8	14	3
	2%	1%	1%	*%
SUMMARY CODES				
0 to 8 hours	775	205	251	134
	28%	33%	22%	23%
		bc		

Columns Tested: a,b,c

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 8

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

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

Base : All respondents

	Total	**MOST**	**POTEN-TIALLY**	**LEAST**
		FINANCIAL VULNERABILITY INDEX		
Significance Level: 95%		a	b	c
Unweighted total	3095	671	1264	630
Effective Weighted Sample	2183	464	893	456
Total	2800	615	1128	593
9 to 22 hours	807	166	342	183
	29%	27%	30%	31%
23+ hours	1174	236	521	273
	42%	38%	46%	46%
			a	a

Columns Tested: a,b,c

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

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

Base : All respondents who go online at least weekly

		Total	AGE 16-24 a	AGE 25-34 b	AGE 35-44 c	AGE 45-54 d	AGE 55-64 e	AGE 65+ f	AGE ALL UK g	GENDER MAN a	GENDER WOMAN b	SEG AB a	SEG C1 b	SEG C2 c	SEG DE d	SEG ABC1 e	SEG C2DE f	SEG ALL UK g
Significance Level: 95%																		
Unweighted total		3044	487	516	594	514	408	525	3044	1406	1596	770	877	556	809	1647	1365	3044
Effective Weighted Sample		2144	343	372	431	369	287	360	2144	1006	1111	573	627	402	555	1198	924	2144
Total		2742	413	496	491	501	423	419	2742	1326	1387	767	778	599	567	1544	1166	2742
1	(1.0)	24 1%	- -%	1 *%	- -%	2 *%	5 1% c	16 4% abcdeg	24 1%	12 1%	13 1%	4 1%	4 *%	4 1%	12 2% abeg	8 1%	16 1% e	24 1%
2	(2.0)	68 2%	3 1%	7 1%	6 1%	13 3% a	24 6% abcdg	17 4% abc	68 2% a	28 2%	40 3%	12 2%	20 3%	18 3%	18 3%	32 2%	36 3%	68 2%
3	(3.0)	74 3%	2 1%	7 1%	9 2%	11 2%	17 4% ab	28 7% abcdg	74 3% a	36 3%	38 3%	17 2%	22 3%	15 3%	18 3%	39 3%	33 3%	74 3%
4	(4.0)	93 3%	11 3%	8 2%	12 2%	13 3%	14 3%	35 8% abcdeg	93 3%	32 2%	61 4% a	26 3%	19 2%	23 4%	23 4%	45 3%	46 4%	93 3%
5	(5.0)	203 7%	21 5%	23 5%	29 6%	35 7%	37 9% b	58 14% abcdeg	203 7%	109 8%	93 7%	54 7%	51 7%	44 7%	48 8%	105 7%	92 8%	203 7%
6	(6.0)	333 12%	49 12%	57 11%	42 9%	69 14% c	62 15% c	54 13%	333 12% c	158 12%	175 13%	81 11%	81 10%	80 13%	84 15% abe	163 11%	165 14% abe	333 12%
7	(7.0)	392 14%	73 18%	67 13%	70 14%	75 15%	52 12%	56 13%	392 14%	176 13%	211 15%	95 12%	127 16%	87 15%	76 13%	222 14%	164 14%	392 14%
8	(8.0)	571 21%	89 22%	102 21%	118 24% e	108 22%	74 17%	80 19%	571 21%	291 22%	272 20%	157 21%	184 24% cf	109 18%	113 20%	341 22%	222 19%	571 21%
9	(9.0)	450 16%	67 16% f	108 22% defg	95 19% f	74 15% f	65 15% f	41 10%	450 16% f	231 17%	213 15%	145 19% d	130 17%	102 17%	73 13%	275 18% d	175 15%	450 16% d
10	(10.0)	534 19%	98 24% f	116 23% f	110 22% f	102 20% f	74 17% f	35 8%	534 19% f	252 19%	272 20%	175 23% bd	139 18%	117 19%	101 18%	314 20%	218 19%	534 19%

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

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

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

Base : All respondents who go online at least weekly

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3044	487	516	594	514	408	525	3044	1406	1596	770	877	556	809	1647	1365	3044
Effective Weighted Sample	2144	343	372	431	369	287	360	2144	1006	1111	573	627	402	555	1198	924	2144
Total	2742	413	496	491	501	423	419	2742	1326	1387	767	778	599	567	1544	1166	2742
Mean score	7.5	7.9	7.9	7.9	7.5	7.1	6.3	7.5	7.5	7.4	7.7	7.5	7.4	7.1	7.6	7.3	7.5
		defg	defg	defg	ef	f		ef			cdfg	df			dfg		df
Standard deviation	2.12	1.73	1.84	1.83	2.03	2.37	2.39	2.12	2.08	2.17	2.04	2.02	2.15	2.28	2.03	2.22	2.12
Standard error	.04	.08	.08	.08	.09	.12	.10	.04	.06	.05	.07	.07	.09	.08	.05	.06	.04

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

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

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

Base : All respondents who go online at least weekly

			Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
				ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%				a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total			3044	2117	310	313	304	3044	2612	432	449	2595	3044	929	1299	753	3044
Effective Weighted Sample			2144	1660	245	244	220	2144	1842	302	305	1847	2144	643	918	554	2144
Total			2742	2297	239	133	74	2742	2368	374	450	2293	2742	900	1126	647	2742
1	(1.0)		24	18	3	2	1	24	18	6	1	24	24	18	3	-	24
			1%	1%	1%	1%	1%	1%	1%	2%	*%	1%	1%	2% bcd	*%	-%	1% c
2	(2.0)		68	58	3	4	3	68	53	15	12	56	68	44	14	1	68
			2%	3%	1%	3%	4%	2%	2%	4%	3%	2%	2%	5% bcd	1% c	*%	2% bc
3	(3.0)		74	55	14	2	2	74	67	7	7	67	74	36	29	5	74
			3%	2%	6% ace	2%	3%	3%	3%	2%	2%	3%	3%	4% c	3% c	1%	3% c
4	(4.0)		93	80	6	5	3	93	76	17	19	74	93	61	22	6	93
			3%	3%	2%	4%	4%	3%	3%	4%	4%	3%	3%	7% bcd	2%	1%	3% bc
5	(5.0)		203	171	11	14	7	203	167	36	48	154	203	109	68	16	203
			7%	7%	5%	11% b	9%	7%	7%	10%	11% bc	7%	7%	12% bcd	6% c	3%	7% c
6	(6.0)		333	267	39	17	10	333	278	55	81	252	333	134	132	48	333
			12%	12%	16% a	13%	13%	12%	12%	15%	18% bc	11%	12%	15% c	12% c	7%	12% c
7	(7.0)		392	338	31	14	8	392	337	55	56	336	392	130	193	66	392
			14%	15%	13%	10%	12%	14%	14%	15%	12%	15%	14%	14% c	17% cd	10%	14% c
8	(8.0)		571	484	45	29	13	571	503	67	83	488	571	174	252	134	571
			21%	21%	19%	21%	17%	21%	21%	18%	18%	21%	21%	19%	22%	21%	21%
9	(9.0)		450	375	39	20	16	450	399	51	55	395	450	88	203	158	450
			16%	16%	17%	15%	22% ae	16%	17%	13%	12%	17% a	16%	10%	18% a	24% abd	16% a
10	(10.0)		534	450	47	25	11	534	468	66	86	447	534	105	210	213	534
			19%	20%	20%	19%	15%	19%	20%	18%	19%	20%	19%	12%	19% a	33% abd	19% a

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

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

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

Base : All respondents who go online at least weekly

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3044	2117	310	313	304	3044	2612	432	449	2595	3044	929	1299	753	3044
Effective Weighted Sample	2144	1660	245	244	220	2144	1842	302	305	1847	2144	643	918	554	2144
Total	2742	2297	239	133	74	2742	2368	374	450	2293	2742	900	1126	647	2742
Mean score	7.5	7.5	7.4	7.3	7.2	7.5	7.5	7.1	7.3	7.5	7.5	6.6	7.7	8.5	7.5
							b						ad	abd	a
Standard deviation	2.12	2.10	2.19	2.23	2.27	2.12	2.09	2.26	2.08	2.13	2.12	2.31	1.88	1.53	2.12
Standard error	.04	.05	.12	.13	.13	.04	.04	.11	.10	.04	.04	.08	.05	.06	.04

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

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

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

Base : All respondents who go online at least weekly

		Total	FINANCIAL VULNERABILITY INDEX		
			MOST	POTEN-TIALLY	LEAST
Significance Level: 95%			a	b	c
Unweighted total		3044	660	1253	627
Effective Weighted Sample		2144	456	884	453
Total		2742	601	1113	589
1	(1.0)	24	2	7	9
		1%	*%	1%	2%
2	(2.0)	68	18	28	12
		2%	3%	3%	2%
3	(3.0)	74	15	29	19
		3%	2%	3%	3%
4	(4.0)	93	26	35	17
		3%	4%	3%	3%
5	(5.0)	203	47	82	34
		7%	8%	7%	6%
6	(6.0)	333	72	119	70
		12%	12%	11%	12%
7	(7.0)	392	90	147	88
		14%	15%	13%	15%
8	(8.0)	571	118	233	131
		21%	20%	21%	22%
9	(9.0)	450	97	199	104
		16%	16%	18%	18%
10	(10.0)	534	116	234	104
		19%	19%	21%	18%
Mean score		7.5	7.4	7.6	7.5
Standard deviation		2.12	2.12	2.11	2.12
Standard error		.04	.08	.06	.08

Columns Tested: a,b,c

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

IN3E. How confident are you in judging whether an email or text/ online message you receive is potentially suspicious or a scam? (SINGLE CODE)

Base : All respondents

	Total	AGE 16-24 a	AGE 25-34 b	AGE 35-44 c	AGE 45-54 d	AGE 55-64 e	AGE 65+ f	ALL UK g	GENDER MAN a	GENDER WOMAN b	SEG AB a	SEG C1 b	SEG C2 c	SEG DE d	SEG ABC1 e	SEG C2DE f	SEG ALL UK g
Significance Level: 95%																	
Unweighted total	3095	502	519	601	525	413	535	3095	1425	1625	777	890	564	826	1667	1390	3095
Effective Weighted Sample	2183	355	374	436	378	290	368	2183	1021	1132	579	638	409	567	1214	942	2183
Total	2800	429	500	500	514	429	429	2800	1347	1420	776	795	610	582	1571	1192	2800
Very confident	949	175	216	188	177	113	80	949	530	400	305	277	211	145	583	355	949
	34%	41%	43%	38%	34%	26%	19%	34%	39%	28%	39%	35%	35%	25%	37%	30%	34%
		efg	defg	ef	ef	f		ef	b		dfg	df	d		df	d	df
Fairly confident	1402	163	213	242	253	255	277	1402	631	763	390	406	298	297	796	594	1402
	50%	38%	43%	48%	49%	60%	65%	50%	47%	54%	50%	51%	49%	51%	51%	50%	50%
				a	a	abcdg	abcdg	ab		a							
Neither confident nor not confident	314	53	56	48	64	45	48	314	136	173	61	74	74	97	135	171	314
	11%	12%	11%	10%	12%	10%	11%	11%	10%	12%	8%	9%	12%	17%	9%	14%	11%
													ae	abceg		abeg	ae
Not very confident	93	23	8	19	16	14	12	93	33	58	18	30	20	24	48	44	93
	3%	5%	2%	4%	3%	3%	3%	3%	2%	4%	2%	4%	3%	4%	3%	4%	3%
		b								a							
Not at all confident	22	8	2	2	4	1	4	22	8	13	2	2	5	10	4	16	22
	1%	2%	*%	*%	1%	*%	1%	1%	1%	1%	*%	*%	1%	2%	*%	1%	1%
		cg												abeg		abe	
Don't know	20	6	4	2	1	-	7	20	9	11	-	6	2	9	6	11	20
	1%	1%	1%	*%	*%	-%	2%	1%	1%	1%	-%	1%	*%	2%	*%	1%	1%
		e					cde					a		ae		a	a
SUMMARY CODES																	
TOTAL CONFIDENT	2351	338	429	429	430	368	357	2351	1162	1164	695	683	508	442	1378	950	2351
	84%	79%	86%	86%	84%	86%	83%	84%	86%	82%	90%	86%	83%	76%	88%	80%	84%
			a	a		a		a	b		cdfg	df	d		cdfg		df
TOTAL NOT CONFIDENT	115	31	11	21	20	16	16	115	41	72	20	32	26	34	52	60	115
	4%	7%	2%	4%	4%	4%	4%	4%	3%	5%	3%	4%	4%	6%	3%	5%	4%
		bdefg								a				ae		ae	
TOTAL NEITHER/ DON'T KNOW	334	60	60	50	65	45	56	334	144	185	61	80	76	106	141	182	334
	12%	14%	12%	10%	13%	10%	13%	12%	11%	13%	8%	10%	12%	18%	9%	15%	12%
													ae	abceg		abeg	ae

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

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

IN3E. How confident are you in judging whether an email or text/ online message you receive is potentially suspicious or a scam? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3095	2150	314	320	311	3095	2657	438	461	2634	3095	957	1309	757	3095
Effective Weighted Sample	2183	1689	247	249	226	2183	1877	306	312	1879	2183	666	925	556	2183
Total	2800	2343	244	137	76	2800	2419	381	460	2340	2800	933	1136	654	2800
Very confident	949	795	87	43	24	949	845	104	152	797	949	251	386	300	949
	34%	34%	36%	31%	32%	34%	35% b	27%	33%	34%	34%	27%	34% a	46% abd	34% a
Fairly confident	1402	1183	113	70	36	1402	1189	214	190	1212	1402	460	613	297	1402
	50%	51%	47%	51%	47%	50%	49%	56% a	41%	52% a	50% a	49%	54% cd	45%	50%
Neither confident nor not confident	314	253	35	17	10	314	270	44	78	236	314	157	95	40	314
	11%	11%	14%	12%	13%	11%	11%	12%	17% bc	10%	11%	17% bcd	8%	6%	11% bc
Not very confident	93	78	5	5	5	93	81	12	25	68	93	40	35	14	93
	3%	3%	2%	4%	6% abe	3%	3%	3%	5% b	3%	3%	4% c	3%	2%	3%
Not at all confident	22	19	1	1	1	22	18	4	8	13	22	13	4	2	22
	1%	1%	*%	1%	1%	1%	1%	1%	2% b	1%	1%	1% bc	*%	*%	1%
Don't know	20	16	2	2	*	20	16	4	6	14	20	12	2	*	20
	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1% bc	*%	*%	1% b

SUMMARY CODES

	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
TOTAL CONFIDENT	2351	1978	201	112	60	2351	2033	318	342	2009	2351	711	1000	597	2351
	84%	84%	82%	82%	80%	84%	84%	83%	74%	86% a	84% a	76%	88% ad	91% abd	84% a
TOTAL NOT CONFIDENT	115	97	6	6	6	115	99	16	33	82	115	53	39	16	115
	4%	4%	2%	5%	7% abe	4%	4%	4%	7% bc	3%	4%	6% bc	3%	2%	4%
TOTAL NEITHER/ DON'T KNOW	334	268	37	19	10	334	286	48	85	249	334	169	97	41	334
	12%	11%	15%	14%	13%	12%	12%	13%	18% bc	11%	12%	18% bcd	9%	6%	12% bc

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 10

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

IN3E. How confident are you in judging whether an email or text/ online message you receive is potentially suspicious or a scam? (SINGLE CODE)

Base : All respondents

		FINANCIAL VULNERABILITY INDEX		
	Total	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3095	671	1264	630
Effective Weighted Sample	2183	464	893	456
Total	2800	615	1128	593
Very confident	949	208	399	197
	34%	34%	35%	33%
Fairly confident	1402	287	576	335
	50%	47%	51%	57%
				a
Neither confident nor not confident	314	74	115	47
	11%	12%	10%	8%
		c		
Not very confident	93	31	32	12
	3%	5%	3%	2%
		bc		
Not at all confident	22	10	3	-
	1%	2%	*%	-%
		bc		
Don't know	20	5	2	2
	1%	1%	*%	*%
SUMMARY CODES				
TOTAL CONFIDENT	2351	495	976	532
	84%	80%	87%	90%
			a	a
TOTAL NOT CONFIDENT	115	41	35	12
	4%	7%	3%	2%
		bc		
TOTAL NEITHER/ DON'T KNOW	334	79	117	49
	12%	13%	10%	8%
		c		

Columns Tested: a,b,c

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

IN6. Which, if any of these things do you or someone in your household do at home? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3095	502	519	601	525	413	535	3095	1425	1625	777	890	564	826	1667	1390	3095
Effective Weighted Sample	2183	355	374	436	378	290	368	2183	1021	1132	579	638	409	567	1214	942	2183
Total	2800	429	500	500	514	429	429	2800	1347	1420	776	795	610	582	1571	1192	2800
Use strong passwords online or on devices used to go online	1912	234	317	335	356	335	335	1912	901	995	535	580	420	371	1115	791	1912
	68%	55%	63%	67%	69%	78%	78%	68%	67%	70%	69%	73%	69%	64%	71%	66%	68%
			a	a	a	abcdg	abcdg	a				dfg			df		d
Download the latest software updates onto devices when prompted	1392	165	229	233	274	256	236	1392	706	672	395	446	305	240	841	545	1392
	50%	38%	46%	47%	53%	60%	55%	50%	52%	47%	51%	56%	50%	41%	54%	46%	50%
			a	a	ab	abcg	abc	a	b		df	dfg	d		dfg		df
Use security software such as an anti-virus or anti-spyware package	1327	123	190	214	263	248	289	1327	693	622	421	416	251	235	837	487	1327
	47%	29%	38%	43%	51%	58%	68%	47%	51%	44%	54%	52%	41%	40%	53%	41%	47%
			a	a	abc	abcg	abcdeg	ab	b		cdfg	cdfg			cdfg		cdf
Use fingerprint or facial recognition technology to access a device or app or to make purchases online	1214	220	258	236	229	162	109	1214	545	651	345	395	248	219	741	467	1214
	43%	51%	52%	47%	45%	38%	25%	43%	40%	46%	45%	50%	41%	38%	47%	39%	43%
		efg	efg	ef	f	f		f		a	df	cdfg			cdfg		df
Delete cookies from your web browser	1187	113	187	199	245	233	211	1187	605	571	330	381	247	225	712	472	1187
	42%	26%	37%	40%	48%	54%	49%	42%	45%	40%	43%	48%	40%	39%	45%	40%	42%
			a	a	abc	abcg	abcg	a	b			cdfg			df		
Use email filters or software that can block unwanted or spam emails	1019	124	175	182	201	175	161	1019	517	488	341	301	197	175	642	372	1019
	36%	29%	35%	36%	39%	41%	38%	36%	38%	34%	44%	38%	32%	30%	41%	31%	36%
			a	a	a	a	a	a			bcdfg	df			cdfg		df

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

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

IN6. Which, if any of these things do you or someone in your household do at home? (MULTI CODE)

Base : All respondents

	Total	| AGE							| GENDER		| SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3095	502	519	601	525	413	535	3095	1425	1625	777	890	564	826	1667	1390	3095
Effective Weighted Sample	2183	355	374	436	378	290	368	2183	1021	1132	579	638	409	567	1214	942	2183
Total	2800	429	500	500	514	429	429	2800	1347	1420	776	795	610	582	1571	1192	2800
Use a firewall	994	90	159	158	192	196	198	994	578	405	347	279	204	160	625	364	994
	35%	21%	32%	32%	37%	46%	46%	35%	43%	29%	45%	35%	33%	27%	40%	31%	35%
			a	a	a	abcdg	abcdg	a	b		bcdfg	d	d		bcdfg		df
Routinely back-up the information on your devices	983	120	186	150	195	173	160	983	481	491	317	311	194	159	629	353	983
	35%	28%	37%	30%	38%	40%	37%	35%	36%	35%	41%	39%	32%	27%	40%	30%	35%
			ac		ac	ac	ac	ac			cdfg	cdf			cdfg		df
Use a virtual private network (VPN)	618	130	138	102	106	83	59	618	344	264	207	190	137	81	397	219	618
	22%	30%	28%	20%	21%	19%	14%	22%	26%	19%	27%	24%	23%	14%	25%	18%	22%
		cdefg	cdefg	f	f	f		f	b		dfg	df	d		dfg	d	df
Install software like NewsGuard on your web browser to flag potentially false/ fake news or disinformation	278	61	73	58	34	33	19	278	174	100	112	67	60	35	179	94	278
	10%	14%	15%	12%	7%	8%	4%	10%	13%	7%	14%	8%	10%	6%	11%	8%	10%
		defg	defg	df				df	b		bcdfg		d		bdf		d
ANY OF THESE	2622	397	465	475	484	398	404	2622	1277	1316	756	758	586	504	1514	1090	2622
	94%	93%	93%	95%	94%	93%	94%	94%	95%	93%	97%	95%	96%	87%	96%	91%	94%
									b		dfg	df	df		dfg	d	df
None of these	83	7	16	12	15	18	16	83	32	51	11	15	18	37	25	55	83
	3%	2%	3%	2%	3%	4%	4%	3%	2%	4%	1%	2%	3%	6%	2%	5%	3%
														abceg		abeg	ae
Don't know	95	25	18	13	16	13	9	95	38	53	9	23	6	41	32	47	95
	3%	6%	4%	3%	3%	3%	2%	3%	3%	4%	1%	3%	1%	7%	2%	4%	3%
		cfg									ac		abcefg			ace	ace

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

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

IN6. Which, if any of these things do you or someone in your household do at home? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3095	2150	314	320	311	3095	2657	438	461	2634	3095	957	1309	757	3095
Effective Weighted Sample	2183	1689	247	249	226	2183	1877	306	312	1879	2183	666	925	556	2183
Total	2800	2343	244	137	76	2800	2419	381	460	2340	2800	933	1136	654	2800
Use strong passwords online or on devices used to go online	1912 68%	1588 68%	179 73%	92 67%	55 72%	1912 68%	1643 68%	270 71%	230 50%	1683 72% ac	1912 68% a	491 53%	822 72% ad	563 86% abd	1912 68% a
Download the latest software updates onto devices when prompted	1392 50%	1170 50%	119 49%	64 47%	39 51%	1392 50%	1189 49%	203 53%	132 29%	1260 54% ac	1392 50% a	306 33%	611 54% ad	464 71% abd	1392 50% a
Use security software such as an anti-virus or anti-spyware package	1327 47%	1129 48%	102 42%	62 45%	34 45%	1327 47%	1143 47%	184 48%	92 20%	1234 53% ac	1327 47% a	313 34%	576 51% a	416 64% abd	1327 47% a
Use fingerprint or facial recognition technology to access a device or app or to make purchases online	1214 43%	1002 43%	112 46%	63 46%	36 47%	1214 43%	1053 44%	161 42%	161 35%	1052 45% a	1214 43% a	223 24%	554 49% ad	429 66% abd	1214 43% a
Delete cookies from your web browser	1187 42%	1002 43%	90 37%	64 47% b	32 42%	1187 42%	1009 42%	178 47%	110 24%	1077 46% ac	1187 42% a	283 30%	505 44% a	378 58% abd	1187 42% a
Use email filters or software that can block unwanted or spam emails	1019 36%	867 37%	81 33%	45 33%	26 35%	1019 36%	874 36%	145 38%	121 26%	899 38% a	1019 36% a	228 24%	420 37% a	361 55% abd	1019 36% a

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

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

IN6. Which, if any of these things do you or someone in your household do at home? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3095	2150	314	320	311	3095	2657	438	461	2634	3095	957	1309	757	3095
Effective Weighted Sample	2183	1689	247	249	226	2183	1877	306	312	1879	2183	666	925	556	2183
Total	2800	2343	244	137	76	2800	2419	381	460	2340	2800	933	1136	654	2800
Use a firewall	994 35%	847 36% b	68 28%	50 36% b	29 38% b	994 35% b	839 35%	154 40%	84 18%	909 39% ac	994 35% a	259 28%	399 35% a	322 49% abd	994 35% a
Routinely back-up the information on your devices	983 35%	826 35%	87 36%	42 31%	28 37%	983 35%	837 35%	146 38%	104 23%	879 38% a	983 35% a	203 22%	404 36% a	370 57% abd	983 35% a
Use a virtual private network (VPN)	618 22%	522 22%	47 19%	31 23%	18 24%	618 22%	541 22%	78 20%	64 14%	554 24% a	618 22% a	118 13%	253 22% a	244 37% abd	618 22% a
Install software like NewsGuard on your web browser to flag potentially false/ fake news or disinformation	278 10%	245 10% b	16 6%	12 9%	6 7%	278 10%	252 10% b	26 7%	40 9%	238 10%	278 10%	67 7%	114 10% a	95 15% abd	278 10% a
ANY OF THESE	2622 94%	2198 94%	225 92%	128 93%	71 93%	2622 94%	2270 94%	352 92%	403 88%	2219 95% a	2622 94% a	836 90% ad	1092 96% abd	650 99% abd	2622 94% a
None of these	83 3%	70 3%	7 3%	3 2%	2 3%	83 3%	69 3%	14 4%	25 5% bc	58 2%	83 3%	50 5% bcd	20 2% c	1 *%	83 3% c
Don't know	95 3%	74 3%	12 5%	6 4%	3 4%	95 3%	80 3%	15 4%	32 7% bc	63 3%	95 3%	47 5% bc	24 2% c	3 *%	95 3% c

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

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

IN6. Which, if any of these things do you or someone in your household do at home? (MULTI CODE)

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN-TIALLY	**LEAST**
Significance Level: 95%		a	b	c
Unweighted total	3095	671	1264	630
Effective Weighted Sample	2183	464	893	456
Total	2800	615	1128	593
Use strong passwords online or on devices used to go online	1912 68%	387 63%	788 70% a	465 78% ab
Download the latest software updates onto devices when prompted	1392 50%	250 41%	598 53% a	368 62% ab
Use security software such as an anti-virus or anti-spyware package	1327 47%	232 38%	564 50% a	369 62% ab
Use fingerprint or facial recognition technology to access a device or app or to make purchases online	1214 43%	257 42%	490 43%	304 51% ab
Delete cookies from your web browser	1187 42%	225 37%	505 45% a	300 51% ab
Use email filters or software that can block unwanted or spam emails	1019 36%	209 34%	414 37%	268 45% ab

Columns Tested: a,b,c

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 11

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

IN6. Which, if any of these things do you or someone in your household do at home? (MULTI CODE)

Base : All respondents

		FINANCIAL VULNERABILITY INDEX		
	Total	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3095	671	1264	630
Effective Weighted Sample	2183	464	893	456
Total	2800	615	1128	593
Use a firewall	994	188	406	270
	35%	31%	36%	46%
			a	ab
Routinely back-up the information on your devices	983	177	411	273
	35%	29%	36%	46%
			a	ab
Use a virtual private network (VPN)	618	113	259	146
	22%	18%	23%	25%
			a	a
Install software like NewsGuard on your web browser to flag potentially false/ fake news or disinformation	278	73	102	64
	10%	12%	9%	11%
ANY OF THESE	2622	570	1091	577
	94%	93%	97%	97%
			a	a
None of these	83	22	26	11
	3%	4%	2%	2%
Don't know	95	22	11	5
	3%	4%	1%	1%
		bc		

Columns Tested: a,b,c

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 12

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

IN27E. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: When I visit websites or apps, I usually accept the terms and conditions without reading them. (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3095	502	519	601	525	413	535	3095	1425	1625	777	890	564	826	1667	1390	3095
Effective Weighted Sample	2183	355	374	436	378	290	368	2183	1021	1132	579	638	409	567	1214	942	2183
Total	2800	429	500	500	514	429	429	2800	1347	1420	776	795	610	582	1571	1192	2800
Strongly disagree	205	43	28	29	38	30	37	205	108	96	56	55	55	36	111	91	205
	7%	10% bc	6%	6%	7%	7%	9%	7%	8%	7%	7%	7%	9%	6%	7%	8%	7%
Slightly disagree	348	39	62	53	64	48	81	348	166	176	91	81	87	84	172	171	348
	12%	9%	12%	11%	12%	11%	19% abcdeg	12%	12%	12%	12%	10%	14% b	14% be	11%	14% be	12%
Neither agree nor disagree	540	92	82	97	91	82	96	540	255	281	139	141	113	143	280	256	540
	19%	21%	16%	19%	18%	19%	23% b	19%	19%	20%	18%	18%	19%	24% abceg	18%	21% e	19%
Slightly agree	915	108	165	171	153	170	148	915	450	459	258	286	187	175	544	362	915
	33%	25%	33% a	34% a	30%	40% adg	35% a	33% a	33%	32%	33%	36% df	31%	30%	35% f	30%	33%
Strongly agree	753	136	154	146	162	95	59	753	352	387	227	224	159	136	451	295	753
	27%	32% ef	31% ef	29% ef	32% ef	22% f	14%	27% f	26%	27%	29% df	28%	26%	23%	29% df	25%	27%
Don't know	39	10	10	4	5	3	6	39	16	21	5	9	9	8	15	17	39
	1%	2%	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
SUMMARY CODES																	
TOTAL DISAGREE	553	82	89	82	102	78	118	553	275	272	147	135	142	120	282	262	553
	20%	19%	18%	16%	20%	18%	28% abcdeg	20%	20%	19%	19%	17%	23% be	21%	18%	22% be	20%
TOTAL AGREE	1668	245	319	317	315	265	207	1668	802	846	485	510	346	311	995	657	1668
	60%	57% f	64% f	63% f	61% f	62% f	48%	60% f	60%	60%	63% df	64% cdfg	57%	53%	63% cdfg	55%	60% df
TOTAL NEITHER/ DON'T KNOW	579	102	92	101	97	85	103	579	270	302	144	150	122	151	294	273	579
	21%	24%	18%	20%	19%	20%	24%	21%	20%	21%	19%	19%	20%	26% abceg	19%	23% ae	21%

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

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

IN27E. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: When I visit websites or apps, I usually accept the terms and conditions without reading them. (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3095	2150	314	320	311	3095	2657	438	461	2634	3095	957	1309	757	3095
Effective Weighted Sample	2183	1689	247	249	226	2183	1877	306	312	1879	2183	666	925	556	2183
Total	2800	2343	244	137	76	2800	2419	381	460	2340	2800	933	1136	654	2800
Strongly disagree	205	173	15	10	8	205	187	19	49	156	205	93	75	37	205
	7%	7%	6%	8%	10%	7%	8%	5%	11% bc	7%	7%	10% bcd	7%	6%	7%
Slightly disagree	348	290	27	22	8	348	298	50	61	287	348	116	153	65	348
	12%	12%	11%	16%	11%	12%	12%	13%	13%	12%	12%	12%	13% c	10%	12%
Neither agree nor disagree	540	458	47	24	11	540	462	79	103	437	540	257	186	64	540
	19%	20%	19%	18%	14%	19%	19%	21%	22%	19%	19%	28% bcd	16% c	10%	19% c
Slightly agree	915	768	81	40	25	915	774	141	127	788	915	283	396	227	915
	33%	33%	33%	29%	34%	33%	32%	37%	28%	34% a	33%	30%	35%	35%	33%
Strongly agree	753	626	68	36	22	753	664	89	96	657	753	164	321	260	753
	27%	27%	28%	26%	29%	27%	27%	23%	21% a	28% a	27%	18%	28% a	40% abd	27% a
Don't know	39	28	5	4	1	39	34	5	24	15	39	21	4	-	39
	1%	1%	2%	3% ae	2%	1%	1%	1%	5% bc	1%	1% b	2% bc	*%	-%	1% bc
SUMMARY CODES															
TOTAL DISAGREE	553	463	42	33	16	553	485	68	110	443	553	209	229	102	553
	20%	20%	17%	24%	21%	20%	20%	18%	24% b	19%	20%	22% c	20% c	16%	20% c
TOTAL AGREE	1668	1395	149	76	48	1668	1438	230	223	1445	1668	447	718	487	1668
	60%	60%	61%	55%	63%	60%	59%	60%	48%	62% a	60% a	48%	63% a	75% abd	60% a
TOTAL NEITHER/ DON'T KNOW	579	486	52	29	12	579	496	83	127	452	579	277	189	64	579
	21%	21%	22%	21%	16%	21%	21%	22%	28% bc	19%	21%	30% bcd	17% c	10%	21% bc

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 12

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

IN27E. AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE: When I visit websites or apps, I usually accept the terms and conditions without reading them. (SINGLE CODE)

Base : All respondents

		FINANCIAL VULNERABILITY INDEX		
Significance Level: 95%	Total	MOST a	POTEN- TIALLY b	LEAST c
Unweighted total	3095	671	1264	630
Effective Weighted Sample	2183	464	893	456
Total	2800	615	1128	593
Strongly disagree	205 7%	45 7%	89 8%	35 6%
Slightly disagree	348 12%	72 12%	148 13%	67 11%
Neither agree nor disagree	540 19%	126 21% c	198 18%	86 14%
Slightly agree	915 33%	183 30%	378 34%	227 38% a
Strongly agree	753 27%	178 29%	313 28%	174 29%
Don't know	39 1%	11 2% b	1 *%	4 1%
SUMMARY CODES				
TOTAL DISAGREE	553 20%	117 19%	237 21%	102 17%
TOTAL AGREE	1668 60%	361 59%	691 61%	401 68% ab
TOTAL NEITHER/ DON'T KNOW	579 21%	137 22% bc	200 18%	90 15%

Columns Tested: a,b,c

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 13

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

SCENARIO 1A. EXAMPLE OF A SCAM TEXT MESSAGE - UNPROMPTED RESPONSES. Moving on now, here is an example of a message that you may receive. If you received this message what would you do first? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3095	502	519	601	525	413	535	3095	1425	1625	777	890	564	826	1667	1390	3095
Effective Weighted Sample	2183	355	374	436	378	290	368	2183	1021	1132	579	638	409	567	1214	942	2183
Total	2800	429	500	500	514	429	429	2800	1347	1420	776	795	610	582	1571	1192	2800
Delete it	862	74	100	153	194	155	186	862	371	486	205	288	174	189	493	364	862
	31%	17%	20%	31%	38%	36%	43%	31%	28%	34%	26%	36%	29%	33%	31%	31%	31%
				ab	abcg	ab	abcg	ab		a		acefg		a	a		a
Ignore it/ not click on the link / not reply/ nothing	674	122	126	121	112	105	89	674	295	368	194	177	138	155	371	293	674
	24%	28%	25%	24%	22%	24%	21%	24%	22%	26%	25%	22%	23%	27%	24%	25%	24%
		df								a							
Report it to HSBC/ my own bank/ contact HSBC or my own bank to see if they sent it/ check the HSBC website	582	58	95	98	102	108	120	582	281	296	169	145	129	133	314	263	582
	21%	14%	19%	20%	20%	25%	28%	21%	21%	21%	22%	18%	21%	23%	20%	22%	21%
				a	a	a	abcdg	a						b			
Check my account to see if I had made the payment/ check my account for the transaction/ check to see if it's real	301	30	57	60	61	48	46	301	134	166	80	98	61	61	178	122	301
	11%	7%	11%	12%	12%	11%	11%	11%	10%	12%	10%	12%	10%	10%	11%	10%	11%
			a	a	a			a									
Block the number	274	83	54	47	52	22	15	274	132	137	80	79	58	53	159	111	274
	10%	19%	11%	9%	10%	5%	3%	10%	10%	10%	10%	10%	10%	9%	10%	9%	10%
		bcdefg	ef	ef	ef			ef									
It's a scam/ it's spam	180	42	35	37	28	24	13	180	89	91	38	46	53	41	84	94	180
	6%	10%	7%	7%	5%	6%	3%	6%	7%	6%	5%	6%	9%	7%	5%	8%	6%
		defg	f	f				f					ae			ae	

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 13

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

SCENARIO 1A. EXAMPLE OF A SCAM TEXT MESSAGE - UNPROMPTED RESPONSES. Moving on now, here is an example of a message that you may receive. If you received this message what would you do first? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3095	502	519	601	525	413	535	3095	1425	1625	777	890	564	826	1667	1390	3095
Effective Weighted Sample	2183	355	374	436	378	290	368	2183	1021	1132	579	638	409	567	1214	942	2183
Total	2800	429	500	500	514	429	429	2800	1347	1420	776	795	610	582	1571	1192	2800
Report it somewhere else / report it (unspecified) / flag it as SPAM/ as a scam	160	28	28	24	32	34	15	160	89	68	39	44	37	34	84	71	160
	6%	6%	6%	5%	6%	8% f	4%	6%	7%	5%	5%	6%	6%	6%	5%	6%	6%
Search online/ Google it/ check phone number (online)	92	18	32	15	16	8	3	92	38	52	24	30	18	19	54	37	92
	3%	4% f	6% cdefg	3% f	3% f	2%	1%	3%	3%	4%	3%	4%	3%	3%	3%	3%	3%
Read the message	40	13	4	5	8	3	8	40	24	16	13	7	15	4	20	19	40
	1%	3% bcg	1%	1%	1%	1%	2%	1%	2%	1%	2%	1%	3% bd	1%	1%	2%	1%
Reply to it/ call the sender	39	8	8	12	3	5	4	39	34	5	16	8	10	6	23	16	39
	1%	2%	2%	2% d	1%	1%	1%	1%	3% b	*%	2%	1%	2%	1%	1%	1%	1%
Click the web link	37	17	8	4	3	-	4	37	24	12	17	11	4	4	28	8	37
	1%	4% cdefg	2% e	1%	1%	-%	1%	1%	2%	1%	2% cdf	1%	1%	1%	2% f	1%	1%
Report the text to your mobile provider (e.g. via forwarding to 7726)	15	-	4	2	3	3	3	15	9	6	4	3	3	4	7	8	15
	1%	-%	1%	*%	1%	1%	1%	1%	1%	*%	1%	*%	1%	1%	*%	1%	1%
Before clicking, check the web link to see if it is legitimate	14	2	-	5	3	2	3	14	13	1	7	4	1	2	11	3	14
	1%	1%	-%	1%	1%	*%	1%	1%	1% b	*%	1%	*%	*%	*%	1%	*%	1%

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

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

SCENARIO 1A. EXAMPLE OF A SCAM TEXT MESSAGE - UNPROMPTED RESPONSES. Moving on now, here is an example of a message that you may receive. If you received this message what would you do first? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3095	502	519	601	525	413	535	3095	1425	1625	777	890	564	826	1667	1390	3095
Effective Weighted Sample	2183	355	374	436	378	290	368	2183	1021	1132	579	638	409	567	1214	942	2183
Total	2800	429	500	500	514	429	429	2800	1347	1420	776	795	610	582	1571	1192	2800
Screenshot it/ take a picture of the message	9	*	1	3	1	3	-	9	6	2	-	5	3	*	5	3	9
	*%	*%	*%	1%	*%	1%	-%	*%	*%	*%	-%	1%	*%	*%	*%	*%	*%
Report the text to the police	9	2	5	1	-	-	2	9	8	1	3	1	3	2	4	5	9
	*%	*%	1%	*%	-%	-%	*%	*%	1% b	*%	*%	*%	*%	*%	*%	*%	*%
Add to contacts	1	-	-	1	-	-	-	1	1	-	1	-	-	-	1	-	1
	*%	-%	-%	*%	-%	-%	-%	*%	*%	-%	*%	-%	-%	-%	*%	-%	*%
Other / something else	201	51	45	41	19	24	21	201	103	94	71	45	48	31	115	79	201
	7%	12% defg	9% df	8% d	4%	6%	5%	7% d	8%	7%	9% bd	6%	8%	5%	7%	7%	7%
Don't know	47	7	7	8	10	10	7	47	17	29	13	13	11	9	26	20	47
	2%	2%	1%	2%	2%	2%	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%

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

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

SCENARIO 1A. EXAMPLE OF A SCAM TEXT MESSAGE - UNPROMPTED RESPONSES. Moving on now, here is an example of a message that you may receive. If you received this message what would you do first? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Significance Level: 95%															
Unweighted total	3095	2150	314	320	311	3095	2657	438	461	2634	3095	957	1309	757	3095
Effective Weighted Sample	2183	1689	247	249	226	2183	1877	306	312	1879	2183	666	925	556	2183
Total	2800	2343	244	137	76	2800	2419	381	460	2340	2800	933	1136	654	2800
Delete it	862	706	79	49	28	862	740	121	117	745	862	269	376	195	862
	31%	30%	32%	36%	36%	31%	31%	32%	25%	32%	31%	29%	33%	30%	31%
										a					
Ignore it/ not click on the link / not reply/ nothing	674	572	52	31	20	674	573	102	124	550	674	253	245	158	674
	24%	24%	21%	22%	26%	24%	24%	27%	27%	24%	24%	27%	22%	24%	24%
												b			
Report it to HSBC/ my own bank/ contact HSBC or my own bank to see if they sent it/ check the HSBC website	582	503	45	24	10	582	496	85	69	512	582	187	222	151	582
	21%	21%	18%	18%	13%	21%	21%	22%	15%	22%	21%	20%	20%	23%	21%
		d				d				a	a				
Check my account to see if I had made the payment/ check my account for the transaction/ check to see if it's real	301	250	26	16	9	301	251	50	29	273	301	70	131	97	301
	11%	11%	11%	11%	12%	11%	10%	13%	6%	12%	11%	7%	12%	15%	11%
										a	a		a	ad	a
Block the number	274	224	22	16	12	274	247	27	53	221	274	68	123	80	274
	10%	10%	9%	11%	15%	10%	10%	7%	12%	9%	10%	7%	11%	12%	10%
					abe								a	a	
It's a scam/ it's spam	180	154	16	8	3	180	163	17	40	140	180	54	77	40	180
	6%	7%	6%	6%	4%	6%	7%	4%	9%	6%	6%	6%	7%	6%	6%

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

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

SCENARIO 1A. EXAMPLE OF A SCAM TEXT MESSAGE - UNPROMPTED RESPONSES. Moving on now, here is an example of a message that you may receive. If you received this message what would you do first? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3095	2150	314	320	311	3095	2657	438	461	2634	3095	957	1309	757	3095
Effective Weighted Sample	2183	1689	247	249	226	2183	1877	306	312	1879	2183	666	925	556	2183
Total	2800	2343	244	137	76	2800	2419	381	460	2340	2800	933	1136	654	2800
Report it somewhere else / report it (unspecified) / flag it as SPAM/ as a scam	160	132	16	8	3	160	144	16	27	132	160	52	73	33	160
	6%	6%	7%	6%	4%	6%	6%	4%	6%	6%	6%	6%	6%	5%	6%
Search online/ Google it/ check phone number (online)	92	79	7	3	2	92	81	10	7	85	92	9	40	43	92
	3%	3%	3%	2%	3%	3%	3%	3%	1%	4% a	3%	1%	4% a	7% abd	3% a
Read the message	40	33	5	1	1	40	29	11	17	22	40	22	9	8	40
	1%	1%	2%	1%	1%	1%	1%	3% a	4% bc	1%	1%	2% b	1%	1%	1%
Reply to it/ call the sender	39	38	*	-	1	39	35	4	15	24	39	20	10	9	39
	1%	2% c	*%	-%	1%	1%	1%	1%	3% bc	1%	1%	2% b	1%	1%	1%
Click the web link	37	32	4	1	1	37	35	2	6	30	37	14	19	3	37
	1%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%	2%	1%	1%
Report the text to your mobile provider (e.g. via forwarding to 7726)	15	14	1	*	*	15	13	2	-	15	15	2	9	3	15
	1%	1%	*%	*%	*%	1%	1%	1%	-%	1%	1%	*%	1%	1%	1%
Before clicking, check the web link to see if it is legitimate	14	11	1	1	*	14	10	4	3	11	14	6	7	1	14
	1%	*%	1%	1%	*%	1%	*%	1%	1%	*%	1%	1%	1%	*%	1%

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

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

SCENARIO 1A. EXAMPLE OF A SCAM TEXT MESSAGE - UNPROMPTED RESPONSES. Moving on now, here is an example of a message that you may receive. If you received this message what would you do first? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3095	2150	314	320	311	3095	2657	438	461	2634	3095	957	1309	757	3095
Effective Weighted Sample	2183	1689	247	249	226	2183	1877	306	312	1879	2183	666	925	556	2183
Total	2800	2343	244	137	76	2800	2419	381	460	2340	2800	933	1136	654	2800
Screenshot it/ take a picture of the message	9 *%	9 *%	- -%	- -%	- -%	9 *%	9 *%	- -%	1 *%	8 *%	9 *%	1 *%	3 *%	4 1%	9 *%
Report the text to the police	9 *%	7 *%	1 *%	1 1%	* *%	9 *%	9 *%	- -%	4 1% b	5 *%	9 *%	5 1%	2 *%	2 *%	9 *%
Add to contacts	1 *%	1 *%	- -%	- -%	- -%	1 *%	1 *%	- -%	- -%	1 *%	1 *%	- -%	- -%	1 *%	1 *%
Other / something else	201 7%	166 7%	20 8%	12 9% d	3 4%	201 7%	173 7%	29 7%	38 8%	163 7%	201 7%	62 7%	79 7%	53 8%	201 7%
Don't know	47 2%	37 2%	7 3%	3 2%	1 1%	47 2%	42 2%	6 2%	15 3% b	33 1%	47 2%	29 3% bcd	12 1%	3 *%	47 2% c

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 13

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

SCENARIO 1A. EXAMPLE OF A SCAM TEXT MESSAGE - UNPROMPTED RESPONSES. **Moving on now, here is an example of a message that you may receive. If you received this message what would you do first? (MULTI CODE)**

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN-TIALLY	**LEAST**
Significance Level: 95%		a	b	c
Unweighted total	3095	671	1264	630
Effective Weighted Sample	2183	464	893	456
Total	2800	615	1128	593
Delete it	862	160	348	224
	31%	26%	31%	38%
				ab
Ignore it/ not click on the link / not reply/ nothing	674	140	288	128
	24%	23%	26%	22%
Report it to HSBC/ my own bank/ contact HSBC or my own bank to see if they sent it/ check the HSBC website	582	126	236	121
	21%	21%	21%	20%
Check my account to see if I had made the payment/ check my account for the transaction/ check to see if it's real	301	46	141	86
	11%	8%	13%	15%
			a	a
Block the number	274	71	100	43
	10%	11%	9%	7%
		c		
It's a scam/ it's spam	180	49	73	27
	6%	8%	7%	5%
		c		

Columns Tested: a,b,c

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 13

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

SCENARIO 1A. EXAMPLE OF A SCAM TEXT MESSAGE - UNPROMPTED RESPONSES. Moving on now, here is an example of a message that you may receive. If you received this message what would you do first? (MULTI CODE)

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3095	671	1264	630
Effective Weighted Sample	2183	464	893	456
Total	2800	615	1128	593
Report it somewhere else / report it (unspecified) / flag it as SPAM/ as a scam	160 6%	49 8% b	54 5%	33 6%
Search online/ Google it/ check phone number (online)	92 3%	23 4%	33 3%	22 4%
Read the message	40 1%	15 2% b	8 1%	10 2%
Reply to it/ call the sender	39 1%	14 2% c	15 1%	4 1%
Click the web link	37 1%	8 1%	19 2%	5 1%
Report the text to your mobile provider (e.g. via forwarding to 7726)	15 1%	3 1%	3 *%	6 1%
Before clicking, check the web link to see if it is legitimate	14 1%	2 *%	6 1%	5 1%

Columns Tested: a,b,c

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 13

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

SCENARIO 1A. EXAMPLE OF A SCAM TEXT MESSAGE - UNPROMPTED RESPONSES. Moving on now, here is an example of a message that you may receive. If you received this message what would you do first? (MULTI CODE)

Base : All respondents

		FINANCIAL VULNERABILITY INDEX		
	Total	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3095	671	1264	630
Effective Weighted Sample	2183	464	893	456
Total	2800	615	1128	593
Screenshot it/ take a picture of the message	9 *%	3 *%	2 *%	2 *%
Report the text to the police	9 *%	3 *%	5 *%	- -%
Add to contacts	1 *%	- -%	1 *%	- -%
Other / something else	201 7%	44 7%	75 7%	44 7%
Don't know	47 2%	8 1%	19 2%	7 1%

Columns Tested: a,b,c

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

SCENARIO 1B. EXAMPLE OF A SCAM TEXT MESSAGE - TOTAL RESPONSES. Still thinking about this message. Which, if any, of these things would you also do? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3095	502	519	601	525	413	535	3095	1425	1625	777	890	564	826	1667	1390	3095
Effective Weighted Sample	2183	355	374	436	378	290	368	2183	1021	1132	579	638	409	567	1214	942	2183
Total	2800	429	500	500	514	429	429	2800	1347	1420	776	795	610	582	1571	1192	2800
Delete it (VALID)	1614	204	239	278	326	267	301	1614	727	874	403	512	329	351	915	680	1614
	58%	48%	48%	56%	63%	62%	70%	58%	54%	62%	52%	64%	54%	60%	58%	57%	58%
				ab	abcg	ab	abceg	ab		a		acefg		ac	a		a
Block the number (VALID)	1272	203	238	207	264	202	158	1272	584	672	336	366	295	255	703	550	1272
	45%	47%	48%	41%	51%	47%	37%	45%	43%	47%	43%	46%	48%	44%	45%	46%	45%
		f	f		cfg	f		f									
Ignore it (VALID)	1222	211	246	212	220	184	150	1222	544	660	332	320	273	283	651	557	1222
	44%	49%	49%	42%	43%	43%	35%	44%	40%	46%	43%	40%	45%	49%	41%	47%	44%
		f	fg	f	f	f		f		a				abeg		be	
Report the text to your mobile provider (e.g. via forwarding to 7726) (VALID)	582	71	116	108	98	101	89	582	313	260	177	158	137	104	335	241	582
	21%	17%	23%	22%	19%	23%	21%	21%	23%	18%	23%	20%	22%	18%	21%	20%	21%
			a			a			b		d						
Before clicking, check the web link to see if it is legitimate (VALID)	455	66	103	86	68	65	68	455	246	204	148	109	101	94	257	195	455
	16%	15%	21%	17%	13%	15%	16%	16%	18%	14%	19%	14%	17%	16%	16%	16%	16%
			dg						b		b						
Report the text to the police (VALID)	302	38	65	63	49	42	46	302	171	125	81	71	84	64	151	147	302
	11%	9%	13%	13%	10%	10%	11%	11%	13%	9%	10%	9%	14%	11%	10%	12%	11%
									b				be			be	
Click the web link	88	24	28	15	9	6	6	88	55	32	38	20	16	13	57	29	88
	3%	6%	6%	3%	2%	1%	1%	3%	4%	2%	5%	2%	3%	2%	4%	2%	3%
		defg	defg						b		bdfg						
Reply to it	85	16	23	22	14	7	4	85	64	21	37	17	17	14	54	31	85
	3%	4%	5%	4%	3%	2%	1%	3%	5%	1%	5%	2%	3%	2%	3%	3%	3%
		f	ef	f	f			f	b		bdfg						

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

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

SCENARIO 1B. EXAMPLE OF A SCAM TEXT MESSAGE - TOTAL RESPONSES. Still thinking about this message. Which, if any, of these things would you also do? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3095	502	519	601	525	413	535	3095	1425	1625	777	890	564	826	1667	1390	3095
Effective Weighted Sample	2183	355	374	436	378	290	368	2183	1021	1132	579	638	409	567	1214	942	2183
Total	2800	429	500	500	514	429	429	2800	1347	1420	776	795	610	582	1571	1192	2800
Follow the instructions (in the text)	69	18	13	20	13	3	3	69	44	25	28	17	16	7	45	22	69
	2%	4%	3%	4%	2%	1%	1%	2%	3%	2%	4%	2%	3%	1%	3%	2%	2%
		efg	f	ef	f			ef	b		df				d		
Add to contacts	48	9	17	11	7	2	1	48	34	13	21	11	10	6	32	16	48
	2%	2%	3%	2%	1%	1%	*%	2%	2%	1%	3%	1%	2%	1%	2%	1%	2%
		f	efg	f				f	b		d						
ANY OF THESE	2688	417	478	486	494	407	406	2688	1297	1358	748	766	587	555	1514	1142	2688
	96%	97%	96%	97%	96%	95%	95%	96%	96%	96%	96%	96%	96%	95%	96%	96%	96%
None of these	75	8	14	12	12	12	17	75	28	47	21	16	21	17	37	38	75
	3%	2%	3%	2%	2%	3%	4%	3%	2%	3%	3%	2%	4%	3%	2%	3%	3%
Don't know	36	4	8	2	8	10	6	36	22	15	8	12	2	10	20	12	36
	1%	1%	2%	*%	1%	2%	1%	1%	2%	1%	1%	2%	*%	2%	1%	1%	1%
						c						c		c			
SUMMARY																	
ANY VALID FEATURES	2646	404	467	474	490	407	404	2646	1265	1349	729	755	580	551	1484	1131	2646
	95%	94%	93%	95%	95%	95%	94%	95%	94%	95%	94%	95%	95%	95%	94%	95%	95%
ONLY VALID FEATURES	2483	364	424	441	466	394	394	2483	1163	1291	660	720	545	529	1380	1074	2483
	89%	85%	85%	88%	91%	92%	92%	89%	86%	91%	85%	91%	89%	91%	88%	90%	89%
					ab	ab	ab	ab		a		a	a	a		a	a
ANY INVALID FEATURES	205	53	54	44	28	13	12	205	135	68	87	46	42	26	134	68	205
	7%	12%	11%	9%	5%	3%	3%	7%	10%	5%	11%	6%	7%	5%	9%	6%	7%
		defg	defg	ef				ef	b		bcdfg				bdf		d
ONLY INVALID FEATURES	42	13	12	12	4	*	1	42	32	9	19	11	7	4	30	11	42
	2%	3%	2%	2%	1%	*%	*%	2%	2%	1%	2%	1%	1%	1%	2%	1%	2%
		defg	ef	ef				e	b		df						

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

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

SCENARIO 1B. EXAMPLE OF A SCAM TEXT MESSAGE - TOTAL RESPONSES. Still thinking about this message. Which, if any, of these things would you also do? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3095	2150	314	320	311	3095	2657	438	461	2634	3095	957	1309	757	3095
Effective Weighted Sample	2183	1689	247	249	226	2183	1877	306	312	1879	2183	666	925	556	2183
Total	2800	2343	244	137	76	2800	2419	381	460	2340	2800	933	1136	654	2800
Delete it (VALID)	1614 58%	1353 58%	133 54%	83 61%	45 60%	1614 58%	1374 57%	240 63% a	223 48%	1391 59% a	1614 58% a	493 53%	695 61% a	387 59% a	1614 58% a
Block the number (VALID)	1272 45%	1057 45%	113 46%	59 43%	43 56% abce	1272 45%	1107 46%	166 43%	216 47%	1056 45%	1272 45%	369 40%	539 47% a	348 53% abd	1272 45% a
Ignore it (VALID)	1222 44%	1030 44%	101 41%	56 41%	35 47%	1222 44%	1061 44%	161 42%	220 48%	1002 43%	1222 44%	399 43%	471 41%	325 50% abd	1222 44%
Report the text to your mobile provider (e.g. via forwarding to 7726) (VALID)	582 21%	487 21%	55 22%	28 20%	13 17%	582 21%	515 21%	68 18%	82 18%	501 21%	582 21%	156 17%	256 22% a	162 25% ad	582 21% a
Before clicking, check the web link to see if it is legitimate (VALID)	455 16%	389 17%	34 14%	21 15%	11 14%	455 16%	383 16%	72 19%	49 11%	407 17% a	455 16% a	132 14%	176 15%	138 21% abd	455 16%
Report the text to the police (VALID)	302 11%	247 11%	30 12%	18 13%	7 9%	302 11%	268 11%	34 9%	64 14%	238 10%	302 11%	112 12%	111 10%	70 11%	302 11%
Click the web link	88 3%	75 3%	8 3%	2 2%	3 3%	88 3%	86 4% b	2 *%	13 3%	75 3%	88 3%	22 2%	37 3%	28 4%	88 3%
Reply to it	85 3%	71 3%	7 3%	5 3%	2 3%	85 3%	78 3%	7 2%	24 5% bc	61 3%	85 3%	31 3%	36 3%	18 3%	85 3%

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

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

SCENARIO 1B. EXAMPLE OF A SCAM TEXT MESSAGE - TOTAL RESPONSES. Still thinking about this message. Which, if any, of these things would you also do? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3095	2150	314	320	311	3095	2657	438	461	2634	3095	957	1309	757	3095
Effective Weighted Sample	2183	1689	247	249	226	2183	1877	306	312	1879	2183	666	925	556	2183
Total	2800	2343	244	137	76	2800	2419	381	460	2340	2800	933	1136	654	2800
Follow the instructions (in the text)	69 2%	59 3%	4 2%	3 2%	3 4%	69 2%	63 3%	6 2%	11 2%	59 3%	69 2%	21 2%	27 2%	21 3%	69 2%
Add to contacts	48 2%	43 2%	4 1%	* *%	1 2%	48 2%	47 2%	1 *%	12 3%	36 2%	48 2%	14 1%	18 2%	16 2%	48 2%
ANY OF THESE	2688 96%	2256 96% b	227 93%	132 96%	74 98% b	2688 96% b	2322 96%	367 96%	440 96%	2248 96%	2688 96%	884 95%	1096 97%	640 98% ad	2688 96%
None of these	75 3%	62 3%	9 4%	3 2%	1 2%	75 3%	65 3%	10 3%	8 2%	67 3%	75 3%	26 3%	32 3%	12 2%	75 3%
Don't know	36 1%	26 1%	8 3% ade	3 2%	* 1%	36 1%	32 1%	5 1%	11 2%	25 1%	36 1%	23 3% bcd	8 1%	2 *%	36 1%
SUMMARY															
ANY VALID FEATURES	2646 95%	2222 95% b	223 92%	129 94%	72 95%	2646 95%	2284 94%	363 95%	430 93%	2217 95%	2646 95%	871 93%	1076 95%	633 97% ad	2646 95%
ONLY VALID FEATURES	2483 89%	2080 89%	213 87%	123 90%	68 89%	2483 89%	2132 88%	351 92% a	402 87%	2081 89%	2483 89%	810 87%	1015 89%	592 91% a	2483 89%
ANY INVALID FEATURES	205 7%	176 8%	14 6%	9 6%	6 8%	205 7%	190 8% b	15 4%	38 8%	167 7%	205 7%	74 8%	81 7%	48 7%	205 7%
ONLY INVALID FEATURES	42 2%	34 1%	4 2%	3 2%	2 2%	42 2%	38 2%	4 1%	11 2%	31 1%	42 2%	13 1%	21 2%	6 1%	42 2%

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 14

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

SCENARIO 1B. EXAMPLE OF A SCAM TEXT MESSAGE - TOTAL RESPONSES. Still thinking about this message. Which, if any, of these things would you also do? (MULTI CODE)

Base : All respondents

		FINANCIAL VULNERABILITY INDEX		
	Total	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3095	671	1264	630
Effective Weighted Sample	2183	464	893	456
Total	2800	615	1128	593
Delete it (VALID)	1614	337	649	379
	58%	55%	58%	64%
				ab
Block the number (VALID)	1272	300	492	268
	45%	49%	44%	45%
Ignore it (VALID)	1222	283	494	238
	44%	46%	44%	40%
Report the text to your mobile provider (e.g. via forwarding to 7726) (VALID)	582	137	229	132
	21%	22%	20%	22%
Before clicking, check the web link to see if it is legitimate (VALID)	455	110	188	89
	16%	18%	17%	15%
Report the text to the police (VALID)	302	83	122	40
	11%	13%	11%	7%
		c	c	
Click the web link	88	24	38	16
	3%	4%	3%	3%
Reply to it	85	26	29	13
	3%	4%	3%	2%
Follow the instructions (in the text)	69	22	31	11
	2%	4%	3%	2%

Columns Tested: a,b,c

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

SCENARIO 1B. EXAMPLE OF A SCAM TEXT MESSAGE - TOTAL RESPONSES. Still thinking about this message. Which, if any, of these things would you also do? (MULTI CODE)

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN-TIALLY	**LEAST**
Significance Level: 95%		a	b	c
Unweighted total	3095	671	1264	630
Effective Weighted Sample	2183	464	893	456
Total	2800	615	1128	593
Add to contacts	48	17	17	5
	2%	3%	2%	1%
		c		
ANY OF THESE	2688	596	1086	561
	96%	97%	96%	95%
None of these	75	14	30	22
	3%	2%	3%	4%
Don't know	36	5	11	9
	1%	1%	1%	2%
SUMMARY				
ANY VALID FEATURES	2646	582	1077	553
	95%	95%	95%	93%
ONLY VALID FEATURES	2483	542	1005	525
	89%	88%	89%	88%
ANY INVALID FEATURES	205	54	82	37
	7%	9%	7%	6%
ONLY INVALID FEATURES	42	14	9	8
	2%	2%	1%	1%
		b		

Columns Tested: a,b,c

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 15

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

IN37A. Thinking generally, when you find factual information online, perhaps on search engines like Google, do you ever think about whether the information you find is truthful? (SINGLE CODE)

Base : All respondents

	Total	16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
				AGE					GENDER				SEG				
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3095	502	519	601	525	413	535	3095	1425	1625	777	890	564	826	1667	1390	3095
Effective Weighted Sample	2183	355	374	436	378	290	368	2183	1021	1132	579	638	409	567	1214	942	2183
Total	2800	429	500	500	514	429	429	2800	1347	1420	776	795	610	582	1571	1192	2800
Yes	2036	306	368	358	364	321	318	2036	1021	991	627	589	420	388	1216	808	2036
	73%	71%	74%	72%	71%	75%	74%	73%	76%	70%	81%	74%	69%	67%	77%	68%	73%
									b		bcdfg	df			cdfg		df
No	415	73	74	71	90	54	53	415	180	232	91	110	111	91	201	203	415
	15%	17%	15%	14%	17%	13%	12%	15%	13%	16%	12%	14%	18%	16%	13%	17%	15%
													ae	a		ae	
Don't know	349	50	58	70	61	54	57	349	147	197	59	96	79	103	155	181	349
	12%	12%	12%	14%	12%	12%	13%	12%	11%	14%	8%	12%	13%	18%	10%	15%	12%
										a		a	a	abceg		aeg	ae

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

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

IN37A. Thinking generally, when you find factual information online, perhaps on search engines like Google, do you ever think about whether the information you find is truthful? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3095	2150	314	320	311	3095	2657	438	461	2634	3095	957	1309	757	3095
Effective Weighted Sample	2183	1689	247	249	226	2183	1877	306	312	1879	2183	666	925	556	2183
Total	2800	2343	244	137	76	2800	2419	381	460	2340	2800	933	1136	654	2800
Yes	2036	1705	179	95	57	2036	1755	281	309	1727	2036	583	862	561	2036
	73%	73%	73%	69%	76%	73%	73%	74%	67%	74%	73%	62%	76%	86%	73%
										a	a		a	abd	a
No	415	345	33	26	11	415	367	48	77	337	415	182	156	56	415
	15%	15%	14%	19%	15%	15%	15%	13%	17%	14%	15%	19%	14%	8%	15%
												bcd	c		c
Don't know	349	293	32	17	7	349	297	52	74	276	349	169	118	37	349
	12%	13%	13%	13%	9%	12%	12%	14%	16%	12%	12%	18%	10%	6%	12%
									b			bcd	c		c

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 15

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

IN37A. Thinking generally, when you find factual information online, perhaps on search engines like Google, do you ever think about whether the information you find is truthful? (SINGLE CODE)

Base : All respondents

		FINANCIAL VULNERABILITY INDEX		
	Total	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3095	671	1264	630
Effective Weighted Sample	2183	464	893	456
Total	2800	615	1128	593
Yes	2036	424	843	475
	73%	69%	75%	80%
			a	ab
No	415	109	168	73
	15%	18%	15%	12%
		c		
Don't know	349	82	117	45
	12%	13%	10%	8%
		c		

Columns Tested: a,b,c

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

IN37B. When you find factual information online, perhaps on search engines like Google, do you tend to believe that all the information you find online is truthful, most of it is truthful or just some of it is truthful? (SINGLE CODE)

Base : All respondents who consider the truthfulness of factual information online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2281	362	385	438	376	318	402	2281	1093	1154	638	675	395	558	1313	953	2281
Effective Weighted Sample	1630	257	281	313	276	231	280	1630	789	819	483	488	287	384	970	648	1630
Total	2036	306	368	358	364	321	318	2036	1021	991	627	589	420	388	1216	808	2036
All is truthful	169	42	45	43	24	10	4	169	112	56	79	32	40	17	111	57	169
	8%	14%	12%	12%	7%	3%	1%	8%	11%	6%	13%	5%	10%	4%	9%	7%	8%
		defg	defg	defg	f			ef	b		bdefg		bd		bd		bd
Most is truthful	923	148	180	161	150	145	139	923	482	432	282	262	200	174	545	374	923
	45%	48%	49%	45%	41%	45%	44%	45%	47%	44%	45%	45%	48%	45%	45%	46%	45%
Some is truthful	881	108	139	147	174	158	155	881	399	471	249	279	170	177	528	348	881
	43%	35%	38%	41%	48%	49%	49%	43%	39%	48%	40%	47%	41%	46%	43%	43%	43%
					ab	ab	ab	a		a		a					
Don't know	63	8	4	7	16	8	19	63	28	33	16	16	9	20	32	29	63
	3%	3%	1%	2%	4%	3%	6%	3%	3%	3%	3%	3%	2%	5%	3%	4%	3%
					b		bcg							ce			

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

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

IN37B. When you find factual information online, perhaps on search engines like Google, do you tend to believe that all the information you find online is truthful, most of it is truthful or just some of it is truthful? (SINGLE CODE)

Base : All respondents who consider the truthfulness of factual information online

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	2281	1591	232	220	238	2281	1955	326	297	1984	2281	608	1001	644	2281
Effective Weighted Sample	1630	1267	182	170	169	1630	1399	231	208	1432	1630	425	719	474	1630
Total	2036	1705	179	95	57	2036	1755	281	309	1727	2036	583	862	561	2036
All is truthful	169	141	19	7	2	169	162	7	51	118	169	71	55	41	169
	8%	8%	10%	7%	3%	8%	9%	2%	16%	7%	8%	12%	6%	7%	8%
		d	d			d	b		bc			bcd			
Most is truthful	923	772	78	47	26	923	803	120	127	796	923	248	414	255	923
	45%	45%	44%	50%	45%	45%	46%	43%	41%	46%	45%	43%	48%	46%	45%
Some is truthful	881	741	76	36	28	881	736	145	117	763	881	235	370	261	881
	43%	43%	42%	39%	48%	43%	42%	52%	38%	44%	43%	40%	43%	47%	43%
								a							
Don't know	63	51	6	4	2	63	53	10	13	50	63	29	24	3	63
	3%	3%	3%	4%	4%	3%	3%	3%	4%	3%	3%	5%	3%	*%	3%
												c	c		c

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 16

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

IN37B. When you find factual information online, perhaps on search engines like Google, do you tend to believe that all the information you find online is truthful, most of it is truthful or just some of it is truthful? (SINGLE CODE)

Base : All respondents who consider the truthfulness of factual information online

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	2281	474	954	512
Effective Weighted Sample	1630	325	686	381
Total	2036	424	843	475
All is truthful	169	46	69	27
	8%	11%	8%	6%
		c		
Most is truthful	923	171	414	215
	45%	40%	49%	45%
			a	
Some is truthful	881	196	341	219
	43%	46%	40%	46%
Don't know	63	10	19	14
	3%	2%	2%	3%

Columns Tested: a,b,c

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 17

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

IN37B. When you find factual information online, perhaps on search engines like Google, do you tend to believe that all the information you find online is truthful, most of it is truthful or just some of it is truthful? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3095	502	519	601	525	413	535	3095	1425	1625	777	890	564	826	1667	1390	3095
Effective Weighted Sample	2183	355	374	436	378	290	368	2183	1021	1132	579	638	409	567	1214	942	2183
Total	2800	429	500	500	514	429	429	2800	1347	1420	776	795	610	582	1571	1192	2800
All is truthful	169	42	45	43	24	10	4	169	112	56	79	32	40	17	111	57	169
	6%	10%	9%	9%	5%	2%	1%	6%	8%	4%	10%	4%	7%	3%	7%	5%	6%
		defg	defg	defg	f			ef	b		bcdefg		d		bdf		d
Most is truthful	923	148	180	161	150	145	139	923	482	432	282	262	200	174	545	374	923
	33%	35%	36%	32%	29%	34%	33%	33%	36%	30%	36%	33%	33%	30%	35%	31%	33%
			d						b		df				d		
Some is truthful	881	108	139	147	174	158	155	881	399	471	249	279	170	177	528	348	881
	31%	25%	28%	29%	34%	37%	36%	31%	30%	33%	32%	35%	28%	30%	34%	29%	31%
					a	abc	abc	a				cf			cf		
Don't know	63	8	4	7	16	8	19	63	28	33	16	16	9	20	32	29	63
	2%	2%	1%	1%	3%	2%	4%	2%	2%	2%	2%	2%	1%	3%	2%	2%	2%
					b		bcg										
DON'T THINK ABOUT/ UNSURE WHETHER THINK ABOUT WHETHER THE INFORMATION IS TRUTHFUL	764	122	132	142	151	107	110	764	327	429	150	206	190	194	356	384	764
	27%	29%	26%	28%	29%	25%	26%	27%	24%	30%	19%	26%	31%	33%	23%	32%	27%
										a		a	ae	abeg		abeg	ae

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

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

IN37B. When you find factual information online, perhaps on search engines like Google, do you tend to believe that all the information you find online is truthful, most of it is truthful or just some of it is truthful? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3095	2150	314	320	311	3095	2657	438	461	2634	3095	957	1309	757	3095
Effective Weighted Sample	2183	1689	247	249	226	2183	1877	306	312	1879	2183	666	925	556	2183
Total	2800	2343	244	137	76	2800	2419	381	460	2340	2800	933	1136	654	2800
All is truthful	169	141	19	7	2	169	162	7	51	118	169	71	55	41	169
	6%	6%	8%	5%	3%	6%	7%	2%	11%	5%	6%	8%	5%	6%	6%
		d	d			d	b		bc			b			
Most is truthful	923	772	78	47	26	923	803	120	127	796	923	248	414	255	923
	33%	33%	32%	34%	34%	33%	33%	32%	28%	34%	33%	27%	36%	39%	33%
										a			a	ad	a
Some is truthful	881	741	76	36	28	881	736	145	117	763	881	235	370	261	881
	31%	32%	31%	27%	36%	31%	30%	38%	26%	33%	31%	25%	33%	40%	31%
					c			a		a	a		a	abd	a
Don't know	63	51	6	4	2	63	53	10	13	50	63	29	24	3	63
	2%	2%	3%	3%	3%	2%	2%	2%	3%	2%	2%	3%	2%	*%	2%
												c	c		c
DON'T THINK ABOUT/ UNSURE WHETHER THINK ABOUT WHETHER THE INFORMATION IS TRUTHFUL	764	638	65	43	18	764	664	100	151	613	764	350	274	92	764
	27%	27%	27%	31%	24%	27%	27%	26%	33%	26%	27%	38%	24%	14%	27%
									bc			bcd	c		c

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 17

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

IN37B. When you find factual information online, perhaps on search engines like Google, do you tend to believe that all the information you find online is truthful, most of it is truthful or just some of it is truthful? (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3095	671	1264	630
Effective Weighted Sample	2183	464	893	456
Total	2800	615	1128	593
All is truthful	169	46	69	27
	6%	8%	6%	5%
Most is truthful	923	171	414	215
	33%	28%	37%	36%
			a	a
Some is truthful	881	196	341	219
	31%	32%	30%	37%
				b
Don't know	63	10	19	14
	2%	2%	2%	2%
DON'T THINK ABOUT/ UNSURE WHETHER THINK ABOUT WHETHER THE INFORMATION IS TRUTHFUL	764	191	284	118
	27%	31%	25%	20%
		bc	c	

Columns Tested: a,b,c

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

IN38. When you find factual information online, perhaps on search engines like Google, do you check if the information is truthful in any of these ways? (MULTI CODE)

Base : All respondents who consider the truthfulness of factual information online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2281	362	385	438	376	318	402	2281	1093	1154	638	675	395	558	1313	953	2281
Effective Weighted Sample	1630	257	281	313	276	231	280	1630	789	819	483	488	287	384	970	648	1630
Total	2036	306	368	358	364	321	318	2036	1021	991	627	589	420	388	1216	808	2036
Check different websites to see if the same information appears on them all	957	120	170	160	179	169	159	957	468	479	326	289	168	170	615	338	957
	47%	39%	46%	45%	49%	53%	50%	47%	46%	48%	52%	49%	40%	44%	51%	42%	47%
					a	a	a	a			cdf	cf			cdf		cf
Check that the website address looks genuine	899	112	176	152	166	138	155	899	443	446	274	298	158	165	571	323	899
	44%	36%	48%	42%	46%	43%	49%	44%	43%	45%	44%	51%	38%	43%	47%	40%	44%
			a		a		a	a				acdfg			cf		c
Check the credibility of the information (author's name or link to original publication)	808	121	169	142	137	112	127	808	438	359	297	235	132	142	532	274	808
	40%	39%	46%	40%	38%	35%	40%	40%	43%	36%	47%	40%	31%	37%	44%	34%	40%
			eg						b		bcdfg	cf			cdfg		cf
Check whether the site looks professional	722	106	162	125	132	98	99	722	378	334	232	239	130	114	472	244	722
	35%	35%	44%	35%	36%	31%	31%	35%	37%	34%	37%	41%	31%	29%	39%	30%	35%
			acefg								df	cdfg			cdf		df
Check whether the site is regularly updated	562	108	142	101	97	66	48	562	300	252	179	170	113	98	349	211	562
	28%	35%	38%	28%	27%	21%	15%	28%	29%	25%	29%	29%	27%	25%	29%	26%	28%
		defg	cdefg	ef	f			ef									
Check the information on a fact checking website/ app like Full Fact	488	78	109	104	70	73	54	488	294	186	189	137	87	74	327	161	488
	24%	26%	30%	29%	19%	23%	17%	24%	29%	19%	30%	23%	21%	19%	27%	20%	24%
		f	dfg	df				f	b		bcdfg				cdf		df

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

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

IN38. When you find factual information online, perhaps on search engines like Google, do you check if the information is truthful in any of these ways? (MULTI CODE)

Base : All respondents who consider the truthfulness of factual information online

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2281	362	385	438	376	318	402	2281	1093	1154	638	675	395	558	1313	953	2281
Effective Weighted Sample	1630	257	281	313	276	231	280	1630	789	819	483	488	287	384	970	648	1630
Total	2036	306	368	358	364	321	318	2036	1021	991	627	589	420	388	1216	808	2036
Check whether people I trust use the site or sites	459	88	103	95	75	57	41	459	235	217	147	122	101	89	269	189	459
	23%	29%	28%	27%	21%	18%	13%	23%	23%	22%	23%	21%	24%	23%	22%	23%	23%
		defg	defg	ef	f			f									
Make checks in other ways	60	3	16	10	7	16	9	60	38	20	20	12	13	15	32	28	60
	3%	1%	4%	3%	2%	5%	3%	3%	4%	2%	3%	2%	3%	4%	3%	3%	3%
			a			a			b								
ANY CHECKS MADE	1837	286	346	337	322	277	269	1837	937	878	587	540	382	320	1127	702	1837
	90%	93%	94%	94%	89%	86%	84%	90%	92%	89%	94%	92%	91%	82%	93%	87%	90%
		ef	defg	defg				f	b		dfg	df	d		dfg		df
I don't make any checks	146	11	16	10	32	35	41	146	61	84	33	38	31	45	70	75	146
	7%	4%	4%	3%	9%	11%	13%	7%	6%	8%	5%	6%	7%	12%	6%	9%	7%
					abc	abcg	abcg	ac						abeg		ae	
Don't know	54	9	6	11	9	9	8	54	23	29	7	11	7	23	18	30	54
	3%	3%	2%	3%	2%	3%	3%	3%	2%	3%	1%	2%	2%	6%	1%	4%	3%
														abceg		ae	a

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

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

IN38. When you find factual information online, perhaps on search engines like Google, do you check if the information is truthful in any of these ways? (MULTI CODE)

Base : All respondents who consider the truthfulness of factual information online

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	2281	1591	232	220	238	2281	1955	326	297	1984	2281	608	1001	644	2281
Effective Weighted Sample	1630	1267	182	170	169	1630	1399	231	208	1432	1630	425	719	474	1630
Total	2036	1705	179	95	57	2036	1755	281	309	1727	2036	583	862	561	2036
Check different websites to see if the same information appears on them all	957 47%	810 47%	75 42%	41 43%	32 55% bce	957 47%	809 46%	149 53%	106 34%	851 49% a	957 47% a	182 31%	416 48% a	355 63% abd	957 47% a
Check that the website address looks genuine	899 44%	748 44%	83 47%	46 49% d	22 38%	899 44%	756 43%	143 51% a	85 28%	813 47% a	899 44% a	178 31%	391 45% a	325 58% abd	899 44% a
Check the credibility of the information (author's name or link to original publication)	808 40%	681 40%	67 38%	36 38%	24 42%	808 40%	687 39%	121 43%	92 30%	716 41% a	808 40% a	139 24%	346 40% a	313 56% abd	808 40% a
Check whether the site looks professional	722 35%	606 36%	60 34%	37 40%	18 31%	722 35%	617 35%	105 37%	70 23%	652 38% a	722 35% a	138 24%	318 37% a	260 46% abd	722 35% a
Check whether the site is regularly updated	562 28%	473 28%	45 25%	31 33% d	13 22%	562 28%	494 28%	68 24%	66 21%	496 29% a	562 28%	112 19%	236 27% a	211 38% abd	562 28% a
Check the information on a fact checking website/ app like Full Fact	488 24%	410 24%	42 24%	24 26%	12 21%	488 24%	434 25%	54 19%	69 22%	419 24%	488 24%	102 18%	195 23% a	189 34% abd	488 24% a

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

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

IN38. When you find factual information online, perhaps on search engines like Google, do you check if the information is truthful in any of these ways? (MULTI CODE)

Base : All respondents who consider the truthfulness of factual information online

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	2281	1591	232	220	238	2281	1955	326	297	1984	2281	608	1001	644	2281
Effective Weighted Sample	1630	1267	182	170	169	1630	1399	231	208	1432	1630	425	719	474	1630
Total	2036	1705	179	95	57	2036	1755	281	309	1727	2036	583	862	561	2036
Check whether people I trust use the site or sites	459 23%	392 23%	34 19%	22 23%	11 20%	459 23%	409 23%	51 18%	63 20%	397 23%	459 23%	101 17%	177 21%	178 32% abd	459 23% a
Make checks in other ways	60 3%	55 3%	4 2%	1 1%	1 1%	60 3%	52 3%	8 3%	1 *%	59 3% a	60 3% a	11 2%	15 2%	34 6% abd	60 3%
ANY CHECKS MADE	1837 90%	1555 91% b	148 83%	82 87%	51 90%	1837 90% b	1582 90%	255 91%	277 90%	1560 90%	1837 90%	505 87%	789 92% a	529 94% ad	1837 90% a
I don't make any checks	146 7%	112 7%	20 11% a	9 10%	4 7%	146 7%	123 7%	22 8%	21 7%	125 7%	146 7%	56 10% c	56 7%	26 5%	146 7% c
Don't know	54 3%	38 2%	11 6% ae	3 3%	2 3%	54 3%	49 3%	4 2%	11 4%	42 2%	54 3%	22 4% c	16 2%	6 1%	54 3%

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 18

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

IN38. When you find factual information online, perhaps on search engines like Google, do you check if the information is truthful in any of these ways? (MULTI CODE)

Base : All respondents who consider the truthfulness of factual information online

		FINANCIAL VULNERABILITY INDEX		
Significance Level: 95%	Total	MOST	POTEN-TIALLY	LEAST
		a	b	c
Unweighted total	2281	474	954	512
Effective Weighted Sample	1630	325	686	381
Total	2036	424	843	475
Check different websites to see if the same information appears on them all	957	178	382	276
	47%	42%	45%	58%
				ab
Check that the website address looks genuine	899	179	373	227
	44%	42%	44%	48%
Check the credibility of the information (author's name or link to original publication)	808	148	332	227
	40%	35%	39%	48%
				ab
Check whether the site looks professional	722	148	300	175
	35%	35%	36%	37%
Check whether the site is regularly updated	562	124	225	135
	28%	29%	27%	28%
Check the information on a fact checking website/ app like Full Fact	488	102	206	116
	24%	24%	24%	24%
Check whether people I trust use the site or sites	459	120	184	99
	23%	28%	22%	21%
		bc		

Columns Tested: a,b,c

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 18

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

IN38. When you find factual information online, perhaps on search engines like Google, do you check if the information is truthful in any of these ways? (MULTI CODE)

Base : All respondents who consider the truthfulness of factual information online

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	2281	474	954	512
Effective Weighted Sample	1630	325	686	381
Total	2036	424	843	475
Make checks in other ways	60	17	23	13
	3%	4%	3%	3%
ANY CHECKS MADE	1837	385	762	438
	90%	91%	90%	92%
I don't make any checks	146	26	69	33
	7%	6%	8%	7%
Don't know	54	13	12	4
	3%	3%	1%	1%
		c		

Columns Tested: a,b,c

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 19

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

IN38. When you find factual information online, perhaps on search engines like Google, do you check if the information is truthful in any of these ways? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3095	502	519	601	525	413	535	3095	1425	1625	777	890	564	826	1667	1390	3095
Effective Weighted Sample	2183	355	374	436	378	290	368	2183	1021	1132	579	638	409	567	1214	942	2183
Total	2800	429	500	500	514	429	429	2800	1347	1420	776	795	610	582	1571	1192	2800
Check different websites to see if the same information appears on them all	957	120	170	160	179	169	159	957	468	479	326	289	168	170	615	338	957
	34%	28%	34%	32%	35%	39%	37%	34%	35%	34%	42%	36%	28%	29%	39%	28%	34%
					a	ac	a	a			bcdfg	cdf			cdfg		cdf
Check that the website address looks genuine	899	112	176	152	166	138	155	899	443	446	274	298	158	165	571	323	899
	32%	26%	35%	30%	32%	32%	36%	32%	33%	31%	35%	37%	26%	28%	36%	27%	32%
			a				a	a			cdf	cdfg			cdfg		cf
Check the credibility of the information (author's name or link to original publication)	808	121	169	142	137	112	127	808	438	359	297	235	132	142	532	274	808
	29%	28%	34%	28%	27%	26%	30%	29%	33%	25%	38%	30%	22%	24%	34%	23%	29%
			de						b		bcdfg	cdf			cdfg		cdf
Check whether the site looks professional	722	106	162	125	132	98	99	722	378	334	232	239	130	114	472	244	722
	26%	25%	32%	25%	26%	23%	23%	26%	28%	24%	30%	30%	21%	20%	30%	20%	26%
			acdefg						b		cdfg	cdfg			cdfg		df
Check whether the site is regularly updated	562	108	142	101	97	66	48	562	300	252	179	170	113	98	349	211	562
	20%	25%	28%	20%	19%	15%	11%	20%	22%	18%	23%	21%	19%	17%	22%	18%	20%
		defg	cdefg	f	f			f	b		df	d			df		
Check the information on a fact checking website/ app like Full Fact	488	78	109	104	70	73	54	488	294	186	189	137	87	74	327	161	488
	17%	18%	22%	21%	14%	17%	13%	17%	22%	13%	24%	17%	14%	13%	21%	13%	17%
		f	dfg	df				f	b		bcdfg	df			cdfg		df

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

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

IN38. When you find factual information online, perhaps on search engines like Google, do you check if the information is truthful in any of these ways? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3095	502	519	601	525	413	535	3095	1425	1625	777	890	564	826	1667	1390	3095
Effective Weighted Sample	2183	355	374	436	378	290	368	2183	1021	1132	579	638	409	567	1214	942	2183
Total	2800	429	500	500	514	429	429	2800	1347	1420	776	795	610	582	1571	1192	2800
Check whether people I trust use the site or sites	459	88	103	95	75	57	41	459	235	217	147	122	101	89	269	189	459
	16%	20%	21%	19%	15%	13%	10%	16%	17%	15%	19%	15%	17%	15%	17%	16%	16%
		def	defg	ef	f			f									
Make checks in other ways	60	3	16	10	7	16	9	60	38	20	20	12	13	15	32	28	60
	2%	1%	3%	2%	1%	4%	2%	2%	3%	1%	3%	2%	2%	3%	2%	2%	2%
			a			a			b								
ANY CHECKS MADE	1837	286	346	337	322	277	269	1837	937	878	587	540	382	320	1127	702	1837
	66%	67%	69%	67%	63%	65%	63%	66%	70%	62%	76%	68%	63%	55%	72%	59%	66%
									b		bcdfg	df	d		cdfg		df
I don't make any checks	146	11	16	10	32	35	41	146	61	84	33	38	31	45	70	75	146
	5%	3%	3%	2%	6%	8%	10%	5%	4%	6%	4%	5%	5%	8%	4%	6%	5%
					abc	abcg	abcg	ac						abeg			
Don't know	54	9	6	11	9	9	8	54	23	29	7	11	7	23	18	30	54
	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	1%	1%	1%	4%	1%	3%	2%
														abceg		ae	
DON'T THINK ABOUT/ UNSURE WHETHER THINK ABOUT WHETHER THE INFORMATION IS TRUTHFUL	764	122	132	142	151	107	110	764	327	429	150	206	190	194	356	384	764
	27%	29%	26%	28%	29%	25%	26%	27%	24%	30%	19%	26%	31%	33%	23%	32%	27%
										a		a	ae	abeg		abeg	ae

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 19

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

IN38. When you find factual information online, perhaps on search engines like Google, do you check if the information is truthful in any of these ways? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3095	2150	314	320	311	3095	2657	438	461	2634	3095	957	1309	757	3095
Effective Weighted Sample	2183	1689	247	249	226	2183	1877	306	312	1879	2183	666	925	556	2183
Total	2800	2343	244	137	76	2800	2419	381	460	2340	2800	933	1136	654	2800
Check different websites to see if the same information appears on them all	957 34%	810 35%	75 31%	41 30%	32 42% abce	957 34%	809 33%	149 39%	106 23%	851 36% a	957 34% a	182 19%	416 37% a	355 54% abd	957 34% a
Check that the website address looks genuine	899 32%	748 32%	83 34%	46 33%	22 29%	899 32%	756 31%	143 37% a	85 19%	813 35% a	899 32% a	178 19%	391 34% a	325 50% abd	899 32% a
Check the credibility of the information (author's name or link to original publication)	808 29%	681 29%	67 28%	36 26%	24 32%	808 29%	687 28%	121 32%	92 20%	716 31% a	808 29% a	139 15%	346 30% a	313 48% abd	808 29% a
Check whether the site looks professional	722 26%	606 26%	60 25%	37 27%	18 24%	722 26%	617 26%	105 27%	70 15%	652 28% a	722 26% a	138 15%	318 28% a	260 40% abd	722 26% a
Check whether the site is regularly updated	562 20%	473 20%	45 19%	31 23%	13 17%	562 20%	494 20%	68 18%	66 14%	496 21% a	562 20% a	112 12%	236 21% a	211 32% abd	562 20% a
Check the information on a fact checking website/ app like Full Fact	488 17%	410 17%	42 17%	24 18%	12 16%	488 17%	434 18%	54 14%	69 15%	419 18% a	488 17% a	102 11%	195 17% a	189 29% abd	488 17% a

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

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

IN38. When you find factual information online, perhaps on search engines like Google, do you check if the information is truthful in any of these ways? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3095	2150	314	320	311	3095	2657	438	461	2634	3095	957	1309	757	3095
Effective Weighted Sample	2183	1689	247	249	226	2183	1877	306	312	1879	2183	666	925	556	2183
Total	2800	2343	244	137	76	2800	2419	381	460	2340	2800	933	1136	654	2800
Check whether people I trust use the site or sites	459 16%	392 17%	34 14%	22 16%	11 15%	459 16%	409 17%	51 13%	63 14%	397 17%	459 16%	101 11%	177 16% a	178 27% abd	459 16% a
Make checks in other ways	60 2%	55 2%	4 1%	1 1%	1 1%	60 2%	52 2%	8 2%	1 *%	59 3% a	60 2% a	11 1%	15 1%	34 5% abd	60 2%
ANY CHECKS MADE	1837 66%	1555 66% c	148 61%	82 60%	51 68%	1837 66%	1582 65%	255 67%	277 60%	1560 67% a	1837 66%	505 54%	789 69% ad	529 81% abd	1837 66% a
I don't make any checks	146 5%	112 5%	20 8% a	9 7%	4 6%	146 5%	123 5%	22 6%	21 4%	125 5%	146 5%	56 6%	56 5%	26 4%	146 5%
Don't know	54 2%	38 2%	11 4% ae	3 2%	2 2%	54 2%	49 2%	4 1%	11 2%	42 2%	54 2%	22 2%	16 1%	6 1%	54 2%
DON'T THINK ABOUT/ UNSURE WHETHER THINK ABOUT WHETHER THE INFORMATION IS TRUTHFUL	764 27%	638 27%	65 27%	43 31%	18 24%	764 27%	664 27%	100 26%	151 33% bc	613 26%	764 27%	350 38% bcd	274 24% c	92 14%	764 27% c

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 19

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

IN38. When you find factual information online, perhaps on search engines like Google, do you check if the information is truthful in any of these ways? (MULTI CODE)

Base : All respondents

		FINANCIAL VULNERABILITY INDEX		
	Total	MOST	POTEN- TIALLY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3095	671	1264	630
Effective Weighted Sample	2183	464	893	456
Total	2800	615	1128	593
Check different websites to see if the same information appears on them all	957 34%	178 29%	382 34%	276 47% ab
Check that the website address looks genuine	899 32%	179 29%	373 33%	227 38% a
Check the credibility of the information (author's name or link to original publication)	808 29%	148 24%	332 29% a	227 38% ab
Check whether the site looks professional	722 26%	148 24%	300 27%	175 30%
Check whether the site is regularly updated	562 20%	124 20%	225 20%	135 23%
Check the information on a fact checking website/ app like Full Fact	488 17%	102 17%	206 18%	116 20%
Check whether people I trust use the site or sites	459 16%	120 20%	184 16%	99 17%

Columns Tested: a,b,c

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

IN38. When you find factual information online, perhaps on search engines like Google, do you check if the information is truthful in any of these ways? (MULTI CODE)

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN-TIALLY	**LEAST**
Significance Level: 95%		a	b	c
Unweighted total	3095	671	1264	630
Effective Weighted Sample	2183	464	893	456
Total	2800	615	1128	593
Make checks in other ways	60	17	23	13
	2%	3%	2%	2%
ANY CHECKS MADE	1837	385	762	438
	66%	63%	68%	74%
				ab
I don't make any checks	146	26	69	33
	5%	4%	6%	6%
Don't know	54	13	12	4
	2%	2%	1%	1%
DON'T THINK ABOUT/ UNSURE WHETHER THINK ABOUT WHETHER THE INFORMATION IS TRUTHFUL	764	191	284	118
	27%	31%	25%	20%
		bc	c	

Columns Tested: a,b,c

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 20

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

IN39. When you buy things online, which if any of these things do you do before entering your credit or debit card details? I look to see... (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3095	502	519	601	525	413	535	3095	1425	1625	777	890	564	826	1667	1390	3095
Effective Weighted Sample	2183	355	374	436	378	290	368	2183	1021	1132	579	638	409	567	1214	942	2183
Total	2800	429	500	500	514	429	429	2800	1347	1420	776	795	610	582	1571	1192	2800
If I'm familiar with the company or brand	1513	195	248	234	289	280	268	1513	742	759	433	447	324	300	880	624	1513
	54%	45%	50%	47%	56%	65%	63%	54%	55%	53%	56%	56%	53%	52%	56%	52%	54%
					ac	abcdg	abcg	ac									
If the site looks secure (has the padlock symbol or uses 'https')	1441	192	241	224	251	260	272	1441	667	756	418	451	278	288	868	566	1441
	51%	45%	48%	45%	49%	61%	63%	51%	50%	53%	54%	57%	46%	49%	55%	47%	51%
						abcdg	abcdg	ac			cf	cdfg			cdfg		cf
If there is a link to another reputable service like PayPal	1248	147	247	236	210	211	198	1248	537	696	363	354	263	263	717	526	1248
	45%	34%	49%	47%	41%	49%	46%	45%	40%	49%	47%	45%	43%	45%	46%	44%	45%
			ad	a		ad	a	a		a							
If there is a guarantee my details won't be shared with anyone else	766	132	155	120	125	115	120	766	391	361	215	219	158	160	435	319	766
	27%	31%	31%	24%	24%	27%	28%	27%	29%	25%	28%	28%	26%	28%	28%	27%	27%
		cd	cd														
If the site is listed by a search engine such as Google or Bing	611	122	131	117	101	76	65	611	348	253	193	162	136	118	355	253	611
	22%	28%	26%	23%	20%	18%	15%	22%	26%	18%	25%	20%	22%	20%	23%	21%	22%
		defg	def	f				f	b								
If the site is recommended by friends/ family	602	133	149	108	90	75	46	602	275	317	164	179	137	119	343	255	602
	21%	31%	30%	22%	17%	18%	11%	21%	20%	22%	21%	23%	22%	20%	22%	21%	21%
		cdefg	cdefg	f	f	f		f									

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 20

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

IN39. When you buy things online, which if any of these things do you do before entering your credit or debit card details? I look to see... (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3095	502	519	601	525	413	535	3095	1425	1625	777	890	564	826	1667	1390	3095
Effective Weighted Sample	2183	355	374	436	378	290	368	2183	1021	1132	579	638	409	567	1214	942	2183
Total	2800	429	500	500	514	429	429	2800	1347	1420	776	795	610	582	1571	1192	2800
If it's the only way to get the service or product I want	401	82	95	80	68	35	41	401	248	146	136	123	83	59	259	142	401
	14%	19%	19%	16%	13%	8%	10%	14%	18%	10%	17%	16%	14%	10%	16%	12%	14%
		defg	defg	ef	e			ef	b		df	df			df		d
Something else	45	-	10	6	5	19	6	45	19	24	11	18	10	6	29	16	45
	2%	-%	2%	1%	1%	4%	1%	2%	1%	2%	1%	2%	2%	1%	2%	1%	2%
			a	a		acdfg	a	a									
I enter my credit or debit card details online whenever they are required	65	19	11	10	10	7	8	65	34	31	22	19	13	11	41	25	65
	2%	4%	2%	2%	2%	2%	2%	2%	3%	2%	3%	2%	2%	2%	3%	2%	2%
		eg															
I don't buy things online	67	9	*	5	13	10	30	67	38	27	12	16	5	32	28	37	67
	2%	2%	*%	1%	2%	2%	7%	2%	3%	2%	2%	2%	1%	6%	2%	3%	2%
		b			b	b	abcdeg	b						abcefg		ce	c
Don't know	117	26	25	26	22	14	4	117	50	66	8	38	23	31	46	54	117
	4%	6%	5%	5%	4%	3%	1%	4%	4%	5%	1%	5%	4%	5%	3%	5%	4%
		f	f	f	f	f		f				ae	a	ae	a	ae	a
SUMMARY CODES																	
ANY MENTION OF LISTED BY SEARCH ENGINE/ ONLY WAY TO GET WHAT I WANT/ ENTER WHENEVER REQUIRED	934	187	196	180	165	100	107	934	542	377	304	264	198	164	568	363	934
	33%	44%	39%	36%	32%	23%	25%	33%	40%	27%	39%	33%	33%	28%	36%	30%	33%
		cdefg	defg	ef	ef			ef	b		bcdfg				df		d

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 20

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

IN39. When you buy things online, which if any of these things do you do before entering your credit or debit card details? I look to see... (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3095	502	519	601	525	413	535	3095	1425	1625	777	890	564	826	1667	1390	3095
Effective Weighted Sample	2183	355	374	436	378	290	368	2183	1021	1132	579	638	409	567	1214	942	2183
Total	2800	429	500	500	514	429	429	2800	1347	1420	776	795	610	582	1571	1192	2800
ANY 'CORRECT' MEASURES TAKEN BUT NOT LISTED BY SEARCH ENGINE/ ONLY WAY TO GET WHAT I WANT/ ENTER DETAILS WHENEVER REQUIRED	1682	207	279	288	315	305	288	1682	717	950	452	478	384	355	930	738	1682
	60%	48%	56%	58%	61%	71%	67%	60%	53%	67%	58%	60%	63%	61%	59%	62%	60%
			a	a	a	abcdg	abcg	a		a							

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

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

IN39. When you buy things online, which if any of these things do you do before entering your credit or debit card details? I look to see... (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3095	2150	314	320	311	3095	2657	438	461	2634	3095	957	1309	757	3095
Effective Weighted Sample	2183	1689	247	249	226	2183	1877	306	312	1879	2183	666	925	556	2183
Total	2800	2343	244	137	76	2800	2419	381	460	2340	2800	933	1136	654	2800
If I'm familiar with the company or brand	1513	1247	142	79	45	1513	1289	225	180	1333	1513	378	668	451	1513
	54%	53%	58%	57%	60%	54%	53%	59%	39%	57%	54%	41%	59%	69%	54%
										a	a		ad	abd	a
If the site looks secure (has the padlock symbol or uses 'https')	1441	1200	129	70	42	1441	1234	207	142	1299	1441	353	650	426	1441
	51%	51%	53%	51%	55%	51%	51%	54%	31%	56%	51%	38%	57%	65%	51%
										ac	a		ad	abd	a
If there is a link to another reputable service like PayPal	1248	1020	127	63	39	1248	1061	187	155	1094	1248	298	529	411	1248
	45%	44%	52%	46%	51%	45%	44%	49%	34%	47%	45%	32%	47%	63%	45%
			ae		a					a	a		a	abd	a
If there is a guarantee my details won't be shared with anyone else	766	648	56	39	24	766	655	111	103	663	766	182	321	257	766
	27%	28%	23%	29%	31%	27%	27%	29%	22%	28%	27%	20%	28%	39%	27%
					b					a			a	abd	a
If the site is listed by a search engine such as Google or Bing	611	511	49	36	15	611	532	79	79	532	611	140	264	204	611
	22%	22%	20%	26%	20%	22%	22%	21%	17%	23%	22%	15%	23%	31%	22%
										a			a	abd	a
If the site is recommended by friends/family	602	502	54	27	19	602	540	62	95	506	602	131	265	202	602
	21%	21%	22%	19%	25%	21%	22%	16%	21%	22%	21%	14%	23%	31%	21%
								b					a	abd	a

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

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

IN39. When you buy things online, which if any of these things do you do before entering your credit or debit card details? I look to see... (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3095	2150	314	320	311	3095	2657	438	461	2634	3095	957	1309	757	3095
Effective Weighted Sample	2183	1689	247	249	226	2183	1877	306	312	1879	2183	666	925	556	2183
Total	2800	2343	244	137	76	2800	2419	381	460	2340	2800	933	1136	654	2800
If it's the only way to get the service or product I want	401 14%	342 15% b	24 10%	25 18% b	11 14%	401 14% b	360 15%	41 11%	51 11%	350 15%	401 14%	96 10%	159 14% a	145 22% abd	401 14% a
Something else	45 2%	43 2%	* *%	1 1%	1 1%	45 2%	39 2%	6 2%	2 1%	43 2%	45 2%	11 1%	21 2%	14 2%	45 2%
I enter my credit or debit card details online whenever they are required	65 2%	53 2%	7 3%	3 2%	2 2%	65 2%	58 2%	7 2%	11 2%	54 2%	65 2%	22 2%	29 3%	14 2%	65 2%
I don't buy things online	67 2%	58 2%	7 3%	2 1%	1 1%	67 2%	60 2%	8 2%	12 3%	55 2%	67 2%	50 5% bcd	6 *%	2 *%	67 2% bc
Don't know	117 4%	92 4%	16 6%	7 5%	2 3%	117 4%	102 4%	15 4%	37 8% bc	80 3%	117 4%	59 6% bcd	19 2%	6 1%	117 4% bc

SUMMARY CODES

	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
ANY MENTION OF LISTED BY SEARCH ENGINE/ ONLY WAY TO GET WHAT I WANT/ ENTER WHENEVER REQUIRED	934 33%	785 34%	71 29%	53 39% b	25 33%	934 33%	820 34%	115 30%	131 29%	803 34% a	934 33%	244 26%	397 35% a	290 44% abd	934 33% a

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

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

IN39. When you buy things online, which if any of these things do you do before entering your credit or debit card details? I look to see... (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3095	2150	314	320	311	3095	2657	438	461	2634	3095	957	1309	757	3095
Effective Weighted Sample	2183	1689	247	249	226	2183	1877	306	312	1879	2183	666	925	556	2183
Total	2800	2343	244	137	76	2800	2419	381	460	2340	2800	933	1136	654	2800
ANY 'CORRECT' MEASURES TAKEN BUT NOT LISTED BY SEARCH ENGINE/ ONLY WAY TO GET WHAT I WANT/ ENTER DETAILS WHENEVER REQUIRED	1682	1408	150	76	47	1682	1438	244	279	1402	1682	580	715	356	1682
	60%	60%	62%	55%	63%	60%	59%	64%	61%	60%	60%	62%	63%	55%	60%
												c	c		c

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

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

IN39. When you buy things online, which if any of these things do you do before entering your credit or debit card details? I look to see... (MULTI CODE)

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3095	671	1264	630
Effective Weighted Sample	2183	464	893	456
Total	2800	615	1128	593
If I'm familiar with the company or brand	1513	300	643	371
	54%	49%	57%	63%
			a	a
If the site looks secure (has the padlock symbol or uses 'https')	1441	276	601	373
	51%	45%	53%	63%
			a	ab
If there is a link to another reputable service like PayPal	1248	259	557	278
	45%	42%	49%	47%
			a	
If there is a guarantee my details won't be shared with anyone else	766	182	311	151
	27%	30%	28%	25%
If the site is listed by a search engine such as Google or Bing	611	144	257	132
	22%	23%	23%	22%
If the site is recommended by friends/ family	602	154	231	121
	21%	25%	21%	20%
If it's the only way to get the service or product I want	401	92	159	90
	14%	15%	14%	15%

Columns Tested: a,b,c

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 20

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

IN39. When you buy things online, which if any of these things do you do before entering your credit or debit card details? I look to see... (MULTI CODE)

Base : All respondents

		FINANCIAL VULNERABILITY INDEX		
	Total	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3095	671	1264	630
Effective Weighted Sample	2183	464	893	456
Total	2800	615	1128	593
Something else	45	6	20	14
	2%	1%	2%	2%
I enter my credit or debit card details online whenever they are required	65	15	25	14
	2%	3%	2%	2%
I don't buy things online	67	12	12	15
	2%	2%	1%	3%
				b
Don't know	117	24	26	14
	4%	4%	2%	2%
SUMMARY CODES				
ANY MENTION OF LISTED BY SEARCH ENGINE/ ONLY WAY TO GET WHAT I WANT/ ENTER WHENEVER REQUIRED	934	218	389	195
	33%	35%	34%	33%
ANY 'CORRECT' MEASURES TAKEN BUT NOT LISTED BY SEARCH ENGINE/ ONLY WAY TO GET WHAT I WANT/ ENTER DETAILS WHENEVER REQUIRED	1682	361	701	369
	60%	59%	62%	62%

Columns Tested: a,b,c

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 21

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

IN40. Lots of websites and apps now ask you to register your personal details with them, which if any of these things do you do before registering personal details online? By personal details we mean things like your email address, your home address or phone number, your date of birth and place of birth and so on. I look to see... (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3095	502	519	601	525	413	535	3095	1425	1625	777	890	564	826	1667	1390	3095
Effective Weighted Sample	2183	355	374	436	378	290	368	2183	1021	1132	579	638	409	567	1214	942	2183
Total	2800	429	500	500	514	429	429	2800	1347	1420	776	795	610	582	1571	1192	2800
If I'm familiar with the company or brand	1417	173	233	215	253	272	271	1417	666	741	409	417	300	278	827	578	1417
	51%	40%	47%	43%	49%	63%	63%	51%	49%	52%	53%	52%	49%	48%	53%	49%	51%
					a	abcdg	abcdg	ac									
If the site looks secure (has the padlock symbol or uses 'https')	1416	164	230	231	268	247	276	1416	678	725	409	447	272	285	856	557	1416
	51%	38%	46%	46%	52%	58%	64%	51%	50%	51%	53%	56%	45%	49%	54%	47%	51%
			a	a	a	abcg	abcdg	a			cf	cdfg			cdfg		cf
If there is a link to another reputable service like PayPal	1053	119	198	194	178	187	178	1053	471	569	288	306	224	225	594	449	1053
	38%	28%	40%	39%	35%	44%	41%	38%	35%	40%	37%	39%	37%	39%	38%	38%	38%
			a	a	a	adg	a	a		a							
If there is a guarantee my details won't be shared with anyone else	915	139	176	146	153	142	160	915	438	464	268	270	173	196	538	369	915
	33%	32%	35%	29%	30%	33%	37%	33%	32%	33%	35%	34%	28%	34%	34%	31%	33%
							cd				c				c		
If the site is recommended by friends/ family	612	116	143	111	86	78	77	612	288	314	185	177	130	117	362	246	612
	22%	27%	29%	22%	17%	18%	18%	22%	21%	22%	24%	22%	21%	20%	23%	21%	22%
		defg	cdefg	d				d									
If the site is listed by a search engine such as Google or Bing	603	116	134	106	100	72	74	603	340	258	193	161	131	114	354	245	603
	22%	27%	27%	21%	20%	17%	17%	22%	25%	18%	25%	20%	21%	20%	23%	21%	22%
		defg	defg						b		df						

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

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

IN40. Lots of websites and apps now ask you to register your personal details with them, which if any of these things do you do before registering personal details online? By personal details we mean things like your email address, your home address or phone number, your date of birth and place of birth and so on. I look to see... (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3095	502	519	601	525	413	535	3095	1425	1625	777	890	564	826	1667	1390	3095
Effective Weighted Sample	2183	355	374	436	378	290	368	2183	1021	1132	579	638	409	567	1214	942	2183
Total	2800	429	500	500	514	429	429	2800	1347	1420	776	795	610	582	1571	1192	2800
If it's the only way to get the service or product I want	445	83	96	89	85	52	41	445	251	187	134	153	82	72	287	154	445
	16%	19%	19%	18%	16%	12%	9%	16%	19%	13%	17%	19%	13%	12%	18%	13%	16%
		ef	ef	ef	f			f	b		df	cdf			cdf		df
Something else	28	1	5	3	3	8	7	28	15	11	6	11	4	6	18	10	28
	1%	*%	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
						a	a										
I register my details online whenever they are required	69	17	13	12	10	13	4	69	36	32	26	13	16	13	40	29	69
	2%	4%	3%	2%	2%	3%	1%	2%	3%	2%	3%	2%	3%	2%	3%	2%	2%
		f				f											
Don't know	209	42	33	35	45	28	26	209	93	110	29	55	31	73	84	104	209
	7%	10%	7%	7%	9%	6%	6%	7%	7%	8%	4%	7%	5%	13%	5%	9%	7%
												a		abcefg		ace	ae

SUMMARY CODES

	Total	16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
ANY MENTION OF LISTED BY SEARCH ENGINE/ ONLY WAY TO GET WHAT I WANT/ ENTER WHENEVER REQUIRED	969	184	205	177	171	121	111	969	536	424	299	282	206	174	581	380	969
	35%	43%	41%	35%	33%	28%	26%	35%	40%	30%	39%	36%	34%	30%	37%	32%	35%
		cdefg	defg	ef	f			ef	b		df	d			df		d
ANY 'CORRECT' MEASURES TAKEN BUT NOT LISTED BY SEARCH ENGINE/ ONLY WAY TO GET WHAT I WANT/ ENTER DETAILS WHENEVER REQUIRED	1621	203	262	288	298	280	291	1621	718	887	448	458	373	335	906	708	1621
	58%	47%	52%	58%	58%	65%	68%	58%	53%	62%	58%	58%	61%	58%	58%	59%	58%
			a	a	a	abcg	abcdg	ab		a							

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 21

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

IN40. Lots of websites and apps now ask you to register your personal details with them, which if any of these things do you do before registering personal details online? By personal details we mean things like your email address, your home address or phone number, your date of birth and place of birth and so on. I look to see... (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3095	2150	314	320	311	3095	2657	438	461	2634	3095	957	1309	757	3095
Effective Weighted Sample	2183	1689	247	249	226	2183	1877	306	312	1879	2183	666	925	556	2183
Total	2800	2343	244	137	76	2800	2419	381	460	2340	2800	933	1136	654	2800
If I'm familiar with the company or brand	1417 51%	1185 51%	124 51%	68 49%	39 52%	1417 51%	1222 51%	195 51%	162 35%	1255 54% a	1417 51% a	347 37%	630 55% ad	427 65% abd	1417 51% a
If the site looks secure (has the padlock symbol or uses 'https')	1416 51%	1187 51%	128 52%	63 46%	39 51%	1416 51%	1198 50%	218 57% a	144 31%	1272 54% ac	1416 51% a	338 36%	630 55% ad	431 66% abd	1416 51% a
If there is a link to another reputable service like PayPal	1053 38%	870 37%	93 38%	52 38%	39 51% abce	1053 38%	895 37%	157 41%	126 27%	927 40% a	1053 38% a	266 29%	464 41% a	317 49% abd	1053 38% a
If there is a guarantee my details won't be shared with anyone else	915 33%	766 33%	75 31%	47 34%	27 36%	915 33%	785 32%	130 34%	129 28%	786 34%	915 33%	230 25%	381 34% a	298 46% abd	915 33% a
If the site is recommended by friends/family	612 22%	521 22% c	49 20%	21 15%	21 27% c	612 22% c	534 22%	78 21%	92 20%	519 22%	612 22%	130 14%	271 24% a	204 31% abd	612 22% a
If the site is listed by a search engine such as Google or Bing	603 22%	494 21%	57 23%	35 26%	17 23%	603 22%	549 23% b	54 14%	80 17%	523 22%	603 22%	151 16%	250 22% a	200 31% abd	603 22% a

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

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

IN40. Lots of websites and apps now ask you to register your personal details with them, which if any of these things do you do before registering personal details online? By personal details we mean things like your email address, your home address or phone number, your date of birth and place of birth and so on. I look to see... (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3095	2150	314	320	311	3095	2657	438	461	2634	3095	957	1309	757	3095
Effective Weighted Sample	2183	1689	247	249	226	2183	1877	306	312	1879	2183	666	925	556	2183
Total	2800	2343	244	137	76	2800	2419	381	460	2340	2800	933	1136	654	2800
If it's the only way to get the service or product I want	445	378	36	19	12	445	403	42	51	394	445	93	198	152	445
	16%	16%	15%	14%	16%	16%	17%	11%	11%	17%	16%	10%	17%	23%	16%
							b			a	a		a	abd	a
Something else	28	26	1	1	*	28	27	2	*	28	28	5	10	13	28
	1%	1%	*%	1%	*%	1%	1%	*%	*%	1%	1%	1%	1%	2%	1%
														a	
I register my details online whenever they are required	69	55	8	5	1	69	60	8	13	56	69	23	29	15	69
	2%	2%	3%	4%	1%	2%	2%	2%	3%	2%	2%	2%	3%	2%	2%
Don't know	209	171	21	13	4	209	182	27	62	147	209	104	44	17	209
	7%	7%	9%	10%	5%	7%	8%	7%	14%	6%	7%	11%	4%	3%	7%
									bc			bcd			bc

SUMMARY CODES

	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
ANY MENTION OF LISTED BY SEARCH ENGINE/ ONLY WAY TO GET WHAT I WANT/ ENTER WHENEVER REQUIRED	969	801	89	52	27	969	869	100	132	837	969	254	417	293	969
	35%	34%	36%	38%	36%	35%	36%	26%	29%	36%	35%	27%	37%	45%	35%
							b			a	a		a	abd	a
ANY 'CORRECT' MEASURES TAKEN BUT NOT LISTED BY SEARCH ENGINE/ ONLY WAY TO GET WHAT I WANT/ ENTER DETAILS WHENEVER REQUIRED	1621	1371	134	72	44	1621	1367	254	265	1356	1621	575	674	344	1621
	58%	59%	55%	53%	59%	58%	57%	67%	58%	58%	58%	62%	59%	53%	58%
								a				c	c		c

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 21

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

IN40. Lots of websites and apps now ask you to register your personal details with them, which if any of these things do you do before registering personal details online? By personal details we mean things like your email address, your home address or phone number, your date of birth and place of birth and so on. I look to see... (MULTI CODE)

Base : All respondents

		FINANCIAL VULNERABILITY INDEX		
Significance Level: 95%	Total	MOST a	POTEN- TIALLY b	LEAST c
Unweighted total	3095	671	1264	630
Effective Weighted Sample	2183	464	893	456
Total	2800	615	1128	593
If I'm familiar with the company or brand	1417 51%	269 44%	605 54% a	358 60% ab
If the site looks secure (has the padlock symbol or uses 'https')	1416 51%	268 44%	584 52% a	372 63% ab
If there is a link to another reputable service like PayPal	1053 38%	229 37%	460 41%	240 40%
If there is a guarantee my details won't be shared with anyone else	915 33%	207 34%	386 34%	189 32%
If the site is recommended by friends/ family	612 22%	142 23%	246 22%	131 22%
If the site is listed by a search engine such as Google or Bing	603 22%	156 25%	258 23%	121 20%

Columns Tested: a,b,c

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

IN40. Lots of websites and apps now ask you to register your personal details with them, which if any of these things do you do before registering personal details online? By personal details we mean things like your email address, your home address or phone number, your date of birth and place of birth and so on. I look to see... (MULTI CODE)

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3095	671	1264	630
Effective Weighted Sample	2183	464	893	456
Total	2800	615	1128	593
If it's the only way to get the service or product I want	445	111	176	95
	16%	18%	16%	16%
Something else	28	2	16	4
	1%	*%	1%	1%
			a	
I register my details online whenever they are required	69	17	24	17
	2%	3%	2%	3%
Don't know	209	48	45	27
	7%	8%	4%	5%
		bc		
SUMMARY CODES				
ANY MENTION OF LISTED BY SEARCH ENGINE/ ONLY WAY TO GET WHAT I WANT/ ENTER WHENEVER REQUIRED	969	241	411	195
	35%	39%	36%	33%
		c		
ANY 'CORRECT' MEASURES TAKEN BUT NOT LISTED BY SEARCH ENGINE/ ONLY WAY TO GET WHAT I WANT/ ENTER DETAILS WHENEVER REQUIRED	1621	326	671	371
	58%	53%	60%	63%
			a	a

Columns Tested: a,b,c

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 22

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

IN45. Have you used search engines such as Google or Bing in the last year? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3095	502	519	601	525	413	535	3095	1425	1625	777	890	564	826	1667	1390	3095
Effective Weighted Sample	2183	355	374	436	378	290	368	2183	1021	1132	579	638	409	567	1214	942	2183
Total	2800	429	500	500	514	429	429	2800	1347	1420	776	795	610	582	1571	1192	2800
Yes	2547	384	450	463	477	401	371	2547	1224	1294	724	735	563	501	1459	1064	2547
	91%	90%	90%	93%	93%	94%	87%	91%	91%	91%	93%	92%	92%	86%	93%	89%	91%
				f	f	f		f			df	df	d		df		d
No	177	26	35	26	27	16	48	177	84	92	49	34	32	57	83	88	177
	6%	6%	7%	5%	5%	4%	11%	6%	6%	6%	6%	4%	5%	10%	5%	7%	6%
							acdeg							abceg		be	
Don't know	76	19	14	11	10	12	9	76	39	34	4	26	15	25	30	40	76
	3%	4%	3%	2%	2%	3%	2%	3%	3%	2%	*%	3%	2%	4%	2%	3%	3%
		d										a	a	aeg	a	ae	a

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 22

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

IN45. Have you used search engines such as Google or Bing in the last year? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3095	2150	314	320	311	3095	2657	438	461	2634	3095	957	1309	757	3095
Effective Weighted Sample	2183	1689	247	249	226	2183	1877	306	312	1879	2183	666	925	556	2183
Total	2800	2343	244	137	76	2800	2419	381	460	2340	2800	933	1136	654	2800
Yes	2547	2128	222	126	71	2547	2213	334	390	2157	2547	780	1092	637	2547
	91%	91%	91%	91%	93%	91%	92%	87%	85%	92%	91%	84%	96%	97%	91%
							b			a	a		ad	ad	a
No	177	149	14	10	5	177	140	37	39	138	177	99	41	13	177
	6%	6%	6%	7%	6%	6%	6%	10%	9%	6%	6%	11%	4%	2%	6%
								a				bcd			bc
Don't know	76	66	7	2	1	76	65	11	30	46	76	54	3	3	76
	3%	3%	3%	1%	1%	3%	3%	3%	7%	2%	3%	6%	*%	*%	3%
									bc			bcd			bc

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

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

IN45. Have you used search engines such as Google or Bing in the last year? (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN-TIALLY	**LEAST**
Significance Level: 95%		a	b	c
Unweighted total	3095	671	1264	630
Effective Weighted Sample	2183	464	893	456
Total	2800	615	1128	593
Yes	2547	553	1053	547
	91%	90%	93%	92%
			a	
No	177	48	58	39
	6%	8%	5%	7%
Don't know	76	14	16	7
	3%	2%	1%	1%

Columns Tested: a,b,c

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 23

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

IN46. When you use a search engine to find information, you enter a query in the search box and the search engine will then show some links to websites in the results pages. Which one of these is closest to your opinion about the level of accuracy or bias of the information detailed in the websites that appear in the results pages? (SINGLE CODE)

Base : All respondents who have used search engines in the last year

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2857	457	473	562	490	392	483	2857	1315	1502	731	845	526	729	1576	1255	2857
Effective Weighted Sample	2022	326	340	404	353	278	340	2022	944	1052	549	610	379	500	1157	846	2022
Total	2547	384	450	463	477	401	371	2547	1224	1294	724	735	563	501	1459	1064	2547
I think that if they have been listed by the search engine, these websites will have accurate and unbiased information	642	142	157	145	101	53	43	642	378	254	216	155	151	116	371	268	642
	25%	37%	35%	31%	21%	13%	12%	25%	31%	20%	30%	21%	27%	23%	25%	25%	25%
		defg	defg	defg	ef			ef	b		bdg		b		b		b
I think that some of the websites will be accurate or unbiased and some won't be	1557	194	249	244	316	272	281	1557	702	839	432	473	345	298	905	643	1557
	61%	51%	55%	53%	66%	68%	76%	61%	57%	65%	60%	64%	61%	60%	62%	60%	61%
					abc	abcg	abcdeg	abc		a							
I don't really think about whether or not they have accurate or unbiased information, I just use the sites I like the look of	189	25	25	40	33	37	29	189	88	101	52	62	38	36	114	74	189
	7%	7%	6%	9%	7%	9%	8%	7%	7%	8%	7%	8%	7%	7%	8%	7%	7%
Don't know	159	22	19	34	27	39	18	159	55	100	24	45	29	50	69	79	159
	6%	6%	4%	7%	6%	10%	5%	6%	4%	8%	3%	6%	5%	10%	5%	7%	6%
						bfg				a		a		abceg		ae	a

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

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

IN46. When you use a search engine to find information, you enter a query in the search box and the search engine will then show some links to websites in the results pages. Which one of these is closest to your opinion about the level of accuracy or bias of the information detailed in the websites that appear in the results pages? (SINGLE CODE)

Base : All respondents who have used search engines in the last year

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	2857	1981	290	294	292	2857	2461	396	388	2469	2857	815	1265	743	2857
Effective Weighted Sample	2022	1563	227	227	211	2022	1740	283	262	1770	2022	567	897	546	2022
Total	2547	2128	222	126	71	2547	2213	334	390	2157	2547	780	1092	637	2547
I think that if they have been listed by the search engine, these websites will have accurate and unbiased information	642 25%	528 25%	60 27%	37 30%	17 24%	642 25%	586 26% b	55 17%	142 36% bc	500 23%	642 25%	238 31% bcd	251 23%	147 23%	642 25%
I think that some of the websites will be accurate or unbiased and some won't be	1557 61%	1316 62%	128 57%	70 56%	44 62%	1557 61%	1322 60%	235 70% a	184 47%	1373 64% a	1557 61% a	427 55%	686 63% a	431 68% ad	1557 61% a
I don't really think about whether or not they have accurate or unbiased information, I just use the sites I like the look of	189 7%	158 7%	16 7%	10 8%	6 8%	189 7%	170 8%	19 6%	29 7%	160 7%	189 7%	46 6%	95 9%	44 7%	189 7%
Don't know	159 6%	127 6%	19 9%	9 7%	4 6%	159 6%	135 6%	24 7%	35 9% b	124 6%	159 6%	68 9% bcd	60 5% c	15 2%	159 6% c

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 23

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

IN46. When you use a search engine to find information, you enter a query in the search box and the search engine will then show some links to websites in the results pages. Which one of these is closest to your opinion about the level of accuracy or bias of the information detailed in the websites that appear in the results pages? (SINGLE CODE)

Base : All respondents who have used search engines in the last year

		FINANCIAL VULNERABILITY INDEX		
	Total	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	2857	618	1186	595
Effective Weighted Sample	2022	428	837	436
Total	2547	553	1053	547
I think that if they have been listed by the search engine, these websites will have accurate and unbiased information	642 25%	166 30% bc	257 24% c	106 19%
I think that some of the websites will be accurate or unbiased and some won't be	1557 61%	302 55%	670 64% a	383 70% ab
I don't really think about whether or not they have accurate or unbiased information, I just use the sites I like the look of	189 7%	46 8%	77 7%	39 7%
Don't know	159 6%	39 7% c	49 5%	18 3%

Columns Tested: a,b,c

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 24

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

SCENARIO 2. AWARENESS OF ADVERTISING IN GOOGLE SEARCH RESULTS SCENARIO. Here is an image from a Google search for 'walking boots'. Do any of these apply to the first four results that are listed on the left? (MULTI CODE)

Base : All respondents who have used search engines in the last year

	Total	16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
		AGE							GENDER		SEG						
		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Significance Level: 95%																	
Unweighted total	2857	457	473	562	490	392	483	2857	1315	1502	731	845	526	729	1576	1255	2857
Effective Weighted Sample	2022	326	340	404	353	278	340	2022	944	1052	549	610	379	500	1157	846	2022
Total	2547	384	450	463	477	401	371	2547	1224	1294	724	735	563	501	1459	1064	2547
These are adverts/ sponsored links/ they have paid to appear here	1610	208	283	292	316	261	251	1610	800	790	494	518	314	272	1012	586	1610
	63%	54%	63%	63%	66%	65%	68%	63%	65%	61%	68%	70%	56%	54%	69%	55%	63%
			a	a	a	a	a	a	b		cdfg	cdfg			cdfg		cdf
These are the most popular results used by other people	702	133	131	139	142	79	79	702	324	367	210	177	174	136	386	310	702
	28%	35%	29%	30%	30%	20%	21%	28%	26%	28%	29%	24%	31%	27%	26%	29%	28%
		efg	ef	ef	ef			ef					b			b	
These are the best results/ the most relevant results	681	130	125	141	101	94	91	681	332	342	186	175	172	143	362	315	681
	27%	34%	28%	30%	21%	23%	24%	27%	27%	26%	26%	24%	31%	29%	25%	30%	27%
		defg	d	de				d					be			be	
Something else	13	-	2	3	1	4	4	13	8	5	4	3	3	3	7	6	13
	1%	-%	*%	1%	*%	1%	1%	1%	1%	*%	1%	*%	1%	1%	1%	1%	1%
							a										
Don't know	159	14	21	27	28	31	39	159	71	87	32	36	32	56	68	87	159
	6%	4%	5%	6%	6%	8%	11%	6%	6%	7%	4%	5%	6%	11%	5%	8%	6%
						a	abcdg							abceg		abe	

SUMMARY

	Total	16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
ONLY GAVE THE CORRECT RESPONSE	1216	151	212	206	243	220	185	1216	598	606	359	404	237	204	764	441	1216
	48%	39%	47%	44%	51%	55%	50%	48%	49%	47%	50%	55%	42%	41%	52%	41%	48%
			a		a	acg	a	a			cdf	cdfg			cdfg		cdf

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

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

SCENARIO 2. AWARENESS OF ADVERTISING IN GOOGLE SEARCH RESULTS SCENARIO. Here is an image from a Google search for 'walking boots'. Do any of these apply to the first four results that are listed on the left? (MULTI CODE)

Base : All respondents who have used search engines in the last year

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	2857	1981	290	294	292	2857	2461	396	388	2469	2857	815	1265	743	2857
Effective Weighted Sample	2022	1563	227	227	211	2022	1740	283	262	1770	2022	567	897	546	2022
Total	2547	2128	222	126	71	2547	2213	334	390	2157	2547	780	1092	637	2547
These are adverts/ sponsored links/ they have paid to appear here	1610 63%	1364 64% d	134 60%	72 58%	40 57%	1610 63%	1398 63%	212 64%	184 47%	1426 66% a	1610 63% a	409 52%	703 64% a	490 77% abd	1610 63% a
These are the most popular results used by other people	702 28%	579 27%	60 27%	40 32%	23 32%	702 28%	619 28%	83 25%	123 32%	579 27%	702 28%	210 27%	309 28%	177 28%	702 28%
These are the best results/ the most relevant results	681 27%	573 27%	60 27%	31 25%	18 25%	681 27%	601 27%	80 24%	113 29%	568 26%	681 27%	208 27%	298 27%	171 27%	681 27%
Something else	13 1%	10 *%	1 *%	2 1%	1 1%	13 1%	11 1%	2 1%	- -%	13 1%	13 1%	5 1%	7 1%	1 *%	13 1%
Don't know	159 6%	126 6%	19 9%	10 8%	4 6%	159 6%	134 6%	25 8%	43 11% bc	116 5%	159 6%	80 10% bcd	51 5% c	9 1%	159 6% c
SUMMARY															
ONLY GAVE THE CORRECT RESPONSE	1216 48%	1029 48%	102 46%	53 42%	32 45%	1216 48%	1053 48%	162 49%	141 36%	1075 50% a	1216 48% a	325 42%	526 48% a	357 56% abd	1216 48% a

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

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

SCENARIO 2. AWARENESS OF ADVERTISING IN GOOGLE SEARCH RESULTS SCENARIO. Here is an image from a Google search for 'walking boots'. Do any of these apply to the first four results that are listed on the left? (MULTI CODE)

Base : All respondents who have used search engines in the last year

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	2857	618	1186	595
Effective Weighted Sample	2022	428	837	436
Total	2547	553	1053	547
These are adverts/ sponsored links/ they have paid to appear here	1610	292	675	425
	63%	53%	64%	78%
			a	ab
These are the most popular results used by other people	702	158	290	131
	28%	29%	28%	24%
These are the best results/ the most relevant results	681	188	275	120
	27%	34%	26%	22%
		bc		
Something else	13	2	5	2
	1%	*%	1%	*%
Don't know	159	42	51	15
	6%	8%	5%	3%
		c		
SUMMARY				
ONLY GAVE THE CORRECT RESPONSE	1216	214	523	327
	48%	39%	50%	60%
			a	ab

Columns Tested: a,b,c

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 25

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

IN48. When someone in the same country as you visits the same website or app at the same time as you, which one of these things applies to any advertising you can see? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3095	502	519	601	525	413	535	3095	1425	1625	777	890	564	826	1667	1390	3095
Effective Weighted Sample	2183	355	374	436	378	290	368	2183	1021	1132	579	638	409	567	1214	942	2183
Total	2800	429	500	500	514	429	429	2800	1347	1420	776	795	610	582	1571	1192	2800
Some people might see different adverts from the ones that I see	1799	297	352	336	346	252	216	1799	883	895	524	544	388	329	1068	716	1799
	64%	69%	70%	67%	67%	59%	50%	64%	66%	63%	67%	68%	64%	56%	68%	60%	64%
		ef	efg	ef	ef	f		f			df	df	d		dfg		df
Everyone will see exactly the same adverts as me	537	82	106	102	86	81	79	537	283	247	151	124	145	115	274	260	537
	19%	19%	21%	20%	17%	19%	18%	19%	21%	17%	19%	16%	24%	20%	17%	22%	19%
									b				beg			be	b
Don't know	464	49	42	62	82	96	134	464	181	278	102	128	77	138	229	215	464
	17%	11%	8%	12%	16%	22%	31%	17%	13%	20%	13%	16%	13%	24%	15%	18%	17%
				b		abcdg	abcdeg	abc		a				abcefg		ace	ac

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 25

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

IN48. When someone in the same country as you visits the same website or app at the same time as you, which one of these things applies to any advertising you can see? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3095	2150	314	320	311	3095	2657	438	461	2634	3095	957	1309	757	3095
Effective Weighted Sample	2183	1689	247	249	226	2183	1877	306	312	1879	2183	666	925	556	2183
Total	2800	2343	244	137	76	2800	2419	381	460	2340	2800	933	1136	654	2800
Some people might see different adverts from the ones that I see	1799 64%	1491 64%	167 69%	88 64%	52 68%	1799 64%	1566 65%	233 61%	269 58%	1530 65% a	1799 64% a	479 51%	786 69% ad	517 79% abd	1799 64% a
Everyone will see exactly the same adverts as me	537 19%	471 20% bc	35 14%	19 14%	12 15%	537 19%	476 20%	61 16%	104 23%	433 18%	537 19%	222 24% bcd	204 18%	96 15%	537 19% c
Don't know	464 17%	380 16%	42 17%	30 22% ae	12 16%	464 17%	376 16%	88 23% a	87 19%	377 16%	464 17%	232 25% bcd	146 13% c	41 6%	464 17% bc

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 25

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

IN48. When someone in the same country as you visits the same website or app at the same time as you, which one of these things applies to any advertising you can see? (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3095	671	1264	630
Effective Weighted Sample	2183	464	893	456
Total	2800	615	1128	593
Some people might see different adverts from the ones that I see	1799 64%	388 63%	724 64%	429 72% ab
Everyone will see exactly the same adverts as me	537 19%	142 23% c	232 21% c	82 14%
Don't know	464 17%	85 14%	172 15%	83 14%

Columns Tested: a,b,c

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 26

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

IN49. Which of the following statements best describes your feelings about online advertisements? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3095	502	519	601	525	413	535	3095	1425	1625	777	890	564	826	1667	1390	3095
Effective Weighted Sample	2183	355	374	436	378	290	368	2183	1021	1132	579	638	409	567	1214	942	2183
Total	2800	429	500	500	514	429	429	2800	1347	1420	776	795	610	582	1571	1192	2800
I don't mind seeing any online ads	503	90	103	107	97	58	48	503	265	231	149	129	112	109	278	222	503
	18%	21%	21%	21%	19%	13%	11%	18%	20%	16%	19%	16%	18%	19%	18%	19%	18%
		ef	ef	ef	f			f	b								
I don't mind seeing online ads as long as they are for things I'm interested in	1088	218	223	213	185	126	122	1088	526	546	291	326	242	217	617	459	1088
	39%	51%	45%	43%	36%	29%	29%	39%	39%	38%	37%	41%	40%	37%	39%	39%	39%
		cdefg	defg	ef	f			ef									
I dislike all online ads	1065	93	147	152	210	221	241	1065	496	563	304	303	230	216	607	446	1065
	38%	22%	29%	30%	41%	52%	56%	38%	37%	40%	39%	38%	38%	37%	39%	37%	38%
			a	a	abc	abcdg	abcdg	abc									
Don't know	145	27	27	27	22	23	17	145	61	81	33	37	25	40	70	65	145
	5%	6%	5%	5%	4%	5%	4%	5%	5%	6%	4%	5%	4%	7%	4%	5%	5%
														ae			

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 26

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

IN49. Which of the following statements best describes your feelings about online advertisements? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3095	2150	314	320	311	3095	2657	438	461	2634	3095	957	1309	757	3095
Effective Weighted Sample	2183	1689	247	249	226	2183	1877	306	312	1879	2183	666	925	556	2183
Total	2800	2343	244	137	76	2800	2419	381	460	2340	2800	933	1136	654	2800
I don't mind seeing any online ads	503 18%	422 18%	44 18%	23 17%	14 18%	503 18%	435 18%	68 18%	90 20%	413 18%	503 18%	136 15%	208 18% a	152 23% abd	503 18% a
I don't mind seeing online ads as long as they are for things I'm interested in	1088 39%	923 39%	81 33%	53 39%	30 40%	1088 39%	964 40% b	124 32%	175 38%	913 39%	1088 39%	327 35%	469 41% a	283 43% a	1088 39%
I dislike all online ads	1065 38%	877 37%	108 44% a	51 37%	29 38%	1065 38%	901 37%	164 43%	153 33%	912 39%	1065 38%	394 42% cd	426 38% c	210 32%	1065 38% c
Don't know	145 5%	121 5%	11 5%	10 7%	2 3%	145 5%	119 5%	26 7%	42 9% bc	103 4%	145 5%	76 8% bcd	32 3%	9 1%	145 5% bc

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 26

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

IN49. Which of the following statements best describes your feelings about online advertisements? (SINGLE CODE)

Base : All respondents

| | | FINANCIAL VULNERABILITY INDEX | | |
	Total	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3095	671	1264	630
Effective Weighted Sample	2183	464	893	456
Total	2800	615	1128	593
I don't mind seeing any online ads	503	132	211	96
	18%	21%	19%	16%
		c		
I don't mind seeing online ads as long as they are for things I'm interested in	1088	262	466	211
	39%	43%	41%	36%
		c	c	
I dislike all online ads	1065	197	408	272
	38%	32%	36%	46%
				ab
Don't know	145	24	42	14
	5%	4%	4%	2%

Columns Tested: a,b,c

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

IN50. Have you ever done any of the following? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3095	502	519	601	525	413	535	3095	1425	1625	777	890	564	826	1667	1390	3095
Effective Weighted Sample	2183	355	374	436	378	290	368	2183	1021	1132	579	638	409	567	1214	942	2183
Total	2800	429	500	500	514	429	429	2800	1347	1420	776	795	610	582	1571	1192	2800
Say no/ don't tick the box allowing companies to send me "information on offers and news"	1630	205	269	288	298	279	291	1630	730	887	456	506	336	322	962	658	1630
	58%	48%	54%	58%	58%	65%	68%	58%	54%	62%	59%	64%	55%	55%	61%	55%	58%
				a	a	abcg	abcdg	a		a		cdfg			cdf		
Used ad-blocking filters or software (software that prevents some types of ads appearing)	918	130	180	167	174	144	123	918	521	386	273	287	212	141	560	353	918
	33%	30%	36%	33%	34%	34%	29%	33%	39%	27%	35%	36%	35%	24%	36%	30%	33%
			f						b		df	df	d		df	d	d
Used Incognito mode or Private Browsing on a web browser (like Google Chrome or Safari)	908	202	222	156	151	106	71	908	522	372	296	267	194	144	563	337	908
	32%	47%	44%	31%	29%	25%	17%	32%	39%	26%	38%	34%	32%	25%	36%	28%	32%
		cdefg	cdefg	f	f	f		ef	b		cdfg	df	d		dfg		df
Used false information when registering for things online to avoid spam/ junk email	595	120	154	106	107	77	31	595	315	268	186	188	132	81	374	213	595
	21%	28%	31%	21%	21%	18%	7%	21%	23%	19%	24%	24%	22%	14%	24%	18%	21%
		cdefg	cdefg	f	f	f		f	b		df	df	d		df	d	df
ANY OF THESE STEPS TAKEN	2336	382	447	418	420	339	331	2336	1135	1178	677	680	522	438	1357	960	2336
	83%	89%	89%	84%	82%	79%	77%	83%	84%	83%	87%	85%	86%	75%	86%	81%	83%
		cdefg	cdefg	f				f			dfg	df	df		dfg	d	df
None of these	327	21	26	60	71	64	85	327	154	169	75	78	73	95	153	168	327
	12%	5%	5%	12%	14%	15%	20%	12%	11%	12%	10%	10%	12%	16%	10%	14%	12%
				ab	ab	ab	abcdg	ab						abeg		abe	

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

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

IN50. Have you ever done any of the following? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3095	502	519	601	525	413	535	3095	1425	1625	777	890	564	826	1667	1390	3095
Effective Weighted Sample	2183	355	374	436	378	290	368	2183	1021	1132	579	638	409	567	1214	942	2183
Total	2800	429	500	500	514	429	429	2800	1347	1420	776	795	610	582	1571	1192	2800
Don't know	137	25	27	22	24	26	13	137	58	73	25	37	15	49	62	64	137
	5%	6%	5%	4%	5%	6%	3%	5%	4%	5%	3%	5%	2%	8%	4%	5%	5%
														abcefg		c	c

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 27

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

IN50. Have you ever done any of the following? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3095	2150	314	320	311	3095	2657	438	461	2634	3095	957	1309	757	3095
Effective Weighted Sample	2183	1689	247	249	226	2183	1877	306	312	1879	2183	666	925	556	2183
Total	2800	2343	244	137	76	2800	2419	381	460	2340	2800	933	1136	654	2800
Say no/ don't tick the box allowing companies to send me "information on offers and news"	1630 58%	1387 59% b	126 52%	73 53%	44 58%	1630 58%	1412 58%	219 57%	191 42%	1439 61% ac	1630 58% a	429 46%	713 63% ad	474 72% abd	1630 58% a
Used ad-blocking filters or software (software that prevents some types of ads appearing)	918 33%	762 33%	81 33%	49 36%	26 35%	918 33%	797 33%	122 32%	103 22%	815 35% a	918 33% a	232 25%	397 35% a	285 44% abd	918 33% a
Used Incognito mode or Private Browsing on a web browser (like Google Chrome or Safari)	908 32%	761 32%	82 34%	42 31%	22 30%	908 32%	802 33%	106 28%	120 26%	788 34% a	908 32% a	177 19%	391 34% a	332 51% abd	908 32% a
Used false information when registering for things online to avoid spam/ junk email	595 21%	503 21% c	50 21%	22 16%	20 26% c	595 21%	533 22% b	62 16%	66 14%	529 23% a	595 21% a	115 12%	231 20% a	249 38% abd	595 21% a
ANY OF THESE STEPS TAKEN	2336 83%	1965 84%	197 81%	112 81%	63 83%	2336 83%	2039 84% b	298 78%	354 77%	1982 85% a	2336 83% a	709 76%	994 88% ad	609 93% abd	2336 83% a
None of these	327 12%	270 12%	30 12%	19 14%	8 11%	327 12%	260 11%	67 17% a	62 13%	265 11%	327 12%	156 17% bcd	112 10% c	37 6%	327 12% c

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

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

IN50. Have you ever done any of the following? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3095	2150	314	320	311	3095	2657	438	461	2634	3095	957	1309	757	3095
Effective Weighted Sample	2183	1689	247	249	226	2183	1877	306	312	1879	2183	666	925	556	2183
Total	2800	2343	244	137	76	2800	2419	381	460	2340	2800	933	1136	654	2800
Don't know	137	108	17	7	5	137	120	17	44	93	137	68	29	8	137
	5%	5%	7%	5%	6%	5%	5%	4%	10%	4%	5%	7%	3%	1%	5%
									bc			bcd			bc

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 27

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

IN50. Have you ever done any of the following? (MULTI CODE)

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3095	671	1264	630
Effective Weighted Sample	2183	464	893	456
Total	2800	615	1128	593
Say no/ don't tick the box allowing companies to send me "information on offers and news"	1630 58%	311 51%	691 61% a	411 69% ab
Used ad-blocking filters or software (software that prevents some types of ads appearing)	918 33%	178 29%	388 34% a	222 37% a
Used Incognito mode or Private Browsing on a web browser (like Google Chrome or Safari)	908 32%	205 33%	340 30%	229 39% b
Used false information when registering for things online to avoid spam/ junk email	595 21%	133 22%	230 20%	152 26% b
ANY OF THESE STEPS TAKEN	2336 83%	511 83%	967 86%	524 88% a
None of these	327 12%	76 12%	133 12%	58 10%

Columns Tested: a,b,c

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 27

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

IN50. Have you ever done any of the following? (MULTI CODE)

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	**POTEN-TIALLY**	**LEAST**
Significance Level: 95%		a	b	c
Unweighted total	3095	671	1264	630
Effective Weighted Sample	2183	464	893	456
Total	2800	615	1128	593
Don't know	137	28	27	12
	5%	5%	2%	2%
		bc		

Columns Tested: a,b,c

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 28

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

IN51. On sites like YouTube, Instagram or TikTok some vloggers or influencers with lots of followers like Kylie Jenner or Joe Wicks might say good things about a particular company or product or brand - such as beauty products, Nike clothing, a new PlayStation game and so on. Which, if any, of these are reasons why they might say good things about these products or brands? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3095	502	519	601	525	413	535	3095	1425	1625	777	890	564	826	1667	1390	3095
Effective Weighted Sample	2183	355	374	436	378	290	368	2183	1021	1132	579	638	409	567	1214	942	2183
Total	2800	429	500	500	514	429	429	2800	1347	1420	776	795	610	582	1571	1192	2800
They are being paid by the company or brand to say this	1837	248	291	317	352	320	308	1837	867	952	522	560	399	342	1082	741	1837
	66%	58%	58%	63%	69%	75%	72%	66%	64%	67%	67%	70%	65%	59%	69%	62%	66%
					ab	abcg	abcg	ab			df	dfg	d		df		d
They think this information will be of interest or use to their followers	722	131	169	143	116	83	80	722	378	334	241	190	148	138	431	286	722
	26%	30%	34%	29%	23%	19%	19%	26%	28%	24%	31%	24%	24%	24%	27%	24%	26%
		def	defg	def				ef	b		bcdfg						
They like to use those particular products or brands because of their quality or value	651	141	150	137	114	48	61	651	344	298	238	152	135	124	389	259	651
	23%	33%	30%	27%	22%	11%	14%	23%	26%	21%	31%	19%	22%	21%	25%	22%	23%
		defg	defg	ef	ef			ef	b		bcdefg				b		b
Some other reason	22	1	4	1	-	6	10	22	14	7	5	8	7	1	13	8	22
	1%	*%	1%	*%	-%	1%	2%	1%	1%	*%	1%	1%	1%	*%	1%	1%	1%
						cd	acdg					d	d				
Don't know	353	39	52	65	68	60	69	353	150	195	67	91	63	114	158	178	353
	13%	9%	10%	13%	13%	14%	16%	13%	11%	14%	9%	11%	10%	20%	10%	15%	13%
						a	ab							abcefg		ace	ae
SUMMARY																	
ONLY BEING PAID RESPONSE	1343	161	192	218	270	261	240	1343	608	726	345	424	307	254	769	562	1343
	48%	38%	38%	44%	53%	61%	56%	48%	45%	51%	44%	53%	50%	44%	49%	47%	48%
				abc	abcdg	abcg	ab		a		adfg	d		d			
ONLY RESPONSE OTHER THAN BEING PAID	610	142	157	118	94	48	52	610	329	273	188	144	148	126	332	273	610
	22%	33%	31%	24%	18%	11%	12%	22%	24%	19%	24%	18%	24%	22%	21%	23%	22%
		cdefg	cdefg	ef	ef			ef	b		b		b			b	b

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 28

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

IN51. On sites like YouTube, Instagram or TikTok some vloggers or influencers with lots of followers like Kylie Jenner or Joe Wicks might say good things about a particular company or product or brand - such as beauty products, Nike clothing, a new PlayStation game and so on. Which, if any, of these are reasons why they might say good things about these products or brands? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3095	502	519	601	525	413	535	3095	1425	1625	777	890	564	826	1667	1390	3095
Effective Weighted Sample	2183	355	374	436	378	290	368	2183	1021	1132	579	638	409	567	1214	942	2183
Total	2800	429	500	500	514	429	429	2800	1347	1420	776	795	610	582	1571	1192	2800
BEING PAID AND ANY OTHER RESPONSE	495	87	99	99	82	59	68	495	259	227	177	136	92	88	313	179	495
	18%	20%	20%	20%	16%	14%	16%	18%	19%	16%	23%	17%	15%	15%	20%	15%	18%
		e	e	e					b		bcdfg				cdf		

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

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

IN51. On sites like YouTube, Instagram or TikTok some vloggers or influencers with lots of followers like Kylie Jenner or Joe Wicks might say good things about a particular company or product or brand - such as beauty products, Nike clothing, a new PlayStation game and so on. Which, if any, of these are reasons why they might say good things about these products or brands? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3095	2150	314	320	311	3095	2657	438	461	2634	3095	957	1309	757	3095
Effective Weighted Sample	2183	1689	247	249	226	2183	1877	306	312	1879	2183	666	925	556	2183
Total	2800	2343	244	137	76	2800	2419	381	460	2340	2800	933	1136	654	2800
They are being paid by the company or brand to say this	1837 66%	1541 66%	153 63%	85 62%	59 78% abce	1837 66%	1578 65%	260 68%	211 46%	1627 70% ac	1837 66% a	471 50%	812 72% ad	530 81% abd	1837 66% a
They think this information will be of interest or use to their followers	722 26%	611 26%	57 23%	36 27%	17 22%	722 26%	641 27% b	80 21%	97 21%	625 27% a	722 26%	184 20%	305 27% a	227 35% abd	722 26% a
They like to use those particular products or brands because of their quality or value	651 23%	553 24% d	51 21%	33 24%	13 17%	651 23% d	595 25% b	56 15%	111 24%	540 23%	651 23%	189 20%	267 24%	191 29% abd	651 23%
Some other reason	22 1%	20 1%	- -%	1 *%	1 1%	22 1%	21 1%	1 *%	1 *%	21 1%	22 1%	9 1%	5 *%	7 1%	22 1%
Don't know	353 13%	286 12%	35 14% d	26 19% ade	6 8%	353 13% d	296 12%	57 15%	98 21% bc	255 11%	353 13%	204 22% bcd	84 7% c	18 3%	353 13% bc
SUMMARY															
ONLY BEING PAID RESPONSE	1343 48%	1117 48%	124 51% c	57 42%	45 59% ace	1343 48%	1132 47%	211 55% a	176 38%	1167 50% a	1343 48% a	391 42%	589 52% ad	341 52% a	1343 48% a

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 28

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

IN51. On sites like YouTube, Instagram or TikTok some vloggers or influencers with lots of followers like Kylie Jenner or Joe Wicks might say good things about a particular company or product or brand - such as beauty products, Nike clothing, a new PlayStation game and so on. Which, if any, of these are reasons why they might say good things about these products or brands? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3095	2150	314	320	311	3095	2657	438	461	2634	3095	957	1309	757	3095
Effective Weighted Sample	2183	1689	247	249	226	2183	1877	306	312	1879	2183	666	925	556	2183
Total	2800	2343	244	137	76	2800	2419	381	460	2340	2800	933	1136	654	2800
ONLY RESPONSE OTHER THAN BEING PAID	610	516	56	27	11	610	545	65	151	459	610	258	240	106	610
	22%	22%	23%	19%	15%	22%	23%	17%	33%	20%	22%	28%	21%	16%	22%
		d	d			d	b		bc			bcd	c		c
BEING PAID AND ANY OTHER RESPONSE	495	424	29	28	14	495	446	48	35	460	495	80	223	189	495
	18%	18%	12%	20%	19%	18%	18%	13%	8%	20%	18%	9%	20%	29%	18%
		b		b	b	b	b			a	a		a	abd	a

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

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

IN51. On sites like YouTube, Instagram or TikTok some vloggers or influencers with lots of followers like Kylie Jenner or Joe Wicks might say good things about a particular company or product or brand - such as beauty products, Nike clothing, a new PlayStation game and so on. Which, if any, of these are reasons why they might say good things about these products or brands? (MULTI CODE)

Base : All respondents

		FINANCIAL VULNERABILITY INDEX		
Significance Level: 95%	Total	MOST a	POTEN-TIALLY b	LEAST c
Unweighted total	3095	671	1264	630
Effective Weighted Sample	2183	464	893	456
Total	2800	615	1128	593
They are being paid by the company or brand to say this	1837 66%	347 56%	801 71% a	454 77% ab
They think this information will be of interest or use to their followers	722 26%	195 32% b	263 23%	161 27%
They like to use those particular products or brands because of their quality or value	651 23%	163 27% b	241 21%	138 23%
Some other reason	22 1%	1 *%	7 1%	11 2% ab
Don't know	353 13%	77 12% c	116 10% c	39 7%
SUMMARY				
ONLY BEING PAID RESPONSE	1343 48%	240 39%	607 54% a	328 55% a

Columns Tested: a,b,c

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

IN51. On sites like YouTube, Instagram or TikTok some vloggers or influencers with lots of followers like Kylie Jenner or Joe Wicks might say good things about a particular company or product or brand - such as beauty products, Nike clothing, a new PlayStation game and so on. Which, if any, of these are reasons why they might say good things about these products or brands? (MULTI CODE)

Base : All respondents

		FINANCIAL VULNERABILITY INDEX		
	Total	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3095	671	1264	630
Effective Weighted Sample	2183	464	893	456
Total	2800	615	1128	593
ONLY RESPONSE OTHER THAN BEING PAID	610	191	211	100
	22%	31%	19%	17%
		bc		
BEING PAID AND ANY OTHER RESPONSE	495	107	194	126
	18%	17%	17%	21%

Columns Tested: a,b,c

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 29

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

IN52. There are many ways that companies can collect information about people based on what they do online. Which, if any of the following ways are you aware of? This might be through visiting websites or apps like Facebook, Twitter, Google, Amazon or through the M&S or Tesco websites or apps. (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3095	502	519	601	525	413	535	3095	1425	1625	777	890	564	826	1667	1390	3095
Effective Weighted Sample	2183	355	374	436	378	290	368	2183	1021	1132	579	638	409	567	1214	942	2183
Total	2800	429	500	500	514	429	429	2800	1347	1420	776	795	610	582	1571	1192	2800
Using 'cookies' to collect information about the websites people visit or what products and services interest them	1723	214	291	280	329	302	308	1723	827	879	499	540	339	337	1038	676	1723
	62%	50%	58%	56%	64%	70%	72%	62%	61%	62%	64%	68%	56%	58%	66%	57%	62%
			a		ac	abcg	abcdg	ac			cdf	cdfg			cdfg		cf
Using apps on smartphones to collect data on users' locations or what products and services interest them	1433	187	252	248	284	250	212	1433	693	729	445	452	273	255	897	528	1433
	51%	44%	50%	50%	55%	58%	49%	51%	51%	51%	57%	57%	45%	44%	57%	44%	51%
					a	abcfg		a			cdfg	cdfg			cdfg		cdf
Collecting information from social media accounts – i.e. about users' interests, "likes", location, preferences and so on	1416	185	251	234	286	243	217	1416	667	734	429	429	299	251	858	550	1416
	51%	43%	50%	47%	56%	57%	51%	51%	50%	52%	55%	54%	49%	43%	55%	46%	51%
					ac	ac	a	a			dfg	df			dfg		df
Asking customers to 'register' with a website or app and to opt in/ opt out of receiving further information from them or their partners	1390	171	231	235	265	243	245	1390	656	723	434	430	267	254	864	521	1390
	50%	40%	46%	47%	52%	57%	57%	50%	49%	51%	56%	54%	44%	44%	55%	44%	50%
				a	a	abcg	abcg	a			cdfg	cdfg			cdfg		cdf

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 29

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

IN52. There are many ways that companies can collect information about people based on what they do online. Which, if any of the following ways are you aware of? This might be through visiting websites or apps like Facebook, Twitter, Google, Amazon or through the M&S or Tesco websites or apps. (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3095	502	519	601	525	413	535	3095	1425	1625	777	890	564	826	1667	1390	3095
Effective Weighted Sample	2183	355	374	436	378	290	368	2183	1021	1132	579	638	409	567	1214	942	2183
Total	2800	429	500	500	514	429	429	2800	1347	1420	776	795	610	582	1571	1192	2800
TOTAL - AWARE OF ANY OF THESE WAYS THAT COMPANIES CAN COLLECT INFORMATION ABOUT ME	2392	373	447	417	450	356	348	2392	1174	1193	714	688	529	442	1402	971	2392
	85%	87%	89%	83%	88%	83%	81%	85%	87%	84%	92%	87%	87%	76%	89%	81%	85%
		f	cefg		f			f	b		bcdfg	df	df		dfg	d	df
TOTAL - AWARE OF ALL OF THESE WAYS	791	70	112	122	171	166	150	791	362	422	229	286	130	143	516	272	791
	28%	16%	22%	24%	33%	39%	35%	28%	27%	30%	30%	36%	21%	24%	33%	23%	28%
			a	a	abcg	abcg	abcg	ab			cf	acdfg			cdfg		cf
Not aware of any of these / Not aware that companies collect information about what people do online	113	12	13	24	17	19	28	113	57	55	23	24	22	43	47	65	113
	4%	3%	3%	5%	3%	4%	7%	4%	4%	4%	3%	3%	4%	7%	3%	5%	4%
							abdg							abceg		abe	
Don't know	295	44	40	58	47	54	52	295	116	171	40	83	59	97	123	156	295
	11%	10%	8%	12%	9%	12%	12%	11%	9%	12%	5%	10%	10%	17%	8%	13%	11%
										a		a	a	abceg	a	aeg	ae

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 29

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

IN52. There are many ways that companies can collect information about people based on what they do online. Which, if any of the following ways are you aware of? This might be through visiting websites or apps like Facebook, Twitter, Google, Amazon or through the M&S or Tesco websites or apps. (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3095	2150	314	320	311	3095	2657	438	461	2634	3095	957	1309	757	3095
Effective Weighted Sample	2183	1689	247	249	226	2183	1877	306	312	1879	2183	666	925	556	2183
Total	2800	2343	244	137	76	2800	2419	381	460	2340	2800	933	1136	654	2800
Using 'cookies' to collect information about the websites people visit or what products and services interest them	1723 62%	1442 62%	159 65% c	76 55%	46 61%	1723 62%	1478 61%	245 64%	162 35%	1562 67% ac	1723 62% a	416 45%	782 69% ad	509 78% abd	1723 62% a
Using apps on smartphones to collect data on users' locations or what products and services interest them	1433 51%	1220 52% c	112 46%	58 43%	43 57% bc	1433 51% c	1236 51%	198 52%	174 38%	1259 54% a	1433 51% a	331 35%	650 57% ad	446 68% abd	1433 51% a
Collecting information from social media accounts – i.e. about users' interests, "likes", location, preferences and so on	1416 51%	1191 51%	118 48%	65 47%	42 56%	1416 51%	1215 50%	201 53%	148 32%	1267 54% ac	1416 51% a	315 34%	620 55% ad	474 73% abd	1416 51% a
Asking customers to 'register' with a website or app and to opt in/ opt out of receiving further information from them or their partners	1390 50%	1184 51% c	109 45%	58 42%	38 50%	1390 50% c	1198 50%	192 50%	142 31%	1248 53% ac	1390 50% a	314 34%	612 54% ad	456 70% abd	1390 50% a

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

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

IN52. There are many ways that companies can collect information about people based on what they do online. Which, if any of the following ways are you aware of? This might be through visiting websites or apps like Facebook, Twitter, Google, Amazon or through the M&S or Tesco websites or apps. (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3095	2150	314	320	311	3095	2657	438	461	2634	3095	957	1309	757	3095
Effective Weighted Sample	2183	1689	247	249	226	2183	1877	306	312	1879	2183	666	925	556	2183
Total	2800	2343	244	137	76	2800	2419	381	460	2340	2800	933	1136	654	2800
TOTAL - AWARE OF ANY OF THESE WAYS THAT COMPANIES CAN COLLECT INFORMATION ABOUT ME	2392	2008	203	114	66	2392	2075	317	357	2035	2392	704	1047	622	2392
	85%	86%	83%	83%	88%	85%	86%	83%	78%	87%	85%	75%	92%	95%	85%
										a	a		ad	abd	a
TOTAL - AWARE OF ALL OF THESE WAYS	791	675	64	30	22	791	668	123	46	744	791	134	348	306	791
	28%	29%	26%	22%	29%	28%	28%	32%	10%	32%	28%	14%	31%	47%	28%
		c				c				ac	a		a	abd	a
Not aware of any of these / Not aware that companies collect information about what people do online	113	93	12	5	3	113	94	19	29	84	113	56	30	12	113
	4%	4%	5%	4%	4%	4%	4%	5%	6%	4%	4%	6%	3%	2%	4%
									b			bcd			c
Don't know	295	242	29	18	7	295	250	45	74	220	295	174	58	19	295
	11%	10%	12%	13%	9%	11%	10%	12%	16%	9%	11%	19%	5%	3%	11%
									bc			bcd	c		bc

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 29

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

IN52. There are many ways that companies can collect information about people based on what they do online. Which, if any of the following ways are you aware of? This might be through visiting websites or apps like Facebook, Twitter, Google, Amazon or through the M&S or Tesco websites or apps. (MULTI CODE)

Base : All respondents

		FINANCIAL VULNERABILITY INDEX		
	Total	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3095	671	1264	630
Effective Weighted Sample	2183	464	893	456
Total	2800	615	1128	593
Using 'cookies' to collect information about the websites people visit or what products and services interest them	1723 62%	350 57%	715 63% a	450 76% ab
Using apps on smartphones to collect data on users' locations or what products and services interest them	1433 51%	287 47%	575 51%	406 69% ab
Collecting information from social media accounts – i.e. about users' interests, "likes", location, preferences and so on	1416 51%	275 45%	602 53% a	371 63% ab
Asking customers to 'register' with a website or app and to opt in/ opt out of receiving further information from them or their partners	1390 50%	252 41%	586 52% a	388 65% ab

Columns Tested: a,b,c

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

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Base : All respondents

| | | FINANCIAL VULNERABILITY INDEX | |
	Total	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3095	671	1264	630
Effective Weighted Sample	2183	464	893	456
Total	2800	615	1128	593
TOTAL - AWARE OF ANY OF THESE WAYS THAT COMPANIES CAN COLLECT INFORMATION ABOUT ME	2392 85%	526 85%	992 88%	554 93% ab
TOTAL - AWARE OF ALL OF THESE WAYS	791 28%	124 20%	323 29% a	262 44% ab
Not aware of any of these / Not aware that companies collect information about what people do online	113 4%	24 4%	47 4% c	12 2%
Don't know	295 11%	65 11% c	89 8% c	27 5%

Columns Tested: a,b,c

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

IN53. Please read the full list of statements below about how people feel about online companies collecting and using their personal information (e.g. their name, address, telephone number etc). If you agree with any of these statements, please just select them. I am happy for companies to collect and use my personal information if.... (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3095	502	519	601	525	413	535	3095	1425	1625	777	890	564	826	1667	1390	3095
Effective Weighted Sample	2183	355	374	436	378	290	368	2183	1021	1132	579	638	409	567	1214	942	2183
Total	2800	429	500	500	514	429	429	2800	1347	1420	776	795	610	582	1571	1192	2800
I can choose to opt-out at any point and they will stop using my data	1066	145	187	186	207	181	160	1066	502	555	312	333	203	214	644	417	1066
	38%	34%	37%	37%	40%	42%	37%	38%	37%	39%	40%	42%	33%	37%	41%	35%	38%
						a					cf	cf			cf		
They are clear about how they will use my information	1001	142	178	186	171	155	169	1001	473	518	279	317	199	200	596	398	1001
	36%	33%	36%	37%	33%	36%	40%	36%	35%	36%	36%	40%	33%	34%	38%	33%	36%
												cdf			f		
They reassure me they will not share my information with other companies	950	139	168	166	172	152	153	950	430	512	262	297	189	196	559	385	950
	34%	32%	34%	33%	34%	35%	36%	34%	32%	36%	34%	37%	31%	34%	36%	32%	34%
										a		cf					
They use it to send me relevant special offers/ discounts for products/ services they think I might like	754	128	159	133	149	110	76	754	360	384	226	211	171	141	436	311	754
	27%	30%	32%	27%	29%	26%	18%	27%	27%	27%	29%	26%	28%	24%	28%	26%	27%
		f	f	f	f	f		f									
They use it to show me adverts or information that might be more relevant to me	483	84	90	80	102	79	48	483	276	197	141	142	111	89	283	200	483
	17%	20%	18%	16%	20%	18%	11%	17%	21%	14%	18%	18%	18%	15%	18%	17%	17%
		f	f	f	f	f		f	b								

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

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

IN53. Please read the full list of statements below about how people feel about online companies collecting and using their personal information (e.g. their name, address, telephone number etc). If you agree with any of these statements, please just select them. I am happy for companies to collect and use my personal information if.... (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3095	502	519	601	525	413	535	3095	1425	1625	777	890	564	826	1667	1390	3095
Effective Weighted Sample	2183	355	374	436	378	290	368	2183	1021	1132	579	638	409	567	1214	942	2183
Total	2800	429	500	500	514	429	429	2800	1347	1420	776	795	610	582	1571	1192	2800
I get something like access to a free service in return - like access to their public WiFi network	469	107	110	98	76	49	29	469	246	214	161	141	80	80	301	161	469
	17%	25%	22%	20%	15%	11%	7%	17%	18%	15%	21%	18%	13%	14%	19%	13%	17%
		defg	defg	ef	f	f		ef	b		cdfg	f			cdf		f
I get a personalised service in return – like a weather update on my phone (based on my location)	424	85	99	89	71	44	37	424	232	188	134	129	71	90	263	161	424
	15%	20%	20%	18%	14%	10%	9%	15%	17%	13%	17%	16%	12%	15%	17%	13%	15%
		defg	defg	ef	f			ef	b		cf	c			cf		
TOTAL - HAPPY FOR COMPANIES TO COLLECT AND USE MY PERSONAL INFORMATION	2017	365	397	374	376	259	247	2017	1002	991	578	589	452	382	1167	833	2017
	72%	85%	79%	75%	73%	60%	58%	72%	74%	70%	74%	74%	74%	66%	74%	70%	72%
		bcdefg	defg	ef	ef			ef	b		d	d	d		df		d
I am not happy for companies to collect and use my personal information	583	25	59	87	106	141	166	583	255	325	167	154	123	134	321	257	583
	21%	6%	12%	17%	21%	33%	39%	21%	19%	23%	21%	19%	20%	23%	20%	22%	21%
			a	ab	ab	abcdg	abcdg	ab		a							
Don't know	200	39	44	40	33	29	16	200	90	104	31	52	36	66	83	102	200
	7%	9%	9%	8%	6%	7%	4%	7%	7%	7%	4%	7%	6%	11%	5%	9%	7%
		f	f	f				f						abceg		ae	ae

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

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

IN53. Please read the full list of statements below about how people feel about online companies collecting and using their personal information (e.g. their name, address, telephone number etc). If you agree with any of these statements, please just select them. I am happy for companies to collect and use my personal information if.... (MULTI CODE)

Base : All respondents

	Total	NATION ENGLAND a	NATION SCOT-LAND b	NATION WALES c	NATION N IRELAND d	NATION ALL UK e	LOCATION URBAN a	LOCATION RURAL b	ONLY GOES ONLINE ON A SMARTPHONE YES a	ONLY GOES ONLINE ON A SMARTPHONE NO b	ONLY GOES ONLINE ON A SMARTPHONE ALL c	BREADTH OF USE OF THE INTERNET NARROW (1-4) a	BREADTH OF USE OF THE INTERNET MEDIUM (5-8) b	BREADTH OF USE OF THE INTERNET BROAD (9-13) c	BREADTH OF USE OF THE INTERNET ALL d
Significance Level: 95%															
Unweighted total	3095	2150	314	320	311	3095	2657	438	461	2634	3095	957	1309	757	3095
Effective Weighted Sample	2183	1689	247	249	226	2183	1877	306	312	1879	2183	666	925	556	2183
Total	2800	2343	244	137	76	2800	2419	381	460	2340	2800	933	1136	654	2800
I can choose to opt-out at any point and they will stop using my data	1066 38%	900 38%	90 37%	48 35%	28 37%	1066 38%	908 38%	158 41%	108 23%	958 41% a	1066 38% a	212 23%	483 43% ad	358 55% abd	1066 38% a
They are clear about how they will use my information	1001 36%	835 36%	90 37%	49 35%	28 36%	1001 36%	861 36%	140 37%	106 23%	895 38% a	1001 36% a	223 24%	444 39% a	329 50% abd	1001 36% a
They reassure me they will not share my information with other companies	950 34%	785 34%	91 37%	48 35%	26 34%	950 34%	824 34%	126 33%	98 21%	853 36% a	950 34% a	195 21%	444 39% ad	309 47% abd	950 34% a
They use it to send me relevant special offers/ discounts for products/ services they think I might like	754 27%	647 28% b	53 22%	33 24%	21 27%	754 27%	681 28% b	72 19%	103 22%	651 28% a	754 27%	157 17%	331 29% a	263 40% abd	754 27% a
They use it to show me adverts or information that might be more relevant to me	483 17%	408 17%	37 15%	24 18%	13 17%	483 17%	423 17%	60 16%	53 11%	430 18% a	483 17% a	108 12%	200 18% a	175 27% abd	483 17% a

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

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

IN53. Please read the full list of statements below about how people feel about online companies collecting and using their personal information (e.g. their name, address, telephone number etc). If you agree with any of these statements, please just select them. I am happy for companies to collect and use my personal information if.... (MULTI CODE)

Base : All respondents

	Total	NATION ENGLAND a	NATION SCOT-LAND b	NATION WALES c	NATION N IRELAND d	NATION ALL UK e	LOCATION URBAN a	LOCATION RURAL b	ONLY GOES ONLINE ON A SMARTPHONE YES a	ONLY GOES ONLINE ON A SMARTPHONE NO b	ONLY GOES ONLINE ON A SMARTPHONE ALL c	BREADTH OF USE OF THE INTERNET NARROW (1-4) a	BREADTH OF USE OF THE INTERNET MEDIUM (5-8) b	BREADTH OF USE OF THE INTERNET BROAD (9-13) c	BREADTH OF USE OF THE INTERNET ALL d
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3095	2150	314	320	311	3095	2657	438	461	2634	3095	957	1309	757	3095
Effective Weighted Sample	2183	1689	247	249	226	2183	1877	306	312	1879	2183	666	925	556	2183
Total	2800	2343	244	137	76	2800	2419	381	460	2340	2800	933	1136	654	2800
I get something like access to a free service in return - like access to their public WiFi network	469 17%	397 17%	36 15%	23 17%	13 17%	469 17%	423 18% b	46 12%	55 12%	415 18% a	469 17% a	69 7%	189 17% a	210 32% abd	469 17% a
I get a personalised service in return – like a weather update on my phone (based on my location)	424 15%	352 15%	35 14%	25 18%	13 17%	424 15%	365 15%	59 16%	38 8%	387 17% a	424 15% a	69 7%	172 15% a	183 28% abd	424 15% a
TOTAL - HAPPY FOR COMPANIES TO COLLECT AND USE MY PERSONAL INFORMATION	2017 72%	1698 72%	167 68%	97 71%	55 73%	2017 72%	1765 73% b	253 66%	319 69%	1699 73%	2017 72%	586 63%	872 77% ad	538 82% abd	2017 72% a
I am not happy for companies to collect and use my personal information	583 21%	488 21%	51 21%	26 19%	17 23%	583 21%	482 20%	101 27% a	83 18%	500 21%	583 21%	247 26% bcd	221 19% c	98 15%	583 21% c
Don't know	200 7%	156 7%	27 11% ade	14 10% d	3 4%	200 7%	172 7%	28 7%	59 13% bc	141 6%	200 7%	100 11% bcd	43 4%	17 3%	200 7% bc

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

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

IN53. Please read the full list of statements below about how people feel about online companies collecting and using their personal information (e.g. their name, address, telephone number etc). If you agree with any of these statements, please just select them. I am happy for companies to collect and use my personal information if.... (MULTI CODE)

Base : All respondents

		FINANCIAL VULNERABILITY INDEX		
Significance Level: 95%	Total	MOST a	POTEN- TIALLY b	LEAST c
Unweighted total	3095	671	1264	630
Effective Weighted Sample	2183	464	893	456
Total	2800	615	1128	593
I can choose to opt-out at any point and they will stop using my data	1066 38%	186 30%	449 40% a	293 49% ab
They are clear about how they will use my information	1001 36%	182 30%	436 39% a	259 44% a
They reassure me they will not share my information with other companies	950 34%	187 30%	420 37% a	223 38% a
They use it to send me relevant special offers/ discounts for products/ services they think I might like	754 27%	183 30%	297 26%	175 30%
They use it to show me adverts or information that might be more relevant to me	483 17%	97 16%	218 19%	110 18%

Columns Tested: a,b,c

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

IN53. Please read the full list of statements below about how people feel about online companies collecting and using their personal information (e.g. their name, address, telephone number etc). If you agree with any of these statements, please just select them. I am happy for companies to collect and use my personal information if.... (MULTI CODE)

Base : All respondents

		FINANCIAL VULNERABILITY INDEX		
Significance Level: 95%	Total	MOST	POTEN-TIALLY	LEAST
		a	b	c
Unweighted total	3095	671	1264	630
Effective Weighted Sample	2183	464	893	456
Total	2800	615	1128	593
I get something like access to a free service in return - like access to their public WiFi network	469 17%	114 18%	174 15%	129 22% b
I get a personalised service in return – like a weather update on my phone (based on my location)	424 15%	93 15%	176 16%	106 18%
TOTAL - HAPPY FOR COMPANIES TO COLLECT AND USE MY PERSONAL INFORMATION	2017 72%	450 73%	849 75%	440 74%
I am not happy for companies to collect and use my personal information	583 21%	120 19%	236 21%	136 23%
Don't know	200 7%	45 7% bc	43 4%	17 3%

Columns Tested: a,b,c

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

IN54. In your opinion which, if any, of these reasons apply as to why companies like Google, Amazon or Facebook might collect information about their users? So that these companies can... (MULTI CODE)

Base : All respondents

	Total	16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
						AGE				GENDER					SEG		
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3095	502	519	601	525	413	535	3095	1425	1625	777	890	564	826	1667	1390	3095
Effective Weighted Sample	2183	355	374	436	378	290	368	2183	1021	1132	579	638	409	567	1214	942	2183
Total	2800	429	500	500	514	429	429	2800	1347	1420	776	795	610	582	1571	1192	2800
Target advertising, information or other content at their users	1414	169	231	238	256	267	253	1414	688	713	442	428	287	249	870	536	1414
	50%	40%	46%	48%	50%	62%	59%	50%	51%	50%	57%	54%	47%	43%	55%	45%	50%
				a	a	abcdg	abcdg	a			cdfg	cdf			cdfg		df
Build up a profile of their users and what they like/ don't like	1169	142	173	197	217	220	221	1169	586	571	341	367	227	228	707	455	1169
	42%	33%	35%	39%	42%	51%	51%	42%	43%	40%	44%	46%	37%	39%	45%	38%	42%
					ab	abcdg	abcdg	ab			cf	cdf			cdf		
Personalise their experience when using the website/ app	1024	151	212	176	192	154	138	1024	505	507	306	345	196	172	651	368	1024
	37%	35%	42%	35%	37%	36%	32%	37%	38%	36%	39%	43%	32%	30%	41%	31%	37%
			acfg								cdf	cdfg			cdfg		df
Sell users' information/ data to other companies	1022	112	168	160	188	203	190	1022	514	498	319	319	200	179	639	379	1022
	36%	26%	34%	32%	37%	47%	44%	36%	38%	35%	41%	40%	33%	31%	41%	32%	36%
			a		a	abcdg	abcdg	a			cdfg	cdf			cdfg		df
Track their online behaviour over time	1019	124	163	164	192	188	188	1019	514	497	293	334	201	187	627	388	1019
	36%	29%	33%	33%	37%	44%	44%	36%	38%	35%	38%	42%	33%	32%	40%	33%	36%
					a	abcg	abcg	a			df	cdfg			cdfg		f
Tailor prices for products and services	795	85	144	134	164	143	125	795	416	371	245	252	143	154	497	297	795
	28%	20%	29%	27%	32%	33%	29%	28%	31%	26%	32%	32%	23%	26%	32%	25%	28%
			a	a	a	a	a	a	b		cf	cdf			cdfg		cf
Influence users' opinions and behaviours	708	77	153	115	143	111	109	708	346	358	234	208	138	124	442	262	708
	25%	18%	31%	23%	28%	26%	25%	25%	26%	25%	30%	26%	23%	21%	28%	22%	25%
			acg		a	a	a	a			cdfg	d			cdf		df

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

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

IN54. In your opinion which, if any, of these reasons apply as to why companies like Google, Amazon or Facebook might collect information about their users? So that these companies can... (MULTI CODE)

Base : All respondents

	Total	AGE 16-24	AGE 25-34	AGE 35-44	AGE 45-54	AGE 55-64	AGE 65+	AGE ALL UK	GENDER MAN	GENDER WOMAN	SEG AB	SEG C1	SEG C2	SEG DE	SEG ABC1	SEG C2DE	SEG ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3095	502	519	601	525	413	535	3095	1425	1625	777	890	564	826	1667	1390	3095
Effective Weighted Sample	2183	355	374	436	378	290	368	2183	1021	1132	579	638	409	567	1214	942	2183
Total	2800	429	500	500	514	429	429	2800	1347	1420	776	795	610	582	1571	1192	2800
Other reason(s)	4 *%	- -%	2 *%	1 *%	- -%	- -%	1 *%	4 *%	1 *%	2 *%	2 *%	- -%	* *%	1 *%	2 *%	2 *%	4 *%
ANY OF THESE APPLY	2407 86%	375 87% f	445 89% f	430 86%	442 86%	367 86%	348 81%	2407 86% f	1187 88% b	1196 84%	704 91% dfg	697 88% df	546 90% df	444 76%	1400 89% dfg	990 83% d	2407 86% df
None of these reasons apply	124 4%	10 2%	17 3%	14 3%	21 4%	21 5%	41 10% abcdeg	124 4%	62 5%	63 4%	29 4%	31 4%	26 4%	36 6% e	59 4%	62 5%	124 4%
Don't know	270 10%	44 10%	39 8%	55 11%	51 10%	40 9%	39 9%	270 10%	100 7%	161 11% a	45 6%	68 9%	38 6%	103 18% abcefg	113 7%	140 12% abce	270 10% ace

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

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

IN54. In your opinion which, if any, of these reasons apply as to why companies like Google, Amazon or Facebook might collect information about their users? So that these companies can... (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3095	2150	314	320	311	3095	2657	438	461	2634	3095	957	1309	757	3095
Effective Weighted Sample	2183	1689	247	249	226	2183	1877	306	312	1879	2183	666	925	556	2183
Total	2800	2343	244	137	76	2800	2419	381	460	2340	2800	933	1136	654	2800
Target advertising, information or other content at their users	1414 50%	1190 51%	122 50%	61 45%	40 53%	1414 50%	1209 50%	205 54%	139 30%	1274 54% ac	1414 50% a	327 35%	637 56% ad	441 67% abd	1414 50% a
Build up a profile of their users and what they like/ don't like	1169 42%	980 42%	103 42%	52 38%	35 46%	1169 42%	996 41%	173 45%	108 24%	1061 45% ac	1169 42% a	268 29%	504 44% a	390 60% abd	1169 42% a
Personalise their experience when using the website/ app	1024 37%	870 37%	81 33%	44 32%	29 39%	1024 37%	889 37%	135 35%	122 27%	902 39% a	1024 37% a	201 22%	444 39% a	375 57% abd	1024 37% a
Sell users' information/ data to other companies	1022 36%	865 37%	77 32%	52 38%	27 36%	1022 36%	874 36%	148 39%	109 24%	913 39% a	1022 36% a	244 26%	444 39% a	323 49% abd	1022 36% a
Track their online behaviour over time	1019 36%	849 36%	92 38%	45 33%	32 43% c	1019 36%	859 36%	159 42% a	86 19%	933 40% ac	1019 36% a	248 27%	425 37% a	335 51% abd	1019 36% a
Tailor prices for products and services	795 28%	678 29%	59 24%	39 28%	19 25%	795 28%	681 28%	114 30%	88 19%	707 30% a	795 28% a	192 21%	322 28% a	275 42% abd	795 28% a

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

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

IN54. In your opinion which, if any, of these reasons apply as to why companies like Google, Amazon or Facebook might collect information about their users? So that these companies can... (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3095	2150	314	320	311	3095	2657	438	461	2634	3095	957	1309	757	3095
Effective Weighted Sample	2183	1689	247	249	226	2183	1877	306	312	1879	2183	666	925	556	2183
Total	2800	2343	244	137	76	2800	2419	381	460	2340	2800	933	1136	654	2800
Influence users' opinions and behaviours	708	590	63	34	21	708	611	98	73	635	708	143	289	271	708
	25%	25%	26%	24%	28%	25%	25%	26%	16%	27%	25%	15%	25%	41%	25%
										a	a		a	abd	a
Other reason(s)	4	3	-	*	*	4	4	-	-	4	4	1	3	*	4
	*%	*%	-%	*%	*%	*%	*%	-%	-%	*%	*%	*%	*%	*%	*%
ANY OF THESE APPLY	2407	2029	200	112	67	2407	2087	321	357	2050	2407	737	1036	615	2407
	86%	87%	82%	82%	88%	86%	86%	84%	78%	88%	86%	79%	91%	94%	86%
		bc								a	a		ad	abd	a
None of these reasons apply	124	102	12	8	2	124	102	22	32	92	124	73	30	10	124
	4%	4%	5%	6%	3%	4%	4%	6%	7%	4%	4%	8%	3%	2%	4%
									bc			bcd			bc
Don't know	270	213	33	17	7	270	231	39	71	199	270	123	71	28	270
	10%	9%	13%	12%	9%	10%	10%	10%	15%	8%	10%	13%	6%	4%	10%
			a						bc			bcd			bc

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 31

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

IN54. In your opinion which, if any, of these reasons apply as to why companies like Google, Amazon or Facebook might collect information about their users? So that these companies can... (MULTI CODE)

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN-TIALLY	**LEAST**
Significance Level: 95%		a	b	c
Unweighted total	3095	671	1264	630
Effective Weighted Sample	2183	464	893	456
Total	2800	615	1128	593
Target advertising, information or other content at their users	1414	254	589	403
	50%	41%	52%	68%
			a	ab
Build up a profile of their users and what they like/ don't like	1169	219	503	320
	42%	36%	45%	54%
			a	ab
Personalise their experience when using the website/ app	1024	200	445	259
	37%	32%	39%	44%
			a	a
Sell users' information/ data to other companies	1022	182	435	279
	36%	30%	39%	47%
			a	ab
Track their online behaviour over time	1019	182	433	272
	36%	30%	38%	46%
			a	ab
Tailor prices for products and services	795	155	336	218
	28%	25%	30%	37%
				ab

Columns Tested: a,b,c

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 31

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

IN54. In your opinion which, if any, of these reasons apply as to why companies like Google, Amazon or Facebook might collect information about their users? So that these companies can... (MULTI CODE)

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3095	671	1264	630
Effective Weighted Sample	2183	464	893	456
Total	2800	615	1128	593
Influence users' opinions and behaviours	708	132	301	196
	25%	22%	27%	33%
			a	ab
Other reason(s)	4	2	1	1
	*%	*%	*%	*%
ANY OF THESE APPLY	2407	518	1014	550
	86%	84%	90%	93%
			a	a
None of these reasons apply	124	34	39	20
	4%	5%	3%	3%
Don't know	270	63	76	23
	10%	10%	7%	4%
		bc	c	

Columns Tested: a,b,c

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 32

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

SCENARIO 3. CORNISH HOTEL RATINGS AND REVIEW SCENARIO. Here is a search for a hotel room in Cornwall showing three different properties. Please look at this image and click or tap on anything that you would consider in choosing which to book. (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3095	502	519	601	525	413	535	3095	1425	1625	777	890	564	826	1667	1390	3095
Effective Weighted Sample	2183	355	374	436	378	290	368	2183	1021	1132	579	638	409	567	1214	942	2183
Total	2800	429	500	500	514	429	429	2800	1347	1420	776	795	610	582	1571	1192	2800
Picture of accommodation (HOTEL/ AESTHETICS)	975	161	181	191	178	125	140	975	479	487	270	255	226	216	525	442	975
	35%	38%	36%	38%	35%	29%	33%	35%	36%	34%	35%	32%	37%	37%	33%	37%	35%
		e		e												b	
'See availability' button (BOOKING FUNCTIONALITY)	543	115	97	96	92	59	85	543	270	263	161	137	125	111	298	236	543
	19%	27%	19%	19%	18%	14%	20%	19%	20%	19%	21%	17%	20%	19%	19%	20%	19%
		bcdefg					e	e									
Name of accommodation (HOTEL/ AESTHETICS)	511	98	96	94	83	71	69	511	264	241	155	144	109	96	300	205	511
	18%	23%	19%	19%	16%	17%	16%	18%	20%	17%	20%	18%	18%	16%	19%	17%	18%
		defg															
Price (PRICE)	405	67	95	80	64	55	43	405	173	219	99	141	85	76	240	160	405
	14%	16%	19%	16%	13%	13%	10%	14%	13%	15%	13%	18%	14%	13%	15%	13%	14%
		f	defg	f				f				adfg					
Blue box showing accommodation review score (REVIEW)	383	50	71	64	66	84	47	383	148	227	109	143	68	58	253	125	383
	14%	12%	14%	13%	13%	20%	11%	14%	11%	16%	14%	18%	11%	10%	16%	10%	14%
						acdfg				a	df	cdfg			cdf		df
Free cancellation (PROMOTION AND ENHANCEMENTS)	369	38	63	47	59	76	87	369	133	231	100	133	66	66	233	132	369
	13%	9%	13%	9%	11%	18%	20%	13%	10%	16%	13%	17%	11%	11%	15%	11%	13%
						acdg	abcdg	ac		a		cdfg			cdf		
No prepayment needed (PROMOTION AND ENHANCEMENTS)	359	39	46	56	60	85	72	359	141	216	85	127	72	69	212	141	359
	13%	9%	9%	11%	12%	20%	17%	13%	10%	15%	11%	16%	12%	12%	14%	12%	13%
						abcdg	abcdg	ab		a		adfg					

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

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

SCENARIO 3. CORNISH HOTEL RATINGS AND REVIEW SCENARIO. Here is a search for a hotel room in Cornwall showing three different properties. Please look at this image and click or tap on anything that you would consider in choosing which to book. (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3095	502	519	601	525	413	535	3095	1425	1625	777	890	564	826	1667	1390	3095
Effective Weighted Sample	2183	355	374	436	378	290	368	2183	1021	1132	579	638	409	567	1214	942	2183
Total	2800	429	500	500	514	429	429	2800	1347	1420	776	795	610	582	1571	1192	2800
Star rating shown (RATING)	296	40	72	59	52	41	31	296	101	189	82	110	58	40	192	99	296
	11%	9%	14%	12%	10%	10%	7%	11%	7%	13%	11%	14%	10%	7%	12%	8%	11%
			afg	f						a	d	cdfg			df		d
'You can cancel later, so lock in this great price today' message (PROMOTION AND ENHANCEMENTS)	289	56	63	48	34	40	48	289	137	148	77	98	62	48	175	111	289
	10%	13%	13%	10%	7%	9%	11%	10%	10%	10%	10%	12%	10%	8%	11%	9%	10%
		d	d				d	d				d					
Promotion - breakfast included (PROMOTION AND ENHANCEMENTS)	262	35	45	38	39	55	51	262	86	173	77	100	41	43	177	84	262
	9%	8%	9%	8%	8%	13%	12%	9%	6%	12%	10%	13%	7%	7%	11%	7%	9%
						acd	cd			a	f	cdfg			cdf		f
'Includes taxes and charges' message (HOTEL/ AESTHETICS)	224	44	68	44	31	19	18	224	117	105	65	63	45	49	128	95	224
	8%	10%	14%	9%	6%	4%	4%	8%	9%	7%	8%	8%	7%	9%	8%	8%	8%
		def	cdefg	ef				ef									
'Show on map' link (HOTEL/ AESTHETICS)	221	36	53	36	36	24	36	221	116	103	66	72	46	36	138	82	221
	8%	9%	11%	7%	7%	6%	8%	8%	9%	7%	9%	9%	8%	6%	9%	7%	8%
			e														
Room type (HOTEL/AESTHETICS)	204	34	46	34	31	36	23	204	101	98	78	47	28	49	125	77	204
	7%	8%	9%	7%	6%	8%	5%	7%	7%	7%	10%	6%	5%	8%	8%	6%	7%
			f								bcfg			c	c		c
Number of reviews (REVIEW)	156	32	37	25	23	19	20	156	68	84	49	52	30	25	101	56	156
	6%	7%	7%	5%	4%	5%	5%	6%	5%	6%	6%	7%	5%	4%	6%	5%	6%

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

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

SCENARIO 3. CORNISH HOTEL RATINGS AND REVIEW SCENARIO. Here is a search for a hotel room in Cornwall showing three different properties. Please look at this image and click or tap on anything that you would consider in choosing which to book. (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3095	502	519	601	525	413	535	3095	1425	1625	777	890	564	826	1667	1390	3095
Effective Weighted Sample	2183	355	374	436	378	290	368	2183	1021	1132	579	638	409	567	1214	942	2183
Total	2800	429	500	500	514	429	429	2800	1347	1420	776	795	610	582	1571	1192	2800
Length of stay (HOTEL/ AESTHETICS)	130	33	39	17	13	11	16	130	48	78	27	42	31	30	69	61	130
	5%	8%	8%	3%	3%	3%	4%	5%	4%	6%	3%	5%	5%	5%	4%	5%	5%
		cdefg	cdefg							a							
Social proof - 'Only 1 room left at this price on our site' (SOCIAL PROOF)	126	28	28	29	12	19	9	126	55	69	29	48	22	24	77	46	126
	5%	7%	6%	6%	2%	4%	2%	5%	4%	5%	4%	6%	4%	4%	5%	4%	5%
		df	df	df				f				f					
Review score description (very good/ superb) (REVIEW)	117	18	24	21	18	18	19	117	43	72	33	37	20	27	71	47	117
	4%	4%	5%	4%	3%	4%	4%	4%	3%	5%	4%	5%	3%	5%	4%	4%	4%
										a							
Location rating score (RATING)	85	17	25	14	6	12	10	85	39	45	28	32	14	10	61	24	85
	3%	4%	5%	3%	1%	3%	2%	3%	3%	3%	4%	4%	2%	2%	4%	2%	3%
		d	dg					d			df	df			df		
Discounted price flag (original price crossed through) (PROMOTION AND ENHANCEMENTS)	83	17	25	13	10	12	6	83	40	41	14	30	22	15	44	38	83
	3%	4%	5%	3%	2%	3%	1%	3%	3%	3%	2%	4%	4%	3%	3%	3%	3%
		f	dfg									a					
Thumbs up yellow logo (RATING)	69	16	14	17	9	7	6	69	33	33	9	29	20	10	38	30	69
	2%	4%	3%	3%	2%	2%	1%	2%	2%	2%	1%	4%	3%	2%	2%	2%	2%
		f									ad	a					

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 32

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

SCENARIO 3. CORNISH HOTEL RATINGS AND REVIEW SCENARIO. Here is a search for a hotel room in Cornwall showing three different properties. Please look at this image and click or tap on anything that you would consider in choosing which to book. (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3095	502	519	601	525	413	535	3095	1425	1625	777	890	564	826	1667	1390	3095
Effective Weighted Sample	2183	355	374	436	378	290	368	2183	1021	1132	579	638	409	567	1214	942	2183
Total	2800	429	500	500	514	429	429	2800	1347	1420	776	795	610	582	1571	1192	2800
Box flagging the accommodation is promoted (PROMOTION AND ENHANCEMENTS)	62	10	11	9	15	13	4	62	26	36	22	17	9	13	39	23	62
	2%	2%	2%	2%	3%	3%	1%	2%	2%	3%	3%	2%	2%	2%	2%	2%	2%
Review score text (REVIEW)	62	13	17	11	6	10	5	62	28	32	20	25	10	7	45	17	62
	2%	3%	3%	2%	1%	2%	1%	2%	2%	2%	3%	3%	2%	1%	3%	1%	2%
			d									df			df		
Managed by private host score (HOTEL/ AESTHETICS)	58	10	13	6	10	9	10	58	25	30	21	24	7	7	44	14	58
	2%	2%	3%	1%	2%	2%	2%	2%	2%	2%	3%	3%	1%	1%	3%	1%	2%
											f	df			df		
Commission paid may affect ranking message (OTHER)	48	8	7	6	14	5	7	48	24	24	13	12	14	9	25	23	48
	2%	2%	1%	1%	3%	1%	2%	2%	2%	2%	2%	1%	2%	2%	2%	2%	2%
'Price (lowest first)' wording in top tab (BOOKING FUNCTIONALITY)	41	7	8	6	4	11	6	41	18	21	10	12	11	8	22	20	41
	1%	2%	2%	1%	1%	3%	1%	1%	1%	2%	1%	1%	2%	1%	1%	2%	1%
'Best reviewed and lowest price' wording in top tab (REVIEW)	37	10	7	6	2	6	6	37	19	18	8	12	13	4	20	17	37
	1%	2%	1%	1%	*%	1%	1%	1%	1%	1%	1%	2%	2%	1%	1%	1%	1%
		d															
'Entire home' wording in top tab (HOTEL/ AESTHETICS)	19	5	3	1	7	2	1	19	8	11	5	5	4	5	10	9	19
	1%	1%	1%	*%	1%	*%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 32

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

SCENARIO 3. CORNISH HOTEL RATINGS AND REVIEW SCENARIO. Here is a search for a hotel room in Cornwall showing three different properties. Please look at this image and click or tap on anything that you would consider in choosing which to book. (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3095	502	519	601	525	413	535	3095	1425	1625	777	890	564	826	1667	1390	3095
Effective Weighted Sample	2183	355	374	436	378	290	368	2183	1021	1132	579	638	409	567	1214	942	2183
Total	2800	429	500	500	514	429	429	2800	1347	1420	776	795	610	582	1571	1192	2800
'Our top picks' wording in top tab (PROMOTION AND ENHANCEMENTS)	5	1	-	1	2	1	*	5	2	3	2	3	-	1	5	1	5
	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%
SUMMARY CODES																	
ANY HOTEL/ AESTHETICS FEATURES CHOSEN	1809	292	355	332	318	257	256	1809	902	893	512	481	398	401	993	799	1809
	65%	68%	71%	66%	62%	60%	60%	65%	67%	63%	66%	61%	65%	69%	63%	67%	65%
		ef	defg						b					be		b	
ANY PROMOTION AND ENHANCEMENT FEATURES CHOSEN	768	110	136	121	132	145	125	768	338	420	214	256	151	137	470	287	768
	27%	26%	27%	24%	26%	34%	29%	27%	25%	30%	28%	32%	25%	23%	30%	24%	27%
						acdg				a		cdfg			cdf		
ANY BOOKING FUNCTIONALITY FEATURES CHOSEN	576	119	103	100	96	68	91	576	283	281	168	148	132	119	316	251	576
	21%	28%	21%	20%	19%	16%	21%	21%	21%	20%	22%	19%	22%	20%	20%	21%	21%
		bcdefg															
ANY REVIEW FEATURES CHOSEN	537	79	105	91	88	103	72	537	216	311	161	188	102	80	349	183	537
	19%	18%	21%	18%	17%	24%	17%	19%	16%	22%	21%	24%	17%	14%	22%	15%	19%
						dfg				a	df	cdfg			cdfg		df
ANY PRICE FEATURES CHOSEN	405	67	95	80	64	55	43	405	173	219	99	141	85	76	240	160	405
	14%	16%	19%	16%	13%	13%	10%	14%	13%	15%	13%	18%	14%	13%	15%	13%	14%
		f	defg	f				f				adfg					
ANY RATING FEATURES CHOSEN	365	54	83	73	59	54	41	365	139	220	102	134	74	49	236	123	365
	13%	13%	17%	15%	11%	13%	10%	13%	10%	15%	13%	17%	12%	8%	15%	10%	13%
			df	f						a	d	cdfg			df		df

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

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

SCENARIO 3. CORNISH HOTEL RATINGS AND REVIEW SCENARIO. Here is a search for a hotel room in Cornwall showing three different properties. Please look at this image and click or tap on anything that you would consider in choosing which to book. (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3095	502	519	601	525	413	535	3095	1425	1625	777	890	564	826	1667	1390	3095
Effective Weighted Sample	2183	355	374	436	378	290	368	2183	1021	1132	579	638	409	567	1214	942	2183
Total	2800	429	500	500	514	429	429	2800	1347	1420	776	795	610	582	1571	1192	2800
ANY SOCIAL PROOF FEATURES CHOSEN	126	28	28	29	12	19	9	126	55	69	29	48	22	24	77	46	126
	5%	7%	6%	6%	2%	4%	2%	5%	4%	5%	4%	6%	4%	4%	5%	4%	5%
		df	df	df				f				f					
OTHER FEATURES CHOSEN	48	8	7	6	14	5	7	48	24	24	13	12	14	9	25	23	48
	2%	2%	1%	1%	3%	1%	2%	2%	2%	2%	2%	1%	2%	2%	2%	2%	2%
Mean number of features chosen	2.2	2.4	2.5	2.1	1.9	2.2	2.0	2.2	2.0	2.3	2.2	2.5	2.1	2.0	2.3	2.0	2.2
		cdfg	cdefg	d		d		d		a	df	acdfg			cdfg		df
Standard deviation	2.19	2.51	2.65	2.14	1.77	1.92	1.97	2.19	2.09	2.24	2.05	2.65	1.99	1.88	2.37	1.94	2.19
Standard error	.04	.11	.12	.09	.08	.09	.09	.04	.06	.06	.07	.09	.08	.07	.06	.05	.04

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

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

SCENARIO 3. CORNISH HOTEL RATINGS AND REVIEW SCENARIO. Here is a search for a hotel room in Cornwall showing three different properties. Please look at this image and click or tap on anything that you would consider in choosing which to book. (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3095	2150	314	320	311	3095	2657	438	461	2634	3095	957	1309	757	3095
Effective Weighted Sample	2183	1689	247	249	226	2183	1877	306	312	1879	2183	666	925	556	2183
Total	2800	2343	244	137	76	2800	2419	381	460	2340	2800	933	1136	654	2800
Picture of accommodation (HOTEL/ AESTHETICS)	975 35%	819 35%	87 36%	44 32%	25 33%	975 35%	823 34%	152 40% a	178 39%	797 34%	975 35%	364 39% bc	387 34%	194 30%	975 35% c
'See availability' button (BOOKING FUNCTIONALITY)	543 19%	462 20%	46 19%	22 16%	13 17%	543 19%	469 19%	74 20%	93 20%	450 19%	543 19%	168 18%	213 19%	142 22%	543 19%
Name of accommodation (HOTEL/ AESTHETICS)	511 18%	432 18%	36 15%	27 20%	16 21%	511 18%	442 18%	70 18%	81 18%	430 18%	511 18%	156 17%	209 18%	135 21%	511 18%
Price (PRICE)	405 14%	334 14%	40 17%	20 14%	10 14%	405 14%	356 15%	49 13%	47 10%	358 15% a	405 14% a	89 10%	176 15% a	138 21% abd	405 14% a
Blue box showing accommodation review score (REVIEW)	383 14%	319 14%	39 16%	15 11%	11 14%	383 14%	331 14%	52 14%	27 6%	356 15% a	383 14% a	67 7%	162 14% a	154 24% abd	383 14% a
Free cancellation (PROMOTION AND ENHANCEMENTS)	369 13%	306 13%	38 16%	14 10%	11 14%	369 13%	316 13%	53 14%	32 7%	338 14% a	369 13% a	82 9%	163 14% a	121 19% abd	369 13% a
No prepayment needed (PROMOTION AND ENHANCEMENTS)	359 13%	295 13%	40 16% c	14 10%	11 14%	359 13%	307 13%	52 14%	44 10%	315 13%	359 13%	96 10%	160 14% a	96 15% a	359 13%

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

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SCENARIO 3. CORNISH HOTEL RATINGS AND REVIEW SCENARIO. Here is a search for a hotel room in Cornwall showing three different properties. Please look at this image and click or tap on anything that you would consider in choosing which to book. (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3095	2150	314	320	311	3095	2657	438	461	2634	3095	957	1309	757	3095
Effective Weighted Sample	2183	1689	247	249	226	2183	1877	306	312	1879	2183	666	925	556	2183
Total	2800	2343	244	137	76	2800	2419	381	460	2340	2800	933	1136	654	2800
Star rating shown (RATING)	296	237	34	16	8	296	251	44	39	256	296	67	121	107	296
	11%	10%	14%	12%	11%	11%	10%	12%	9%	11%	11%	7%	11%	16%	11%
												a	abd	a
'You can cancel later, so lock in this great price today' message (PROMOTION AND ENHANCEMENTS)	289	237	27	14	11	289	252	37	59	230	289	98	111	75	289
	10%	10%	11%	11%	14%	10%	10%	10%	13%	10%	10%	10%	10%	12%	10%
Promotion - breakfast included (PROMOTION AND ENHANCEMENTS)	262	219	24	12	8	262	225	37	18	245	262	49	115	99	262
	9%	9%	10%	8%	11%	9%	9%	10%	4%	10%	9%	5%	10%	15%	9%
										a	a		a	abd	a
'Includes taxes and charges' message (HOTEL/ AESTHETICS)	224	184	22	10	8	224	187	37	36	188	224	45	101	70	224
	8%	8%	9%	7%	10%	8%	8%	10%	8%	8%	8%	5%	9%	11%	8%
												a	ad	a
'Show on map' link (HOTEL/ AESTHETICS)	221	190	17	9	5	221	200	21	36	185	221	60	78	77	221
	8%	8%	7%	7%	6%	8%	8%	5%	8%	8%	8%	6%	7%	12%	8%
														abd	
Room type (HOTEL/AESTHETICS)	204	174	17	9	4	204	176	28	28	176	204	46	87	67	204
	7%	7%	7%	6%	6%	7%	7%	7%	6%	8%	7%	5%	8%	10%	7%
												a	ad	a
Number of reviews (REVIEW)	156	133	11	9	4	156	136	20	17	139	156	24	66	65	156
	6%	6%	4%	6%	5%	6%	6%	5%	4%	6%	6%	3%	6%	10%	6%
												a	abd	a

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

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Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3095	2150	314	320	311	3095	2657	438	461	2634	3095	957	1309	757	3095
Effective Weighted Sample	2183	1689	247	249	226	2183	1877	306	312	1879	2183	666	925	556	2183
Total	2800	2343	244	137	76	2800	2419	381	460	2340	2800	933	1136	654	2800
Length of stay (HOTEL/ AESTHETICS)	130	106	12	8	3	130	111	18	18	112	130	33	53	44	130
	5%	5%	5%	6%	4%	5%	5%	5%	4%	5%	5%	4%	5%	7% ad	5%
Social proof - 'Only 1 room left at this price on our site' (SOCIAL PROOF)	126	109	5	7	5	126	108	18	20	107	126	25	48	52	126
	5%	5%	2%	5%	6% b	5%	4%	5%	4%	5%	5%	3%	4%	8% abd	5% a
Review score description (very good/ superb) (REVIEW)	117	95	12	6	4	117	104	13	12	105	117	18	51	46	117
	4%	4%	5%	4%	6%	4%	4%	3%	3%	4%	4%	2%	5% a	7% abd	4% a
Location rating score (RATING)	85	72	8	3	2	85	74	10	10	74	85	8	40	36	85
	3%	3%	3%	2%	2%	3%	3%	3%	2%	3%	3%	1%	4% a	6% ad	3% a
Discounted price flag (original price crossed through) (PROMOTION AND ENHANCEMENTS)	83	69	7	5	2	83	75	8	9	74	83	14	35	34	83
	3%	3%	3%	4%	3%	3%	3%	2%	2%	3%	3%	2%	3%	5% abd	3% a
Thumbs up yellow logo (RATING)	69	57	5	4	3	69	64	5	11	57	69	14	28	24	69
	2%	2%	2%	3%	4%	2%	3%	1%	2%	2%	2%	2%	2%	4% a	2%

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

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

SCENARIO 3. CORNISH HOTEL RATINGS AND REVIEW SCENARIO. Here is a search for a hotel room in Cornwall showing three different properties. Please look at this image and click or tap on anything that you would consider in choosing which to book. (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3095	2150	314	320	311	3095	2657	438	461	2634	3095	957	1309	757	3095
Effective Weighted Sample	2183	1689	247	249	226	2183	1877	306	312	1879	2183	666	925	556	2183
Total	2800	2343	244	137	76	2800	2419	381	460	2340	2800	933	1136	654	2800
Box flagging the accommodation is promoted (PROMOTION AND ENHANCEMENTS)	62	48	9	3	2	62	54	8	4	57	62	13	23	24	62
	2%	2%	4%	2%	2%	2%	2%	2%	1%	2%	2%	1%	2%	4% ad	2%
Review score text (REVIEW)	62	47	8	3	3	62	53	9	6	56	62	5	28	28	62
	2%	2%	3%	2%	4% a	2%	2%	2%	1%	2%	2%	1% a	2%	4% ad	2% a
Managed by private host score (HOTEL/ AESTHETICS)	58	50	5	2	2	58	48	10	12	47	58	12	25	15	58
	2%	2%	2%	1%	3%	2%	2%	3%	3%	2%	2%	1%	2%	2%	2%
Commission paid may affect ranking message (OTHER)	48	41	4	2	1	48	41	6	9	39	48	15	18	15	48
	2%	2%	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
'Price (lowest first)' wording in top tab (BOOKING FUNCTIONALITY)	41	35	2	3	*	41	36	5	3	39	41	13	14	13	41
	1%	2%	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%
'Best reviewed and lowest price' wording in top tab (REVIEW)	37	33	3	*	1	37	34	3	4	33	37	5	14	17	37
	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	3% ad	1%

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

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

SCENARIO 3. CORNISH HOTEL RATINGS AND REVIEW SCENARIO. Here is a search for a hotel room in Cornwall showing three different properties. Please look at this image and click or tap on anything that you would consider in choosing which to book. (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3095	2150	314	320	311	3095	2657	438	461	2634	3095	957	1309	757	3095
Effective Weighted Sample	2183	1689	247	249	226	2183	1877	306	312	1879	2183	666	925	556	2183
Total	2800	2343	244	137	76	2800	2419	381	460	2340	2800	933	1136	654	2800
'Entire home' wording in top tab (HOTEL/ AESTHETICS)	19	18	-	1	1	19	16	3	5	14	19	5	8	6	19
	1%	1%	-%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
'Our top picks' wording in top tab (PROMOTION AND ENHANCEMENTS)	5	5	-	*	-	5	5	-	1	4	5	2	2	2	5
	*%	*%	-%	*%	-%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%
SUMMARY CODES															
ANY HOTEL/ AESTHETICS FEATURES CHOSEN	1809	1529	140	90	50	1809	1554	255	309	1501	1809	609	738	410	1809
	65%	65%	58%	65%	67%	65%	64%	67%	67%	64%	65%	65%	65%	63%	65%
		b			b	b									
ANY PROMOTION AND ENHANCEMENT FEATURES CHOSEN	768	629	82	34	23	768	675	92	109	658	768	223	317	214	768
	27%	27%	34%	25%	30%	27%	28%	24%	24%	28%	27%	24%	28%	33%	27%
			ace											ad	
ANY BOOKING FUNCTIONALITY FEATURES CHOSEN	576	490	49	24	13	576	498	78	95	481	576	181	223	151	576
	21%	21%	20%	18%	18%	21%	21%	20%	21%	21%	21%	19%	20%	23%	21%
ANY REVIEW FEATURES CHOSEN	537	448	51	23	15	537	464	74	49	489	537	95	228	211	537
	19%	19%	21%	17%	20%	19%	19%	19%	11%	21%	19%	10%	20%	32%	19%
										a	a		a	abd	a
ANY PRICE FEATURES CHOSEN	405	334	40	20	10	405	356	49	47	358	405	89	176	138	405
	14%	14%	17%	14%	14%	14%	15%	13%	10%	15%	14%	10%	15%	21%	14%
										a	a		a	abd	a

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

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

SCENARIO 3. CORNISH HOTEL RATINGS AND REVIEW SCENARIO. Here is a search for a hotel room in Cornwall showing three different properties. Please look at this image and click or tap on anything that you would consider in choosing which to book. (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3095	2150	314	320	311	3095	2657	438	461	2634	3095	957	1309	757	3095
Effective Weighted Sample	2183	1689	247	249	226	2183	1877	306	312	1879	2183	666	925	556	2183
Total	2800	2343	244	137	76	2800	2419	381	460	2340	2800	933	1136	654	2800
ANY RATING FEATURES CHOSEN	365	295	39	20	11	365	312	52	47	318	365	77	158	127	365
	13%	13%	16%	15%	14%	13%	13%	14%	10%	14%	13%	8%	14%	19%	13%
												a	abd	a	
ANY SOCIAL PROOF FEATURES CHOSEN	126	109	5	7	5	126	108	18	20	107	126	25	48	52	126
	5%	5%	2%	5%	6%	5%	4%	5%	4%	5%	5%	3%	4%	8%	5%
					b									abd	a
OTHER FEATURES CHOSEN	48	41	4	2	1	48	41	6	9	39	48	15	18	15	48
	2%	2%	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
Mean number of features chosen	2.2	2.2	2.3	2.1	2.3	2.2	2.2	2.2	1.9	2.3	2.2	1.7	2.2	2.9	2.2
										a	a		a	abd	a
Standard deviation	2.19	2.20	2.31	1.93	2.03	2.19	2.17	2.35	1.67	2.28	2.19	1.44	2.10	2.99	2.19
Standard error	.04	.05	.13	.11	.12	.04	.04	.11	.08	.04	.04	.05	.06	.11	.04

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 32

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

SCENARIO 3. CORNISH HOTEL RATINGS AND REVIEW SCENARIO. Here is a search for a hotel room in Cornwall showing three different properties. Please look at this image and click or tap on anything that you would consider in choosing which to book. (MULTI CODE)

Base : All respondents

		FINANCIAL VULNERABILITY INDEX		
	Total	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3095	671	1264	630
Effective Weighted Sample	2183	464	893	456
Total	2800	615	1128	593
Picture of accommodation (HOTEL/ AESTHETICS)	975	215	394	184
	35%	35%	35%	31%
'See availability' button (BOOKING FUNCTIONALITY)	543	120	214	119
	19%	19%	19%	20%
Name of accommodation (HOTEL/ AESTHETICS)	511	121	204	110
	18%	20%	18%	18%
Price (PRICE)	405	99	167	85
	14%	16%	15%	14%
Blue box showing accommodation review score (REVIEW)	383	58	161	118
	14%	9%	14%	20%
			a	ab
Free cancellation (PROMOTION AND ENHANCEMENTS)	369	61	176	91
	13%	10%	16%	15%
			a	a
No prepayment needed (PROMOTION AND ENHANCEMENTS)	359	69	164	75
	13%	11%	15%	13%
Star rating shown (RATING)	296	52	117	82
	11%	8%	10%	14%
				a

Columns Tested: a,b,c

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

SCENARIO 3. CORNISH HOTEL RATINGS AND REVIEW SCENARIO. Here is a search for a hotel room in Cornwall showing three different properties. Please look at this image and click or tap on anything that you would consider in choosing which to book. (MULTI CODE)

Base : All respondents

		FINANCIAL VULNERABILITY INDEX		
	Total	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3095	671	1264	630
Effective Weighted Sample	2183	464	893	456
Total	2800	615	1128	593
'You can cancel later, so lock in this great price today' message (PROMOTION AND ENHANCEMENTS)	289	69	105	57
	10%	11%	9%	10%
Promotion - breakfast included (PROMOTION AND ENHANCEMENTS)	262	41	116	77
	9%	7%	10%	13%
			a	a
'Includes taxes and charges' message (HOTEL/ AESTHETICS)	224	42	87	53
	8%	7%	8%	9%
'Show on map' link (HOTEL/ AESTHETICS)	221	53	85	51
	8%	9%	8%	9%
Room type (HOTEL/AESTHETICS)	204	47	82	54
	7%	8%	7%	9%
Number of reviews (REVIEW)	156	28	65	43
	6%	5%	6%	7%
Length of stay (HOTEL/ AESTHETICS)	130	33	37	38
	5%	5%	3%	6%
				b

Columns Tested: a,b,c

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 32

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

SCENARIO 3. CORNISH HOTEL RATINGS AND REVIEW SCENARIO. Here is a search for a hotel room in Cornwall showing three different properties. Please look at this image and click or tap on anything that you would consider in choosing which to book. (MULTI CODE)

Base : All respondents

		FINANCIAL VULNERABILITY INDEX		
	Total	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3095	671	1264	630
Effective Weighted Sample	2183	464	893	456
Total	2800	615	1128	593
Social proof - 'Only 1 room left at this price on our site' (SOCIAL PROOF)	126 5%	30 5%	48 4%	24 4%
Review score description (very good/ superb) (REVIEW)	117 4%	23 4%	51 5%	29 5%
Location rating score (RATING)	85 3%	15 2%	37 3%	23 4%
Discounted price flag (original price crossed through) (PROMOTION AND ENHANCEMENTS)	83 3%	24 4%	37 3%	12 2%
Thumbs up yellow logo (RATING)	69 2%	9 1%	31 3%	12 2%
Box flagging the accommodation is promoted (PROMOTION AND ENHANCEMENTS)	62 2%	11 2%	19 2%	26 4% ab
Review score text (REVIEW)	62 2%	12 2%	24 2%	16 3%

Columns Tested: a,b,c

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 32

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

SCENARIO 3. CORNISH HOTEL RATINGS AND REVIEW SCENARIO. Here is a search for a hotel room in Cornwall showing three different properties. Please look at this image and click or tap on anything that you would consider in choosing which to book. (MULTI CODE)

Base : All respondents

		FINANCIAL VULNERABILITY INDEX		
	Total	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3095	671	1264	630
Effective Weighted Sample	2183	464	893	456
Total	2800	615	1128	593
Managed by private host score (HOTEL/ AESTHETICS)	58 2%	13 2%	17 2%	15 3%
Commission paid may affect ranking message (OTHER)	48 2%	12 2%	15 1%	10 2%
'Price (lowest first)' wording in top tab (BOOKING FUNCTIONALITY)	41 1%	12 2%	12 1%	14 2% b
'Best reviewed and lowest price' wording in top tab (REVIEW)	37 1%	6 1%	15 1%	11 2%
'Entire home' wording in top tab (HOTEL/ AESTHETICS)	19 1%	3 1%	6 1%	3 1%
'Our top picks' wording in top tab (PROMOTION AND ENHANCEMENTS)	5 *%	1 *%	2 *%	1 *%

Columns Tested: a,b,c

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 32

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

SCENARIO 3. CORNISH HOTEL RATINGS AND REVIEW SCENARIO. Here is a search for a hotel room in Cornwall showing three different properties. Please look at this image and click or tap on anything that you would consider in choosing which to book. (MULTI CODE)

Base : All respondents

		FINANCIAL VULNERABILITY INDEX		
	Total	**MOST**	POTEN-TIALLY	**LEAST**
Significance Level: 95%		a	b	c
Unweighted total	3095	671	1264	630
Effective Weighted Sample	2183	464	893	456
Total	2800	615	1128	593
SUMMARY CODES				
ANY HOTEL/ AESTHETICS FEATURES CHOSEN	1809	393	720	379
	65%	64%	64%	64%
ANY PROMOTION AND ENHANCEMENT FEATURES CHOSEN	768	160	323	169
	27%	26%	29%	28%
ANY BOOKING FUNCTIONALITY FEATURES CHOSEN	576	130	225	129
	21%	21%	20%	22%
ANY REVIEW FEATURES CHOSEN	537	88	230	156
	19%	14%	20%	26%
			a	ab
ANY PRICE FEATURES CHOSEN	405	99	167	85
	14%	16%	15%	14%
ANY RATING FEATURES CHOSEN	365	61	146	101
	13%	10%	13%	17%
				ab
ANY SOCIAL PROOF FEATURES CHOSEN	126	30	48	24
	5%	5%	4%	4%
OTHER FEATURES CHOSEN	48	12	15	10
	2%	2%	1%	2%

Columns Tested: a,b,c

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 32

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

SCENARIO 3. CORNISH HOTEL RATINGS AND REVIEW SCENARIO. Here is a search for a hotel room in Cornwall showing three different properties. Please look at this image and click or tap on anything that you would consider in choosing which to book. (MULTI CODE)

Base : All respondents

		FINANCIAL VULNERABILITY INDEX	
	Total	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c
Mean number of features chosen	2.2	2.1	2.2	2.4
				a
Standard deviation	2.19	2.23	2.14	2.46
Standard error	.04	.09	.06	.10

Columns Tested: a,b,c

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 33

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

IN7. Moving on now, have you personally experienced any of the following in the past 12 months? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3095	502	519	601	525	413	535	3095	1425	1625	777	890	564	826	1667	1390	3095
Effective Weighted Sample	2183	355	374	436	378	290	368	2183	1021	1132	579	638	409	567	1214	942	2183
Total	2800	429	500	500	514	429	429	2800	1347	1420	776	795	610	582	1571	1192	2800
Received a suspected scam email or scam text message encouraging me to enter personal or financial information	1179 42%	144 34%	229 46% a	206 41% a	227 44% a	198 46% a	175 41% a	1179 42% a	545 40%	618 44%	326 42%	377 47% cdfg	233 38%	232 40%	703 45% cf	466 39%	1179 42%
Seen anything hateful or inappropriate online (FROM IN55)	945 34%	228 53% cdefg	257 51% cdefg	202 40% defg	135 26% ef	73 17% f	50 12%	945 34% def	488 36% b	438 31%	323 42% bcdfg	260 33% d	214 35% df	138 24%	583 37% dfg	352 30% d	945 34% df
Online contact from someone who was pretending to be someone else	489 17%	81 19% ef	116 23% defg	104 21% def	77 15%	52 12%	57 13%	489 17% e	247 18%	234 17%	168 22% bdfg	123 15%	113 18%	83 14%	290 18% d	196 16%	489 17%
Your email or social media account being hacked (someone accessing your account without your permission)	335 12%	90 21% bcdefg	70 14% ef	72 14% ef	64 12% ef	18 4%	22 5%	335 12% ef	180 13% b	149 11%	92 12%	81 10%	90 15% be	72 12%	174 11%	162 14% b	335 12%
A computer virus on any device you use to go online	278 10%	56 13% ef	72 14% efg	55 11% ef	51 10% ef	21 5%	22 5%	278 10% ef	181 13% b	92 6%	105 14% bdefg	52 7%	75 12% bd	44 8%	157 10% b	119 10% b	278 10% b

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

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

IN7. Moving on now, have you personally experienced any of the following in the past 12 months? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3095	502	519	601	525	413	535	3095	1425	1625	777	890	564	826	1667	1390	3095
Effective Weighted Sample	2183	355	374	436	378	290	368	2183	1021	1132	579	638	409	567	1214	942	2183
Total	2800	429	500	500	514	429	429	2800	1347	1420	776	795	610	582	1571	1192	2800
Any form of online bullying/ harassment/ trolling	260	66	79	54	35	15	11	260	122	131	77	69	62	51	146	113	260
	9%	15%	16%	11%	7%	4%	3%	9%	9%	9%	10%	9%	10%	9%	9%	9%	9%
		defg	cdefg	ef	f			ef									
Your financial or other personal information being stolen and/ or used online without your permission or knowledge	251	64	65	63	30	11	17	251	147	103	88	58	64	39	146	103	251
	9%	15%	13%	13%	6%	3%	4%	9%	11%	7%	11%	7%	11%	7%	9%	9%	9%
		defg	defg	defg	e			def	b		bd		d				
Lost money online (i.e. got scammed or ripped off)	229	50	51	46	41	20	21	229	105	120	68	61	44	56	129	101	229
	8%	12%	10%	9%	8%	5%	5%	8%	8%	8%	9%	8%	7%	10%	8%	8%	8%
		efg	ef	ef				ef									
Been threatened or stalked online	189	54	49	37	30	10	9	189	88	93	61	48	46	33	109	80	189
	7%	13%	10%	7%	6%	2%	2%	7%	7%	7%	8%	6%	8%	6%	7%	7%	7%
		cdefg	defg	ef	ef			ef									
ANY OF THESE	1988	356	419	380	357	245	231	1988	965	997	580	564	452	376	1144	828	1988
	71%	83%	84%	76%	69%	57%	54%	71%	72%	70%	75%	71%	74%	65%	73%	69%	71%
		cdefg	cdefg	defg	ef			ef			df	d	d		d	d	d
None of these	714	47	61	103	143	166	194	714	330	381	181	205	147	173	386	320	714
	26%	11%	12%	21%	28%	39%	45%	26%	24%	27%	23%	26%	24%	30%	25%	27%	26%
				ab	abc	abcdg	abcdg	abc						aeg			
Don't know	97	25	21	17	14	17	4	97	52	42	15	26	10	34	42	44	97
	3%	6%	4%	3%	3%	4%	1%	3%	4%	3%	2%	3%	2%	6%	3%	4%	3%
		dfg	f	f		f		f						abceg		c	

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 33

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

IN7. Moving on now, have you personally experienced any of the following in the past 12 months? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3095	2150	314	320	311	3095	2657	438	461	2634	3095	957	1309	757	3095
Effective Weighted Sample	2183	1689	247	249	226	2183	1877	306	312	1879	2183	666	925	556	2183
Total	2800	2343	244	137	76	2800	2419	381	460	2340	2800	933	1136	654	2800
Received a suspected scam email or scam text message encouraging me to enter personal or financial information	1179 42%	995 42%	94 38%	52 38%	39 51% abce	1179 42%	1021 42%	158 41%	139 30%	1040 44% a	1179 42% a	234 25%	540 48% ad	395 60% abd	1179 42% a
Seen anything hateful or inappropriate online (FROM IN55)	945 34%	780 33%	95 39%	43 31%	27 36%	945 34%	855 35% b	90 24%	164 36%	781 33%	945 34%	202 22%	399 35% a	341 52% abd	945 34% a
Online contact from someone who was pretending to be someone else	489 17%	408 17%	43 17%	26 19%	11 15%	489 17%	429 18%	60 16%	83 18%	406 17%	489 17%	101 11%	205 18% a	179 27% abd	489 17% a
Your email or social media account being hacked (someone accessing your account without your permission)	335 12%	270 12%	33 14%	21 15%	11 14%	335 12%	296 12%	40 10%	62 13%	274 12%	335 12%	97 10%	129 11%	107 16% abd	335 12%
A computer virus on any device you use to go online	278 10%	238 10%	21 9%	11 8%	8 11%	278 10%	246 10%	32 8%	38 8%	241 10%	278 10%	72 8%	129 11% a	77 12% a	278 10%

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

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

IN7. Moving on now, have you personally experienced any of the following in the past 12 months? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3095	2150	314	320	311	3095	2657	438	461	2634	3095	957	1309	757	3095
Effective Weighted Sample	2183	1689	247	249	226	2183	1877	306	312	1879	2183	666	925	556	2183
Total	2800	2343	244	137	76	2800	2419	381	460	2340	2800	933	1136	654	2800
Any form of online bullying/ harassment/ trolling	260 9%	203 9%	33 14% ae	17 13% a	7 9%	260 9%	225 9%	35 9%	36 8%	223 10%	260 9%	68 7%	107 9%	85 13% abd	260 9%
Your financial or other personal information being stolen and/ or used online without your permission or knowledge	251 9%	217 9%	16 6%	14 10%	4 6%	251 9%	222 9%	29 8%	54 12%	197 8%	251 9%	65 7%	103 9%	83 13% abd	251 9%
Lost money online (i.e. got scammed or ripped off)	229 8%	188 8%	23 10%	13 9%	5 6%	229 8%	196 8%	33 9%	36 8%	194 8%	229 8%	55 6%	108 10% a	63 10% a	229 8%
Been threatened or stalked online	189 7%	154 7%	20 8%	10 7%	5 7%	189 7%	166 7%	23 6%	28 6%	161 7%	189 7%	50 5%	78 7%	60 9% ad	189 7%
ANY OF THESE	1988 71%	1668 71%	167 69%	96 70%	57 75%	1988 71%	1738 72% b	251 66%	336 73%	1653 71%	1988 71%	556 60%	869 77% ad	546 84% abd	1988 71% a
None of these	714 26%	601 26%	61 25%	37 27%	16 21%	714 26%	596 25%	118 31% a	97 21%	618 26% a	714 26%	332 36% bcd	245 22% c	99 15%	714 26% bc
Don't know	97 3%	75 3%	15 6% ae	5 3%	3 3%	97 3%	85 4%	13 3%	28 6% bc	70 3%	97 3%	45 5% bc	21 2%	8 1%	97 3% bc

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

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

IN7. Moving on now, have you personally experienced any of the following in the past 12 months? (MULTI CODE)

Base : All respondents

		FINANCIAL VULNERABILITY INDEX		
	Total	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3095	671	1264	630
Effective Weighted Sample	2183	464	893	456
Total	2800	615	1128	593
Received a suspected scam email or scam text message encouraging me to enter personal or financial information	1179 42%	229 37%	486 43% a	306 52% ab
Seen anything hateful or inappropriate online (FROM IN55)	945 34%	253 41% bc	358 32%	192 32%
Online contact from someone who was pretending to be someone else	489 17%	117 19%	196 17%	95 16%
Your email or social media account being hacked (someone accessing your account without your permission)	335 12%	104 17% bc	124 11%	51 9%
A computer virus on any device you use to go online	278 10%	87 14% bc	109 10%	51 9%

Columns Tested: a,b,c

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 33

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

IN7. Moving on now, have you personally experienced any of the following in the past 12 months? (MULTI CODE)

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN-TIALLY	**LEAST**
Significance Level: 95%		a	b	c
Unweighted total	3095	671	1264	630
Effective Weighted Sample	2183	464	893	456
Total	2800	615	1128	593
Any form of online bullying/ harassment/ trolling	260 9%	72 12%	100 9%	48 8%
Your financial or other personal information being stolen and/ or used online without your permission or knowledge	251 9%	87 14% bc	94 8%	42 7%
Lost money online (i.e. got scammed or ripped off)	229 8%	73 12% bc	84 7%	34 6%
Been threatened or stalked online	189 7%	56 9% bc	69 6%	28 5%
ANY OF THESE	1988 71%	475 77% bc	805 71%	414 70%
None of these	714 26%	121 20%	305 27% a	169 28% a
Don't know	97 3%	19 3%	18 2%	10 2%

Columns Tested: a,b,c

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

IN55. Have you seen anything online in the past 12 months that you found hateful or inappropriate? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3095	502	519	601	525	413	535	3095	1425	1625	777	890	564	826	1667	1390	3095
Effective Weighted Sample	2183	355	374	436	378	290	368	2183	1021	1132	579	638	409	567	1214	942	2183
Total	2800	429	500	500	514	429	429	2800	1347	1420	776	795	610	582	1571	1192	2800
Yes	945	228	257	202	135	73	50	945	488	438	323	260	214	138	583	352	945
	34%	53%	51%	40%	26%	17%	12%	34%	36%	31%	42%	33%	35%	24%	37%	30%	34%
		cdefg	cdefg	defg	ef	f		def	b		bcdfg	d	df		dfg	d	df
No	1550	131	176	241	330	320	352	1550	751	792	410	437	339	349	847	688	1550
	55%	31%	35%	48%	64%	75%	82%	55%	56%	56%	53%	55%	56%	60%	54%	58%	55%
				ab	abcg	abcdg	abcdeg	abc						aeg			
Don't know	266	57	52	54	45	33	26	266	92	169	39	84	53	84	123	137	266
	10%	13%	10%	11%	9%	8%	6%	10%	7%	12%	5%	11%	9%	14%	8%	12%	10%
		efg	f	f				f		a		ae	a	abceg	a	ae	a
Prefer not to say	38	12	15	3	4	2	2	38	15	21	5	13	4	11	18	15	38
	1%	3%	3%	1%	1%	*%	*%	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%
		cdefg	cdefg														

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

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

IN55. Have you seen anything online in the past 12 months that you found hateful or inappropriate? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3095	2150	314	320	311	3095	2657	438	461	2634	3095	957	1309	757	3095
Effective Weighted Sample	2183	1689	247	249	226	2183	1877	306	312	1879	2183	666	925	556	2183
Total	2800	2343	244	137	76	2800	2419	381	460	2340	2800	933	1136	654	2800
Yes	945	780	95	43	27	945	855	90	164	781	945	202	399	341	945
	34%	33%	39%	31%	36%	34%	35%	24%	36%	33%	34%	22%	35%	52%	34%
							b						a	abd	a
No	1550	1308	123	79	40	1550	1289	261	224	1326	1550	612	628	264	1550
	55%	56%	50%	57%	53%	55%	53%	69%	49%	57%	55%	66%	55%	40%	55%
								a		a	a	bcd	c		c
Don't know	266	229	17	14	7	266	239	27	58	209	266	100	100	44	266
	10%	10%	7%	10%	9%	10%	10%	7%	13%	9%	10%	11%	9%	7%	10%
									b			c			c
Prefer not to say	38	26	10	1	1	38	36	3	14	24	38	18	9	4	38
	1%	1%	4%	1%	2%	1%	1%	1%	3%	1%	1%	2%	1%	1%	1%
			ace						bc			b			

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 34

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

IN55. Have you seen anything online in the past 12 months that you found hateful or inappropriate? (SINGLE CODE)

Base : All respondents

		FINANCIAL VULNERABILITY INDEX		
	Total	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3095	671	1264	630
Effective Weighted Sample	2183	464	893	456
Total	2800	615	1128	593
Yes	945	253	358	192
	34%	41%	32%	32%
		bc		
No	1550	278	675	379
	55%	45%	60%	64%
			a	a
Don't know	266	74	91	22
	10%	12%	8%	4%
		bc	c	
Prefer not to say	38	10	3	-
	1%	2%	*%	-%
		bc		

Columns Tested: a,b,c

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 35

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

IN56. Before today, did you know that many websites and apps and online games have a report or flagging function so that you can let them know if you see something hateful or inappropriate? The report or flagging function could be a button, a link, an email address or an online form through which you can point out the hateful or inappropriate content or report the person that posted or forwarded it. (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3095	502	519	601	525	413	535	3095	1425	1625	777	890	564	826	1667	1390	3095
Effective Weighted Sample	2183	355	374	436	378	290	368	2183	1021	1132	579	638	409	567	1214	942	2183
Total	2800	429	500	500	514	429	429	2800	1347	1420	776	795	610	582	1571	1192	2800
Yes, aware of report or flagging function	1612	320	366	303	292	212	120	1612	817	770	493	470	335	299	963	634	1612
	58%	75%	73%	61%	57%	49%	28%	58%	61%	54%	63%	59%	55%	51%	61%	53%	58%
		cdefg	cdefg	ef	f	f		ef	b		cdfg	df			cdfg		df
No, not aware of report or flagging function	985	80	92	165	187	190	272	985	447	536	240	269	245	227	509	471	985
	35%	19%	18%	33%	36%	44%	63%	35%	33%	38%	31%	34%	40%	39%	32%	40%	35%
				ab	ab	abcdg	abcdeg	ab		a			abe	ae		abeg	
Don't know	203	29	42	32	35	27	37	203	84	114	43	56	30	57	99	87	203
	7%	7%	8%	6%	7%	6%	9%	7%	6%	8%	6%	7%	5%	10%	6%	7%	7%
														aceg			

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

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

IN56. Before today, did you know that many websites and apps and online games have a report or flagging function so that you can let them know if you see something hateful or inappropriate? The report or flagging function could be a button, a link, an email address or an online form through which you can point out the hateful or inappropriate content or report the person that posted or forwarded it. (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3095	2150	314	320	311	3095	2657	438	461	2634	3095	957	1309	757	3095
Effective Weighted Sample	2183	1689	247	249	226	2183	1877	306	312	1879	2183	666	925	556	2183
Total	2800	2343	244	137	76	2800	2419	381	460	2340	2800	933	1136	654	2800
Yes, aware of report or flagging function	1612 58%	1349 58%	141 58%	77 56%	45 60%	1612 58%	1422 59% b	189 50%	258 56%	1353 58%	1612 58%	420 45%	677 60% a	510 78% abd	1612 58% a
No, not aware of report or flagging function	985 35%	832 36%	76 31%	50 36%	27 36%	985 35%	829 34%	156 41% a	147 32%	839 36%	985 35%	417 45% bcd	396 35% c	132 20%	985 35% c
Don't know	203 7%	162 7%	27 11% ade	11 8%	3 4%	203 7%	167 7%	36 9%	55 12% bc	148 6%	203 7%	97 10% bcd	62 5% c	12 2%	203 7% c

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

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

IN56. Before today, did you know that many websites and apps and online games have a report or flagging function so that you can let them know if you see something hateful or inappropriate? The report or flagging function could be a button, a link, an email address or an online form through which you can point out the hateful or inappropriate content or report the person that posted or forwarded it. (SINGLE CODE)

Base : All respondents

		FINANCIAL VULNERABILITY INDEX		
	Total	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3095	671	1264	630
Effective Weighted Sample	2183	464	893	456
Total	2800	615	1128	593
Yes, aware of report or flagging function	1612	398	609	366
	58%	65%	54%	62%
		b		b
No, not aware of report or flagging function	985	186	452	206
	35%	30%	40%	35%
			a	
Don't know	203	31	67	21
	7%	5%	6%	4%

Columns Tested: a,b,c

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

IN57. In the past 12 months, have you used this report or flagging function to report what you saw online that you found hateful or inappropriate? (SINGLE CODE)

Base : All respondents aware of the reporting function that have seen hateful or inappropriate content

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	~e	~f	g	a	b	a	b	c	d	e	f	g
Unweighted total	872	224	231	198	120	59	40	872	430	417	267	254	171	176	521	347	872
Effective Weighted Sample	625	161	170	142	90	38	27	625	318	289	206	183	125	120	386	236	625
Total	792	191	232	169	116	52	31	792	407	369	281	210	179	117	491	297	792
Yes	592	151	175	133	79	**	**	592	303	275	228	150	133	80	378	213	592
	75%	79%	75%	79%	68%	**	**	75%	74%	75%	81%	71%	74%	68%	77%	72%	75%
											bdf				d		
No	192	36	56	36	36	**	**	192	103	87	52	59	46	35	111	81	192
	24%	19%	24%	21%	31%	**	**	24%	25%	24%	18%	28%	26%	29%	23%	27%	24%
					a							a		a		a	
Don't know	8	4	1	*	1	**	**	8	1	6	1	1	-	3	3	3	8
	1%	2%	*%	*%	*%	**	**	1%	*%	2%	1%	1%	-%	3%	1%	1%	1%
														e			

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

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

IN57. In the past 12 months, have you used this report or flagging function to report what you saw online that you found hateful or inappropriate? (SINGLE CODE)

Base : All respondents aware of the reporting function that have seen hateful or inappropriate content

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	~c	~d	e	a	~b	a	b	c	a	b	c	d
Unweighted total	872	596	103	86	87	872	779	93	134	738	872	154	371	346	872
Effective Weighted Sample	625	477	83	65	69	625	558	68	94	534	625	108	269	253	625
Total	792	655	80	36	20	792	714	78	138	653	792	165	331	296	792
Yes	592	482	64	**	**	592	540	**	113	479	592	133	243	215	592
	75%	74%	80%	**	**	75%	76%	**	81%	73%	75%	81%	74%	73%	75%
No	192	166	15	**	**	192	166	**	23	169	192	29	84	79	192
	24%	25%	19%	**	**	24%	23%	**	17%	26%	24%	18%	25%	27%	24%
Don't know	8	7	*	**	**	8	8	**	3	5	8	3	4	1	8
	1%	1%	1%	**	**	1%	1%	**	2%	1%	1%	2%	1%	*%	1%

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

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

IN57. In the past 12 months, have you used this report or flagging function to report what you saw online that you found hateful or inappropriate? (SINGLE CODE)

Base : All respondents aware of the reporting function that have seen hateful or inappropriate content

| | | FINANCIAL VULNERABILITY INDEX | | |
| | Total | MOST | POTEN-TIALLY | LEAST |
Significance Level: 95%		a	b	c
Unweighted total	872	232	323	179
Effective Weighted Sample	625	160	233	136
Total	792	222	287	166
Yes	592	182	217	112
	75%	82%	76%	67%
		c		
No	192	38	69	55
	24%	17%	24%	33%
				a
Don't know	8	2	1	-
	1%	1%	*%	-%

Columns Tested: a,b,c

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

SUMMARY OF AWARENESS AND USE OF REPORTING FUNCTION FOR HATEFUL OR INAPPROPRIATE CONTENT

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3095	502	519	601	525	413	535	3095	1425	1625	777	890	564	826	1667	1390	3095
Effective Weighted Sample	2183	355	374	436	378	290	368	2183	1021	1132	579	638	409	567	1214	942	2183
Total	2800	429	500	500	514	429	429	2800	1347	1420	776	795	610	582	1571	1192	2800
AWARE OF REPORT FUNCTION AND REPORTED HATEFUL OR INAPPROPRIATE CONTENT SEEN ONLINE IN PAST 12 MONTHS	592	151	175	133	79	38	16	592	303	275	228	150	133	80	378	213	592
	21%	35%	35%	27%	15%	9%	4%	21%	22%	19%	29%	19%	22%	14%	24%	18%	21%
		cdefg	cdefg	defg	ef	f		def			bcdefg	d	d		bdf	d	df
AWARE OF REPORT FUNCTION AND NOT REPORTED HATEFUL OR INAPPROPRIATE CONTENT SEEN ONLINE IN PAST 12 MONTHS	200	40	57	36	37	14	15	200	104	93	53	60	46	38	113	84	200
	7%	9%	11%	7%	7%	3%	4%	7%	8%	7%	7%	8%	8%	6%	7%	7%	7%
		ef	cdefg	ef	ef			ef									
AWARE OF REPORT FUNCTION AND NOT SEEN HATEFUL OR INAPPROPRIATE CONTENT IN PAST 12 MONTHS	820	129	134	134	176	159	89	820	410	402	212	259	156	181	472	337	820
	29%	30%	27%	27%	34%	37%	21%	29%	30%	28%	27%	33%	26%	31%	30%	28%	29%
		f		f	bcf	bcfg		f				ac					
TOTAL AWARE OF REPORT FUNCTION	1612	320	366	303	292	212	120	1612	817	770	493	470	335	299	963	634	1612
	58%	75%	73%	61%	57%	49%	28%	58%	61%	54%	63%	59%	55%	51%	61%	53%	58%
		cdefg	cdefg	ef	f	f		ef	b		cdfg	df			cdfg		df
NOT AWARE OF REPORT FUNCTION BUT SEEN SOMETHING HATEFUL OR INAPPROPRIATE CONTENT IN PAST 12 MONTHS	154	37	25	33	19	21	18	154	81	70	42	50	35	21	92	56	154
	5%	9%	5%	7%	4%	5%	4%	5%	6%	5%	5%	6%	6%	4%	6%	5%	5%
		dfg										d			d		

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 37

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

SUMMARY OF AWARENESS AND USE OF REPORTING FUNCTION FOR HATEFUL OR INAPPROPRIATE CONTENT

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3095	502	519	601	525	413	535	3095	1425	1625	777	890	564	826	1667	1390	3095
Effective Weighted Sample	2183	355	374	436	378	290	368	2183	1021	1132	579	638	409	567	1214	942	2183
Total	2800	429	500	500	514	429	429	2800	1347	1420	776	795	610	582	1571	1192	2800
NOT AWARE OF REPORT FUNCTION AND NOT SEEN SOMETHING HATEFUL OR INAPPROPRIATE CONTENT IN PAST 12 MONTHS	1035	72	109	164	203	196	290	1035	449	580	241	275	240	263	517	503	1035
	37%	17%	22%	33%	40%	46%	68%	37%	33%	41%	31%	35%	39%	45%	33%	42%	37%
				ab	abc	abcg	abcdeg	ab		a			ae	abeg		abeg	ae

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

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

SUMMARY OF AWARENESS AND USE OF REPORTING FUNCTION FOR HATEFUL OR INAPPROPRIATE CONTENT

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3095	2150	314	320	311	3095	2657	438	461	2634	3095	957	1309	757	3095
Effective Weighted Sample	2183	1689	247	249	226	2183	1877	306	312	1879	2183	666	925	556	2183
Total	2800	2343	244	137	76	2800	2419	381	460	2340	2800	933	1136	654	2800
AWARE OF REPORT FUNCTION AND REPORTED HATEFUL OR INAPPROPRIATE CONTENT SEEN ONLINE IN PAST 12 MONTHS	592 21%	482 21%	64 26% a	29 21%	16 21%	592 21%	540 22% b	52 14%	113 25%	479 20%	592 21%	133 14%	243 21% a	215 33% abd	592 21% a
AWARE OF REPORT FUNCTION AND NOT REPORTED HATEFUL OR INAPPROPRIATE CONTENT SEEN ONLINE IN PAST 12 MONTHS	200 7%	173 7%	16 6%	7 5%	4 5%	200 7%	174 7%	26 7%	26 6%	174 7%	200 7%	32 3%	87 8% a	81 12% abd	200 7% a
AWARE OF REPORT FUNCTION AND NOT SEEN HATEFUL OR INAPPROPRIATE CONTENT IN PAST 12 MONTHS	820 29%	693 30%	61 25%	40 29%	25 33%	820 29%	709 29%	111 29%	120 26%	700 30%	820 29%	255 27%	346 31%	214 33% a	820 29%
TOTAL AWARE OF REPORT FUNCTION	1612 58%	1349 58%	141 58%	77 56%	45 60%	1612 58%	1422 59% b	189 50%	258 56%	1353 58%	1612 58%	420 45%	677 60% a	510 78% abd	1612 58% a
NOT AWARE OF REPORT FUNCTION BUT SEEN SOMETHING HATEFUL OR INAPPROPRIATE CONTENT IN PAST 12 MONTHS	154 5%	125 5%	15 6%	7 5%	7 10% ae	154 5%	142 6%	12 3%	26 6%	128 5%	154 5%	38 4%	69 6%	46 7% a	154 5%

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

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

SUMMARY OF AWARENESS AND USE OF REPORTING FUNCTION FOR HATEFUL OR INAPPROPRIATE CONTENT

Base : All respondents

	Total			NATION				LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT- LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3095	2150	314	320	311	3095	2657	438	461	2634	3095	957	1309	757	3095
Effective Weighted Sample	2183	1689	247	249	226	2183	1877	306	312	1879	2183	666	925	556	2183
Total	2800	2343	244	137	76	2800	2419	381	460	2340	2800	933	1136	654	2800
NOT AWARE OF REPORT FUNCTION AND NOT SEEN SOMETHING HATEFUL OR INAPPROPRIATE CONTENT IN PAST 12 MONTHS	1035	870	88	54	23	1035	855	180	176	859	1035	475	390	98	1035
	37%	37%	36%	39%	31%	37%	35%	47%	38%	37%	37%	51%	34%	15%	37%
								a				bcd	c		c

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

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

SUMMARY OF AWARENESS AND USE OF REPORTING FUNCTION FOR HATEFUL OR INAPPROPRIATE CONTENT

Base : All respondents

		FINANCIAL VULNERABILITY INDEX		
Significance Level: 95%	Total	**MOST** a	POTEN- TIALLY b	**LEAST** c
Unweighted total	3095	671	1264	630
Effective Weighted Sample	2183	464	893	456
Total	2800	615	1128	593
AWARE OF REPORT FUNCTION AND REPORTED HATEFUL OR INAPPROPRIATE CONTENT SEEN ONLINE IN PAST 12 MONTHS	592 21%	182 30% bc	217 19%	112 19%
AWARE OF REPORT FUNCTION AND NOT REPORTED HATEFUL OR INAPPROPRIATE CONTENT SEEN ONLINE IN PAST 12 MONTHS	200 7%	40 7%	70 6%	55 9% b
AWARE OF REPORT FUNCTION AND NOT SEEN HATEFUL OR INAPPROPRIATE CONTENT IN PAST 12 MONTHS	820 29%	176 29%	323 29%	199 34%
TOTAL AWARE OF REPORT FUNCTION	1612 58%	398 65% b	609 54%	366 62% b
NOT AWARE OF REPORT FUNCTION BUT SEEN SOMETHING HATEFUL OR INAPPROPRIATE CONTENT IN PAST 12 MONTHS	154 5%	31 5%	71 6%	25 4%

Columns Tested: a,b,c

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

SUMMARY OF AWARENESS AND USE OF REPORTING FUNCTION FOR HATEFUL OR INAPPROPRIATE CONTENT

Base : All respondents

		FINANCIAL VULNERABILITY INDEX		
	Total	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3095	671	1264	630
Effective Weighted Sample	2183	464	893	456
Total	2800	615	1128	593
NOT AWARE OF REPORT FUNCTION AND NOT SEEN SOMETHING HATEFUL OR INAPPROPRIATE CONTENT IN PAST 12 MONTHS	1035	186	447	202
	37%	30%	40%	34%
			ac	

Columns Tested: a,b,c

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

IN58. Please now think about using apps or sites for 'social media' – so doing things like 'following' people or organisations, reading, 'liking' or sharing things (like photos, opinions, comments, news stories, links to other content etc) on sites/ apps like Facebook, Instagram, Snapchat or TikTok. Do you use social media apps or sites? (SINGLE CODE)

Base : All respondents

	Total	AGE 16-24 a	AGE 25-34 b	AGE 35-44 c	AGE 45-54 d	AGE 55-64 e	AGE 65+ f	AGE ALL UK g	GENDER MAN a	GENDER WOMAN b	SEG AB a	SEG C1 b	SEG C2 c	SEG DE d	SEG ABC1 e	SEG C2DE f	SEG ALL UK g
Significance Level: 95%																	
Unweighted total	3095	502	519	601	525	413	535	3095	1425	1625	777	890	564	826	1667	1390	3095
Effective Weighted Sample	2183	355	374	436	378	290	368	2183	1021	1132	579	638	409	567	1214	942	2183
Total	2800	429	500	500	514	429	429	2800	1347	1420	776	795	610	582	1571	1192	2800
Yes	2167	364	436	422	408	307	229	2167	1005	1134	604	609	506	428	1214	934	2167
	77%	85%	87%	84%	79%	72%	53%	77%	75%	80%	78%	77%	83%	74%	77%	78%	77%
		defg	defg	efg	ef	f		ef		a			abdeg			d	
No	539	38	41	61	90	117	192	539	293	245	151	161	94	128	312	221	539
	19%	9%	8%	12%	18%	27%	45%	19%	22%	17%	19%	20%	15%	22%	20%	19%	19%
					abc	abcdg	abcdeg	abc	b			c		c	c		
Don't know	94	26	23	17	16	5	8	94	49	42	21	25	10	27	46	36	94
	3%	6%	5%	3%	3%	1%	2%	3%	4%	3%	3%	3%	2%	5%	3%	3%	3%
		efg	ef	e				e						c			

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 38

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

IN58. Please now think about using apps or sites for 'social media' – so doing things like 'following' people or organisations, reading, 'liking' or sharing things (like photos, opinions, comments, news stories, links to other content etc) on sites/ apps like Facebook, Instagram, Snapchat or TikTok. Do you use social media apps or sites? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3095	2150	314	320	311	3095	2657	438	461	2634	3095	957	1309	757	3095
Effective Weighted Sample	2183	1689	247	249	226	2183	1877	306	312	1879	2183	666	925	556	2183
Total	2800	2343	244	137	76	2800	2419	381	460	2340	2800	933	1136	654	2800
Yes	2167 77%	1810 77%	193 79%	103 75%	61 81%	2167 77%	1905 79% b	261 68%	351 76%	1815 78%	2167 77%	585 63%	949 84% ad	608 93% abd	2167 77% a
No	539 19%	454 19%	40 16%	32 24% b	13 17%	539 19%	431 18%	108 28% a	72 16%	467 20%	539 19%	299 32% bcd	168 15% c	39 6%	539 19% bc
Don't know	94 3%	79 3%	11 5%	2 2%	1 2%	94 3%	82 3%	12 3%	37 8% bc	57 2%	94 3%	49 5% bcd	19 2%	7 1%	94 3% bc

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

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

IN58. Please now think about using apps or sites for 'social media' – so doing things like 'following' people or organisations, reading, 'liking' or sharing things (like photos, opinions, comments, news stories, links to other content etc) on sites/ apps like Facebook, Instagram, Snapchat or TikTok. Do you use social media apps or sites? (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3095	671	1264	630
Effective Weighted Sample	2183	464	893	456
Total	2800	615	1128	593
Yes	2167	495	908	443
	77%	81%	81%	75%
		c	c	
No	539	102	200	142
	19%	17%	18%	24%
				ab
Don't know	94	18	20	8
	3%	3%	2%	1%

Columns Tested: a,b,c

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 39

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

SCENARIO 4A. GENUINE OR NOT SOCIAL MEDIA PROFILE SCENARIO. Here is a social media profile. (SCREENSHOT) Do you think that this social media profile is genuine? (SINGLE CODE)

Base : All respondents who use social media apps or sites

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2422	431	450	509	415	307	310	2422	1056	1327	608	694	470	630	1302	1100	2422
Effective Weighted Sample	1713	308	326	367	298	217	213	1713	766	921	458	503	341	427	960	739	1713
Total	2167	364	436	422	408	307	229	2167	1005	1134	604	609	506	428	1214	934	2167
Yes	339	49	96	85	71	25	12	339	204	132	134	58	98	49	192	146	339
	16%	13%	22%	20%	17%	8%	5%	16%	20%	12%	22%	10%	19%	11%	16%	16%	16%
		f	aefg	aefg	ef			ef	b		bdefg		bd		bd	bd	bd
No	1499	299	312	274	266	209	139	1499	664	813	405	463	321	298	868	619	1499
	69%	82%	71%	65%	65%	68%	61%	69%	66%	72%	67%	76%	63%	70%	72%	66%	69%
		bcdefg	f					f		a		acdfg			cf		c
Don't know	329	17	29	62	71	73	77	329	137	189	65	89	88	81	154	169	329
	15%	5%	7%	15%	17%	24%	34%	15%	14%	17%	11%	15%	17%	19%	13%	18%	15%
				ab	ab	abcg	abcdeg	ab					ae	ae		ae	a

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

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

SCENARIO 4A. GENUINE OR NOT SOCIAL MEDIA PROFILE SCENARIO. Here is a social media profile. (SCREENSHOT) Do you think that this social media profile is genuine? (SINGLE CODE)

Base : All respondents who use social media apps or sites

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	2422	1675	253	243	251	2422	2107	315	353	2069	2422	622	1085	698	2422
Effective Weighted Sample	1713	1322	199	188	183	1713	1494	220	239	1482	1713	430	766	511	1713
Total	2167	1810	193	103	61	2167	1905	261	351	1815	2167	585	949	608	2167
Yes	339	283	32	19	5	339	310	29	83	256	339	123	128	85	339
	16%	16%	17%	18%	8%	16%	16%	11%	24%	14%	16%	21%	14%	14%	16%
		d	d	d		d	b		bc			bcd			
No	1499	1247	135	70	48	1499	1316	183	214	1285	1499	360	666	458	1499
	69%	69%	70%	68%	77%	69%	69%	70%	61%	71%	69%	62%	70%	75%	69%
					ace					a	a		a	abd	a
Don't know	329	280	26	14	9	329	280	49	54	275	329	102	154	65	329
	15%	15%	13%	14%	14%	15%	15%	19%	15%	15%	15%	17%	16%	11%	15%
												c	c		c

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

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

SCENARIO 4A. GENUINE OR NOT SOCIAL MEDIA PROFILE SCENARIO. Here is a social media profile. (SCREENSHOT) Do you think that this social media profile is genuine? (SINGLE CODE)

Base : All respondents who use social media apps or sites

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN-TIALLY	**LEAST**
Significance Level: 95%		a	b	c
Unweighted total	2422	547	1021	474
Effective Weighted Sample	1713	381	719	350
Total	2167	495	908	443
Yes	339	109	139	53
	16%	22%	15%	12%
		bc		
No	1499	308	627	326
	69%	62%	69%	73%
			a	a
Don't know	329	78	142	64
	15%	16%	16%	14%

Columns Tested: a,b,c

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

SCENARIO 4B. Please look at this image and click or tap on anything that makes you think that this IS a genuine profile. (MULTI CODE)

Base : All respondents who use social media apps or sites that think the example social media profile IS genuine

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	~e	~f	g	a	b	a	~b	~c	~d	e	f	g
Unweighted total	307	48	75	92	59	20	13	307	174	130	111	57	72	66	168	138	307
Effective Weighted Sample	230	35	60	70	46	15	8	230	135	92	90	46	55	45	135	95	230
Total	339	49	96	85	71	25	12	339	204	132	134	58	98	49	192	146	339
POSTED PHOTO 2	93	**	**	**	**	**	**	93	62	30	47	**	**	**	62	32	93
	28%	**	**	**	**	**	**	28%	30%	23%	35% f	**	**	**	32%	22%	28%
PROFILE PICTURE	81	**	**	**	**	**	**	81	53	27	34	**	**	**	45	35	81
	24%	**	**	**	**	**	**	24%	26%	21%	25%	**	**	**	24%	24%	24%
DESCRIPTION UNDER BIOGRAPHY	56	**	**	**	**	**	**	56	41	14	23	**	**	**	32	24	56
	16%	**	**	**	**	**	**	16%	20%	11%	17%	**	**	**	16%	17%	16%
POSTED PHOTO 1	52	**	**	**	**	**	**	52	34	18	23	**	**	**	33	19	52
	15%	**	**	**	**	**	**	15%	17%	14%	17%	**	**	**	17%	13%	15%
NUMBER FOLLOWING	51	**	**	**	**	**	**	51	30	21	17	**	**	**	24	26	51
	15%	**	**	**	**	**	**	15%	15%	16%	13%	**	**	**	13%	18%	15%
NUMBER OF POSTS	44	**	**	**	**	**	**	44	16	28	10	**	**	**	20	25	44
	13%	**	**	**	**	**	**	13%	8%	21% a	8%	**	**	**	10%	17%	13%
NUMBER OF FOLLOWERS	43	**	**	**	**	**	**	43	21	22	13	**	**	**	25	18	43
	13%	**	**	**	**	**	**	13%	10%	17%	10%	**	**	**	13%	12%	13%
DETAIL IN BIOGRAPHY	39	**	**	**	**	**	**	39	28	11	20	**	**	**	24	15	39
	11%	**	**	**	**	**	**	11%	14%	8%	15%	**	**	**	12%	10%	11%
POSTED PHOTO 3	36	**	**	**	**	**	**	36	21	15	13	**	**	**	17	19	36
	11%	**	**	**	**	**	**	11%	10%	11%	10%	**	**	**	9%	13%	11%
CLICK TO FOLLOW BUTTON	27	**	**	**	**	**	**	27	14	13	10	**	**	**	14	13	27
	8%	**	**	**	**	**	**	8%	7%	10%	8%	**	**	**	7%	9%	8%
NAME IN BIOGRAPHY	18	**	**	**	**	**	**	18	9	9	7	**	**	**	11	7	18
	5%	**	**	**	**	**	**	5%	4%	7%	5%	**	**	**	6%	4%	5%
LINK IN DESCRIPTION	12	**	**	**	**	**	**	12	6	5	6	**	**	**	8	3	12
	3%	**	**	**	**	**	**	3%	3%	3%	5%	**	**	**	4%	2%	3%

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

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

SCENARIO 4B. Please look at this image and click or tap on anything that makes you think that this IS a genuine profile. (MULTI CODE)

Base : All respondents who use social media apps or sites that think the example social media profile IS genuine

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	~e	~f	g	a	b	a	~b	~c	~d	e	f	g
Unweighted total	307	48	75	92	59	20	13	307	174	130	111	57	72	66	168	138	307
Effective Weighted Sample	230	35	60	70	46	15	8	230	135	92	90	46	55	45	135	95	230
Total	339	49	96	85	71	25	12	339	204	132	134	58	98	49	192	146	339
CLICK TO MESSAGE BUTTON	10	**	**	**	**	**	**	10	5	6	5	**	**	**	6	4	10
	3%	**	**	**	**	**	**	3%	2%	4%	4%	**	**	**	3%	3%	3%
PROFILE USERNAME	8	**	**	**	**	**	**	8	4	4	5	**	**	**	5	3	8
	2%	**	**	**	**	**	**	2%	2%	3%	4%	**	**	**	3%	2%	2%
TAGS	2	**	**	**	**	**	**	2	1	1	1	**	**	**	1	1	2
	1%	**	**	**	**	**	**	1%	1%	1%	1%	**	**	**	1%	1%	1%
CLICK TO VIEW GRID BUTTON	*	**	**	**	**	**	**	*	-	*	-	**	**	**	-	*	*
	*%	**	**	**	**	**	**	*%	-%	*%	-%	**	**	**	-%	*%	*%
Mean number of features chosen	1.7	**	**	**	**	**	**	1.7	1.7	1.7	1.8	**	**	**	1.7	1.7	1.7
Standard deviation	1.55	**	**	**	**	**	**	1.55	1.39	1.79	1.73	**	**	**	1.55	1.56	1.55
Standard error	.09	**	**	**	**	**	**	.09	.11	.16	.16	**	**	**	.12	.13	.09

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

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

SCENARIO 4B. Please look at this image and click or tap on anything that makes you think that this IS a genuine profile. (MULTI CODE)

Base : All respondents who use social media apps or sites that think the example social media profile IS genuine

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
		a	~b	~c	~d	e	a	~b	~a	b	c	a	b	~c	d
Significance Level: 95%															
Unweighted total	307	224	33	36	14	307	277	30	70	237	307	102	124	79	307
Effective Weighted Sample	230	180	26	26	9	230	208	22	51	181	230	75	95	59	230
Total	339	283	32	19	5	339	310	29	83	256	339	123	128	85	339
POSTED PHOTO 2	93	76	**	**	**	93	89	**	**	68	93	35	39	**	93
	28%	27%	**	**	**	28%	29%	**	**	27%	28%	28%	30%	**	28%
PROFILE PICTURE	81	62	**	**	**	81	72	**	**	64	81	24	26	**	81
	24%	22%	**	**	**	24%	23%	**	**	25%	24%	20%	21%	**	24%
DESCRIPTION UNDER BIOGRAPHY	56	44	**	**	**	56	54	**	**	42	56	14	19	**	56
	16%	15%	**	**	**	16%	17%	**	**	17%	16%	12%	15%	**	16%
POSTED PHOTO 1	52	41	**	**	**	52	50	**	**	42	52	15	22	**	52
	15%	15%	**	**	**	15%	16%	**	**	16%	15%	13%	17%	**	15%
NUMBER FOLLOWING	51	40	**	**	**	51	45	**	**	43	51	8	21	**	51
	15%	14%	**	**	**	15%	14%	**	**	17%	15%	7%	16%	**	15%
NUMBER OF POSTS	44	38	**	**	**	44	38	**	**	37	44	7	23	**	44
	13%	13%	**	**	**	13%	12%	**	**	14%	13%	6%	18% a	**	13%
NUMBER OF FOLLOWERS	43	35	**	**	**	43	37	**	**	36	43	6	20	**	43
	13%	12%	**	**	**	13%	12%	**	**	14%	13%	5%	16% a	**	13%
DETAIL IN BIOGRAPHY	39	31	**	**	**	39	35	**	**	32	39	10	17	**	39
	11%	11%	**	**	**	11%	11%	**	**	12%	11%	8%	13%	**	11%
POSTED PHOTO 3	36	26	**	**	**	36	32	**	**	31	36	17	14	**	36
	11%	9%	**	**	**	11%	10%	**	**	12%	11%	14%	11%	**	11%
CLICK TO FOLLOW BUTTON	27	22	**	**	**	27	21	**	**	20	27	15	10	**	27
	8%	8%	**	**	**	8%	7%	**	**	8%	8%	12%	7%	**	8%
NAME IN BIOGRAPHY	18	15	**	**	**	18	16	**	**	11	18	3	10	**	18
	5%	5%	**	**	**	5%	5%	**	**	4%	5%	2%	8%	**	5%
LINK IN DESCRIPTION	12	7	**	**	**	12	11	**	**	10	12	2	5	**	12
	3%	2%	**	**	**	3%	3%	**	**	4%	3%	2%	4%	**	3%

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

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

SCENARIO 4B. Please look at this image and click or tap on anything that makes you think that this IS a genuine profile. (MULTI CODE)

Base : All respondents who use social media apps or sites that think the example social media profile IS genuine

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	~b	~c	~d	e	a	~b	~a	b	c	a	b	~c	d
Unweighted total	307	224	33	36	14	307	277	30	70	237	307	102	124	79	307
Effective Weighted Sample	230	180	26	26	9	230	208	22	51	181	230	75	95	59	230
Total	339	283	32	19	5	339	310	29	83	256	339	123	128	85	339
CLICK TO MESSAGE BUTTON	10	8	**	**	**	10	8	**	**	8	10	6	2	**	10
	3%	3%	**	**	**	3%	3%	**	**	3%	3%	5%	1%	**	3%
PROFILE USERNAME	8	6	**	**	**	8	7	**	**	7	8	2	5	**	8
	2%	2%	**	**	**	2%	2%	**	**	3%	2%	2%	4%	**	2%
TAGS	2	1	**	**	**	2	2	**	**	1	2	*	1	**	2
	1%	*%	**	**	**	1%	1%	**	**	1%	1%	*%	1%	**	1%
CLICK TO VIEW GRID BUTTON	*	*	**	**	**	*	*	**	**	-	*	*	-	**	*
	*%	*%	**	**	**	*%	*%	**	**	-%	*%	*%	-%	**	*%
Mean number of features chosen	1.7	1.6	**	**	**	1.7	1.7	**	**	1.8	1.7	1.4	1.8	**	1.7
													a		
Standard deviation	1.55	1.45	**	**	**	1.55	1.52	**	**	1.56	1.55	1.30	1.60	**	1.55
Standard error	.09	.10	**	**	**	.09	.09	**	**	.10	.09	.13	.14	**	.09

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

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

SCENARIO 4B. Please look at this image and click or tap on anything that makes you think that this IS a genuine profile. (MULTI CODE)

Base : All respondents who use social media apps or sites that think the example social media profile IS genuine

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		~a	b	~c
Unweighted total	307	94	125	49
Effective Weighted Sample	230	69	96	40
Total	339	109	139	53
POSTED PHOTO 2	93	**	41	**
	28%	**	29%	**
PROFILE PICTURE	81	**	31	**
	24%	**	23%	**
DESCRIPTION UNDER BIOGRAPHY	56	**	22	**
	16%	**	16%	**
POSTED PHOTO 1	52	**	16	**
	15%	**	12%	**
NUMBER FOLLOWING	51	**	20	**
	15%	**	15%	**
NUMBER OF POSTS	44	**	21	**
	13%	**	15%	**
NUMBER OF FOLLOWERS	43	**	19	**
	13%	**	14%	**
DETAIL IN BIOGRAPHY	39	**	12	**
	11%	**	8%	**
POSTED PHOTO 3	36	**	10	**
	11%	**	7%	**
CLICK TO FOLLOW BUTTON	27	**	16	**
	8%	**	11%	**
NAME IN BIOGRAPHY	18	**	5	**
	5%	**	3%	**
LINK IN DESCRIPTION	12	**	4	**
	3%	**	3%	**

Columns Tested: a,b,c

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

SCENARIO 4B. Please look at this image and click or tap on anything that makes you think that this IS a genuine profile. (MULTI CODE)

Base : All respondents who use social media apps or sites that think the example social media profile IS genuine

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		~a	b	~c
Unweighted total	307	94	125	49
Effective Weighted Sample	230	69	96	40
Total	339	109	139	53
CLICK TO MESSAGE BUTTON	10	**	4	**
	3%	**	3%	**
PROFILE USERNAME	8	**	2	**
	2%	**	2%	**
TAGS	2	**	1	**
	1%	**	1%	**
CLICK TO VIEW GRID BUTTON	*	**	-	**
	*%	**	-%	**
Mean number of features chosen	1.7	**	1.6	**
Standard deviation	1.55	**	1.43	**
Standard error	.09	**	.13	**

Columns Tested: a,b,c

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

SCENARIO 4C. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine profile. (MULTI CODE)

Base : All respondents who use social media apps or sites that think the example social media profile IS NOT genuine

	Total	AGE 16-24	AGE 25-34	AGE 35-44	AGE 45-54	AGE 55-64	AGE 65+	AGE ALL UK	GENDER MAN	GENDER WOMAN	SEG AB	SEG C1	SEG C2	SEG DE	SEG ABC1	SEG C2DE	SEG ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1744	366	343	349	282	212	192	1744	748	963	416	543	323	447	959	770	1744
Effective Weighted Sample	1234	262	248	252	202	147	135	1234	545	666	313	394	232	299	705	517	1234
Total	1499	299	312	274	266	209	139	1499	664	813	405	463	321	298	868	619	1499
DESCRIPTION UNDER BIOGRAPHY	1160	248	252	223	187	151	100	1160	504	637	318	372	248	213	690	462	1160
	77%	83%	81%	81%	70%	72%	71%	77%	76%	78%	78%	80%	77%	72%	79%	75%	77%
		defg	def	def				d			d	df			df		d
LINK IN DESCRIPTION	727	189	191	135	121	53	37	727	314	400	188	258	154	119	446	273	727
	48%	63%	61%	49%	46%	26%	26%	48%	47%	49%	46%	56%	48%	40%	51%	44%	48%
		cdefg	cdefg	ef	ef			ef				adfg			df		d
NUMBER FOLLOWING	465	137	120	79	71	34	25	465	204	249	110	172	113	66	282	179	465
	31%	46%	38%	29%	27%	16%	18%	31%	31%	31%	27%	37%	35%	22%	33%	29%	31%
		cdefg	cdefg	ef	e			ef				adfg	ad		d	d	d
NUMBER OF FOLLOWERS	415	132	114	80	55	23	10	415	172	230	106	151	87	68	257	155	415
	28%	44%	36%	29%	21%	11%	8%	28%	26%	28%	26%	33%	27%	23%	30%	25%	28%
		cdefg	defg	def	ef			def				df			d		
PROFILE USERNAME	374	117	104	63	44	34	13	374	171	195	101	137	74	61	238	134	374
	25%	39%	33%	23%	17%	16%	9%	25%	26%	24%	25%	30%	23%	20%	27%	22%	25%
		cdefg	cdefg	f				def				df			df		
POSTED PHOTO 2	265	51	76	72	37	17	11	265	118	139	60	90	65	48	151	113	265
	18%	17%	24%	26%	14%	8%	8%	18%	18%	17%	15%	20%	20%	16%	17%	18%	18%
			ef	adefg	adefg			ef									
POSTED PHOTO 1	257	58	76	62	31	13	16	257	118	131	61	87	67	42	148	109	257
	17%	20%	24%	22%	12%	6%	12%	17%	18%	16%	15%	19%	21%	14%	17%	18%	17%
		def	defg	defg				e					d				
POSTED PHOTO 3	248	61	73	59	33	12	10	248	112	131	63	83	62	40	146	102	248
	17%	20%	23%	22%	13%	6%	7%	17%	17%	16%	16%	18%	19%	14%	17%	16%	17%
		def	defg	def	e			ef									
DETAIL IN BIOGRAPHY	201	45	42	40	33	29	13	201	90	107	47	70	49	33	116	82	201
	13%	15%	13%	14%	12%	14%	9%	13%	14%	13%	11%	15%	15%	11%	13%	13%	13%
PROFILE PICTURE	162	45	31	40	23	14	10	162	81	73	45	52	36	30	96	65	162
	11%	15%	10%	15%	9%	7%	7%	11%	12%	9%	11%	11%	11%	10%	11%	11%	11%
		def		ef													

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

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

SCENARIO 4C. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine profile. (MULTI CODE)

Base : All respondents who use social media apps or sites that think the example social media profile IS NOT genuine

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	1744	366	343	349	282	212	192	1744	748	963	416	543	323	447	959	770	1744
Effective Weighted Sample	1234	262	248	252	202	147	135	1234	545	666	313	394	232	299	705	517	1234
Total	1499	299	312	274	266	209	139	1499	664	813	405	463	321	298	868	619	1499
NUMBER OF POSTS	84	26	16	20	9	7	6	84	40	41	23	25	21	14	47	36	84
	6%	9%	5%	7%	4%	3%	4%	6%	6%	5%	6%	5%	7%	5%	5%	6%	6%
		de															
NAME IN BIOGRAPHY	44	8	4	13	12	4	2	44	19	23	13	8	14	8	21	22	44
	3%	3%	1%	5%	4%	2%	2%	3%	3%	3%	3%	2%	4%	3%	2%	4%	3%
				b													
CLICK TO FOLLOW BUTTON	21	4	10	2	2	2	1	21	10	11	7	7	2	5	14	7	21
	1%	1%	3%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	2%	2%	1%	1%
			g														
CLICK TO MESSAGE BUTTON	10	2	5	1	*	-	1	10	5	4	4	4	1	*	8	1	10
	1%	1%	2%	*%	*%	-%	1%	1%	1%	1%	1%	1%	*%	*%	1%	*%	1%
TAGS	3	-	2	-	-	-	1	3	1	2	-	1	2	-	1	2	3
	*%	-%	1%	-%	-%	-%	1%	*%	*%	*%	-%	*%	1%	-%	*%	*%	*%
CLICK TO VIEW GRID BUTTON	1	-	1	-	-	-	-	1	1	-	-	1	-	-	1	-	1
	*%	-%	*%	-%	-%	-%	-%	*%	*%	-%	-%	*%	-%	-%	*%	-%	*%
Mean number of features chosen	3.0	3.8	3.6	3.2	2.5	1.9	1.8	3.0	2.9	2.9	2.8	3.3	3.1	2.5	3.1	2.8	3.0
		cdefg	defg	defg	ef			def			d	adfg	d		df	d	d
Standard deviation	2.20	2.34	2.39	2.32	1.83	1.39	1.37	2.20	2.17	2.18	2.22	2.18	2.29	2.01	2.21	2.18	2.20
Standard error	.05	.12	.13	.12	.11	.10	.10	.05	.08	.07	.11	.09	.13	.10	.07	.08	.05

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 41

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

SCENARIO 4C. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine profile. (MULTI CODE)

Base : All respondents who use social media apps or sites that think the example social media profile IS NOT genuine

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	1744	1188	183	170	203	1744	1518	226	229	1515	1744	403	778	554	1744
Effective Weighted Sample	1234	945	146	134	156	1234	1078	157	153	1085	1234	282	543	407	1234
Total	1499	1247	135	70	48	1499	1316	183	214	1285	1499	360	666	458	1499
DESCRIPTION UNDER BIOGRAPHY	1160 77%	961 77%	107 79%	55 79%	38 79%	1160 77%	1030 78% b	130 71%	152 71%	1007 78% a	1160 77%	262 73%	525 79%	367 80% a	1160 77%
LINK IN DESCRIPTION	727 48%	612 49%	62 46%	28 41%	24 51%	727 48%	647 49%	80 44%	96 45%	630 49%	727 48%	124 34%	312 47% a	287 63% abd	727 48% a
NUMBER FOLLOWING	465 31%	389 31%	41 30%	22 32%	14 29%	465 31%	410 31%	55 30%	53 25%	412 32%	465 31%	75 21%	198 30% a	191 42% abd	465 31% a
NUMBER OF FOLLOWERS	415 28%	349 28%	36 27%	18 26%	12 26%	415 28%	373 28%	42 23%	61 29%	354 28%	415 28%	71 20%	178 27% a	167 36% abd	415 28% a
PROFILE USERNAME	374 25%	312 25%	34 25%	15 22%	13 26%	374 25%	326 25%	49 27%	52 24%	322 25%	374 25%	50 14%	163 24% a	162 35% abd	374 25% a
POSTED PHOTO 2	265 18%	224 18%	21 15%	12 18%	8 16%	265 18%	247 19% b	19 10%	46 22%	219 17%	265 18%	67 19%	108 16%	87 19%	265 18%
POSTED PHOTO 1	257 17%	218 17%	19 14%	11 16%	8 17%	257 17%	227 17%	29 16%	39 18%	218 17%	257 17%	56 16%	110 16%	88 19%	257 17%
POSTED PHOTO 3	248 17%	210 17%	18 13%	12 17%	9 19%	248 17%	223 17%	26 14%	36 17%	213 17%	248 17%	53 15%	106 16%	87 19%	248 17%
DETAIL IN BIOGRAPHY	201 13%	178 14% b	7 5%	11 15% b	5 10%	201 13% b	178 13%	23 13%	27 12%	174 14%	201 13%	42 12%	91 14%	68 15%	201 13%
PROFILE PICTURE	162 11%	139 11%	10 7%	10 14%	4 8%	162 11%	145 11%	17 9%	27 13%	135 11%	162 11%	31 9%	71 11%	58 13%	162 11%

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

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

SCENARIO 4C. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine profile. (MULTI CODE)

Base : All respondents who use social media apps or sites that think the example social media profile IS NOT genuine

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	1744	1188	183	170	203	1744	1518	226	229	1515	1744	403	778	554	1744
Effective Weighted Sample	1234	945	146	134	156	1234	1078	157	153	1085	1234	282	543	407	1234
Total	1499	1247	135	70	48	1499	1316	183	214	1285	1499	360	666	458	1499
NUMBER OF POSTS	84	69	6	6	3	84	71	12	12	71	84	16	44	24	84
	6%	6%	5%	8%	5%	6%	5%	7%	6%	6%	6%	4%	7%	5%	6%
NAME IN BIOGRAPHY	44	38	3	2	*	44	41	3	7	37	44	9	20	14	44
	3%	3%	2%	3%	1%	3%	3%	1%	3%	3%	3%	2%	3%	3%	3%
CLICK TO FOLLOW BUTTON	21	19	-	1	1	21	20	1	2	18	21	2	13	6	21
	1%	2%	-%	1%	2%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%
CLICK TO MESSAGE BUTTON	10	9	-	*	-	10	9	*	*	9	10	2	5	3	10
	1%	1%	-%	1%	-%	1%	1%	*%	*%	1%	1%	*%	1%	1%	1%
TAGS	3	3	-	-	-	3	3	-	2	1	3	1	2	-	3
	*%	*%	-%	-%	-%	*%	*%	-%	1% b	*%	*%	*%	*%	-%	*%
CLICK TO VIEW GRID BUTTON	1	1	-	-	-	1	1	-	-	1	1	-	-	1	1
	*%	*%	-%	-%	-%	*%	*%	-%	-%	*%	*%	-%	-%	*%	*%
Mean number of features chosen	3.0	3.0	2.7	2.9	2.9	3.0	3.0 b	2.7	2.9	3.0	3.0	2.4	2.9 a	3.5 abd	3.0 a
Standard deviation	2.20	2.21	1.98	2.46	2.14	2.20	2.22	2.02	2.26	2.19	2.20	1.95	2.13	2.36	2.20
Standard error	.05	.06	.15	.19	.15	.05	.06	.13	.15	.06	.05	.10	.08	.10	.05

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 41

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

SCENARIO 4C. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine profile. (MULTI CODE)

Base : All respondents who use social media apps or sites that think the example social media profile IS NOT genuine

		FINANCIAL VULNERABILITY INDEX		
Significance Level: 95%	Total	**MOST** a	POTEN- TIALLY b	**LEAST** c
Unweighted total	1744	365	728	361
Effective Weighted Sample	1234	258	510	265
Total	1499	308	627	326
DESCRIPTION UNDER BIOGRAPHY	1160 77%	244 79%	505 81%	249 77%
LINK IN DESCRIPTION	727 48%	131 43%	291 46%	166 51%
NUMBER FOLLOWING	465 31%	95 31%	187 30%	107 33%
NUMBER OF FOLLOWERS	415 28%	90 29%	155 25%	98 30%
PROFILE USERNAME	374 25%	70 23%	141 22%	91 28%
POSTED PHOTO 2	265 18%	52 17%	112 18%	61 19%
POSTED PHOTO 1	257 17%	51 16%	98 16%	68 21%
POSTED PHOTO 3	248 17%	51 16%	95 15%	65 20%
DETAIL IN BIOGRAPHY	201 13%	49 16%	78 12%	36 11%
PROFILE PICTURE	162 11%	40 13%	53 8%	37 11%
NUMBER OF POSTS	84 6%	15 5%	32 5%	17 5%
NAME IN BIOGRAPHY	44 3%	11 4%	12 2%	10 3%

Columns Tested: a,b,c

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

SCENARIO 4C. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine profile. (MULTI CODE)

Base : All respondents who use social media apps or sites that think the example social media profile IS NOT genuine

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	1744	365	728	361
Effective Weighted Sample	1234	258	510	265
Total	1499	308	627	326
CLICK TO FOLLOW BUTTON	21	3	7	7
	1%	1%	1%	2%
CLICK TO MESSAGE BUTTON	10	-	2	4
	1%	-%	*%	1%
TAGS	3	-	2	1
	*%	-%	*%	*%
CLICK TO VIEW GRID BUTTON	1	-	-	-
	*%	-%	-%	-%
Mean number of features chosen	3.0	2.9	2.8	3.1
				b
Standard deviation	2.20	2.32	2.06	2.26
Standard error	.05	.12	.08	.12

Columns Tested: a,b,c

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 42

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

SCENARIO 4C. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine profile. (MULTI CODE)

Base : All respondents who use social media apps or sites that are unsure whether the example social media profile IS OR IS NOT genuine

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	~e	f	g	a	b	~a	~b	~c	d	e	f	g
Unweighted total	371	17	32	68	74	75	105	371	134	234	81	94	75	117	175	192	371
Effective Weighted Sample	257	12	21	48	50	56	72	257	93	166	58	65	58	83	121	134	257
Total	329	17	29	62	71	73	77	329	137	189	65	89	88	81	154	169	329
DESCRIPTION UNDER BIOGRAPHY	146	**	**	**	**	**	43	146	56	89	**	**	**	32	79	67	146
	44%	**	**	**	**	**	55%	44%	41%	47%	**	**	**	40%	51%	40%	44%
LINK IN DESCRIPTION	90	**	**	**	**	**	18	90	31	55	**	**	**	19	45	42	90
	27%	**	**	**	**	**	23%	27%	23%	29%	**	**	**	23%	30%	25%	27%
NUMBER FOLLOWING	44	**	**	**	**	**	11	44	19	24	**	**	**	12	18	21	44
	14%	**	**	**	**	**	14%	14%	14%	13%	**	**	**	15%	12%	13%	14%
NUMBER OF FOLLOWERS	43	**	**	**	**	**	8	43	12	29	**	**	**	9	28	13	43
	13%	**	**	**	**	**	10%	13%	9%	15%	**	**	**	11%	18% f	8%	13%
POSTED PHOTO 1	39	**	**	**	**	**	5	39	21	18	**	**	**	9	19	20	39
	12%	**	**	**	**	**	7%	12%	15%	9%	**	**	**	11%	12%	12%	12%
POSTED PHOTO 2	35	**	**	**	**	**	1	35	14	21	**	**	**	11	11	23	35
	11%	**	**	**	**	**	1%	11% f	10%	11%	**	**	**	13%	7%	14%	11%
POSTED PHOTO 3	32	**	**	**	**	**	1	32	11	22	**	**	**	12	13	19	32
	10%	**	**	**	**	**	1%	10% f	8%	11%	**	**	**	15%	9%	11%	10%
PROFILE USERNAME	32	**	**	**	**	**	3	32	14	17	**	**	**	5	22	10	32
	10%	**	**	**	**	**	4%	10%	10%	9%	**	**	**	6%	14% f	6%	10%
PROFILE PICTURE	21	**	**	**	**	**	4	21	9	12	**	**	**	6	8	13	21
	6%	**	**	**	**	**	5%	6%	7%	6%	**	**	**	7%	5%	8%	6%
DETAIL IN BIOGRAPHY	16	**	**	**	**	**	3	16	10	6	**	**	**	2	11	6	16
	5%	**	**	**	**	**	4%	5%	7%	3%	**	**	**	2%	7%	3%	5%
NUMBER OF POSTS	15	**	**	**	**	**	1	15	6	6	**	**	**	4	7	5	15
	4%	**	**	**	**	**	2%	4%	5%	3%	**	**	**	5%	5%	3%	4%
CLICK TO FOLLOW BUTTON	9	**	**	**	**	**	-	9	5	4	**	**	**	2	3	6	9
	3%	**	**	**	**	**	-%	3%	4%	2%	**	**	**	3%	2%	4%	3%

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

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

SCENARIO 4C. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine profile. (MULTI CODE)

Base : All respondents who use social media apps or sites that are unsure whether the example social media profile IS OR IS NOT genuine

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		~a	~b	~c	~d	~e	f	g	a	b	~a	~b	~c	d	e	f	g
Unweighted total	371	17	32	68	74	75	105	371	134	234	81	94	75	117	175	192	371
Effective Weighted Sample	257	12	21	48	50	56	72	257	93	166	58	65	58	83	121	134	257
Total	329	17	29	62	71	73	77	329	137	189	65	89	88	81	154	169	329
CLICK TO MESSAGE BUTTON	5	**	**	**	**	**	2	5	4	1	**	**	**	-	3	2	5
	2%	**	**	**	**	**	3%	2%	3%	1%	**	**	**	-%	2%	1%	2%
NAME IN BIOGRAPHY	4	**	**	**	**	**	1	4	2	2	**	**	**	-	4	-	4
	1%	**	**	**	**	**	1%	1%	1%	1%	**	**	**	-%	2%	-%	1%
TAGS	2	**	**	**	**	**	-	2	2	-	**	**	**	2	-	2	2
	1%	**	**	**	**	**	-%	1%	1%	-%	**	**	**	2%	-%	1%	1%
CLICK TO VIEW GRID BUTTON	1	**	**	**	**	**	-	1	-	1	**	**	**	-	*	-	1
	*%	**	**	**	**	**	-%	*%	-%	*%	**	**	**	-%	*%	-%	*%
Mean number of features chosen	1.6	**	**	**	**	**	1.3	1.6 f	1.6	1.6	**	**	**	1.5	1.8 f	1.5	1.6
Standard deviation	1.26	**	**	**	**	**	.85	1.26	1.41	1.11	**	**	**	1.05	1.49	.98	1.26
Standard error	.07	**	**	**	**	**	.08	.07	.12	.07	**	**	**	.10	.11	.07	.07

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 42

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

SCENARIO 4C. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine profile. (MULTI CODE)

Base : All respondents who use social media apps or sites that are unsure whether the example social media profile IS OR IS NOT genuine

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	~b	~c	~d	e	a	~b	~a	b	c	a	b	~c	d
Unweighted total	371	263	37	37	34	371	312	59	54	317	371	117	183	65	371
Effective Weighted Sample	257	202	29	33	23	257	216	42	37	221	257	77	129	49	257
Total	329	280	26	14	9	329	280	49	54	275	329	102	154	65	329
DESCRIPTION UNDER BIOGRAPHY	146	120	**	**	**	146	124	**	**	129	146	42	75	**	146
	44%	43%	**	**	**	44%	44%	**	**	47%	44%	41%	49%	**	44%
LINK IN DESCRIPTION	90	76	**	**	**	90	78	**	**	80	90	25	36	**	90
	27%	27%	**	**	**	27%	28%	**	**	29%	27%	24%	24%	**	27%
NUMBER FOLLOWING	44	39	**	**	**	44	38	**	**	41	44	13	21	**	44
	14%	14%	**	**	**	14%	14%	**	**	15%	14%	13%	14%	**	14%
NUMBER OF FOLLOWERS	43	38	**	**	**	43	37	**	**	37	43	10	18	**	43
	13%	14%	**	**	**	13%	13%	**	**	14%	13%	10%	12%	**	13%
POSTED PHOTO 1	39	36	**	**	**	39	34	**	**	32	39	12	17	**	39
	12%	13%	**	**	**	12%	12%	**	**	12%	12%	12%	11%	**	12%
POSTED PHOTO 2	35	31	**	**	**	35	33	**	**	24	35	11	18	**	35
	11%	11%	**	**	**	11%	12%	**	**	9%	11%	11%	12%	**	11%
POSTED PHOTO 3	32	30	**	**	**	32	29	**	**	25	32	9	15	**	32
	10%	11%	**	**	**	10%	10%	**	**	9%	10%	8%	10%	**	10%
PROFILE USERNAME	32	28	**	**	**	32	26	**	**	27	32	5	12	**	32
	10%	10%	**	**	**	10%	9%	**	**	10%	10%	5%	8%	**	10%
PROFILE PICTURE	21	20	**	**	**	21	17	**	**	15	21	6	10	**	21
	6%	7%	**	**	**	6%	6%	**	**	5%	6%	6%	6%	**	6%
DETAIL IN BIOGRAPHY	16	14	**	**	**	16	13	**	**	14	16	4	9	**	16
	5%	5%	**	**	**	5%	5%	**	**	5%	5%	4%	6%	**	5%
NUMBER OF POSTS	15	12	**	**	**	15	12	**	**	15	15	6	2	**	15
	4%	4%	**	**	**	4%	4%	**	**	5%	4%	6%	1%	**	4%
CLICK TO FOLLOW BUTTON	9	8	**	**	**	9	8	**	**	5	9	5	4	**	9
	3%	3%	**	**	**	3%	3%	**	**	2%	3%	5%	2%	**	3%

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

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

SCENARIO 4C. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine profile. (MULTI CODE)

Base : All respondents who use social media apps or sites that are unsure whether the example social media profile IS OR IS NOT genuine

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	~b	~c	~d	e	a	~b	~a	b	c	a	b	~c	d
Unweighted total	371	263	37	37	34	371	312	59	54	317	371	117	183	65	371
Effective Weighted Sample	257	202	29	33	23	257	216	42	37	221	257	77	129	49	257
Total	329	280	26	14	9	329	280	49	54	275	329	102	154	65	329
CLICK TO MESSAGE BUTTON	5	4	**	**	**	5	3	**	**	1	5	1	1	**	5
	2%	2%	**	**	**	2%	1%	**	**	*%	2%	1%	1%	**	2%
NAME IN BIOGRAPHY	4	3	**	**	**	4	3	**	**	3	4	2	1	**	4
	1%	1%	**	**	**	1%	1%	**	**	1%	1%	2%	1%	**	1%
TAGS	2	-	**	**	**	2	2	**	**	2	2	-	2	**	2
	1%	-%	**	**	**	1%	1%	**	**	1%	1%	-%	1%	**	1%
CLICK TO VIEW GRID BUTTON	1	*	**	**	**	1	*	**	**	*	1	*	*	**	1
	*%	*%	**	**	**	*%	*%	**	**	*%	*%	*%	*%	**	*%
Mean number of features chosen	1.6	1.6	**	**	**	1.6	1.6	**	**	1.6	1.6	1.5	1.6	**	1.6
Standard deviation	1.26	1.27	**	**	**	1.26	1.32	**	**	1.11	1.26	1.43	.99	**	1.26
Standard error	.07	.08	**	**	**	.07	.07	**	**	.06	.07	.13	.07	**	.07

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

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

SCENARIO 4C. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine profile. (MULTI CODE)

Base : All respondents who use social media apps or sites that are unsure whether the example social media profile IS OR IS NOT genuine

		FINANCIAL VULNERABILITY INDEX		
	Total	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		~a	b	~c
Unweighted total	371	88	168	64
Effective Weighted Sample	257	59	115	46
Total	329	78	142	64
DESCRIPTION UNDER BIOGRAPHY	146	**	66	**
	44%	**	46%	**
LINK IN DESCRIPTION	90	**	40	**
	27%	**	28%	**
NUMBER FOLLOWING	44	**	20	**
	14%	**	14%	**
NUMBER OF FOLLOWERS	43	**	16	**
	13%	**	11%	**
POSTED PHOTO 1	39	**	17	**
	12%	**	12%	**
POSTED PHOTO 2	35	**	10	**
	11%	**	7%	**
POSTED PHOTO 3	32	**	8	**
	10%	**	6%	**
PROFILE USERNAME	32	**	8	**
	10%	**	6%	**
PROFILE PICTURE	21	**	6	**
	6%	**	4%	**
DETAIL IN BIOGRAPHY	16	**	11	**
	5%	**	8%	**
NUMBER OF POSTS	15	**	5	**
	4%	**	4%	**
CLICK TO FOLLOW BUTTON	9	**	2	**
	3%	**	2%	**

Columns Tested: a,b,c

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 42

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

SCENARIO 4C. Please look at this image and click or tap on anything that makes you think that this IS NOT a genuine profile. (MULTI CODE)

Base : All respondents who use social media apps or sites that are unsure whether the example social media profile IS OR IS NOT genuine

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		~a	b	~c
Unweighted total	371	88	168	64
Effective Weighted Sample	257	59	115	46
Total	329	78	142	64
CLICK TO MESSAGE BUTTON	5	**	-	**
	2%	**	-%	**
NAME IN BIOGRAPHY	4	**	2	**
	1%	**	1%	**
TAGS	2	**	2	**
	1%	**	1%	**
CLICK TO VIEW GRID BUTTON	1	**	*	**
	*%	**	*%	**
Mean number of features chosen	1.6	**	1.5	**
Standard deviation	1.26	**	1.05	**
Standard error	.07	**	.08	**

Columns Tested: a,b,c

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

FEATURES OF SOCIAL MEDIA POST CHOSEN TO HIGHLIGHT THAT THIS IS OR IS NOT A GENUINE SOCIAL MEDIA PROFILE

Base : All respondents who use social media apps or sites

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2422	431	450	509	415	307	310	2422	1056	1327	608	694	470	630	1302	1100	2422
Effective Weighted Sample	1713	308	326	367	298	217	213	1713	766	921	458	503	341	427	960	739	1713
Total	2167	364	436	422	408	307	229	2167	1005	1134	604	609	506	428	1214	934	2167
PROFILE USERNAME																	
GENUINE	8	3	1	1	3	-	*	8	4	4	5	-	-	3	5	3	8
	*%	1%	*%	*%	1%	-%	*%	*%	*%	*%	1%	-%	-%	1%	*%	*%	*%
											b						
NOT GENUINE	374	117	104	63	44	34	13	374	171	195	101	137	74	61	238	134	374
	17%	32%	24%	15%	11%	11%	6%	17%	17%	17%	17%	22%	15%	14%	20%	14%	17%
		bcdefg	cdefg	f	f	f		def				acdfg			cdf		
UNSURE	32	4	5	6	5	9	3	32	14	17	13	9	5	5	22	10	32
	1%	1%	1%	1%	1%	3%	1%	1%	1%	2%	2%	1%	1%	1%	2%	1%	1%
NOT CHOSEN	1752	241	326	352	357	264	213	1752	816	917	486	463	427	359	949	787	1752
	81%	66%	75%	84%	87%	86%	93%	81%	81%	81%	80%	76%	84%	84%	78%	84%	81%
			a	ab	abg	ab	abcdeg	ab					be	be		beg	b
PROFILE PICTURE																	
GENUINE	81	12	27	16	13	11	1	81	53	27	34	12	23	12	45	35	81
	4%	3%	6%	4%	3%	4%	1%	4%	5%	2%	6%	2%	5%	3%	4%	4%	4%
		f	fg	f	f	f		f	b		bd		b				b
NOT GENUINE	162	45	31	40	23	14	10	162	81	73	45	52	36	30	96	65	162
	7%	12%	7%	9%	6%	5%	4%	7%	8%	6%	7%	9%	7%	7%	8%	7%	7%
		bdefg		ef													
UNSURE	21	2	1	3	8	4	4	21	9	12	4	4	8	6	8	13	21
	1%	1%	*%	1%	2%	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%
					b												
NOT CHOSEN	1903	305	377	363	365	278	214	1903	862	1022	522	542	439	381	1064	820	1903
	88%	84%	86%	86%	89%	91%	94%	88%	86%	90%	86%	89%	87%	89%	88%	88%	88%
					a	a	abcg	a		a							
NAME IN BIOGRAPHY																	
GENUINE	18	3	5	3	7	-	-	18	9	9	7	5	4	2	11	7	18
	1%	1%	1%	1%	2%	-%	-%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
					ef												

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

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

FEATURES OF SOCIAL MEDIA POST CHOSEN TO HIGHLIGHT THAT THIS IS OR IS NOT A GENUINE SOCIAL MEDIA PROFILE

Base : All respondents who use social media apps or sites

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2422	431	450	509	415	307	310	2422	1056	1327	608	694	470	630	1302	1100	2422
Effective Weighted Sample	1713	308	326	367	298	217	213	1713	766	921	458	503	341	427	960	739	1713
Total	2167	364	436	422	408	307	229	2167	1005	1134	604	609	506	428	1214	934	2167
NOT GENUINE	44	8	4	13	12	4	2	44	19	23	13	8	14	8	21	22	44
	2%	2%	1%	3% b	3%	1%	1%	2%	2%	2%	2%	1%	3%	2%	2%	2%	2%
UNSURE	4	1	-	1	1	-	1	4	2	2	2	2	-	-	4	-	4
	*%	*%	-%	*%	*%	-%	*%	*%	*%	*%	*%	*%	-%	-%	*%	-%	*%
NOT CHOSEN	2101	353	426	405	388	303	226	2101	975	1099	582	595	488	417	1177	905	2101
	97%	97%	98%	96%	95%	99% d	98% d	97%	97%	97%	96%	98%	96%	97%	97%	97%	97%

DETAIL IN BIOGRAPHY

	Total	16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
GENUINE	39	3	7	8	14	2	4	39	28	11	20	4	11	5	24	15	39
	2%	1%	2%	2%	4% ae	1%	2%	2%	3% b	1%	3% bd	1%	2%	1%	2%	2%	2%
NOT GENUINE	201	45	42	40	33	29	13	201	90	107	47	70	49	33	116	82	201
	9%	12% f	10%	9%	8%	10%	6%	9%	9%	9%	8%	11% d	10%	8%	10%	9%	9%
UNSURE	16	1	2	6	*	4	3	16	10	6	6	4	4	2	11	6	16
	1%	*%	*%	1% d	*%	1%	2% d	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%
NOT CHOSEN	1911	316	385	368	361	272	209	1911	878	1010	532	531	442	389	1063	831	1911
	88%	87%	88%	87%	88%	89%	91%	88%	87%	89%	88%	87%	87%	91%	88%	89%	88%

DESCRIPTION UNDER BIOGRAPHY

	Total	16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
GENUINE	56	7	15	13	14	4	3	56	41	14	23	9	16	8	32	24	56
	3%	2%	3%	3%	3%	1%	1%	3%	4% b	1%	4% b	1%	3%	2%	3%	3%	3%
NOT GENUINE	1160	248	252	223	187	151	100	1160	504	637	318	372	248	213	690	462	1160
	54%	68% bcdefg	58% def	53% f	46%	49%	43%	54%	50%	56% df	53%	61% acdfg	49%	50%	57% cdf	49%	54%
UNSURE	146	9	14	26	26	28	43	146	56	89	28	51	35	32	79	67	146
	7%	2%	3%	6% a	6% a	9% ab	19% abcdeg	7% ab	6%	8%	5%	8% a	7%	8%	6%	7%	7%

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

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FEATURES OF SOCIAL MEDIA POST CHOSEN TO HIGHLIGHT THAT THIS IS OR IS NOT A GENUINE SOCIAL MEDIA PROFILE

Base : All respondents who use social media apps or sites

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2422	431	450	509	415	307	310	2422	1056	1327	608	694	470	630	1302	1100	2422
Effective Weighted Sample	1713	308	326	367	298	217	213	1713	766	921	458	503	341	427	960	739	1713
Total	2167	364	436	422	408	307	229	2167	1005	1134	604	609	506	428	1214	934	2167
NOT CHOSEN	805	101	155	160	181	124	84	805	404	393	235	178	206	175	414	381	805
	37%	28%	36%	38%	44%	40%	36%	37%	40%	35%	39%	29%	41%	41%	34%	41%	37%
			a	abg	a	a	a		b		b		be	be		be	b
LINK IN DESCRIPTION																	
GENUINE	12	4	2	2	2	*	1	12	6	5	6	2	-	3	8	3	12
	1%	1%	*%	1%	1%	*%	1%	1%	1%	*%	1%	*%	-%	1%	1%	*%	1%
NOT GENUINE	727	189	191	135	121	53	37	727	314	400	188	258	154	119	446	273	727
	34%	52%	44%	32%	30%	17%	16%	34%	31%	35%	31%	42%	30%	28%	37%	29%	34%
		bcdefg	cdefg	ef	ef			ef				acdefg			acdf		df
UNSURE	90	10	8	13	18	23	18	90	31	55	19	26	24	19	45	42	90
	4%	3%	2%	3%	4%	8%	8%	4%	3%	5%	3%	4%	5%	4%	4%	5%	4%
						abcg	abcg	b									
NOT CHOSEN	1338	162	235	271	266	230	173	1338	654	674	391	323	329	288	714	616	1338
	62%	45%	54%	64%	65%	75%	76%	62%	65%	59%	65%	53%	65%	67%	59%	66%	62%
			a	ab	ab	abcdg	abcdg	ab	b		be		be	beg	b	beg	b
NUMBER OF POSTS																	
GENUINE	44	7	10	10	15	3	-	44	16	28	10	9	14	11	20	25	44
	2%	2%	2%	2%	4%	1%	-%	2%	2%	2%	2%	2%	3%	2%	2%	3%	2%
		f	f	f	ef			f									
NOT GENUINE	84	26	16	20	9	7	6	84	40	41	23	25	21	14	47	36	84
	4%	7%	4%	5%	2%	2%	2%	4%	4%	4%	4%	4%	4%	3%	4%	4%	4%
		defg															
UNSURE	15	3	3	*	3	5	1	15	6	6	5	3	1	4	7	5	15
	1%	1%	1%	*%	1%	2%	1%	1%	1%	1%	1%	*%	*%	1%	1%	*%	1%
						c											
NOT CHOSEN	2024	329	407	392	381	293	222	2024	943	1058	567	573	470	399	1139	870	2024
	93%	90%	93%	93%	93%	95%	97%	93%	94%	93%	94%	94%	93%	93%	94%	93%	93%
						a	acg										

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

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FEATURES OF SOCIAL MEDIA POST CHOSEN TO HIGHLIGHT THAT THIS IS OR IS NOT A GENUINE SOCIAL MEDIA PROFILE

Base : All respondents who use social media apps or sites

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2422	431	450	509	415	307	310	2422	1056	1327	608	694	470	630	1302	1100	2422
Effective Weighted Sample	1713	308	326	367	298	217	213	1713	766	921	458	503	341	427	960	739	1713
Total	2167	364	436	422	408	307	229	2167	1005	1134	604	609	506	428	1214	934	2167
NUMBER OF FOLLOWERS																	
GENUINE	43	7	4	13	15	3	1	43	21	22	13	12	11	7	25	18	43
	2%	2%	1%	3%	4%	1%	*%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
				f	bef												
NOT GENUINE	415	132	114	80	55	23	10	415	172	230	106	151	87	68	257	155	415
	19%	36%	26%	19%	14%	8%	5%	19%	17%	20%	18%	25%	17%	16%	21%	17%	19%
		bcdefg	cdefg	ef	ef			def				acdfg			df		
UNSURE	43	4	7	6	10	8	8	43	12	29	13	15	4	9	28	13	43
	2%	1%	2%	1%	2%	3%	4%	2%	1%	3%	2%	2%	1%	2%	2%	1%	2%
										a							
NOT CHOSEN	1665	221	311	322	328	272	210	1665	800	852	472	431	405	344	903	749	1665
	77%	61%	71%	76%	80%	89%	92%	77%	80%	75%	78%	71%	80%	80%	74%	80%	77%
			a	a	ab	abcdg	abcdg	ab	b		b		be	be		be	b
NUMBER FOLLOWING																	
GENUINE	51	7	6	11	20	6	1	51	30	21	17	7	17	10	24	26	51
	2%	2%	1%	3%	5%	2%	1%	2%	3%	2%	3%	1%	3%	2%	2%	3%	2%
					abfg								b				
NOT GENUINE	465	137	120	79	71	34	25	465	204	249	110	172	113	66	282	179	465
	21%	38%	27%	19%	17%	11%	11%	21%	20%	22%	18%	28%	22%	15%	23%	19%	21%
		bcdefg	cdefg	ef	f			ef				adefg	d		adf		d
UNSURE	44	6	3	7	7	11	11	44	19	24	9	9	9	12	18	21	44
	2%	2%	1%	2%	2%	4%	5%	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%
						b	abcdg										
NOT CHOSEN	1606	215	308	325	311	256	192	1606	753	840	468	421	368	341	889	708	1606
	74%	59%	71%	77%	76%	83%	84%	74%	75%	74%	77%	69%	73%	80%	73%	76%	74%
			a	a	a	abdg	abdg	a			b			bceg		b	b
CLICK TO FOLLOW BUTTON																	
GENUINE	27	6	2	10	6	3	1	27	14	13	10	4	9	4	14	13	27
	1%	2%	*%	2%	1%	1%	*%	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%
				b													

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 43

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

FEATURES OF SOCIAL MEDIA POST CHOSEN TO HIGHLIGHT THAT THIS IS OR IS NOT A GENUINE SOCIAL MEDIA PROFILE

Base : All respondents who use social media apps or sites

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2422	431	450	509	415	307	310	2422	1056	1327	608	694	470	630	1302	1100	2422
Effective Weighted Sample	1713	308	326	367	298	217	213	1713	766	921	458	503	341	427	960	739	1713
Total	2167	364	436	422	408	307	229	2167	1005	1134	604	609	506	428	1214	934	2167
NOT GENUINE	21	4	10	2	2	2	1	21	10	11	7	7	2	5	14	7	21
	1%	1%	2%	*%	*%	1%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%
			cdg														
UNSURE	9	2	-	2	4	2	-	9	5	4	2	1	4	2	3	6	9
	*%	*%	-%	*%	1%	1%	-%	*%	*%	*%	*%	*%	1%	1%	*%	1%	*%
NOT CHOSEN	2109	353	424	408	397	300	227	2109	976	1105	585	597	492	416	1182	908	2109
	97%	97%	97%	97%	97%	98%	99%	97%	97%	97%	97%	98%	97%	97%	97%	97%	97%
CLICK TO MESSAGE BUTTON																	
GENUINE	10	3	1	4	2	-	-	10	5	6	5	1	3	1	6	4	10
	*%	1%	*%	1%	1%	-%	-%	*%	*%	*%	1%	*%	1%	*%	1%	*%	*%
NOT GENUINE	10	2	5	1	*	-	1	10	5	4	4	4	1	*	8	1	10
	*%	1%	1%	*%	*%	-%	*%	*%	1%	*%	1%	1%	*%	*%	1%	*%	*%
UNSURE	5	2	-	-	1	-	2	5	4	1	2	1	2	-	3	2	5
	*%	*%	-%	-%	*%	-%	1%	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%
NOT CHOSEN	2141	358	430	416	404	307	226	2141	991	1122	593	603	500	426	1196	926	2141
	99%	98%	99%	99%	99%	100%	99%	99%	99%	99%	98%	99%	99%	100%	99%	99%	99%
						a								a			
CLICK TO VIEW GRID BUTTON																	
GENUINE	*	*	-	-	-	-	-	*	-	*	-	-	-	*	-	*	*
	*%	*%	-%	-%	-%	-%	-%	*%	-%	*%	-%	-%	-%	*%	-%	*%	*%
NOT GENUINE	1	-	1	-	-	-	-	1	1	-	-	1	-	-	1	-	1
	*%	-%	*%	-%	-%	-%	-%	*%	*%	-%	-%	*%	-%	-%	*%	-%	*%
UNSURE	1	-	-	-	*	*	-	1	-	1	*	-	-	-	*	-	1
	*%	-%	-%	-%	*%	*%	-%	*%	-%	*%	*%	-%	-%	-%	*%	-%	*%
NOT CHOSEN	2165	364	435	422	408	307	229	2165	1004	1133	604	608	506	428	1213	934	2165
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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

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

FEATURES OF SOCIAL MEDIA POST CHOSEN TO HIGHLIGHT THAT THIS IS OR IS NOT A GENUINE SOCIAL MEDIA PROFILE

Base : All respondents who use social media apps or sites

	Total	AGE 16-24 a	25-34 b	35-44 c	45-54 d	55-64 e	65+ f	ALL UK g	GENDER MAN a	WOMAN b	SEG AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL UK g
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2422	431	450	509	415	307	310	2422	1056	1327	608	694	470	630	1302	1100	2422
Effective Weighted Sample	1713	308	326	367	298	217	213	1713	766	921	458	503	341	427	960	739	1713
Total	2167	364	436	422	408	307	229	2167	1005	1134	604	609	506	428	1214	934	2167
TAGS																	
GENUINE	2	*	-	1	-	-	-	2	1	1	1	-	*	*	1	1	2
	*%	*%	-%	*%	-%	-%	-%	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%
NOT GENUINE	3	-	2	-	-	-	1	3	1	2	-	1	2	-	1	2	3
	*%	-%	1%	-%	-%	-%	*%	*%	*%	*%	-%	*%	*%	-%	*%	*%	*%
UNSURE	2	-	-	2	-	-	-	2	2	-	-	-	-	2	-	2	2
	*%	-%	-%	*%	-%	-%	-%	*%	*%	-%	-%	-%	-%	*%	-%	*%	*%
NOT CHOSEN	2160	364	434	418	408	307	228	2160	1002	1131	603	608	504	426	1212	930	2160
	100%	100%	99%	99%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
POSTED PHOTO 1																	
GENUINE	52	13	17	16	4	2	-	52	34	18	23	10	11	8	33	19	52
	2%	3%	4%	4%	1%	1%	-%	2%	3%	2%	4%	2%	2%	2%	3%	2%	2%
		def	def	def				f	b		b						
NOT GENUINE	257	58	76	62	31	13	16	257	118	131	61	87	67	42	148	109	257
	12%	16%	17%	15%	8%	4%	7%	12%	12%	12%	10%	14%	13%	10%	12%	12%	12%
		defg	defg	def				def				d					
UNSURE	39	3	3	8	12	8	5	39	21	18	7	12	11	9	19	20	39
	2%	1%	1%	2%	3%	3%	2%	2%	2%	2%	1%	2%	2%	2%	2%	2%	2%
					ab												
NOT CHOSEN	1820	291	340	336	361	285	208	1820	832	967	513	501	418	370	1014	787	1820
	84%	80%	78%	80%	88%	93%	91%	84%	83%	85%	85%	82%	82%	86%	84%	84%	84%
					abc	abcg	abcg	bc									
POSTED PHOTO 2																	
GENUINE	93	17	28	25	15	4	5	93	62	30	47	14	19	12	62	32	93
	4%	5%	6%	6%	4%	1%	2%	4%	6%	3%	8%	2%	4%	3%	5%	3%	4%
		e	ef	ef				e	b		bcdefg				b		b
NOT GENUINE	265	51	76	72	37	17	11	265	118	139	60	90	65	48	151	113	265
	12%	14%	17%	17%	9%	6%	5%	12%	12%	12%	10%	15%	13%	11%	12%	12%	12%
		ef	defg	defg				ef				a					

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 43

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

FEATURES OF SOCIAL MEDIA POST CHOSEN TO HIGHLIGHT THAT THIS IS OR IS NOT A GENUINE SOCIAL MEDIA PROFILE

Base : All respondents who use social media apps or sites

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2422	431	450	509	415	307	310	2422	1056	1327	608	694	470	630	1302	1100	2422
Effective Weighted Sample	1713	308	326	367	298	217	213	1713	766	921	458	503	341	427	960	739	1713
Total	2167	364	436	422	408	307	229	2167	1005	1134	604	609	506	428	1214	934	2167
UNSURE	35	2	4	15	6	7	1	35	14	21	3	9	13	11	11	23	35
	2%	*%	1%	3%	1%	2%	*%	2%	1%	2%	*%	1%	3%	3%	1%	3%	2%
				abfg									ae	ae		ae	
NOT CHOSEN	1773	294	328	309	350	278	213	1773	811	944	494	496	409	357	990	766	1773
	82%	81%	75%	73%	86%	91%	93%	82%	81%	83%	82%	81%	81%	83%	82%	82%	82%
		c			bc	abcg	abcdg	bc									
POSTED PHOTO 3																	
GENUINE	36	8	13	8	6	1	-	36	21	15	13	4	8	11	17	19	36
	2%	2%	3%	2%	1%	*%	-%	2%	2%	1%	2%	1%	2%	3%	1%	2%	2%
		f	ef	f							b			b		b	
NOT GENUINE	248	61	73	59	33	12	10	248	112	131	63	83	62	40	146	102	248
	11%	17%	17%	14%	8%	4%	4%	11%	11%	12%	10%	14%	12%	9%	12%	11%	11%
		defg	defg	def	e			ef				d					
UNSURE	32	3	2	10	8	8	1	32	11	22	5	8	6	12	13	19	32
	1%	1%	*%	2%	2%	3%	*%	1%	1%	2%	1%	1%	1%	3%	1%	2%	1%
				b		b								ae			
NOT CHOSEN	1850	293	348	344	361	287	218	1850	861	966	523	514	430	364	1037	795	1850
	85%	80%	80%	82%	89%	93%	95%	85%	86%	85%	87%	84%	85%	85%	85%	85%	85%
					abc	abcg	abcdg	ab									

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

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

FEATURES OF SOCIAL MEDIA POST CHOSEN TO HIGHLIGHT THAT THIS IS OR IS NOT A GENUINE SOCIAL MEDIA PROFILE

Base : All respondents who use social media apps or sites

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	2422	1675	253	243	251	2422	2107	315	353	2069	2422	622	1085	698	2422
Effective Weighted Sample	1713	1322	199	188	183	1713	1494	220	239	1482	1713	430	766	511	1713
Total	2167	1810	193	103	61	2167	1905	261	351	1815	2167	585	949	608	2167
PROFILE USERNAME															
GENUINE	8	6	-	2	*	8	7	1	1	7	8	2	5	1	8
	*%	*%	-%	2%	1%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
				ae											
NOT GENUINE	374	312	34	15	13	374	326	49	52	322	374	50	163	162	374
	17%	17%	18%	15%	20%	17%	17%	19%	15%	18%	17%	8%	17%	27%	17%
													a	abd	a
UNSURE	32	28	3	*	1	32	26	6	5	27	32	5	12	15	32
	1%	2%	2%	*%	1%	1%	1%	2%	2%	1%	1%	1%	1%	2%	1%
NOT CHOSEN	1752	1464	155	85	48	1752	1547	205	292	1460	1752	529	769	430	1752
	81%	81%	80%	83%	78%	81%	81%	79%	83%	80%	81%	90%	81%	71%	81%
												bcd	c		c
PROFILE PICTURE															
GENUINE	81	62	12	6	1	81	72	8	17	64	81	24	26	28	81
	4%	3%	6%	5%	1%	4%	4%	3%	5%	4%	4%	4%	3%	5%	4%
			ad	d											
NOT GENUINE	162	139	10	10	4	162	145	17	27	135	162	31	71	58	162
	7%	8%	5%	9%	6%	7%	8%	7%	8%	7%	7%	5%	7%	10%	7%
														a	
UNSURE	21	20	1	-	-	21	17	4	6	15	21	6	10	3	21
	1%	1%	1%	-%	-%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%
NOT CHOSEN	1903	1589	169	87	57	1903	1671	232	301	1602	1903	524	842	518	1903
	88%	88%	88%	85%	92%	88%	88%	89%	86%	88%	88%	90%	89%	85%	88%
					c										
NAME IN BIOGRAPHY															
GENUINE	18	15	-	2	1	18	16	2	6	11	18	3	10	5	18
	1%	1%	-%	2%	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%
					b										

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

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

FEATURES OF SOCIAL MEDIA POST CHOSEN TO HIGHLIGHT THAT THIS IS OR IS NOT A GENUINE SOCIAL MEDIA PROFILE

Base : All respondents who use social media apps or sites

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	2422	1675	253	243	251	2422	2107	315	353	2069	2422	622	1085	698	2422
Effective Weighted Sample	1713	1322	199	188	183	1713	1494	220	239	1482	1713	430	766	511	1713
Total	2167	1810	193	103	61	2167	1905	261	351	1815	2167	585	949	608	2167
NOT GENUINE	44	38	3	2	*	44	41	3	7	37	44	9	20	14	44
	2%	2%	2%	2%	1%	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%
UNSURE	4	3	-	*	-	4	3	1	1	3	4	2	1	1	4
	*%	*%	-%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
NOT CHOSEN	2101	1754	189	98	60	2101	1846	256	337	1764	2101	572	917	588	2101
	97%	97%	98%	95%	97%	97%	97%	98%	96%	97%	97%	98%	97%	97%	97%
DETAIL IN BIOGRAPHY															
GENUINE	39	31	5	2	1	39	35	4	7	32	39	10	17	10	39
	2%	2%	3%	2%	1%	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%
NOT GENUINE	201	178	7	11	5	201	178	23	27	174	201	42	91	68	201
	9%	10%	4%	10%	8%	9%	9%	9%	8%	10%	9%	7%	10%	11%	9%
		b		b		b								a	
UNSURE	16	14	2	-	*	16	13	3	2	14	16	4	9	3	16
	1%	1%	1%	-%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
NOT CHOSEN	1911	1587	179	89	56	1911	1679	231	315	1596	1911	529	831	527	1911
	88%	88%	93%	87%	91%	88%	88%	89%	90%	88%	88%	90%	88%	87%	88%
			a												
DESCRIPTION UNDER BIOGRAPHY															
GENUINE	56	44	5	5	2	56	54	2	13	42	56	14	19	19	56
	3%	2%	3%	5%	3%	3%	3%	1%	4%	2%	3%	2%	2%	3%	3%
				a											
NOT GENUINE	1160	961	107	55	38	1160	1030	130	152	1007	1160	262	525	367	1160
	54%	53%	55%	54%	61%	54%	54%	50%	43%	55%	54%	45%	55%	60%	54%
					ae					a	a		a	ad	a
UNSURE	146	120	13	8	6	146	124	23	17	129	146	42	75	29	146
	7%	7%	7%	8%	9%	7%	6%	9%	5%	7%	7%	7%	8%	5%	7%
													c		

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

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FEATURES OF SOCIAL MEDIA POST CHOSEN TO HIGHLIGHT THAT THIS IS OR IS NOT A GENUINE SOCIAL MEDIA PROFILE

Base : All respondents who use social media apps or sites

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	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: 95%															
Unweighted total	2422	1675	253	243	251	2422	2107	315	353	2069	2422	622	1085	698	2422
Effective Weighted Sample	1713	1322	199	188	183	1713	1494	220	239	1482	1713	430	766	511	1713
Total	2167	1810	193	103	61	2167	1905	261	351	1815	2167	585	949	608	2167
NOT CHOSEN	805	686	68	35	17	805	698	107	168	637	805	267	329	193	805
	37%	38%	35%	34%	27%	37%	37%	41%	48%	35%	37%	46%	35%	32%	37%
		d				d			bc			bcd			c
LINK IN DESCRIPTION															
GENUINE	12	7	3	1	*	12	11	1	2	10	12	2	5	4	12
	1%	*%	2%	1%	1%	1%	1%	*%	1%	1%	1%	*%	1%	1%	1%
			ae												
NOT GENUINE	727	612	62	28	24	727	647	80	96	630	727	124	312	287	727
	34%	34%	32%	28%	40%	34%	34%	31%	27%	35%	34%	21%	33%	47%	34%
					c					a			a	abd	a
UNSURE	90	76	7	4	3	90	78	12	10	80	90	25	36	28	90
	4%	4%	4%	4%	4%	4%	4%	5%	3%	4%	4%	4%	4%	5%	4%
NOT CHOSEN	1338	1115	120	69	34	1338	1170	168	243	1095	1338	434	595	288	1338
	62%	62%	62%	67%	56%	62%	61%	64%	69%	60%	62%	74%	63%	47%	62%
				d					bc			bcd	c		c
NUMBER OF POSTS															
GENUINE	44	38	3	2	2	44	38	6	8	37	44	7	23	15	44
	2%	2%	1%	2%	3%	2%	2%	2%	2%	2%	2%	1%	2%	2%	2%
NOT GENUINE	84	69	6	6	3	84	71	12	12	71	84	16	44	24	84
	4%	4%	3%	5%	4%	4%	4%	5%	3%	4%	4%	3%	5%	4%	4%
UNSURE	15	12	-	2	*	15	12	2	-	15	15	6	2	6	15
	1%	1%	-%	2%	1%	1%	1%	1%	-%	1%	1%	1%	*%	1%	1%
NOT CHOSEN	2024	1691	184	93	56	2024	1784	240	331	1693	2024	556	880	563	2024
	93%	93%	95%	91%	92%	93%	94%	92%	94%	93%	93%	95%	93%	93%	93%

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

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

FEATURES OF SOCIAL MEDIA POST CHOSEN TO HIGHLIGHT THAT THIS IS OR IS NOT A GENUINE SOCIAL MEDIA PROFILE

Base : All respondents who use social media apps or sites

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	2422	1675	253	243	251	2422	2107	315	353	2069	2422	622	1085	698	2422
Effective Weighted Sample	1713	1322	199	188	183	1713	1494	220	239	1482	1713	430	766	511	1713
Total	2167	1810	193	103	61	2167	1905	261	351	1815	2167	585	949	608	2167
NUMBER OF FOLLOWERS															
GENUINE	43	35	4	3	2	43	37	7	7	36	43	6	20	17	43
	2%	2%	2%	3%	3%	2%	2%	3%	2%	2%	2%	1%	2%	3%	2%
NOT GENUINE	415	349	36	18	12	415	373	42	61	354	415	71	178	167	415
	19%	19%	19%	18%	20%	19%	20%	16%	17%	19%	19%	12%	19% a	27% abd	19% a
UNSURE	43	38	2	2	1	43	37	6	6	37	43	10	18	15	43
	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	3%	2%
NOT CHOSEN	1665	1388	150	80	46	1665	1458	206	277	1388	1665	499	733	408	1665
	77%	77%	78%	78%	75%	77%	77%	79%	79%	76%	77%	85% bcd	77% c	67%	77% c
NUMBER FOLLOWING															
GENUINE	51	40	7	2	*	51	45	6	8	43	51	8	21	20	51
	2%	2%	4% d	2%	1%	2%	2%	2%	2%	2%	2%	1%	2%	3%	2%
NOT GENUINE	465	389	41	22	14	465	410	55	53	412	465	75	198	191	465
	21%	21%	21%	22%	22%	21%	22%	21%	15%	23% a	21% a	13%	21% a	31% abd	21% a
UNSURE	44	39	2	2	1	44	38	6	4	41	44	13	21	7	44
	2%	2%	1%	2%	2%	2%	2%	2%	1%	2%	2%	2%	2%	1%	2%
NOT CHOSEN	1606	1342	143	76	46	1606	1412	194	286	1320	1606	489	709	389	1606
	74%	74%	74%	74%	75%	74%	74%	74%	81% bc	73%	74%	84% bcd	75% c	64%	74% c
CLICK TO FOLLOW BUTTON															
GENUINE	27	22	2	3	*	27	21	6	7	20	27	15	10	3	27
	1%	1%	1%	3% ade	*%	1%	1%	2%	2%	1%	1%	2% bc	1%	1%	1%

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 43

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

FEATURES OF SOCIAL MEDIA POST CHOSEN TO HIGHLIGHT THAT THIS IS OR IS NOT A GENUINE SOCIAL MEDIA PROFILE

Base : All respondents who use social media apps or sites

	Total			NATION				LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	2422	1675	253	243	251	2422	2107	315	353	2069	2422	622	1085	698	2422
Effective Weighted Sample	1713	1322	199	188	183	1713	1494	220	239	1482	1713	430	766	511	1713
Total	2167	1810	193	103	61	2167	1905	261	351	1815	2167	585	949	608	2167
NOT GENUINE	21	19	-	1	1	21	20	1	2	18	21	2	13	6	21
	1%	1%	-%	1%	2%	1%	1%	*%	1%	1%	1%	*%	1%	1%	1%
UNSURE	9	8	1	-	-	9	8	1	4	5	9	5	4	1	9
	*%	*%	1%	-%	-%	*%	*%	1%	1% b	*%	*%	1%	*%	*%	*%
NOT CHOSEN	2109	1761	190	99	60	2109	1857	253	337	1772	2109	564	922	598	2109
	97%	97%	98%	96%	98%	97%	97%	97%	96%	98%	97%	96%	97%	98%	97%
CLICK TO MESSAGE BUTTON															
GENUINE	10	8	2	1	-	10	8	3	3	8	10	6	2	3	10
	*%	*%	1%	1%	-%	*%	*%	1%	1%	*%	*%	1% b	*%	*%	*%
NOT GENUINE	10	9	-	*	-	10	9	*	*	9	10	2	5	3	10
	*%	1%	-%	*%	-%	*%	*%	*%	*%	1%	*%	*%	*%	1%	*%
UNSURE	5	4	1	-	-	5	3	2	4	1	5	1	1	1	5
	*%	*%	1%	-%	-%	*%	*%	1% a	1% bc	*%	*%	*%	*%	*%	*%
NOT CHOSEN	2141	1788	190	101	61	2141	1885	256	344	1797	2141	577	941	600	2141
	99%	99%	99%	99%	100%	99%	99%	98%	98%	99%	99%	99%	99%	99%	99%
CLICK TO VIEW GRID BUTTON															
GENUINE	*	*	-	-	-	*	*	-	*	-	*	*	-	-	*
	*%	*%	-%	-%	-%	*%	*%	-%	*%	-%	*%	*%	-%	-%	*%
NOT GENUINE	1	1	-	-	-	1	1	-	-	1	1	-	-	1	1
	*%	*%	-%	-%	-%	*%	*%	-%	-%	*%	*%	-%	-%	*%	*%
UNSURE	1	*	-	*	-	1	*	*	*	*	1	*	*	-	1
	*%	*%	-%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	-%	*%

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

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

FEATURES OF SOCIAL MEDIA POST CHOSEN TO HIGHLIGHT THAT THIS IS OR IS NOT A GENUINE SOCIAL MEDIA PROFILE

Base : All respondents who use social media apps or sites

		NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
	Total	ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	2422	1675	253	243	251	2422	2107	315	353	2069	2422	622	1085	698	2422
Effective Weighted Sample	1713	1322	199	188	183	1713	1494	220	239	1482	1713	430	766	511	1713
Total	2167	1810	193	103	61	2167	1905	261	351	1815	2167	585	949	608	2167
NOT CHOSEN	2165	1808	193	102	61	2165	1904	261	350	1814	2165	585	948	607	2165
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
TAGS															
GENUINE	2	1	-	*	-	2	2	-	*	1	2	*	1	*	2
	*%	*%	-%	*%	-%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%
NOT GENUINE	3	3	-	-	-	3	3	-	2	1	3	1	2	-	3
	*%	*%	-%	-%	-%	*%	*%	-%	1%	*%	*%	*%	*%	-%	*%
UNSURE	2	-	2	-	-	2	2	-	-	2	2	-	2	-	2
	*%	-%	1%	-%	-%	*%	*%	-%	-%	*%	*%	-%	*%	-%	*%
			ae												
NOT CHOSEN	2160	1806	191	102	61	2160	1899	261	349	1811	2160	584	944	607	2160
	100%	100%	99%	100%	100%	100%	100%	100%	99%	100%	100%	100%	99%	100%	100%
POSTED PHOTO 1															
GENUINE	52	41	6	3	1	52	50	1	10	42	52	15	22	15	52
	2%	2%	3%	3%	2%	2%	3%	*%	3%	2%	2%	3%	2%	2%	2%
							b								
NOT GENUINE	257	218	19	11	8	257	227	29	39	218	257	56	110	88	257
	12%	12%	10%	11%	13%	12%	12%	11%	11%	12%	12%	10%	12%	14%	12%
														a	
UNSURE	39	36	3	*	-	39	34	4	7	32	39	12	17	10	39
	2%	2%	1%	*%	-%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
NOT CHOSEN	1820	1515	165	87	52	1820	1593	226	295	1524	1820	502	801	495	1820
	84%	84%	86%	85%	85%	84%	84%	87%	84%	84%	84%	86%	84%	81%	84%
POSTED PHOTO 2															
GENUINE	93	76	11	6	1	93	89	5	25	68	93	35	39	20	93
	4%	4%	6%	6%	1%	4%	5%	2%	7%	4%	4%	6%	4%	3%	4%
		d	d	d		d	b		b						

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

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

FEATURES OF SOCIAL MEDIA POST CHOSEN TO HIGHLIGHT THAT THIS IS OR IS NOT A GENUINE SOCIAL MEDIA PROFILE

Base : All respondents who use social media apps or sites

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	2422	1675	253	243	251	2422	2107	315	353	2069	2422	622	1085	698	2422
Effective Weighted Sample	1713	1322	199	188	183	1713	1494	220	239	1482	1713	430	766	511	1713
Total	2167	1810	193	103	61	2167	1905	261	351	1815	2167	585	949	608	2167
NOT GENUINE	265	224	21	12	8	265	247	19	46	219	265	67	108	87	265
	12%	12%	11%	12%	12%	12%	13% b	7%	13%	12%	12%	12%	11%	14%	12%
UNSURE	35	31	3	1	*	35	33	2	11	24	35	11	18	5	35
	2%	2%	2%	1%	1%	2%	2%	1%	3% b	1%	2%	2%	2%	1%	2%
NOT CHOSEN	1773	1479	158	83	53	1773	1537	236	269	1504	1773	472	784	495	1773
	82%	82%	82%	81%	86%	82%	81%	90% a	77%	83% a	82%	81%	83%	81%	82%
POSTED PHOTO 3															
GENUINE	36	26	4	5	-	36	32	4	5	31	36	17	14	4	36
	2%	1%	2% d	5% ade	-%	2%	2%	1%	1%	2%	2%	3% c	1%	1%	2%
NOT GENUINE	248	210	18	12	9	248	223	26	36	213	248	53	106	87	248
	11%	12%	9%	11%	15%	11%	12%	10%	10%	12%	11%	9%	11%	14% a	11%
UNSURE	32	30	2	-	*	32	29	3	7	25	32	9	15	8	32
	1%	2%	1%	-%	*%	1%	2%	1%	2%	1%	1%	1%	2%	1%	1%
NOT CHOSEN	1850	1544	168	86	52	1850	1622	228	303	1547	1850	506	814	508	1850
	85%	85%	87%	84%	85%	85%	85%	87%	86%	85%	85%	86%	86%	84%	85%

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

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

FEATURES OF SOCIAL MEDIA POST CHOSEN TO HIGHLIGHT THAT THIS IS OR IS NOT A GENUINE SOCIAL MEDIA PROFILE

Base : All respondents who use social media apps or sites

		FINANCIAL VULNERABILITY INDEX		
	Total	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	2422	547	1021	474
Effective Weighted Sample	1713	381	719	350
Total	2167	495	908	443
PROFILE USERNAME				
GENUINE	8	2	2	3
	*%	*%	*%	1%
NOT GENUINE	374	70	141	91
	17%	14%	15%	21%
				ab
UNSURE	32	8	8	11
	1%	2%	1%	3%
				b
NOT CHOSEN	1752	415	757	338
	81%	84%	83%	76%
		c	c	
PROFILE PICTURE				
GENUINE	81	21	31	14
	4%	4%	3%	3%
NOT GENUINE	162	40	53	37
	7%	8%	6%	8%
UNSURE	21	7	6	2
	1%	1%	1%	1%
NOT CHOSEN	1903	427	818	390
	88%	86%	90%	88%
NAME IN BIOGRAPHY				
GENUINE	18	5	5	5
	1%	1%	1%	1%
NOT GENUINE	44	11	12	10
	2%	2%	1%	2%

Columns Tested: a,b,c

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 43

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

FEATURES OF SOCIAL MEDIA POST CHOSEN TO HIGHLIGHT THAT THIS IS OR IS NOT A GENUINE SOCIAL MEDIA PROFILE

Base : All respondents who use social media apps or sites

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	2422	547	1021	474
Effective Weighted Sample	1713	381	719	350
Total	2167	495	908	443
UNSURE	4	-	2	1
	*%	-%	*%	*%
NOT CHOSEN	2101	480	890	427
	97%	97%	98%	96%
DETAIL IN BIOGRAPHY				
GENUINE	39	11	12	10
	2%	2%	1%	2%
NOT GENUINE	201	49	78	36
	9%	10%	9%	8%
UNSURE	16	1	11	2
	1%	*%	1%	*%
NOT CHOSEN	1911	435	808	396
	88%	88%	89%	89%
DESCRIPTION UNDER BIOGRAPHY				
GENUINE	56	20	22	7
	3%	4%	2%	2%
NOT GENUINE	1160	244	505	249
	54%	49%	56%	56%
			a	
UNSURE	146	32	66	30
	7%	6%	7%	7%
NOT CHOSEN	805	199	316	156
	37%	40%	35%	35%

Columns Tested: a,b,c

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 43

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

FEATURES OF SOCIAL MEDIA POST CHOSEN TO HIGHLIGHT THAT THIS IS OR IS NOT A GENUINE SOCIAL MEDIA PROFILE

Base : All respondents who use social media apps or sites

		FINANCIAL VULNERABILITY INDEX		
	Total	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	2422	547	1021	474
Effective Weighted Sample	1713	381	719	350
Total	2167	495	908	443
LINK IN DESCRIPTION				
GENUINE	12	3	4	4
	1%	1%	*%	1%
NOT GENUINE	727	131	291	166
	34%	26%	32%	37%
				a
UNSURE	90	12	40	28
	4%	2%	4%	6%
				a
NOT CHOSEN	1338	350	573	246
	62%	71%	63%	56%
		bc	c	
NUMBER OF POSTS				
GENUINE	44	11	21	9
	2%	2%	2%	2%
NOT GENUINE	84	15	32	17
	4%	3%	4%	4%
UNSURE	15	5	5	1
	1%	1%	1%	*%
NOT CHOSEN	2024	464	850	417
	93%	94%	94%	94%
NUMBER OF FOLLOWERS				
GENUINE	43	16	19	7
	2%	3%	2%	2%
NOT GENUINE	415	90	155	98
	19%	18%	17%	22%
				b

Columns Tested: a,b,c

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 43

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

FEATURES OF SOCIAL MEDIA POST CHOSEN TO HIGHLIGHT THAT THIS IS OR IS NOT A GENUINE SOCIAL MEDIA PROFILE

Base : All respondents who use social media apps or sites

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	2422	547	1021	474
Effective Weighted Sample	1713	381	719	350
Total	2167	495	908	443
UNSURE	43	10	16	8
	2%	2%	2%	2%
NOT CHOSEN	1665	380	718	330
	77%	77%	79%	74%
NUMBER FOLLOWING				
GENUINE	51	16	20	12
	2%	3%	2%	3%
NOT GENUINE	465	95	187	107
	21%	19%	21%	24%
UNSURE	44	8	20	6
	2%	2%	2%	1%
NOT CHOSEN	1606	376	681	319
	74%	76%	75%	72%
CLICK TO FOLLOW BUTTON				
GENUINE	27	7	16	2
	1%	2%	2%	*%
NOT GENUINE	21	3	7	7
	1%	1%	1%	1%
UNSURE	9	3	2	1
	*%	1%	*%	*%
NOT CHOSEN	2109	482	884	433
	97%	97%	97%	98%
CLICK TO MESSAGE BUTTON				
GENUINE	10	3	4	4
	*%	1%	*%	1%

Columns Tested: a,b,c

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 43

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

FEATURES OF SOCIAL MEDIA POST CHOSEN TO HIGHLIGHT THAT THIS IS OR IS NOT A GENUINE SOCIAL MEDIA PROFILE

Base : All respondents who use social media apps or sites

		FINANCIAL VULNERABILITY INDEX		
	Total	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	2422	547	1021	474
Effective Weighted Sample	1713	381	719	350
Total	2167	495	908	443
NOT GENUINE	10	-	2	4
	*%	-%	*%	1%
				a
UNSURE	5	1	-	-
	*%	*%	-%	-%
NOT CHOSEN	2141	491	902	435
	99%	99%	99%	98%
CLICK TO VIEW GRID BUTTON				
GENUINE	*	*	-	-
	*%	*%	-%	-%
NOT GENUINE	1	-	-	-
	*%	-%	-%	-%
UNSURE	1	*	*	-
	*%	*%	*%	-%
NOT CHOSEN	2165	495	908	443
	100%	100%	100%	100%
TAGS				
GENUINE	2	*	1	-
	*%	*%	*%	-%
NOT GENUINE	3	-	2	1
	*%	-%	*%	*%
UNSURE	2	-	2	-
	*%	-%	*%	-%
NOT CHOSEN	2160	495	903	442
	100%	100%	99%	100%

Columns Tested: a,b,c

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 43

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

FEATURES OF SOCIAL MEDIA POST CHOSEN TO HIGHLIGHT THAT THIS IS OR IS NOT A GENUINE SOCIAL MEDIA PROFILE

Base : All respondents who use social media apps or sites

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN-TIALLY	**LEAST**
Significance Level: 95%		a	b	c
Unweighted total	2422	547	1021	474
Effective Weighted Sample	1713	381	719	350
Total	2167	495	908	443
POSTED PHOTO 1				
GENUINE	52	23	16	11
	2%	5%	2%	2%
		b		
NOT GENUINE	257	51	98	68
	12%	10%	11%	15%
				ab
UNSURE	39	15	17	4
	2%	3%	2%	1%
		c		
NOT CHOSEN	1820	407	777	361
	84%	82%	86%	81%
POSTED PHOTO 2				
GENUINE	93	34	41	13
	4%	7%	5%	3%
		c		
NOT GENUINE	265	52	112	61
	12%	11%	12%	14%
UNSURE	35	21	10	1
	2%	4%	1%	*%
		bc		
NOT CHOSEN	1773	388	745	368
	82%	78%	82%	83%
POSTED PHOTO 3				
GENUINE	36	11	10	10
	2%	2%	1%	2%

Columns Tested: a,b,c

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 43

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

FEATURES OF SOCIAL MEDIA POST CHOSEN TO HIGHLIGHT THAT THIS IS OR IS NOT A GENUINE SOCIAL MEDIA PROFILE

Base : All respondents who use social media apps or sites

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN-TIALLY	**LEAST**
Significance Level: 95%		a	b	c
Unweighted total	2422	547	1021	474
Effective Weighted Sample	1713	381	719	350
Total	2167	495	908	443
NOT GENUINE	248	51	95	65
	11%	10%	10%	15%
				b
UNSURE	32	16	8	3
	1%	3%	1%	1%
		bc		
NOT CHOSEN	1850	418	796	365
	85%	84%	88%	82%
			c	

Columns Tested: a,b,c

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

SCENARIO 5. MISINFORMATION SCENARIO - UK GOVERNMENT TRAVEL CHECKLIST POST. Here is a social media post. Do any of the following suggest that this post is genuine? (MULTI CODE)

Base : All respondents who use social media apps or sites

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2422	431	450	509	415	307	310	2422	1056	1327	608	694	470	630	1302	1100	2422
Effective Weighted Sample	1713	308	326	367	298	217	213	1713	766	921	458	503	341	427	960	739	1713
Total	2167	364	436	422	408	307	229	2167	1005	1134	604	609	506	428	1214	934	2167
Blue tick next to profile name (VALID)	1013	239	260	208	176	89	42	1013	452	543	288	336	208	171	624	379	1013
	47%	66%	60%	49%	43%	29%	18%	47%	45%	48%	48%	55%	41%	40%	51%	41%	47%
		cdefg	cdefg	ef	ef	f		ef			df	acdfg			cdfg		df
The information in the post	760	135	151	146	144	107	77	760	355	395	224	235	155	137	459	292	760
	35%	37%	35%	35%	35%	35%	34%	35%	35%	35%	37%	39%	31%	32%	38%	31%	35%
											f	cdf			cdf		
Profile name (VALID)	645	158	172	130	96	54	35	645	333	302	197	190	131	120	387	251	645
	30%	43%	39%	31%	24%	17%	15%	30%	33%	27%	33%	31%	26%	28%	32%	27%	30%
		cdefg	cdefg	def	f			def	b		cf				cf		
The logo shown in the post	638	118	143	135	109	75	58	638	299	326	183	208	128	109	391	237	638
	29%	32%	33%	32%	27%	24%	25%	29%	30%	29%	30%	34%	25%	25%	32%	25%	29%
		e	e	e								cdfg			cdf		f
The professional design of the post	560	97	135	107	100	73	46	560	288	267	167	177	126	87	344	213	560
	26%	27%	31%	25%	25%	24%	20%	26%	29%	24%	28%	29%	25%	20%	28%	23%	26%
			f						b		d	df			df		d
The links to other websites included (VALID)	465	79	110	91	81	64	41	465	239	222	152	142	94	75	295	168	465
	21%	22%	25%	22%	20%	21%	18%	21%	24%	20%	25%	23%	18%	17%	24%	18%	21%
			f						b		cdf	df			cdf		
Number of likes	356	79	84	77	70	36	11	356	189	162	113	93	85	60	206	145	356
	16%	22%	19%	18%	17%	12%	5%	16%	19%	14%	19%	15%	17%	14%	17%	16%	16%
		efg	ef	ef	f	f		f	b								
None of these	220	14	15	26	42	61	63	220	113	107	62	47	63	48	109	111	220
	10%	4%	3%	6%	10%	20%	27%	10%	11%	9%	10%	8%	12%	11%	9%	12%	10%
					ab	abcdg	abcdg	abc					b			b	

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 44

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

SCENARIO 5. MISINFORMATION SCENARIO - UK GOVERNMENT TRAVEL CHECKLIST POST. Here is a social media post. Do any of the following suggest that this post is genuine? (MULTI CODE)

Base : All respondents who use social media apps or sites

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2422	431	450	509	415	307	310	2422	1056	1327	608	694	470	630	1302	1100	2422
Effective Weighted Sample	1713	308	326	367	298	217	213	1713	766	921	458	503	341	427	960	739	1713
Total	2167	364	436	422	408	307	229	2167	1005	1134	604	609	506	428	1214	934	2167
Don't know	198	13	25	36	44	47	32	198	69	129	36	50	36	71	86	107	198
	9%	4%	6%	8%	11%	15%	14%	9%	7%	11%	6%	8%	7%	17%	7%	11%	9%
				a	ab	abcg	abcg	ab		a				abcefg		ace	a
SUMMARY																	
ANY FEATURES	1749	337	397	360	322	199	134	1749	824	898	507	512	408	309	1019	716	1749
	81%	92%	91%	85%	79%	65%	58%	81%	82%	79%	84%	84%	81%	72%	84%	77%	81%
		cdefg	cdefg	defg	ef			ef			df	df	d		dfg		df
ANY VALID FEATURES	1376	281	340	289	242	141	82	1376	659	697	403	427	299	236	830	535	1376
	63%	77%	78%	68%	59%	46%	36%	63%	66%	61%	67%	70%	59%	55%	68%	57%	63%
		cdefg	cdefg	def	ef	f		ef			cdf	cdfg			cdfg		df
ONLY VALID FEATURES	486	99	124	101	99	42	21	486	219	259	131	142	122	89	273	211	486
	22%	27%	29%	24%	24%	14%	9%	22%	22%	23%	22%	23%	24%	21%	22%	23%	22%
		ef	efg	ef	ef			ef									
ANY INVALID FEATURES	1262	238	272	259	223	157	113	1262	604	639	376	370	286	219	746	505	1262
	58%	65%	62%	61%	55%	51%	49%	58%	60%	56%	62%	61%	56%	51%	61%	54%	58%
		defg	def	ef				ef			df	df			df		d
ONLY INVALID FEATURES	373	56	56	71	80	58	52	373	165	202	104	85	108	73	189	181	373
	17%	15%	13%	17%	20%	19%	23%	17%	16%	18%	17%	14%	21%	17%	16%	19%	17%
					b		abg						be			be	

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

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

SCENARIO 5. MISINFORMATION SCENARIO - UK GOVERNMENT TRAVEL CHECKLIST POST. Here is a social media post. Do any of the following suggest that this post is genuine? (MULTI CODE)

Base : All respondents who use social media apps or sites

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	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: 95%															
Unweighted total	2422	1675	253	243	251	2422	2107	315	353	2069	2422	622	1085	698	2422
Effective Weighted Sample	1713	1322	199	188	183	1713	1494	220	239	1482	1713	430	766	511	1713
Total	2167	1810	193	103	61	2167	1905	261	351	1815	2167	585	949	608	2167
Blue tick next to profile name (VALID)	1013 47%	864 48% c	84 43%	36 35%	29 48% c	1013 47% c	906 48%	107 41%	132 38%	881 49% a	1013 47% a	177 30%	442 47% a	393 65% abd	1013 47% a
The information in the post	760 35%	623 34%	81 42% ae	34 33%	22 36%	760 35%	677 36%	84 32%	96 27%	664 37% a	760 35% a	141 24%	340 36% a	278 46% abd	760 35% a
Profile name (VALID)	645 30%	535 30%	64 33%	26 25%	21 34%	645 30%	582 31%	63 24%	88 25%	557 31%	645 30%	116 20%	294 31% a	235 39% abd	645 30% a
The logo shown in the post	638 29%	535 30%	62 32%	25 24%	16 26%	638 29%	560 29%	78 30%	82 23%	556 31% a	638 29%	119 20%	271 29% a	244 40% abd	638 29% a
The professional design of the post	560 26%	480 27% c	46 24%	20 20%	13 22%	560 26%	496 26%	64 25%	70 20%	490 27% a	560 26% a	93 16%	240 25% a	218 36% abd	560 26% a
The links to other websites included (VALID)	465 21%	384 21%	46 24%	21 21%	15 24%	465 21%	426 22% b	39 15%	58 16%	408 22% a	465 21%	92 16%	180 19%	192 32% abd	465 21% a
Number of likes	356 16%	298 16% d	36 18% d	17 16%	6 10%	356 16% d	321 17%	35 14%	59 17%	297 16%	356 16%	81 14%	129 14%	145 24% abd	356 16%
None of these	220 10%	180 10%	22 11%	12 12%	6 9%	220 10%	179 9%	41 16% a	30 9%	190 10%	220 10%	73 13% c	106 11% c	37 6%	220 10% c

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

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

SCENARIO 5. MISINFORMATION SCENARIO - UK GOVERNMENT TRAVEL CHECKLIST POST. Here is a social media post. Do any of the following suggest that this post is genuine? (MULTI CODE)

Base : All respondents who use social media apps or sites

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	2422	1675	253	243	251	2422	2107	315	353	2069	2422	622	1085	698	2422
Effective Weighted Sample	1713	1322	199	188	183	1713	1494	220	239	1482	1713	430	766	511	1713
Total	2167	1810	193	103	61	2167	1905	261	351	1815	2167	585	949	608	2167
Don't know	198	167	12	15	5	198	175	22	41	156	198	72	92	25	198
	9%	9%	6%	14%	8%	9%	9%	9%	12%	9%	9%	12%	10%	4%	9%
				abde								cd	c		c
SUMMARY															
ANY FEATURES	1749	1463	159	76	51	1749	1551	197	280	1469	1749	440	750	545	1749
	81%	81%	82%	74%	83%	81%	81%	76%	80%	81%	81%	75%	79%	90%	81%
			c	c	c	c	b							abd	a
ANY VALID FEATURES	1376	1152	125	56	43	1376	1231	145	191	1185	1376	284	609	479	1376
	63%	64%	65%	55%	69%	63%	65%	55%	54%	65%	63%	49%	64%	79%	63%
			c	c	c	c	b			a	a		a	abd	a
ONLY VALID FEATURES	486	407	40	23	16	486	434	52	93	394	486	152	193	140	486
	22%	23%	21%	23%	26%	22%	23%	20%	26%	22%	22%	26%	20%	23%	22%
												b			
ANY INVALID FEATURES	1262	1056	119	52	35	1262	1117	146	187	1075	1262	288	558	405	1262
	58%	58%	62%	51%	57%	58%	59%	56%	53%	59%	58%	49%	59%	67%	58%
			c										a	abd	a
ONLY INVALID FEATURES	373	312	33	20	8	373	320	53	89	284	373	155	141	66	373
	17%	17%	17%	19%	14%	17%	17%	20%	25%	16%	17%	27%	15%	11%	17%
									bc			bcd	c		c

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 44

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

SCENARIO 5. MISINFORMATION SCENARIO - UK GOVERNMENT TRAVEL CHECKLIST POST. Here is a social media post. Do any of the following suggest that this post is genuine? (MULTI CODE)

Base : All respondents who use social media apps or sites

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	2422	547	1021	474
Effective Weighted Sample	1713	381	719	350
Total	2167	495	908	443
Blue tick next to profile name (VALID)	1013 47%	224 45%	404 44%	233 53% ab
The information in the post	760 35%	168 34%	315 35%	189 43% ab
Profile name (VALID)	645 30%	165 33% b	242 27%	147 33% b
The logo shown in the post	638 29%	152 31%	259 29%	145 33%
The professional design of the post	560 26%	129 26%	247 27%	124 28%
The links to other websites included (VALID)	465 21%	98 20%	177 19%	135 30% ab
Number of likes	356 16%	86 17%	143 16%	77 17%
None of these	220 10%	34 7%	98 11% a	49 11% a
Don't know	198 9%	55 11% c	73 8%	23 5%

Columns Tested: a,b,c

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 44

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

SCENARIO 5. MISINFORMATION SCENARIO - UK GOVERNMENT TRAVEL CHECKLIST POST. Here is a social media post. Do any of the following suggest that this post is genuine? (MULTI CODE)

Base : All respondents who use social media apps or sites

		FINANCIAL VULNERABILITY INDEX		
	Total	**MOST**	POTEN- **TIALLY**	**LEAST**
Significance Level: 95%		a	b	c
Unweighted total	2422	547	1021	474
Effective Weighted Sample	1713	381	719	350
Total	2167	495	908	443
SUMMARY				
ANY FEATURES	1749	407	738	371
	81%	82%	81%	84%
ANY VALID FEATURES	1376	310	567	310
	63%	63%	62%	70%
				ab
ONLY VALID FEATURES	486	108	198	96
	22%	22%	22%	22%
ANY INVALID FEATURES	1262	299	540	274
	58%	60%	59%	62%
ONLY INVALID FEATURES	373	98	170	61
	17%	20%	19%	14%
		c	c	

Columns Tested: a,b,c

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

C1. How many people are there in your household in total (including yourself)? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3095	502	519	601	525	413	535	3095	1425	1625	777	890	564	826	1667	1390	3095
Effective Weighted Sample	2183	355	374	436	378	290	368	2183	1021	1132	579	638	409	567	1214	942	2183
Total	2800	429	500	500	514	429	429	2800	1347	1420	776	795	610	582	1571	1192	2800
1	360	22	34	38	69	93	104	360	192	167	57	110	57	130	167	187	360
	13%	5%	7%	8%	13%	22%	24%	13%	14%	12%	7%	14%	9%	22%	11%	16%	13%
					abc	abcdg	abcdg	abc				ace		abcefg	a	aceg	ac
2	782	57	120	72	121	149	264	782	346	428	216	229	159	175	445	333	782
	28%	13%	24%	14%	24%	35%	62%	28%	26%	30%	28%	29%	26%	30%	28%	28%	28%
			ac		ac	abcdg	abcdeg	ac		a							
3	657	98	129	142	138	108	42	657	288	364	179	189	168	116	368	284	657
	23%	23%	26%	28%	27%	25%	10%	23%	21%	26%	23%	24%	28%	20%	23%	24%	23%
		f	f	fg	f	f		f		a			d				
4	557	100	128	151	116	58	4	557	307	244	192	138	133	86	329	219	557
	20%	23%	26%	30%	23%	14%	1%	20%	23%	17%	25%	17%	22%	15%	21%	18%	20%
		ef	efg	adefg	ef	f		ef	b		bdfg		d		d		d
5-6	311	98	57	80	50	11	13	311	157	148	101	85	72	49	187	121	311
	11%	23%	11%	16%	10%	3%	3%	11%	12%	10%	13%	11%	12%	8%	12%	10%	11%
		bcdefg	ef	defg	ef			ef			d				d		
7-9	34	17	5	9	2	1	-	34	15	18	10	9	7	8	19	15	34
	1%	4%	1%	2%	*%	*%	-%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		bdefg		ef				f									
10 or more	3	2	1	-	-	-	-	3	1	2	1	1	1	-	2	1	3
	*%	*%	*%	-%	-%	-%	-%	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%
Prefer not to say	95	34	27	7	18	9	1	95	40	50	20	35	13	19	55	32	95
	3%	8%	5%	1%	3%	2%	*%	3%	3%	4%	3%	4%	2%	3%	3%	3%	3%
		cdefg	cef		f	f		cf				c					

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 45

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

C1. How many people are there in your household in total (including yourself)? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3095	2150	314	320	311	3095	2657	438	461	2634	3095	957	1309	757	3095
Effective Weighted Sample	2183	1689	247	249	226	2183	1877	306	312	1879	2183	666	925	556	2183
Total	2800	2343	244	137	76	2800	2419	381	460	2340	2800	933	1136	654	2800
1	360 13%	296 13%	38 16%	16 12%	10 13%	360 13%	311 13%	49 13%	52 11%	308 13%	360 13%	146 16% c	140 12%	64 10%	360 13% c
2	782 28%	657 28%	68 28%	40 29%	18 23%	782 28%	637 26%	145 38% a	97 21%	685 29% a	782 28% a	299 32% bcd	305 27%	147 22%	782 28% c
3	657 23%	555 24%	49 20%	36 26%	17 22%	657 23%	570 24%	87 23%	103 22%	554 24%	657 23%	218 23%	266 23%	162 25%	657 23%
4	557 20%	466 20%	53 22%	24 18%	14 19%	557 20%	498 21% b	59 15%	79 17%	478 20%	557 20%	114 12%	260 23% a	177 27% ad	557 20% a
5-6	311 11%	262 11%	25 10%	12 8%	12 16% ce	311 11%	279 12%	32 8%	77 17% bc	234 10%	311 11%	90 10%	128 11%	86 13%	311 11%
7-9	34 1%	31 1%	- -%	2 2% b	1 2%	34 1%	33 1%	2 *%	17 4% bc	17 1%	34 1%	15 2%	13 1%	5 1%	34 1%
10 or more	3 *%	3 *%	- -%	1 *%	- -%	3 *%	3 *%	* *%	1 *%	2 *%	3 *%	1 *%	1 *%	1 *%	3 *%
Prefer not to say	95 3%	74 3%	11 5%	6 5%	4 5%	95 3%	87 4%	8 2%	34 7% bc	61 3%	95 3%	48 5% bcd	23 2%	12 2%	95 3% bc

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

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

C1. How many people are there in your household in total (including yourself)? (SINGLE CODE)

Base : All respondents

		FINANCIAL VULNERABILITY INDEX		
	Total	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3095	671	1264	630
Effective Weighted Sample	2183	464	893	456
Total	2800	615	1128	593
1	360	82	157	84
	13%	13%	14%	14%
2	782	63	368	240
	28%	10%	33%	40%
			a	ab
3	657	92	381	104
	23%	15%	34%	18%
			ac	
4	557	179	203	108
	20%	29%	18%	18%
		bc		
5-6	311	177	20	54
	11%	29%	2%	9%
		bc		b
7-9	34	21	-	3
	1%	3%	-%	*%
		bc		b
10 or more	3	2	-	*
	*%	*%	-%	*%
Prefer not to say	95	-	-	-
	3%	-%	-%	-%

Columns Tested: a,b,c

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 46

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

C2. Do you have any children aged under 18 who live at home with you, where you are their parent or guardian? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3095	502	519	601	525	413	535	3095	1425	1625	777	890	564	826	1667	1390	3095
Effective Weighted Sample	2183	355	374	436	378	290	368	2183	1021	1132	579	638	409	567	1214	942	2183
Total	2800	429	500	500	514	429	429	2800	1347	1420	776	795	610	582	1571	1192	2800
Yes	1148	125	301	375	264	74	9	1148	559	577	365	311	274	190	676	464	1148
	41%	29%	60%	75%	51%	17%	2%	41%	41%	41%	47%	39%	45%	33%	43%	39%	41%
		ef	adefg	abdefg	aefg	f		aef			bdfg	d	df		d	d	d
No	1541	265	170	117	231	341	418	1541	739	787	388	443	320	370	832	690	1541
	55%	62%	34%	23%	45%	79%	98%	55%	55%	55%	50%	56%	52%	64%	53%	58%	55%
		bcdg	c		bc	abcdg	abcdeg	bcd				a		abcefg		ae	a
Prefer not to say	111	39	29	8	20	13	2	111	49	56	23	41	16	22	63	38	111
	4%	9%	6%	2%	4%	3%	*%	4%	4%	4%	3%	5%	3%	4%	4%	3%	4%
		cdefg	cf		cf	f		cf									

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

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

C2. Do you have any children aged under 18 who live at home with you, where you are their parent or guardian? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3095	2150	314	320	311	3095	2657	438	461	2634	3095	957	1309	757	3095
Effective Weighted Sample	2183	1689	247	249	226	2183	1877	306	312	1879	2183	666	925	556	2183
Total	2800	2343	244	137	76	2800	2419	381	460	2340	2800	933	1136	654	2800
Yes	1148	981	80	54	33	1148	1028	120	228	920	1148	304	474	353	1148
	41%	42%	33%	39%	43%	41%	43%	31%	50%	39%	41%	33%	42%	54%	41%
		b			b	b	b		bc				a	abd	a
No	1541	1278	148	76	39	1541	1288	253	195	1346	1541	569	637	287	1541
	55%	55%	61%	55%	51%	55%	53%	66%	42%	58%	55%	61%	56%	44%	55%
			d					a		a	a	cd	c		c
Prefer not to say	111	84	16	8	4	111	102	9	37	74	111	59	24	14	111
	4%	4%	6%	6%	5%	4%	4%	2%	8%	3%	4%	6%	2%	2%	4%
			a						bc			bcd			bc

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 46

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

C2. Do you have any children aged under 18 who live at home with you, where you are their parent or guardian? (SINGLE CODE)

Base : All respondents

	Total	MOST	POTEN-TIALLY	LEAST
		FINANCIAL VULNERABILITY INDEX		
Significance Level: 95%		a	b	c
Unweighted total	3095	671	1264	630
Effective Weighted Sample	2183	464	893	456
Total	2800	615	1128	593
Yes	1148	346	498	195
	41%	56%	44%	33%
		bc	c	
No	1541	269	630	398
	55%	44%	56%	67%
			a	ab
Prefer not to say	111	-	-	-
	4%	-%	-%	-%

Columns Tested: a,b,c

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 47

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

C3. How many of your children aged under 18 live at home with you? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3095	502	519	601	525	413	535	3095	1425	1625	777	890	564	826	1667	1390	3095
Effective Weighted Sample	2183	355	374	436	378	290	368	2183	1021	1132	579	638	409	567	1214	942	2183
Total	2800	429	500	500	514	429	429	2800	1347	1420	776	795	610	582	1571	1192	2800
None/ no children aged under 18 living at home	1541	265	170	117	231	341	418	1541	739	787	388	443	320	370	832	690	1541
	55%	62%	34%	23%	45%	79%	98%	55%	55%	55%	50%	56%	52%	64%	53%	58%	55%
		bcdg	c		bc	abcdg	abcdeg	bcd				a		abcefg		ae	a
1	559	65	153	132	154	47	8	559	258	290	149	166	142	97	314	239	559
	20%	15%	31%	26%	30%	11%	2%	20%	19%	20%	19%	21%	23%	17%	20%	20%	20%
		f	aefg	aefg	aefg	f		aef					d				
2	411	40	100	167	78	26	-	411	214	196	161	110	86	52	271	138	411
	15%	9%	20%	33%	15%	6%	-%	15%	16%	14%	21%	14%	14%	9%	17%	12%	15%
		f	aefg	abdefg	aef	f		aef			bcdfg	d	d		dfg		df
3	121	15	36	45	25	*	-	121	61	59	37	25	30	30	61	60	121
	4%	3%	7%	9%	5%	*%	-%	4%	5%	4%	5%	3%	5%	5%	4%	5%	4%
		ef	aefg	adefg	ef			ef									
4	36	2	8	23	3	-	-	36	16	20	13	9	8	6	22	14	36
	1%	*%	2%	5%	1%	-%	-%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%
			ef	abdefg				f									
5 or more	10	*	2	5	2	1	-	10	4	6	1	-	6	4	1	10	10
	*%	*%	*%	1%	*%	*%	-%	*%	*%	*%	*%	-%	1%	1%	*%	1%	*%
				f									abe	be		be	
Prefer not to say	123	42	32	10	22	14	3	123	55	62	28	42	19	23	71	42	123
	4%	10%	6%	2%	4%	3%	1%	4%	4%	4%	4%	5%	3%	4%	5%	4%	4%
		cdefg	cf		f	f		cf									

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

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

C3. How many of your children aged under 18 live at home with you? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3095	2150	314	320	311	3095	2657	438	461	2634	3095	957	1309	757	3095
Effective Weighted Sample	2183	1689	247	249	226	2183	1877	306	312	1879	2183	666	925	556	2183
Total	2800	2343	244	137	76	2800	2419	381	460	2340	2800	933	1136	654	2800
None/ no children aged under 18 living at home	1541 55%	1278 55%	148 61% d	76 55%	39 51%	1541 55%	1288 53%	253 66% a	195 42%	1346 58% a	1541 55% a	569 61% cd	637 56% c	287 44%	1541 55% c
1	559 20%	485 21% b	30 12%	28 20% b	16 21% b	559 20% b	495 20%	64 17%	110 24% b	449 19%	559 20%	168 18%	213 19%	167 25% abd	559 20%
2	411 15%	345 15%	40 16%	17 12%	9 12%	411 15%	376 16% b	35 9%	68 15%	343 15%	411 15%	90 10%	194 17% a	127 19% ad	411 15% a
3	121 4%	101 4%	8 3%	6 4%	6 8% abe	121 4%	103 4%	18 5%	25 6%	96 4%	121 4%	26 3%	44 4%	47 7% abd	121 4%
4	36 1%	33 1%	1 *%	1 1%	* *%	36 1%	34 1%	2 *%	15 3% bc	21 1%	36 1%	9 1%	15 1%	11 2%	36 1%
5 or more	10 *%	8 *%	- -%	1 1%	1 1% ae	10 *%	10 *%	* *%	6 1% bc	4 *%	10 *%	6 1%	4 *%	* *%	10 *%
Prefer not to say	123 4%	93 4%	16 7% a	8 6%	5 6%	123 4%	112 5%	11 3%	41 9% bc	81 3%	123 4%	65 7% bcd	29 3%	15 2%	123 4% bc

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

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

C3. How many of your children aged under 18 live at home with you? (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN-TIALLY	**LEAST**
Significance Level: 95%		a	b	c
Unweighted total	3095	671	1264	630
Effective Weighted Sample	2183	464	893	456
Total	2800	615	1128	593
None/ no children aged under 18 living at home	1541	269	630	398
	55%	44%	56%	67%
			a	ab
1	559	104	322	84
	20%	17%	29%	14%
			ac	
2	411	132	161	84
	15%	21%	14%	14%
		bc		
3	121	74	15	22
	4%	12%	1%	4%
		bc		b
4	36	28	-	4
	1%	5%	-%	1%
		bc		b
5 or more	10	8	-	-
	*%	1%	-%	-%
		bc		
Prefer not to say	123	-	-	-
	4%	-%	-%	-%

Columns Tested: a,b,c

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 48

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

C4. AGES OF CHILDREN AGED UNDER 18 IN HOUSEHOLD

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3095	502	519	601	525	413	535	3095	1425	1625	777	890	564	826	1667	1390	3095
Effective Weighted Sample	2183	355	374	436	378	290	368	2183	1021	1132	579	638	409	567	1214	942	2183
Total	2800	429	500	500	514	429	429	2800	1347	1420	776	795	610	582	1571	1192	2800
None/ no children aged under 18 living at home	1541	265	170	117	231	341	418	1541	739	787	388	443	320	370	832	690	1541
	55%	62%	34%	23%	45%	79%	98%	55%	55%	55%	50%	56%	52%	64%	53%	58%	55%
		bcdg	c		bc	abcdg	abcdeg	bcd				a		abcefg		ae	a
Under 1 year old	84	18	44	17	6	-	-	84	31	52	25	21	25	13	46	38	84
	3%	4%	9%	3%	1%	-%	-%	3%	2%	4%	3%	3%	4%	2%	3%	3%	3%
		def	acdefg	def	f			def									
1-4 years old	333	47	152	109	20	5	-	333	158	175	81	89	84	76	171	160	333
	12%	11%	30%	22%	4%	1%	-%	12%	12%	12%	10%	11%	14%	13%	11%	13%	12%
		def	acdefg	adefg	ef	f		def									
5-7 years old	273	24	97	105	35	11	1	273	138	134	102	62	70	39	164	109	273
	10%	6%	19%	21%	7%	3%	*%	10%	10%	9%	13%	8%	11%	7%	10%	9%	10%
		ef	adefg	adefg	ef	f		aef			bdfg		bd		d		d
8-11 years old	350	21	79	165	72	13	-	350	178	170	115	91	87	57	207	143	350
	12%	5%	16%	33%	14%	3%	-%	12%	13%	12%	15%	11%	14%	10%	13%	12%	12%
		f	aef	abdefg	aef	f		aef			d		d		d		
12-15 years old	408	28	48	166	131	33	3	408	209	194	145	108	98	54	253	152	408
	15%	6%	10%	33%	25%	8%	1%	15%	16%	14%	19%	14%	16%	9%	16%	13%	15%
		f	f	abdefg	abefg	f		abef			bdfg	d	d		df	d	d
16-17 years old	237	17	15	73	102	26	4	237	108	127	81	56	54	44	137	98	237
	8%	4%	3%	15%	20%	6%	1%	8%	8%	9%	10%	7%	9%	8%	9%	8%	8%
		f	f	abefg	abcefg	f		abf			b						
Prefer not to say	133	47	34	10	22	18	3	133	61	64	31	46	22	23	76	45	133
	5%	11%	7%	2%	4%	4%	1%	5%	5%	5%	4%	6%	4%	4%	5%	4%	5%
		bcdefg	cf		f	f		cf									

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

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

C4. AGES OF CHILDREN AGED UNDER 18 IN HOUSEHOLD

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3095	2150	314	320	311	3095	2657	438	461	2634	3095	957	1309	757	3095
Effective Weighted Sample	2183	1689	247	249	226	2183	1877	306	312	1879	2183	666	925	556	2183
Total	2800	2343	244	137	76	2800	2419	381	460	2340	2800	933	1136	654	2800
None/ no children aged under 18 living at home	1541 55%	1278 55%	148 61% d	76 55%	39 51%	1541 55%	1288 53%	253 66% a	195 42%	1346 58% a	1541 55% a	569 61% cd	637 56% c	287 44%	1541 55% c
Under 1 year old	84 3%	67 3%	12 5%	3 2%	2 2%	84 3%	79 3%	5 1%	22 5% b	62 3%	84 3%	16 2%	37 3%	30 5% a	84 3%
1-4 years old	333 12%	288 12%	21 9%	13 10%	11 15% b	333 12%	299 12%	34 9%	85 18% bc	248 11%	333 12%	85 9%	133 12%	109 17% abd	333 12% a
5-7 years old	273 10%	235 10%	19 8%	12 9%	7 10%	273 10%	255 11% b	18 5%	56 12%	217 9%	273 10%	83 9%	103 9%	86 13% abd	273 10%
8-11 years old	350 12%	297 13%	25 10%	18 13%	10 13%	350 12%	315 13%	35 9%	62 14%	288 12%	350 12%	96 10%	142 13%	109 17% abd	350 12%
12-15 years old	408 15%	343 15%	34 14%	19 14%	12 15%	408 15%	367 15% b	40 11%	73 16%	334 14%	408 15%	100 11%	172 15% a	132 20% abd	408 15% a
16-17 years old	237 8%	205 9%	13 5%	12 9%	7 9%	237 8%	205 8%	31 8%	50 11%	187 8%	237 8%	37 4%	127 11% ad	64 10% a	237 8% a
Prefer not to say	133 5%	103 4%	16 7%	8 6%	5 7%	133 5%	123 5%	11 3%	44 10% bc	89 4%	133 5%	71 8% bcd	31 3%	17 3%	133 5% bc

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

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

C4. AGES OF CHILDREN AGED UNDER 18 IN HOUSEHOLD

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3095	671	1264	630
Effective Weighted Sample	2183	464	893	456
Total	2800	615	1128	593
None/ no children aged under 18 living at home	1541	269	630	398
	55%	44%	56%	67%
			a	ab
Under 1 year old	84	36	31	10
	3%	6%	3%	2%
		bc		
1-4 years old	333	130	130	43
	12%	21%	11%	7%
		bc	c	
5-7 years old	273	100	111	42
	10%	16%	10%	7%
		bc		
8-11 years old	350	121	118	76
	12%	20%	10%	13%
		bc		
12-15 years old	408	149	147	81
	15%	24%	13%	14%
		bc		
16-17 years old	237	75	95	41
	8%	12%	8%	7%
		bc		
Prefer not to say	133	1	5	2
	5%	*%	*%	*%

Columns Tested: a,b,c

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 49

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

C5. Which one of these, if any, is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you. (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3095	502	519	601	525	413	535	3095	1425	1625	777	890	564	826	1667	1390	3095
Effective Weighted Sample	2183	355	374	436	378	290	368	2183	1021	1132	579	638	409	567	1214	942	2183
Total	2800	429	500	500	514	429	429	2800	1347	1420	776	795	610	582	1571	1192	2800
I have no formal qualifications (and I am not still studying)	135 5%	17 4% b	7 1%	13 3%	21 4% b	20 5% b	57 13% abcdeg	135 5% bc	46 3%	88 6% a	18 2%	20 2%	19 3%	75 13% abcefg	37 2%	94 8% abceg	135 5% abe
Entry level qualification such as ESOL, ELC or Skills for Life	46 2%	9 2% f	15 3% ef	8 2%	10 2%	3 1%	2 *%	46 2%	19 1%	25 2%	13 2%	6 1%	8 1%	18 3% beg	19 1%	26 2% b	46 2%
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	338 12%	43 10%	50 10%	66 13%	68 13%	68 16% abf	42 10%	338 12%	156 12%	178 13%	51 7%	53 7%	105 17% abeg	127 22% abeg	104 7%	231 19% abeg	338 12% abe
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	507 18% bc	80 19% bc	65 13%	66 13%	108 21% bc	106 25% bcg	83 19% bc	507 18% bc	230 17%	275 19%	89 11%	136 17% a	134 22% abe	143 25% abeg	225 14%	278 23% abeg	507 18% ae
Level 1-2 vocational qualification or intermediate apprenticeship	126 5%	12 3%	15 3%	31 6% ab	28 5%	23 5%	18 4%	126 5%	63 5%	62 4%	13 2%	37 5% a	44 7% aeg	32 6% ae	50 3%	76 6% aeg	126 5% a

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 49

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

C5. Which one of these, if any, is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you. (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3095	502	519	601	525	413	535	3095	1425	1625	777	890	564	826	1667	1390	3095
Effective Weighted Sample	2183	355	374	436	378	290	368	2183	1021	1132	579	638	409	567	1214	942	2183
Total	2800	429	500	500	514	429	429	2800	1347	1420	776	795	610	582	1571	1192	2800
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent)	350	84	52	68	51	48	47	350	162	186	90	136	77	46	227	123	350
	13%	20%	10%	14%	10%	11%	11%	13%	12%	13%	12%	17%	13%	8%	14%	10%	13%
		bcdefg									d	acdfg	d		df		d
Level 3 vocational qualification or advanced apprenticeship	184	26	31	35	26	42	25	184	81	101	33	59	66	26	92	92	184
	7%	6%	6%	7%	5%	10%	6%	7%	6%	7%	4%	7%	11%	4%	6%	8%	7%
						d						ad	adeg			ad	a
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	166	25	29	29	37	20	25	166	91	73	50	47	44	23	97	67	166
	6%	6%	6%	6%	7%	5%	6%	6%	7%	5%	6%	6%	7%	4%	6%	6%	6%
													d		d		
Level 4-5 vocational qualification or higher apprenticeship	70	3	13	10	13	15	16	70	36	34	23	28	15	4	51	19	70
	3%	1%	3%	2%	3%	3%	4%	3%	3%	2%	3%	4%	2%	1%	3%	2%	3%
			a			a	a	a			d	df	d		df		d
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	497	44	124	105	89	57	78	497	245	249	226	172	57	42	398	99	497
	18%	10%	25%	21%	17%	13%	18%	18%	18%	18%	29%	22%	9%	7%	25%	8%	18%
			adefg	ae	a		a	a			bcdfg	cdfg			cdfg		cdf
Level 6 vocational qualification or degree apprenticeship	37	2	5	6	10	3	11	37	25	11	13	9	11	3	21	14	37
	1%	*%	1%	1%	2%	1%	3%	1%	2%	1%	2%	1%	2%	1%	1%	1%	1%
							a		b								

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 49

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

C5. Which one of these, if any, is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you. (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3095	502	519	601	525	413	535	3095	1425	1625	777	890	564	826	1667	1390	3095
Effective Weighted Sample	2183	355	374	436	378	290	368	2183	1021	1132	579	638	409	567	1214	942	2183
Total	2800	429	500	500	514	429	429	2800	1347	1420	776	795	610	582	1571	1192	2800
University higher degree (e.g. Masters, PhD or equivalent)	244	36	68	53	44	24	18	244	145	93	149	64	20	10	213	30	244
	9%	8%	14%	11%	9%	6%	4%	9%	11%	7%	19%	8%	3%	2%	14%	3%	9%
		f	adefg	ef	f			f	b		bcdefg	cdf			bcdfg		cdf
Still studying/ still at school	29	23	6	*	*	-	-	29	14	14	3	13	5	6	16	11	29
	1%	5%	1%	*%	*%	-%	-%	1%	1%	1%	*%	2%	1%	1%	1%	1%	1%
		bcdefg	cdf					c				a					
Don't know	24	12	4	3	1	1	2	24	12	9	2	3	2	7	5	10	24
	1%	3%	1%	1%	*%	*%	*%	1%	1%	1%	*%	*%	*%	1%	*%	1%	1%
		bcdefg												ae			
Prefer not to say	48	13	15	7	8	1	5	48	22	21	4	12	3	20	15	23	48
	2%	3%	3%	1%	1%	*%	1%	2%	2%	2%	*%	1%	1%	3%	1%	2%	2%
		e	e					e						abceg		a	a

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

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

C5. Which one of these, if any, is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you. (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3095	2150	314	320	311	3095	2657	438	461	2634	3095	957	1309	757	3095
Effective Weighted Sample	2183	1689	247	249	226	2183	1877	306	312	1879	2183	666	925	556	2183
Total	2800	2343	244	137	76	2800	2419	381	460	2340	2800	933	1136	654	2800
I have no formal qualifications (and I am not still studying)	135 5%	114 5%	10 4%	7 5%	4 5%	135 5%	117 5%	17 5%	37 8% bc	97 4%	135 5%	76 8% bcd	30 3%	15 2%	135 5% bc
Entry level qualification such as ESOL, ELC or Skills for Life	46 2%	40 2%	1 *%	3 3% b	1 1%	46 2%	40 2%	6 1%	11 2%	34 1%	46 2%	22 2%	14 1%	9 1%	46 2%
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	338 12%	290 12%	24 10%	17 12%	7 10%	338 12%	284 12%	54 14%	89 19% bc	249 11%	338 12%	139 15% c	132 12% c	50 8%	338 12% c
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	507 18%	435 19%	36 15%	22 16%	14 19%	507 18%	427 18%	79 21%	75 16%	432 18%	507 18%	219 24% bcd	202 18% c	76 12%	507 18% c
Level 1-2 vocational qualification or intermediate apprenticeship	126 5%	104 4%	8 3%	9 6%	5 6%	126 5%	106 4%	20 5%	22 5%	104 4%	126 5%	45 5%	58 5%	23 4%	126 5%

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

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

C5. Which one of these, if any, is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you. (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3095	2150	314	320	311	3095	2657	438	461	2634	3095	957	1309	757	3095
Effective Weighted Sample	2183	1689	247	249	226	2183	1877	306	312	1879	2183	666	925	556	2183
Total	2800	2343	244	137	76	2800	2419	381	460	2340	2800	933	1136	654	2800
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent)	350	277	41	22	11	350	315	35	44	306	350	104	151	91	350
	13%	12%	17% a	16%	14%	13%	13%	9%	10%	13%	13%	11%	13%	14%	13%
Level 3 vocational qualification or advanced apprenticeship	184	160	15	7	3	184	164	20	30	155	184	60	82	39	184
	7%	7%	6%	5%	4%	7%	7%	5%	6%	7%	7%	6%	7%	6%	7%
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	166	127	28	7	4	166	139	26	20	146	166	36	84	44	166
	6%	5%	11% acde	5%	5%	6%	6%	7%	4%	6%	6%	4%	7% a	7% a	6% a
Level 4-5 vocational qualification or higher apprenticeship	70	55	5	8	1	70	60	10	9	61	70	19	32	19	70
	3%	2%	2%	6% abde	2%	3%	2%	3%	2%	3%	3%	2%	3%	3%	3%
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	497	428	35	18	16	497	434	63	47	450	497	95	209	187	497
	18%	18%	14%	13%	21% bc	18%	18%	16%	10%	19% a	18% a	10%	18% a	29% abd	18% a

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 49

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

C5. Which one of these, if any, is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you. (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3095	2150	314	320	311	3095	2657	438	461	2634	3095	957	1309	757	3095
Effective Weighted Sample	2183	1689	247	249	226	2183	1877	306	312	1879	2183	666	925	556	2183
Total	2800	2343	244	137	76	2800	2419	381	460	2340	2800	933	1136	654	2800
Level 6 vocational qualification or degree apprenticeship	37	29	6	1	1	37	30	8	7	30	37	15	19	3	37
	1%	1%	3%	1%	1%	1%	1%	2%	2%	1%	1%	2%	2%	*%	1%
													c		
University higher degree (e.g. Masters, PhD or equivalent)	244	209	18	8	8	244	217	27	33	211	244	59	100	82	244
	9%	9%	8%	6%	11%	9%	9%	7%	7%	9%	9%	6%	9%	13%	9%
														abd	a
Still studying/ still at school	29	21	6	2	*	29	26	3	8	20	29	10	11	6	29
	1%	1%	2%	1%	*%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%
			a												
Don't know	24	18	3	2	*	24	20	3	7	16	24	14	6	1	24
	1%	1%	1%	2%	*%	1%	1%	1%	2%	1%	1%	2%	*%	*%	1%
												bc			
Prefer not to say	48	37	7	3	1	48	38	10	21	27	48	19	6	10	48
	2%	2%	3%	2%	2%	2%	2%	3%	4%	1%	2%	2%	1%	1%	2%
									bc			b			b

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 49

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

C5. Which one of these, if any, is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you. (SINGLE CODE)

Base : All respondents

		FINANCIAL VULNERABILITY INDEX		
	Total	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3095	671	1264	630
Effective Weighted Sample	2183	464	893	456
Total	2800	615	1128	593
I have no formal qualifications (and I am not still studying)	135	39	49	10
	5%	6%	4%	2%
		c	c	
Entry level qualification such as ESOL, ELC or Skills for Life	46	20	12	3
	2%	3%	1%	1%
		bc		
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	338	100	140	34
	12%	16%	12%	6%
		c	c	
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	507	120	225	78
	18%	20%	20%	13%
		c	c	
Level 1-2 vocational qualification or intermediate apprenticeship	126	38	63	3
	5%	6%	6%	1%
		c	c	

Columns Tested: a,b,c

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

C5. Which one of these, if any, is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you. (SINGLE CODE)

Base : All respondents

		FINANCIAL VULNERABILITY INDEX		
	Total	**MOST**	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3095	671	1264	630
Effective Weighted Sample	2183	464	893	456
Total	2800	615	1128	593
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent)	350 13%	68 11%	145 13%	81 14%
Level 3 vocational qualification or advanced apprenticeship	184 7%	41 7%	88 8%	30 5%
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	166 6%	37 6%	68 6%	42 7%
Level 4-5 vocational qualification or higher apprenticeship	70 3%	6 1%	37 3% a	21 4% a
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	497 18%	85 14%	186 16%	185 31% ab
Level 6 vocational qualification or degree apprenticeship	37 1%	11 2%	15 1%	6 1%

Columns Tested: a,b,c

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 49

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

C5. Which one of these, if any, is the highest educational or professional qualification that you currently have? Please choose the highest option on the list that applies to you. (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3095	671	1264	630
Effective Weighted Sample	2183	464	893	456
Total	2800	615	1128	593
University higher degree (e.g. Masters, PhD or equivalent)	244	25	92	94
	9%	4%	8%	16%
			a	ab
Still studying/ still at school	29	11	1	1
	1%	2%	*%	*%
		bc		
Don't know	24	6	2	1
	1%	1%	*%	*%
Prefer not to say	48	7	3	1
	2%	1%	*%	*%

Columns Tested: a,b,c

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

C6. Which of these options best describes how you feel about your ability to read and write? (SINGLE CODE)

Base : All respondents

	Total	AGE 16-24	25-34	35-44	45-54	55-64	65+	ALL UK	GENDER MAN	WOMAN	SEG AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3095	502	519	601	525	413	535	3095	1425	1625	777	890	564	826	1667	1390	3095
Effective Weighted Sample	2183	355	374	436	378	290	368	2183	1021	1132	579	638	409	567	1214	942	2183
Total	2800	429	500	500	514	429	429	2800	1347	1420	776	795	610	582	1571	1192	2800
Very confident	2024	251	326	332	385	348	382	2024	948	1058	603	586	426	396	1189	821	2024
	72%	59%	65%	66%	75%	81%	89%	72%	70%	75%	78%	74%	70%	68%	76%	69%	72%
				a	abc	abcg	abcdeg	abc		a	cdfg	df			cdfg		d
Fairly confident	525	94	114	120	92	67	38	525	267	256	133	149	129	108	282	237	525
	19%	22%	23%	24%	18%	16%	9%	19%	20%	18%	17%	19%	21%	19%	18%	20%	19%
		ef	ef	defg	f	f		f									
Neither confident nor not confident	136	39	29	31	23	11	5	136	71	62	21	29	33	51	50	84	136
	5%	9%	6%	6%	4%	2%	1%	5%	5%	4%	3%	4%	5%	9%	3%	7%	5%
		defg	ef	ef	f			f					ae	abceg		abeg	ae
Not very confident	57	22	13	8	11	2	*	57	30	24	15	15	14	11	30	25	57
	2%	5%	3%	2%	2%	*%	*%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
		cdefg	ef	f	f			f									
Not at all confident	12	6	4	2	*	-	-	12	4	7	3	3	2	3	6	5	12
	*%	1%	1%	*%	*%	-%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
		defg															
Don't know	21	8	7	4	1	*	*	21	11	9	1	5	2	8	6	10	21
	1%	2%	1%	1%	*%	*%	*%	1%	1%	1%	*%	1%	*%	1%	*%	1%	1%
		defg	f											ae			
Prefer not to say	25	9	7	3	3	1	3	25	16	6	-	8	3	6	8	9	25
	1%	2%	1%	1%	1%	*%	1%	1%	1%	*%	-%	1%	1%	1%	1%	1%	1%
		e							b			a		a		a	a
SUMMARY CODES																	
TOTAL CONFIDENT	2549	345	440	452	477	415	420	2549	1215	1314	735	736	555	504	1471	1059	2549
	91%	80%	88%	90%	93%	97%	98%	91%	90%	93%	95%	93%	91%	87%	94%	89%	91%
			a	a	ab	abcdg	abcdg	a			cdfg	df	d		dfg		d
TOTAL NOT CONFIDENT	69	28	17	10	11	2	*	69	34	30	19	18	16	14	36	30	69
	2%	7%	3%	2%	2%	*%	*%	2%	3%	2%	2%	2%	3%	2%	2%	2%	2%
		bcdefg	ef	f	f			ef									

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

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

C6. Which of these options best describes how you feel about your ability to read and write? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3095	502	519	601	525	413	535	3095	1425	1625	777	890	564	826	1667	1390	3095
Effective Weighted Sample	2183	355	374	436	378	290	368	2183	1021	1132	579	638	409	567	1214	942	2183
Total	2800	429	500	500	514	429	429	2800	1347	1420	776	795	610	582	1571	1192	2800
TOTAL NEITHER/ DON'T KNOW	157	47	35	35	23	11	5	157	82	70	22	34	36	59	56	95	157
	6%	11%	7%	7%	5%	3%	1%	6%	6%	5%	3%	4%	6%	10%	4%	8%	6%
		defg	ef	ef	f			ef					ae	abceg		abeg	ae

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 50

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

C6. Which of these options best describes how you feel about your ability to read and write? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3095	2150	314	320	311	3095	2657	438	461	2634	3095	957	1309	757	3095
Effective Weighted Sample	2183	1689	247	249	226	2183	1877	306	312	1879	2183	666	925	556	2183
Total	2800	2343	244	137	76	2800	2419	381	460	2340	2800	933	1136	654	2800
Very confident	2024	1706	169	94	55	2024	1735	289	270	1754	2024	581	869	537	2024
	72%	73%	69%	68%	73%	72%	72%	76%	59%	75% a	72% a	62%	77% ad	82% abd	72% a
Fairly confident	525	435	50	28	13	525	467	58	106	419	525	208	210	98	525
	19%	19%	21%	20%	17%	19%	19%	15%	23% b	18%	19%	22% cd	19%	15%	19% c
Neither confident nor not confident	136	114	12	5	6	136	116	20	41	96	136	78	37	11	136
	5%	5%	5%	3%	7%	5%	5%	5%	9% bc	4%	5%	8% bcd	3%	2%	5% c
Not very confident	57	47	3	5	2	57	53	4	19	38	57	40	12	3	57
	2%	2%	1%	4%	3%	2%	2%	1%	4% bc	2%	2%	4% bcd	1%	*%	2% c
Not at all confident	12	8	1	2	*	12	11	1	4	8	12	9	2	1	12
	*%	*%	1%	2% ae	*%	*%	*%	*%	1%	*%	*%	1% b	*%	*%	*%
Don't know	21	18	1	2	-	21	15	5	6	14	21	9	3	3	21
	1%	1%	*%	1%	-%	1%	1%	1%	1%	1%	1%	1%	*%	*%	1%
Prefer not to say	25	15	7	3	1	25	20	5	14	11	25	8	2	2	25
	1%	1%	3% ae	2% a	1%	1%	1%	1%	3% bc	*%	1%	1% b	*%	*%	1% b
SUMMARY CODES															
TOTAL CONFIDENT	2549	2141	220	121	68	2549	2202	347	376	2173	2549	788	1080	635	2549
	91%	91%	90%	88%	89%	91%	91%	91%	82% ac	93% a	91%	84%	95% ad	97% ad	91% a
TOTAL NOT CONFIDENT	69	55	4	7	2	69	64	5	23	45	69	49	14	3	69
	2%	2%	2%	5% abe	3%	2%	3%	1%	5% bc	2%	2%	5% bcd	1%	1%	2% bc

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

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

C6. Which of these options best describes how you feel about your ability to read and write? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3095	2150	314	320	311	3095	2657	438	461	2634	3095	957	1309	757	3095
Effective Weighted Sample	2183	1689	247	249	226	2183	1877	306	312	1879	2183	666	925	556	2183
Total	2800	2343	244	137	76	2800	2419	381	460	2340	2800	933	1136	654	2800
TOTAL NEITHER/ DON'T KNOW	157	132	13	6	6	157	132	25	47	110	157	88	41	14	157
	6%	6%	5%	5%	7%	6%	5%	7%	10%	5%	6%	9%	4%	2%	6%
									bc			bcd			bc

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 50

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

C6. Which of these options best describes how you feel about your ability to read and write? (SINGLE CODE)

Base : All respondents

		FINANCIAL VULNERABILITY INDEX		
	Total	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3095	671	1264	630
Effective Weighted Sample	2183	464	893	456
Total	2800	615	1128	593
Very confident	2024	415	844	504
	72%	67%	75%	85%
			a	ab
Fairly confident	525	140	217	72
	19%	23%	19%	12%
		c	c	
Neither confident nor not confident	136	40	44	10
	5%	7%	4%	2%
		bc	c	
Not very confident	57	9	21	6
	2%	1%	2%	1%
Not at all confident	12	1	1	-
	*%	*%	*%	-%
Don't know	21	8	1	-
	1%	1%	*%	-%
		bc		
Prefer not to say	25	2	-	-
	1%	*%	-%	-%
SUMMARY CODES				
TOTAL CONFIDENT	2549	554	1061	577
	91%	90%	94%	97%
			a	ab
TOTAL NOT CONFIDENT	69	10	22	6
	2%	2%	2%	1%
TOTAL NEITHER/ DON'T KNOW	157	49	45	10
	6%	8%	4%	2%
		bc	c	

Columns Tested: a,b,c

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

C7. Do you consider English to be your first or main language? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3095	502	519	601	525	413	535	3095	1425	1625	777	890	564	826	1667	1390	3095
Effective Weighted Sample	2183	355	374	436	378	290	368	2183	1021	1132	579	638	409	567	1214	942	2183
Total	2800	429	500	500	514	429	429	2800	1347	1420	776	795	610	582	1571	1192	2800
Yes – (English is first/ main language)	2616	383	444	467	480	420	421	2616	1270	1319	750	728	562	547	1478	1108	2616
	93%	89%	89%	93%	93%	98%	98%	93%	94%	93%	97%	92%	92%	94%	94%	93%	93%
				ab	b	abcdg	abcdg	ab			bcdefg				b		
No	161	39	48	28	31	9	6	161	64	92	25	58	47	28	83	75	161
	6%	9%	10%	6%	6%	2%	2%	6%	5%	6%	3%	7%	8%	5%	5%	6%	6%
		efg	cefg	ef	ef			ef				a	a			a	a
Prefer not to say	23	7	8	4	3	-	1	23	13	10	1	9	2	7	10	9	23
	1%	2%	2%	1%	1%	-%	*%	1%	1%	1%	*%	1%	*%	1%	1%	1%	1%
		ef	ef									a		a			

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

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

C7. Do you consider English to be your first or main language? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3095	2150	314	320	311	3095	2657	438	461	2634	3095	957	1309	757	3095
Effective Weighted Sample	2183	1689	247	249	226	2183	1877	306	312	1879	2183	666	925	556	2183
Total	2800	2343	244	137	76	2800	2419	381	460	2340	2800	933	1136	654	2800
Yes – (English is first/ main language)	2616 93%	2189 93%	229 94%	124 91%	73 96% c	2616 93%	2251 93%	365 96%	408 89%	2207 94% a	2616 93% a	862 92%	1075 95%	616 94%	2616 93%
No	161 6%	137 6%	9 4%	12 9% bde	3 3%	161 6%	148 6%	13 4%	37 8%	124 5%	161 6%	57 6%	60 5%	36 5%	161 6%
Prefer not to say	23 1%	17 1%	5 2% ae	1 1%	1 1%	23 1%	21 1%	3 1%	14 3% bc	9 *%	23 1%	13 1% bc	1 *%	1 *%	23 1% b

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 51

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

C7. Do you consider English to be your first or main language? (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN-TIALLY	**LEAST**
Significance Level: 95%		a	b	c
Unweighted total	3095	671	1264	630
Effective Weighted Sample	2183	464	893	456
Total	2800	615	1128	593
Yes – (English is first/ main language)	2616	575	1067	571
	93%	94%	95%	96%
No	161	38	61	22
	6%	6%	5%	4%
Prefer not to say	23	1	-	-
	1%	*%	-%	-%

Columns Tested: a,b,c

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

C8. Which one of these options applies to your home? (SINGLE CODE)

Base : All respondents

	Total	AGE 16-24	25-34	35-44	45-54	55-64	65+	ALL UK	GENDER MAN	WOMAN	SEG AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3095	502	519	601	525	413	535	3095	1425	1625	777	890	564	826	1667	1390	3095
Effective Weighted Sample	2183	355	374	436	378	290	368	2183	1021	1132	579	638	409	567	1214	942	2183
Total	2800	429	500	500	514	429	429	2800	1347	1420	776	795	610	582	1571	1192	2800
Owned outright by the household	854	74	89	82	104	199	307	854	441	407	347	212	163	129	559	292	854
	31%	17%	18%	16%	20%	46%	72%	31%	33%	29%	45%	27%	27%	22%	36%	24%	31%
						abcdg	abcdeg	abcd	b		bcdefg				bcdfg		df
Being bought on mortgage	667	81	119	168	169	97	33	667	318	347	236	215	158	56	451	214	667
	24%	19%	24%	34%	33%	23%	8%	24%	24%	24%	30%	27%	26%	10%	29%	18%	24%
		f	f	abefg	abefg	f		af			dfg	df	df		dfg	d	df
Rented from private landlord	577	101	152	129	116	49	30	577	273	297	107	197	142	128	304	270	577
	21%	23%	30%	26%	23%	12%	7%	21%	20%	21%	14%	25%	23%	22%	19%	23%	21%
		ef	adefg	efg	ef	f		ef				aeg	a	a	a	a	a
Rented from Local Authority/ Housing Association/ Trust	544	95	103	104	115	76	51	544	239	296	61	116	125	235	177	360	544
	19%	22%	21%	21%	22%	18%	12%	19%	18%	21%	8%	15%	20%	40%	11%	30%	19%
		f	f	f	f	f		f				ae	abe	abcefg	a	abceg	abe
Something else	37	12	9	6	2	4	4	37	16	21	5	14	10	8	19	18	37
	1%	3%	2%	1%	*%	1%	1%	1%	1%	1%	1%	2%	2%	1%	1%	2%	1%
		dg															
Don't know	51	41	8	2	-	*	-	51	23	23	4	13	9	14	17	23	51
	2%	10%	2%	*%	-%	*%	-%	2%	2%	2%	1%	2%	1%	2%	1%	2%	2%
		bcdefg	def					cdef						ae		a	a
Prefer not to say	70	25	20	9	8	3	5	70	37	29	16	28	3	12	44	16	70
	2%	6%	4%	2%	2%	1%	1%	2%	3%	2%	2%	4%	1%	2%	3%	1%	2%
		cdefg	ef					e			c	cf		c	cf		cf

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

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

C8. Which one of these options applies to your home? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3095	2150	314	320	311	3095	2657	438	461	2634	3095	957	1309	757	3095
Effective Weighted Sample	2183	1689	247	249	226	2183	1877	306	312	1879	2183	666	925	556	2183
Total	2800	2343	244	137	76	2800	2419	381	460	2340	2800	933	1136	654	2800
Owned outright by the household	854	709	81	40	24	854	716	138	75	779	854	326	346	156	854
	31%	30%	33%	29%	32%	31%	30%	36%	16%	33%	31%	35%	30%	24%	31%
								a		a	a	cd	c		c
Being bought on mortgage	667	551	54	37	25	667	585	82	111	555	667	184	297	181	667
	24%	24%	22%	27%	33%	24%	24%	21%	24%	24%	24%	20%	26%	28%	24%
					abe								a	a	a
Rented from private landlord	577	495	41	27	14	577	502	76	99	478	577	154	234	179	577
	21%	21%	17%	20%	19%	21%	21%	20%	22%	20%	21%	17%	21%	27%	21%
													a	abd	a
Rented from Local Authority/ Housing Association/ Trust	544	458	48	28	10	544	477	67	125	419	544	205	204	115	544
	19%	20%	20%	20%	13%	19%	20%	18%	27%	18%	19%	22%	18%	18%	19%
		d	d	d		d			bc			b			
Something else	37	33	4	*	1	37	31	6	8	29	37	15	16	6	37
	1%	1%	2%	*%	1%	1%	1%	2%	2%	1%	1%	2%	1%	1%	1%
Don't know	51	43	4	3	1	51	44	7	13	39	51	22	19	5	51
	2%	2%	2%	2%	1%	2%	2%	2%	3%	2%	2%	2%	2%	1%	2%
												c			
Prefer not to say	70	54	12	2	1	70	64	6	28	42	70	27	19	12	70
	2%	2%	5%	2%	1%	2%	3%	1%	6%	2%	2%	3%	2%	2%	2%
			acde						bc						

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 52

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

C8. Which one of these options applies to your home? (SINGLE CODE)

Base : All respondents

		FINANCIAL VULNERABILITY INDEX		
	Total	**MOST**	POTEN-TIALLY	**LEAST**
Significance Level: 95%		a	b	c
Unweighted total	3095	671	1264	630
Effective Weighted Sample	2183	464	893	456
Total	2800	615	1128	593
Owned outright by the household	854	133	364	245
	31%	22%	32%	41%
			a	ab
Being bought on mortgage	667	101	264	222
	24%	16%	23%	37%
			a	ab
Rented from private landlord	577	144	267	91
	21%	23%	24%	15%
		c	c	
Rented from Local Authority/ Housing Association/ Trust	544	207	215	30
	19%	34%	19%	5%
		bc	c	
Something else	37	12	12	4
	1%	2%	1%	1%
Don't know	51	10	4	-
	2%	2%	*%	-%
		bc		
Prefer not to say	70	8	2	1
	2%	1%	*%	*%
		bc		

Columns Tested: a,b,c

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

C9. Which of these, if any, impact or limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

	Total	AGE 16-24	25-34	35-44	45-54	55-64	65+	ALL UK	GENDER MAN	WOMAN	SEG AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3095	502	519	601	525	413	535	3095	1425	1625	777	890	564	826	1667	1390	3095
Effective Weighted Sample	2183	355	374	436	378	290	368	2183	1021	1132	579	638	409	567	1214	942	2183
Total	2800	429	500	500	514	429	429	2800	1347	1420	776	795	610	582	1571	1192	2800
Your mental health? Anxiety, depression, or trauma-related conditions, for example	422	115	85	72	74	61	14	422	139	268	79	109	91	138	188	229	422
	15%	27%	17%	14%	14%	14%	3%	15%	10%	19%	10%	14%	15%	24%	12%	19%	15%
		bcdefg	f	f	f	f		f		a			a	abcefg		abeg	ae
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	265	23	35	40	45	54	68	265	125	137	70	55	48	88	126	136	265
	9%	5%	7%	8%	9%	13%	16%	9%	9%	10%	9%	7%	8%	15%	8%	11%	9%
						abc	abcdg	a						abcefg		bce	
Eyesight? Poor vision, colour blindness, partial sight, or are blind	205	58	46	32	27	20	23	205	121	81	71	44	45	42	115	87	205
	7%	14%	9%	6%	5%	5%	5%	7%	9%	6%	9%	6%	7%	7%	7%	7%	7%
		cdefg	def						b		b						
Hearing? Poor hearing, partial hearing, or are deaf	182	32	27	21	18	25	58	182	110	68	64	43	35	39	107	74	182
	6%	8%	5%	4%	4%	6%	13%	6%	8%	5%	8%	5%	6%	7%	7%	6%	6%
		cd					abcdeg	d	b								
Breathing? Breathlessness or chest pains	169	30	15	21	30	38	34	169	77	89	32	39	35	57	71	93	169
	6%	7%	3%	4%	6%	9%	8%	6%	6%	6%	4%	5%	6%	10%	5%	8%	6%
		b			b	bc	bc	b						abceg		abe	

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 53

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

C9. Which of these, if any, impact or limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3095	502	519	601	525	413	535	3095	1425	1625	777	890	564	826	1667	1390	3095
Effective Weighted Sample	2183	355	374	436	378	290	368	2183	1021	1132	579	638	409	567	1214	942	2183
Total	2800	429	500	500	514	429	429	2800	1347	1420	776	795	610	582	1571	1192	2800
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	149 5% 	37 9% fg	31 6% f	29 6% f	28 5% f	21 5% f	3 1%	149 5% f	74 6%	64 4%	33 4%	35 4%	30 5%	46 8% abeg	68 4%	76 6% e	149 5%
Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	120 4%	22 5%	27 5%	18 4%	17 3%	18 4%	18 4%	120 4%	58 4%	55 4%	39 5%	23 3%	22 4%	33 6% b	62 4%	55 5%	120 4%
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	113 4%	47 11% bcdefg	30 6% def	19 4% ef	9 2%	2 1%	5 1%	113 4% def	53 4%	50 4%	38 5%	29 4%	22 4%	22 4%	68 4%	44 4%	113 4%
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	195 7%	25 6%	17 3%	23 5%	38 7% b	52 12% abcdg	40 9% bc	195 7% b	69 5%	122 9% a	37 5%	55 7%	26 4%	73 12% abcefg	92 6%	99 8% ace	195 7% c

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

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

C9. Which of these, if any, impact or limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3095	502	519	601	525	413	535	3095	1425	1625	777	890	564	826	1667	1390	3095
Effective Weighted Sample	2183	355	374	436	378	290	368	2183	1021	1132	579	638	409	567	1214	942	2183
Total	2800	429	500	500	514	429	429	2800	1347	1420	776	795	610	582	1571	1192	2800
ANY ISSUES THAT IMPACT DAILY ACTIVITIES OR WORK DONE	1028	224	179	144	168	161	152	1028	466	539	262	258	214	280	520	494	1028
	37%	52%	36%	29%	33%	38%	35%	37%	35%	38%	34%	32%	35%	48%	33%	41%	37%
		bcdefg	c			c	c	c						abcefg		abceg	be
Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	1524	137	261	311	312	242	261	1524	763	758	462	476	348	232	938	580	1524
	54%	32%	52%	62%	61%	57%	61%	54%	57%	53%	60%	60%	57%	40%	60%	49%	54%
			a	abg	abg	a	abg	a			dfg	dfg	df		dfg	d	df
Don't know	116	37	29	25	11	6	6	116	55	55	21	22	27	38	43	65	116
	4%	9%	6%	5%	2%	1%	2%	4%	4%	4%	3%	3%	4%	7%	3%	5%	4%
		cdefg	def	def				ef						abeg		abe	e
Prefer not to say	132	30	30	20	24	18	9	132	64	68	31	39	21	32	71	53	132
	5%	7%	6%	4%	5%	4%	2%	5%	5%	5%	4%	5%	3%	6%	4%	4%	5%
		f	f					f									

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 53

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

C9. Which of these, if any, impact or limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3095	2150	314	320	311	3095	2657	438	461	2634	3095	957	1309	757	3095
Effective Weighted Sample	2183	1689	247	249	226	2183	1877	306	312	1879	2183	666	925	556	2183
Total	2800	2343	244	137	76	2800	2419	381	460	2340	2800	933	1136	654	2800
Your mental health? Anxiety, depression, or trauma-related conditions, for example	422	345	41	19	17	422	375	46	76	345	422	99	181	139	422
	15%	15%	17%	14%	23% ace	15%	16%	12%	17%	15%	15%	11%	16% a	21% abd	15% a
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	265	224	17	13	10	265	226	39	45	220	265	105	115	40	265
	9%	10%	7%	10%	13% b	9%	9%	10%	10%	9%	9%	11% c	10% c	6%	9% c
Eyesight? Poor vision, colour blindness, partial sight, or are blind	205	173	16	10	6	205	182	23	34	172	205	57	94	52	205
	7%	7%	7%	7%	8%	7%	8%	6%	7%	7%	7%	6%	8%	8%	7%
Hearing? Poor hearing, partial hearing, or are deaf	182	157	9	9	6	182	151	31	29	153	182	58	83	41	182
	6%	7%	4%	6%	8% b	6%	6%	8%	6%	7%	6%	6%	7%	6%	6%
Breathing? Breathlessness or chest pains	169	147	9	7	6	169	152	17	33	136	169	60	74	30	169
	6%	6%	4%	5%	9% b	6%	6%	4%	7%	6%	6%	6%	7%	5%	6%

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

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

C9. Which of these, if any, impact or limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3095	2150	314	320	311	3095	2657	438	461	2634	3095	957	1309	757	3095
Effective Weighted Sample	2183	1689	247	249	226	2183	1877	306	312	1879	2183	666	925	556	2183
Total	2800	2343	244	137	76	2800	2419	381	460	2340	2800	933	1136	654	2800
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	149	119	17	9	4	149	140	9	24	126	149	32	68	47	149
	5%	5%	7%	7%	5%	5%	6% b	2%	5%	5%	5%	3%	6% a	7% a	5%
Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	120	104	8	4	4	120	107	13	15	105	120	44	53	21	120
	4%	4%	3%	3%	5%	4%	4%	4%	3%	4%	4%	5%	5%	3%	4%
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	113	93	10	7	4	113	101	12	22	92	113	33	42	38	113
	4%	4%	4%	5%	5%	4%	4%	3%	5%	4%	4%	4%	4%	6%	4%
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	195	165	13	11	7	195	159	36	22	173	195	60	82	48	195
	7%	7%	5%	8%	9%	7%	7%	10%	5%	7%	7%	6%	7%	7%	7%

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 53

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

C9. Which of these, if any, impact or limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3095	2150	314	320	311	3095	2657	438	461	2634	3095	957	1309	757	3095
Effective Weighted Sample	2183	1689	247	249	226	2183	1877	306	312	1879	2183	666	925	556	2183
Total	2800	2343	244	137	76	2800	2419	381	460	2340	2800	933	1136	654	2800
ANY ISSUES THAT IMPACT DAILY ACTIVITIES OR WORK DONE	1028 37%	864 37%	85 35%	48 35%	31 41%	1028 37%	899 37%	129 34%	192 42% b	837 36%	1028 37%	348 37%	435 38%	232 35%	1028 37%
Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	1524 54%	1280 55%	132 54%	74 54%	39 51%	1524 54%	1313 54%	211 55%	182 40%	1342 57% a	1524 54% a	477 51%	628 55%	383 59% a	1524 54%
Don't know	116 4%	95 4%	10 4%	8 6%	3 4%	116 4%	96 4%	19 5%	41 9% bc	74 3%	116 4%	61 7% bcd	30 3%	12 2%	116 4% bc
Prefer not to say	132 5%	104 4%	17 7%	7 5%	3 4%	132 5%	110 5%	22 6%	45 10% bc	87 4%	132 5%	47 5%	43 4%	27 4%	132 5%

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 53

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

C9. Which of these, if any, impact or limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

		FINANCIAL VULNERABILITY INDEX		
	Total	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3095	671	1264	630
Effective Weighted Sample	2183	464	893	456
Total	2800	615	1128	593
Your mental health? Anxiety, depression, or trauma-related conditions, for example	422 15%	143 23% bc	156 14% c	54 9%
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	265 9%	76 12% c	134 12% c	26 4%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	205 7%	73 12% bc	76 7% c	22 4%
Hearing? Poor hearing, partial hearing, or are deaf	182 6%	40 7%	84 7% c	26 4%
Breathing? Breathlessness or chest pains	169 6%	51 8% c	70 6% c	21 4%

Columns Tested: a,b,c

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 53

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

C9. Which of these, if any, impact or limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

		FINANCIAL VULNERABILITY INDEX		
	Total	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3095	671	1264	630
Effective Weighted Sample	2183	464	893	456
Total	2800	615	1128	593
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	149 5%	52 8% bc	54 5% c	13 2%
Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	120 4%	35 6% c	47 4%	15 3%
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	113 4%	46 7% bc	31 3%	11 2%
Other illnesses/ conditions which impact or limit your daily activities or the work you can do	195 7%	57 9% c	86 8% c	24 4%

Columns Tested: a,b,c

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 53

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

C9. Which of these, if any, impact or limit your daily activities or the work you can do? (MULTI CODE)

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3095	671	1264	630
Effective Weighted Sample	2183	464	893	456
Total	2800	615	1128	593
ANY ISSUES THAT IMPACT DAILY ACTIVITIES OR WORK DONE	1028	304	421	140
	37%	49%	37%	24%
		bc	c	
Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	1524	267	648	428
	54%	43%	57%	72%
			a	ab
Don't know	116	23	32	17
	4%	4%	3%	3%
Prefer not to say	132	21	27	8
	5%	3%	2%	1%
		c		

Columns Tested: a,b,c

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 54

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

C10. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3095	502	519	601	525	413	535	3095	1425	1625	777	890	564	826	1667	1390	3095
Effective Weighted Sample	2183	355	374	436	378	290	368	2183	1021	1132	579	638	409	567	1214	942	2183
Total	2800	429	500	500	514	429	429	2800	1347	1420	776	795	610	582	1571	1192	2800
WHITE - English/ Welsh/ Scottish/ Northern Irish/ British	2272	271	366	397	427	401	410	2272	1077	1172	625	628	495	498	1253	993	2272
	81%	63%	73%	79%	83%	94%	96%	81%	80%	83%	81%	79%	81%	86%	80%	83%	81%
			a	ab	ab	abcdg	abcdg	ab						abeg		be	
WHITE - Irish	23	5	4	4	5	2	3	23	14	9	4	7	5	6	11	11	23
	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
WHITE - Gypsy, Traveller or Irish Traveller	9	6	3	-	-	-	-	9	3	5	3	2	1	2	5	3	9
	*%	1%	1%	-%	-%	-%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
		cdfg															
WHITE - Any other white background	104	17	27	23	22	9	5	104	39	65	22	27	35	16	49	51	104
	4%	4%	5%	5%	4%	2%	1%	4%	3%	5%	3%	3%	6%	3%	3%	4%	4%
		f	ef	f	f			f		a			ade				
MIXED - White and Black Caribbean	20	6	8	1	2	2	1	20	13	6	7	5	5	3	12	9	20
	1%	1%	2%	*%	*%	*%	*%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%
		c	cf														
MIXED - White and Black African	19	5	11	1	1	1	-	19	10	7	10	3	3	3	13	6	19
	1%	1%	2%	*%	*%	*%	-%	1%	1%	1%	1%	*%	*%	1%	1%	1%	1%
		f	cdefg														
MIXED - White and Asian	27	9	6	10	2	*	-	27	20	7	15	4	6	1	20	7	27
	1%	2%	1%	2%	*%	*%	-%	1%	1%	1%	2%	1%	1%	*%	1%	1%	1%
		def	f	def					b		bdfg		d		d		d
MIXED - Any other mixed/ multiple ethnic background	16	8	4	2	1	1	1	16	5	10	5	2	4	3	8	7	16
	1%	2%	1%	*%	*%	*%	*%	1%	*%	1%	1%	*%	1%	1%	*%	1%	1%
		defg															

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

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

C10. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3095	502	519	601	525	413	535	3095	1425	1625	777	890	564	826	1667	1390	3095
Effective Weighted Sample	2183	355	374	436	378	290	368	2183	1021	1132	579	638	409	567	1214	942	2183
Total	2800	429	500	500	514	429	429	2800	1347	1420	776	795	610	582	1571	1192	2800
ASIAN AND BRITISH ASIAN - Indian	50	10	7	19	6	8	-	50	23	26	12	21	7	10	33	17	50
	2%	2%	1%	4%	1%	2%	-%	2%	2%	2%	2%	3%	1%	2%	2%	1%	2%
		f	f	bdfg	f	f		f									
ASIAN AND BRITISH ASIAN - Pakistani	55	20	17	8	10	-	-	55	25	30	21	10	10	14	32	23	55
	2%	5%	3%	2%	2%	-%	-%	2%	2%	2%	3%	1%	2%	2%	2%	2%	2%
		cdefg	ef	ef	ef			ef									
ASIAN AND BRITISH ASIAN - Bangladeshi	22	8	7	7	-	-	-	22	9	13	2	6	7	7	8	14	22
	1%	2%	1%	1%	-%	-%	-%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%
		def	def	def													
ASIAN AND BRITISH ASIAN - Chinese	16	3	3	4	3	-	3	16	7	9	4	7	1	4	11	5	16
	1%	1%	1%	1%	1%	-%	1%	1%	1%	1%	1%	1%	*%	1%	1%	*%	1%
ASIAN AND BRITISH ASIAN - Any other Asian background	21	7	3	5	4	-	3	21	13	8	6	9	5	1	15	6	21
	1%	2%	1%	1%	1%	-%	1%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%
		e															
BLACK AND BLACK BRITISH - Caribbean	29	11	4	2	8	2	1	29	22	7	11	8	7	3	19	10	29
	1%	3%	1%	*%	2%	1%	*%	1%	2%	*%	1%	1%	1%	*%	1%	1%	1%
		cefg							b								
BLACK AND BLACK BRITISH - African	42	21	11	6	4	-	1	42	27	15	13	23	6	1	35	7	42
	2%	5%	2%	1%	1%	-%	*%	2%	2%	1%	2%	3%	1%	*%	2%	1%	2%
		cdefg	ef					e			df	cdfg	d		df		df
BLACK AND BLACK BRITISH - Any other Black/ African/ Caribbean background	13	4	4	4	2	-	-	13	7	7	5	5	3	1	9	4	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

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

C10. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3095	502	519	601	525	413	535	3095	1425	1625	777	890	564	826	1667	1390	3095
Effective Weighted Sample	2183	355	374	436	378	290	368	2183	1021	1132	579	638	409	567	1214	942	2183
Total	2800	429	500	500	514	429	429	2800	1347	1420	776	795	610	582	1571	1192	2800
OTHER ETHNIC GROUP - Arab	16	7	4	2	3	-	1	16	9	6	2	10	3	*	12	4	16
	1%	2%	1%	*%	1%	-%	*%	1%	1%	*%	*%	1%	1%	*%	1%	*%	1%
		cefg										adf				d	
OTHER ETHNIC GROUP - Any other ethnic background	15	1	5	2	7	-	-	15	6	8	6	-	6	3	6	9	15
	1%	*%	1%	*%	1%	-%	-%	1%	*%	1%	1%	-%	1%	*%	*%	1%	1%
			f		ef						b		b			b	
Prefer not to say	30	9	7	4	5	3	2	30	18	9	1	18	1	6	18	7	30
	1%	2%	1%	1%	1%	1%	*%	1%	1%	1%	*%	2%	*%	1%	1%	1%	1%
		f										acfg		a	ac		a

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

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

C10. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3095	2150	314	320	311	3095	2657	438	461	2634	3095	957	1309	757	3095
Effective Weighted Sample	2183	1689	247	249	226	2183	1877	306	312	1879	2183	666	925	556	2183
Total	2800	2343	244	137	76	2800	2419	381	460	2340	2800	933	1136	654	2800
WHITE - English/ Welsh/ Scottish/ Northern Irish/ British	2272 81%	1878 80%	211 87% ade	125 91% ade	58 77%	2272 81%	1927 80%	345 90% a	329 71%	1944 83% a	2272 81% a	763 82%	925 81%	534 82%	2272 81%
WHITE - Irish	23 1%	7 *%	2 1%	* *%	13 17% abce	23 1% a	14 1%	9 2% a	5 1%	18 1%	23 1%	8 1%	9 1%	5 1%	23 1%
WHITE - Gypsy, Traveller or Irish Traveller	9 *%	9 *%	- -%	- -%	- -%	9 *%	9 *%	- -%	2 *%	7 *%	9 *%	8 1% b	- -%	* *%	9 *%
WHITE - Any other white background	104 4%	90 4%	10 4%	3 2%	1 1%	104 4%	96 4%	7 2%	28 6% b	76 3%	104 4%	25 3%	46 4%	29 4%	104 4%
MIXED - White and Black Caribbean	20 1%	19 1%	* *%	1 *%	- -%	20 1%	19 1%	1 *%	2 *%	18 1%	20 1%	6 1%	7 1%	7 1%	20 1%
MIXED - White and Black African	19 1%	16 1%	3 1%	* *%	- -%	19 1%	19 1%	- -%	10 2% bc	9 *%	19 1%	7 1%	7 1%	4 1%	19 1%
MIXED - White and Asian	27 1%	24 1%	- -%	1 1%	1 2% b	27 1%	25 1%	2 *%	10 2% b	17 1%	27 1%	10 1%	11 1%	5 1%	27 1%

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

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

C10. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3095	2150	314	320	311	3095	2657	438	461	2634	3095	957	1309	757	3095
Effective Weighted Sample	2183	1689	247	249	226	2183	1877	306	312	1879	2183	666	925	556	2183
Total	2800	2343	244	137	76	2800	2419	381	460	2340	2800	933	1136	654	2800
MIXED - Any other mixed/ multiple ethnic background	16	13	2	1	*	16	14	2	3	13	16	6	6	4	16
	1%	1%	1%	1%	*%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%
ASIAN AND BRITISH ASIAN - Indian	50	49	1	-	-	50	44	7	14	36	50	13	20	11	50
	2%	2% cd	1%	-%	-%	2% cd	2%	2%	3% b	2%	2%	1%	2%	2%	2%
ASIAN AND BRITISH ASIAN - Pakistani	55	54	1	-	-	55	54	1	10	45	55	18	25	12	55
	2%	2% cd	1%	-%	-%	2% cd	2% b	*%	2%	2%	2%	2%	2%	2%	2%
ASIAN AND BRITISH ASIAN - Bangladeshi	22	19	2	1	-	22	22	-	6	16	22	8	8	5	22
	1%	1%	1%	1%	-%	1%	1%	-%	1%	1%	1%	1%	1%	1%	1%
ASIAN AND BRITISH ASIAN - Chinese	16	15	*	-	*	16	16	-	2	14	16	3	6	4	16
	1%	1%	*%	-%	*%	1%	1%	-%	*%	1%	1%	*%	1%	1%	1%
ASIAN AND BRITISH ASIAN - Any other Asian background	21	17	3	*	1	21	16	5	3	18	21	4	7	8	21
	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%
BLACK AND BLACK BRITISH - Caribbean	29	29	-	-	*	29	29	-	2	28	29	4	19	7	29
	1%	1%	-%	-%	*%	1%	1%	-%	*%	1%	1%	*%	2% a	1%	1%
BLACK AND BLACK BRITISH - African	42	39	2	1	-	42	42	-	10	32	42	14	21	7	42
	2%	2%	1%	1%	-%	2%	2% b	-%	2%	1%	2%	1%	2%	1%	2%

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

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

C10. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3095	2150	314	320	311	3095	2657	438	461	2634	3095	957	1309	757	3095
Effective Weighted Sample	2183	1689	247	249	226	2183	1877	306	312	1879	2183	666	925	556	2183
Total	2800	2343	244	137	76	2800	2419	381	460	2340	2800	933	1136	654	2800
BLACK AND BLACK BRITISH - Any other Black/ African/ Caribbean background	13	13	-	*	-	13	13	-	-	13	13	8	6	-	13
	*%	1%	-%	*%	-%	*%	1%	-%	-%	1%	*%	1% c	*%	-%	*%
OTHER ETHNIC GROUP - Arab	16	15	-	1	-	16	13	3	9	7	16	9	6	1	16
	1%	1%	-%	1%	-%	1%	1%	1%	2% bc	*%	1%	1%	1%	*%	1%
OTHER ETHNIC GROUP - Any other ethnic background	15	15	-	-	-	15	15	-	4	11	15	7	2	6	15
	1%	1%	-%	-%	-%	1%	1%	-%	1%	*%	1%	1%	*%	1%	1%
Prefer not to say	30	22	6	1	1	30	29	*	13	17	30	11	3	6	30
	1%	1%	2% a	1%	1%	1%	1%	*%	3% bc	1%	1%	1% b	*%	1%	1% b

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

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

C10. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents

		FINANCIAL VULNERABILITY INDEX		
	Total	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3095	671	1264	630
Effective Weighted Sample	2183	464	893	456
Total	2800	615	1128	593
WHITE - English/ Welsh/ Scottish/ Northern Irish/ British	2272	481	963	512
	81%	78%	85%	86%
			a	a
WHITE - Irish	23	9	6	4
	1%	2%	1%	1%
WHITE - Gypsy, Traveller or Irish Traveller	9	1	2	-
	*%	*%	*%	-%
WHITE - Any other white background	104	20	43	21
	4%	3%	4%	4%
MIXED - White and Black Caribbean	20	3	8	5
	1%	*%	1%	1%
MIXED - White and Black African	19	3	12	1
	1%	*%	1%	*%
MIXED - White and Asian	27	13	6	4
	1%	2%	1%	1%
		b		
MIXED - Any other mixed/ multiple ethnic background	16	3	2	3
	1%	*%	*%	*%

Columns Tested: a,b,c

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 54

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

C10. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN-TIALLY	**LEAST**
Significance Level: 95%		a	b	c
Unweighted total	3095	671	1264	630
Effective Weighted Sample	2183	464	893	456
Total	2800	615	1128	593
ASIAN AND BRITISH ASIAN - Indian	50	11	14	7
	2%	2%	1%	1%
ASIAN AND BRITISH ASIAN - Pakistani	55	28	9	5
	2%	5%	1%	1%
		bc		
ASIAN AND BRITISH ASIAN - Bangladeshi	22	5	7	1
	1%	1%	1%	*%
ASIAN AND BRITISH ASIAN - Chinese	16	3	5	5
	1%	*%	*%	1%
ASIAN AND BRITISH ASIAN - Any other Asian background	21	3	6	4
	1%	1%	1%	1%
BLACK AND BLACK BRITISH - Caribbean	29	7	11	6
	1%	1%	1%	1%
BLACK AND BLACK BRITISH - African	42	10	14	6
	2%	2%	1%	1%
BLACK AND BLACK BRITISH - Any other Black/ African/ Caribbean background	13	4	5	*
	*%	1%	*%	*%

Columns Tested: a,b,c

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 54

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

C10. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3095	671	1264	630
Effective Weighted Sample	2183	464	893	456
Total	2800	615	1128	593
OTHER ETHNIC GROUP - Arab	16	5	7	1
	1%	1%	1%	*%
OTHER ETHNIC GROUP - Any other ethnic background	15	6	4	5
	1%	1%	*%	1%
Prefer not to say	30	-	1	2
	1%	-%	*%	*%

Columns Tested: a,b,c

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

C11. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3095	502	519	601	525	413	535	3095	1425	1625	777	890	564	826	1667	1390	3095
Effective Weighted Sample	2183	355	374	436	378	290	368	2183	1021	1132	579	638	409	567	1214	942	2183
Total	2800	429	500	500	514	429	429	2800	1347	1420	776	795	610	582	1571	1192	2800
Universal Credit (and household has other earnings)	284	49	88	78	44	21	5	284	112	169	66	49	73	94	115	167	284
	10%	11%	18%	16%	9%	5%	1%	10%	8%	12%	9%	6%	12%	16%	7%	14%	10%
		ef	adefg	defg	f	f		ef		a			be	abeg		abeg	be
Personal Independence Payment (PIP)	206	31	13	35	42	50	34	206	97	108	54	45	27	76	99	103	206
	7%	7%	3%	7%	8%	12%	8%	7%	7%	8%	7%	6%	4%	13%	6%	9%	7%
		b		b	b	bcg	b	b						abcefg		bce	c
Employment and Support Allowance (ESA)	171	25	44	32	32	34	5	171	111	57	54	28	38	50	82	88	171
	6%	6%	9%	6%	6%	8%	1%	6%	8%	4%	7%	3%	6%	9%	5%	7%	6%
		f	f	f	f	f		f	b		b		b	beg		be	b
Universal Credit (and household has no other earnings)	169	32	46	41	28	20	1	169	69	99	30	24	26	86	54	112	169
	6%	8%	9%	8%	6%	5%	*%	6%	5%	7%	4%	3%	4%	15%	3%	9%	6%
		f	efg	f	f	f		f						abcefg		abceg	abe
Carer's allowance	124	15	21	29	16	30	13	124	50	71	37	17	25	44	54	69	124
	4%	4%	4%	6%	3%	7%	3%	4%	4%	5%	5%	2%	4%	7%	3%	6%	4%
						df					b			bceg		be	b
Income Support	106	32	38	24	7	2	3	106	68	38	49	11	20	21	61	41	106
	4%	7%	8%	5%	1%	*%	1%	4%	5%	3%	6%	1%	3%	4%	4%	3%	4%
		defg	defg	def				def	b		bcdefg		b	b	b	b	b
Pensions Credit (Guaranteed Credit)	89	11	26	21	2	3	26	89	55	32	34	18	17	21	51	38	89
	3%	3%	5%	4%	*%	1%	6%	3%	4%	2%	4%	2%	3%	4%	3%	3%	3%
		d	de	de			adeg	de	b		b						
Income-based Jobseeker's Allowance	70	14	21	19	8	6	2	70	48	21	24	16	23	8	40	30	70
	2%	3%	4%	4%	2%	1%	*%	2%	4%	1%	3%	2%	4%	1%	3%	3%	2%
		f	def	def				f	b		d		d				

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

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

C11. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3095	502	519	601	525	413	535	3095	1425	1625	777	890	564	826	1667	1390	3095
Effective Weighted Sample	2183	355	374	436	378	290	368	2183	1021	1132	579	638	409	567	1214	942	2183
Total	2800	429	500	500	514	429	429	2800	1347	1420	776	795	610	582	1571	1192	2800
Pensions Credit (no Guaranteed Credit)	56	11	27	11	1	-	7	56	34	20	27	6	16	8	32	24	56
	2%	2%	5%	2%	*%	-%	2%	2%	3%	1%	3%	1%	3%	1%	2%	2%	2%
		de	acdefg	de			e	de			bdg		b		b	b	b
SPONTANEOUS RESPONSES																	
Disabilty living allowance	18	-	1	4	2	4	6	18	3	15	2	5	4	7	7	11	18
	1%	-%	*%	1%	*%	1%	2%	1%	*%	1%	*%	1%	1%	1%	*%	1%	1%
							a			a				a			
Working Tax Credit	7	-	3	-	2	1	1	7	1	6	1	1	1	4	2	5	7
	*%	-%	1%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	1%	*%	*%	*%
														e			
(Child) tax credits	6	-	1	1	3	-	-	6	*	6	2	2	2	-	4	2	6
	*%	-%	*%	*%	1%	-%	-%	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%
Child benefit	4	-	1	1	2	-	-	4	-	4	2	*	2	-	2	2	4
	*%	-%	*%	*%	*%	-%	-%	*%	-%	*%	*%	*%	*%	-%	*%	*%	*%
Attendance Allowance	3	-	-	-	-	*	3	3	2	1	2	*	-	1	2	1	3
	*%	-%	-%	-%	-%	*%	1%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%
							g										
Other type of benefit	15	1	1	1	3	1	7	15	5	9	2	6	3	5	7	8	15
	1%	*%	*%	*%	1%	*%	2%	1%	*%	1%	*%	1%	*%	1%	*%	1%	1%
							cg										
RECEIVES ANY OF THESE BENEFITS	894	170	213	175	135	117	85	894	402	484	209	178	196	301	387	497	894
	32%	40%	43%	35%	26%	27%	20%	32%	30%	34%	27%	22%	32%	52%	25%	42%	32%
		defg	cdefg	def	f	f		df		a			be	abcefg		abceg	abe
None of these - Do not receive any of these benefits	1634	154	236	286	346	284	329	1634	804	816	518	538	352	223	1056	575	1634
	58%	36%	47%	57%	67%	66%	77%	58%	60%	57%	67%	68%	58%	38%	67%	48%	58%
			a	ab	abcg	abcg	abcdeg	ab			cdfg	cdfg	df		cdfg	d	df

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 55

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

C11. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)

Base : All respondents

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3095	502	519	601	525	413	535	3095	1425	1625	777	890	564	826	1667	1390	3095
Effective Weighted Sample	2183	355	374	436	378	290	368	2183	1021	1132	579	638	409	567	1214	942	2183
Total	2800	429	500	500	514	429	429	2800	1347	1420	776	795	610	582	1571	1192	2800
Don't know	104	64	13	15	9	2	2	104	58	39	19	28	28	19	48	47	104
	4%	15%	3%	3%	2%	*%	*%	4%	4%	3%	2%	4%	5%	3%	3%	4%	4%
		bcdefg	ef	ef				ef	b								
Prefer not to say	168	41	38	24	25	26	13	168	84	81	30	51	33	40	81	73	168
	6%	10%	8%	5%	5%	6%	3%	6%	6%	6%	4%	6%	5%	7%	5%	6%	6%
		cdfg	f					f						a			

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

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

C11. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3095	2150	314	320	311	3095	2657	438	461	2634	3095	957	1309	757	3095
Effective Weighted Sample	2183	1689	247	249	226	2183	1877	306	312	1879	2183	666	925	556	2183
Total	2800	2343	244	137	76	2800	2419	381	460	2340	2800	933	1136	654	2800
Universal Credit (and household has other earnings)	284 10%	240 10%	23 10%	15 11%	6 8%	284 10%	258 11% b	26 7%	65 14% bc	220 9%	284 10%	83 9%	99 9%	96 15% abd	284 10%
Personal Independence Payment (PIP)	206 7%	167 7%	16 7%	12 9%	10 13% abe	206 7%	171 7%	34 9%	31 7%	174 7%	206 7%	55 6%	95 8%	54 8%	206 7%
Employment and Support Allowance (ESA)	171 6%	140 6%	13 6%	10 7%	7 9%	171 6%	159 7% b	12 3%	40 9% b	131 6%	171 6%	60 6%	63 6%	46 7%	171 6%
Universal Credit (and household has no other earnings)	169 6%	133 6%	22 9% ad	12 9% d	3 4%	169 6%	154 6%	15 4%	43 9% bc	126 5%	169 6%	50 5%	83 7%	34 5%	169 6%
Carer's allowance	124 4%	96 4%	15 6%	8 6%	5 6%	124 4%	103 4%	20 5%	18 4%	105 5%	124 4%	33 4%	56 5%	33 5%	124 4%
Income Support	106 4%	89 4%	11 4%	3 2%	4 6% c	106 4%	101 4% b	5 1%	25 6%	81 3%	106 4%	31 3%	44 4%	30 5%	106 4%
Pensions Credit (Guaranteed Credit)	89 3%	76 3%	8 3%	3 2%	2 3%	89 3%	82 3%	7 2%	17 4%	72 3%	89 3%	32 3%	35 3%	21 3%	89 3%
Income-based Jobseeker's Allowance	70 2%	61 3% d	7 3% d	2 1%	- -%	70 2% d	63 3%	7 2%	17 4%	53 2%	70 2%	20 2%	33 3%	17 3%	70 2%

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 55

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

C11. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3095	2150	314	320	311	3095	2657	438	461	2634	3095	957	1309	757	3095
Effective Weighted Sample	2183	1689	247	249	226	2183	1877	306	312	1879	2183	666	925	556	2183
Total	2800	2343	244	137	76	2800	2419	381	460	2340	2800	933	1136	654	2800
Pensions Credit (no Guaranteed Credit)	56	48	5	2	1	56	53	3	11	45	56	22	16	18	56
	2%	2%	2%	1%	2%	2%	2%	1%	2%	2%	2%	2%	1%	3%	2%
SPONTANEOUS RESPONSES															
Disabilty living allowance	18	17	-	-	1	18	14	4	2	16	18	4	12	3	18
	1%	1%	-%	-%	1%	1%	1%	1%	*%	1%	1%	*%	1%	*%	1%
Working Tax Credit	7	6	1	-	*	7	5	2	2	5	7	-	2	4	7
	*%	*%	*%	-%	1%	*%	*%	*%	*%	*%	*%	-%	*%	1% a	*%
(Child) tax credits	6	5	-	1	-	6	6	-	-	6	6	-	*	6	6
	*%	*%	-%	1%	-%	*%	*%	-%	-%	*%	*%	-%	*%	1% abd	*%
Child benefit	4	4	-	-	*	4	4	-	-	4	4	-	1	3	4
	*%	*%	-%	-%	*%	*%	*%	-%	-%	*%	*%	-%	*%	*%	*%
Attendance Allowance	3	1	-	1	*	3	3	*	-	3	3	*	3	-	3
	*%	*%	-%	1% ae	*%	*%	*%	*%	-%	*%	*%	*%	*%	-%	*%
Other type of benefit	15	13	1	1	*	15	14	2	2	13	15	6	6	3	15
	1%	1%	*%	1%	*%	1%	1%	*%	*%	1%	1%	1%	1%	*%	1%
RECEIVES ANY OF THESE BENEFITS	894	742	75	48	29	894	799	94	205	689	894	309	368	202	894
	32%	32%	31%	35%	38%	32%	33% b	25%	45% bc	29%	32%	33%	32%	31%	32%
None of these - Do not receive any of these benefits	1634	1382	138	76	39	1634	1378	256	180	1454	1634	528	665	406	1634
	58%	59% d	57%	55%	51%	58%	57%	67% d	39%	62% ac	58% a	57%	59%	62%	58%

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

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

C11. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3095	2150	314	320	311	3095	2657	438	461	2634	3095	957	1309	757	3095
Effective Weighted Sample	2183	1689	247	249	226	2183	1877	306	312	1879	2183	666	925	556	2183
Total	2800	2343	244	137	76	2800	2419	381	460	2340	2800	933	1136	654	2800
Don't know	104	88	6	6	4	104	93	11	22	83	104	36	40	18	104
	4%	4%	3%	4%	5%	4%	4%	3%	5%	4%	4%	4%	4%	3%	4%
Prefer not to say	168	131	24	8	5	168	148	21	53	115	168	60	63	28	168
	6%	6%	10%	6%	7%	6%	6%	5%	12%	5%	6%	6%	6%	4%	6%
			ae						bc						

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 55

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

C11. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)

Base : All respondents

	Total	MOST	POTEN-TIALLY	LEAST
		FINANCIAL VULNERABILITY INDEX		
Significance Level: 95%		a	b	c
Unweighted total	3095	671	1264	630
Effective Weighted Sample	2183	464	893	456
Total	2800	615	1128	593
Universal Credit (and household has other earnings)	284 10%	113 18% bc	126 11% c	17 3%
Personal Independence Payment (PIP)	206 7%	55 9%	100 9% c	34 6%
Employment and Support Allowance (ESA)	171 6%	64 10% bc	74 7% c	18 3%
Universal Credit (and household has no other earnings)	169 6%	72 12% bc	63 6% c	11 2%
Carer's allowance	124 4%	42 7% c	50 4% c	13 2%
Income Support	106 4%	50 8% bc	31 3%	16 3%
Pensions Credit (Guaranteed Credit)	89 3%	23 4%	44 4% c	10 2%
Income-based Jobseeker's Allowance	70 2%	37 6% bc	20 2%	8 1%

Columns Tested: a,b,c

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 55

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

C11. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3095	671	1264	630
Effective Weighted Sample	2183	464	893	456
Total	2800	615	1128	593
Pensions Credit (no Guaranteed Credit)	56	17	26	10
	2%	3%	2%	2%
SPONTANEOUS RESPONSES				
Disabilty living allowance	18	8	10	1
	1%	1%	1%	*%
		c		
Working Tax Credit	7	2	5	-
	*%	*%	*%	-%
(Child) tax credits	6	4	2	-
	*%	1%	*%	-%
Child benefit	4	4	-	-
	*%	1%	-%	-%
		b		
Attendance Allowance	3	-	3	*
	*%	-%	*%	*%
Other type of benefit	15	5	5	3
	1%	1%	*%	*%
RECEIVES ANY OF THESE BENEFITS	894	350	371	75
	32%	57%	33%	13%
		bc	c	
None of these - Do not receive any of these benefits	1634	222	707	500
	58%	36%	63%	84%
			a	ab

Columns Tested: a,b,c

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 55

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

C11. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)

Base : All respondents

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN-TIALLY	**LEAST**
Significance Level: 95%		a	b	c
Unweighted total	3095	671	1264	630
Effective Weighted Sample	2183	464	893	456
Total	2800	615	1128	593
Don't know	104	23	28	8
	4%	4%	2%	1%
		c		
Prefer not to say	168	20	22	11
	6%	3%	2%	2%

Columns Tested: a,b,c

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

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

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	3095	502	519	601	525	413	535	3095	1425	1625	777	890	564	826	1667	1390	3095
Effective Weighted Sample	2183	355	374	436	378	290	368	2183	1021	1132	579	638	409	567	1214	942	2183
Total	2800	429	500	500	514	429	429	2800	1347	1420	776	795	610	582	1571	1192	2800
Up to £199 per week / Up to £10,399 per year	273	60	44	41	47	45	37	273	115	157	39	54	33	143	92	176	273
	10%	14%	9%	8%	9%	10%	9%	10%	9%	11%	5%	7%	5%	25%	6%	15%	10%
		bcdfg												abcefg		abceg	abce
From £200 to £299 per week / From £10,400 to £15,599 per year	304	55	72	33	41	47	54	304	126	171	47	67	81	105	114	185	304
	11%	13%	14%	7%	8%	11%	13%	11%	9%	12%	6%	8%	13%	18%	7%	16%	11%
		cd	cdg			c	cd	c		a			abe	abceg		abeg	ae
From £300 to £499 per week / From £15,600 to £25,999 per year	518	64	106	105	86	77	80	518	230	282	81	149	154	133	229	287	518
	19%	15%	21%	21%	17%	18%	19%	19%	17%	20%	10%	19%	25%	23%	15%	24%	19%
			a	a								ae	abeg	aeg	a	abeg	ae
From £500 to £699 per week / From £26,000 to £36,399 per year	467	41	87	97	94	66	83	467	247	216	124	151	141	53	274	193	467
	17%	10%	17%	19%	18%	15%	19%	17%	18%	15%	16%	19%	23%	9%	17%	16%	17%
			a	a	a	a	a	a			d	d	adefg		d	d	d
From £700 to £999 per week / From £36,400 to £51,999 per year	443	42	68	89	98	68	78	443	255	186	179	150	83	31	329	114	443
	16%	10%	14%	18%	19%	16%	18%	16%	19%	13%	23%	19%	14%	5%	21%	10%	16%
				a	ab	a	a	a	b		cdfg	cdf	df		cdfg	d	df
£1,000 and above per week / £52,000 and above per year	383	33	60	80	92	76	42	383	208	175	217	110	46	9	327	55	383
	14%	8%	12%	16%	18%	18%	10%	14%	15%	12%	28%	14%	8%	2%	21%	5%	14%
				af	abfg	abf		af	b		bcdefg	cdf	df		bcdfg	d	cdf
Don't know/ Prefer not to say	411	133	63	55	56	50	54	411	166	233	91	115	73	108	206	182	411
	15%	31%	13%	11%	11%	12%	13%	15%	12%	16%	12%	14%	12%	19%	13%	15%	15%
		bcdefg							c	a				aceg			

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

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

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

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3095	2150	314	320	311	3095	2657	438	461	2634	3095	957	1309	757	3095
Effective Weighted Sample	2183	1689	247	249	226	2183	1877	306	312	1879	2183	666	925	556	2183
Total	2800	2343	244	137	76	2800	2419	381	460	2340	2800	933	1136	654	2800
Up to £199 per week / Up to £10,399 per year	273 / 10%	234 / 10%	24 / 10%	10 / 7%	6 / 7%	273 / 10%	242 / 10%	31 / 8%	67 / 15% bc	206 / 9%	273 / 10%	111 / 12% c	108 / 9%	44 / 7%	273 / 10% c
From £200 to £299 per week / From £10,400 to £15,599 per year	304 / 11%	243 / 10%	29 / 12%	23 / 17% ae	9 / 12%	304 / 11%	261 / 11%	43 / 11%	63 / 14%	240 / 10%	304 / 11%	126 / 14% c	132 / 12% c	40 / 6%	304 / 11% c
From £300 to £499 per week / From £15,600 to £25,999 per year	518 / 19%	436 / 19%	36 / 15%	30 / 22% b	17 / 22% b	518 / 19%	446 / 18%	73 / 19%	95 / 21%	424 / 18%	518 / 19%	192 / 21%	201 / 18%	121 / 19%	518 / 19%
From £500 to £699 per week / From £26,000 to £36,399 per year	467 / 17%	391 / 17%	44 / 18%	22 / 16%	11 / 14%	467 / 17%	411 / 17%	57 / 15%	59 / 13%	409 / 17% a	467 / 17%	151 / 16%	198 / 17%	110 / 17%	467 / 17%
From £700 to £999 per week / From £36,400 to £51,999 per year	443 / 16%	374 / 16%	36 / 15%	17 / 12%	16 / 22% ace	443 / 16%	381 / 16%	63 / 16%	31 / 7%	412 / 18% a	443 / 16% a	116 / 12%	190 / 17% a	132 / 20% ad	443 / 16% a
£1,000 and above per week / £52,000 and above per year	383 / 14% c	336 / 14%	27 / 11%	13 / 9%	8 / 10%	383 / 14%	323 / 13%	60 / 16%	35 / 8%	348 / 15% a	383 / 14% a	75 / 8%	163 / 14% a	139 / 21% abd	383 / 14% a

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 56

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

C12. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)

Base : All respondents

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	3095	2150	314	320	311	3095	2657	438	461	2634	3095	957	1309	757	3095
Effective Weighted Sample	2183	1689	247	249	226	2183	1877	306	312	1879	2183	666	925	556	2183
Total	2800	2343	244	137	76	2800	2419	381	460	2340	2800	933	1136	654	2800
Don't know/ Prefer not to say	411	330	48	23	10	411	356	55	110	301	411	162	144	67	411
	15%	14%	20%	17%	13%	15%	15%	14%	24%	13%	15%	17%	13%	10%	15%
			ade						bc			bc			c

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 56

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

C12. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)

Base : All respondents

		FINANCIAL VULNERABILITY INDEX		
	Total	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	c
Unweighted total	3095	671	1264	630
Effective Weighted Sample	2183	464	893	456
Total	2800	615	1128	593
Up to £199 per week / Up to £10,399 per year	273 10%	266 43% bc	- -%	- -%
From £200 to £299 per week / From £10,400 to £15,599 per year	304 11%	128 21% bc	164 15% c	- -%
From £300 to £499 per week / From £15,600 to £25,999 per year	518 19%	137 22% c	370 33% ac	- -%
From £500 to £699 per week / From £26,000 to £36,399 per year	467 17%	63 10%	341 30% ac	56 9%
From £700 to £999 per week / From £36,400 to £51,999 per year	443 16%	21 3%	253 22% a	162 27% ab
£1,000 and above per week / £52,000 and above per year	383 14%	- -%	- -%	376 63% ab

Columns Tested: a,b,c

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

C12. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)

Base : All respondents

		FINANCIAL VULNERABILITY INDEX		
	Total	**MOST**	POTEN- **TIALLY**	**LEAST**
Significance Level: 95%		a	b	c
Unweighted total	3095	671	1264	630
Effective Weighted Sample	2183	464	893	456
Total	2800	615	1128	593
Don't know/ Prefer not to say	411	-	-	-
	15%	-%	-%	-%

Columns Tested: a,b,c

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 57

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

FINANCIAL VULNERABILITY

Base : Those where it is possible to calculate the Financial Vulnerability Index

	Total	AGE							GENDER		SEG						
		16-24	25-34	35-44	45-54	55-64	65+	ALL UK	MAN	WOMAN	AB	C1	C2	DE	ABC1	C2DE	ALL UK
Significance Level: 95%		a	b	c	d	e	f	g	a	b	a	b	c	d	e	f	g
Unweighted total	2565	314	434	525	448	369	475	2565	1217	1322	661	742	485	668	1403	1153	2565
Effective Weighted Sample	1811	222	312	383	325	257	328	1811	872	922	493	530	353	463	1021	784	1811
Total	2336	277	424	441	447	374	373	2336	1156	1160	669	663	529	465	1331	994	2336
Most Financially Vulnerable	615	145	130	128	95	72	45	615	266	341	104	128	156	218	232	374	615
	26%	52%	31%	29%	21%	19%	12%	26%	23%	29%	16%	19%	30%	47%	17%	38%	26%
		bcdefg	def	def	f	f		def		a			abe	abcefg		abceg	abe
Potentially Financially Vulnerable	1128	95	208	210	218	182	215	1128	563	554	275	343	289	219	618	508	1128
	48%	34%	49%	48%	49%	49%	58%	48%	49%	48%	41%	52%	55%	47%	46%	51%	48%
			a	a	a	a	abcdeg	a				ae	adeg			ae	a
Least Financially Vulnerable	593	37	85	103	135	120	113	593	327	266	290	191	83	28	481	111	593
	25%	13%	20%	23%	30%	32%	30%	25%	28%	23%	43%	29%	16%	6%	36%	11%	25%
			a	a	abc	abcg	abc	ab	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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 57

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

FINANCIAL VULNERABILITY

Base : Those where it is possible to calculate the Financial Vulnerability Index

	Total	NATION					LOCATION		ONLY GOES ONLINE ON A SMARTPHONE			BREADTH OF USE OF THE INTERNET			
		ENGLAND	SCOT-LAND	WALES	N IRELAND	ALL UK	URBAN	RURAL	YES	NO	ALL	NARROW (1-4)	MEDIUM (5-8)	BROAD (9-13)	ALL
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c	a	b	c	d
Unweighted total	2565	1799	251	253	262	2565	2199	366	333	2232	2565	748	1127	658	2565
Effective Weighted Sample	1811	1416	198	193	190	1811	1556	255	228	1589	1811	518	797	486	1811
Total	2336	1973	189	110	64	2336	2014	322	335	2001	2336	737	981	581	2336
Most Financially Vulnerable	615 26%	513 26%	56 30%	27 24%	18 29%	615 26%	550 27% b	65 20%	140 42% bc	475 24%	615 26%	224 30% bc	247 25%	130 22%	615 26%
Potentially Financially Vulnerable	1128 48%	954 48%	80 42%	62 56% abe	32 51%	1128 48%	965 48%	163 51%	145 43%	983 49%	1128 48%	375 51%	477 49%	261 45%	1128 48%
Least Financially Vulnerable	593 25%	506 26%	53 28%	21 20%	13 21%	593 25%	499 25%	94 29%	50 15%	543 27% a	593 25% a	138 19%	257 26% a	190 33% abd	593 25% a

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

OFCOM ADULT ONLINE KNOWLEDGE AND UNDERSTANDING SURVEY 2021 - 4TH NOVEMBER - 7TH DECEMBER 2021.

Table 57

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

FINANCIAL VULNERABILITY

Base : Those where it is possible to calculate the Financial Vulnerability Index

	Total	FINANCIAL VULNERABILITY INDEX		
		MOST	POTEN-TIALLY	**LEAST**
Significance Level: 95%		a	b	c
Unweighted total	2565	671	1264	630
Effective Weighted Sample	1811	464	893	456
Total	2336	615	1128	593
Most Financially Vulnerable	615	615	-	-
	26%	100%	-%	-%
		bc		
Potentially Financially Vulnerable	1128	-	1128	-
	48%	-%	100%	-%
			ac	
Least Financially Vulnerable	593	-	-	593
	25%	-%	-%	100%
				ab

Columns Tested: a,b,c