PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 - JULY-AUGUST 2021.

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 - JULY-AUGUST 2021.

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

WAVE OF INTERVIEWING

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c
Unweighted total	3309	575	721	816	800	395	1660	1647	490	1546	1174
Effective Weighted Sample	2391	332	504	620	600	340	1187	1204	284	1114	920
Total	3307	441	661	882	882	441	1654	1654	372	1521	1311
Wave 1	3307	441	661	882	882	441	1654	1654	372	1521	1311
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

WAVE OF INTERVIEWING

Base : All parents of children aged 3-17

		CHILD'S AGE AND GENDER										NATION			
Significance Level: 95%	Total	MALE 3-4 a	FEMALE 3-4 b	MALE 5-7 c	FEMALE 5-7 d	MALE 8-11 e	FEMALE 8-11 f	MALE 12-15 g	FEMALE 12-15 h	MALE 16-17 i	FEMALE 16-17 j	ENGLAND a	SCOTLAND b	WALES c	N IRELAND d
Unweighted total	3309	304	271	361	360	407	409	398	402	190	205	2011	474	439	383
Effective Weighted Sample	2391	171	161	250	254	308	312	296	304	165	176	1743	423	348	317
Total	3307	220	220	331	331	441	441	441	441	220	220	2718	294	164	131
Wave 1	3307 100%	220 100%	220 100%	331 100%	331 100%	441 100%	441 100%	441 100%	441 100%	220 100%	220 100%	2718 100%	294 100%	164 100%	131 100%

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 - JULY-AUGUST 2021.

Table 1

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

WAVE OF INTERVIEWING

Base : All parents of children aged 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	3309	2871	436	919	842	711	822	1761	1533	598	2554	1002	1399	544
Effective Weighted Sample	2391	2095	297	652	606	521	606	1256	1126	436	1846	710	1030	390
Total	3307	2877	430	926	811	694	860	1737	1554	585	2553	989	1410	528
Wave 1	3307	2877	430	926	811	694	860	1737	1554	585	2553	989	1410	528
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QD1/ QD2. NATION/ REGION

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c
Unweighted total	3309	575	721	816	800	395	1660	1647	490	1546	1174
Effective Weighted Sample	2391	332	504	620	600	340	1187	1204	284	1114	920
Total	3307	441	661	882	882	441	1654	1654	372	1521	1311
North East	121	17	27	32	31	14	60	61	15	57	47
	4%	4%	4%	4%	4%	3%	4%	4%	4%	4%	4%
Yorkshire and Humberside	265	29	66	92	62	16	135	130	28	146	85
	8%	7%	10%	10%	7%	4%	8%	8%	7%	10%	6%
			e	ade	e					c	
North West	353	46	77	98	90	43	164	189	35	173	138
	11%	10%	12%	11%	10%	10%	10%	11%	9%	11%	11%
West Midlands	294	33	60	81	82	38	142	152	30	134	117
	9%	8%	9%	9%	9%	9%	9%	9%	8%	9%	9%
East Midlands	229	33	45	71	45	35	111	118	31	113	78
	7%	8%	7%	8%	5%	8%	7%	7%	8%	7%	6%
				d							
East of England	304	41	54	84	87	38	169	135	37	138	118
	9%	9%	8%	9%	10%	9%	10%	8%	10%	9%	9%
South West	252	45	41	54	62	50	132	120	38	91	111
	8%	10%	6%	6%	7%	11%	8%	7%	10%	6%	8%
		bc				bcd			b		b
South East	448	65	93	111	117	62	228	220	49	208	177
	14%	15%	14%	13%	13%	14%	14%	13%	13%	14%	14%
London	451	53	69	112	153	65	220	232	33	182	223
	14%	12%	10%	13%	17%	15%	13%	14%	9%	12%	17%
					abc						ab
SUMMARY											
England	2718	362	533	735	728	360	1360	1358	296	1243	1094
	82%	82%	81%	83%	83%	82%	82%	82%	80%	82%	83%
Wales	164	22	37	38	42	24	82	81	16	79	61
	5%	5%	6%	4%	5%	5%	5%	5%	4%	5%	5%

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QD1/ QD2. NATION/ REGION

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c
Unweighted total	3309	575	721	816	800	395	1660	1647	490	1546	1174
Effective Weighted Sample	2391	332	504	620	600	340	1187	1204	284	1114	920
Total	3307	441	661	882	882	441	1654	1654	372	1521	1311
Scotland	294	38	61	75	78	41	143	151	45	139	107
	9%	9%	9%	9%	9%	9%	9%	9%	12%	9%	8%
									c		
Northern Ireland	131	19	30	33	34	16	68	63	15	61	50
	4%	4%	5%	4%	4%	4%	4%	4%	4%	4%	4%

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QD1/ QD2. NATION/ REGION

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	3309	304	271	361	360	407	409	398	402	190	205	2011	474	439	383
Effective Weighted Sample	2391	171	161	250	254	308	312	296	304	165	176	1743	423	348	317
Total	3307	220	220	331	331	441	441	441	441	220	220	2718	294	164	131
North East	121 4%	6 3%	11 5%	14 4%	14 4%	19 4%	13 3%	14 3%	17 4%	7 3%	7 3%	121 4% bcd	- -%	- -%	- -%
Yorkshire and Humberside	265 8%	11 5%	18 8%	40 12% ahij	26 8%	45 10% aij	47 11% aij	32 7%	30 7%	7 3%	9 4%	265 10% bcd	- -%	- -%	- -%
North West	353 11%	17 8%	29 13%	41 12%	36 11%	42 9%	56 13%	43 10%	47 11%	22 10%	21 10%	353 13% bcd	- -%	- -%	- -%
West Midlands	294 9%	15 7%	18 8%	28 9%	32 10%	41 9%	40 9%	34 8%	48 11%	24 11%	14 6%	294 11% bcd	- -%	- -%	- -%
East Midlands	229 7%	13 6%	20 9% h	18 5%	28 8% h	29 7%	42 10% h	26 6%	19 4%	24 11% cghj	10 5%	229 8% bcd	- -%	- -%	- -%
East of England	304 9%	20 9%	21 10%	30 9%	24 7%	40 9%	44 10% h	62 14% dhi	24 6%	16 7%	22 10%	304 11% bcd	- -%	- -%	- -%
South West	252 8%	28 13% cdefh	17 8%	19 6%	23 7%	30 7%	24 6%	33 7%	29 7%	23 10%	27 12% cdefh	252 9% bcd	- -%	- -%	- -%
South East	448 14%	37 17%	28 13%	46 14%	48 14%	58 13%	53 12%	58 13%	59 13%	30 14%	32 14%	448 16% bcd	- -%	- -%	- -%
London	451 14%	31 14%	22 10%	32 10%	37 11%	63 14%	49 11%	63 14%	90 20% bcdef	31 14%	34 15%	451 17% bcd	- -%	- -%	- -%

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QD1/ QD2. NATION/ REGION

Base : All parents of children aged 3-17

	Total				CHILD'S AGE AND GENDER								NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17		ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j		a	b	c	d
Unweighted total	3309	304	271	361	360	407	409	398	402	190	205		2011	474	439	383
Effective Weighted Sample	2391	171	161	250	254	308	312	296	304	165	176		1743	423	348	317
Total	3307	220	220	331	331	441	441	441	441	220	220		2718	294	164	131
SUMMARY																
England	2718	178	184	267	266	366	369	366	362	183	176		2718	-	-	-
	82%	81%	83%	81%	81%	83%	84%	83%	82%	83%	80%		100% bcd	-%	-%	-%
Wales	164	12	10	19	18	20	18	20	22	11	13		-	-	164	-
	5%	5%	5%	6%	6%	5%	4%	5%	5%	5%	6%		-%	-%	100% abd	-%
Scotland	294	19	19	30	31	38	37	37	42	19	22		-	294	-	-
	9%	9%	9%	9%	9%	9%	8%	8%	9%	9%	10%		-%	100% acd	-%	-%
Northern Ireland	131	12	7	15	15	17	16	18	15	7	9		-	-	-	131
	4%	5%	3%	4%	5%	4%	4%	4%	4%	3%	4%		-%	-%	-%	100% abc

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QD1/ QD2. NATION/ REGION

Base : All parents of children aged 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	3309	2871	436	919	842	711	822	1761	1533	598	2554	1002	1399	544
Effective Weighted Sample	2391	2095	297	652	606	521	606	1256	1126	436	1846	710	1030	390
Total	3307	2877	430	926	811	694	860	1737	1554	585	2553	989	1410	528
North East	121	110	11	21	33	28	39	54	67	21	89	36	59	11
	4%	4%	3%	2%	4%	4%	5% a	3%	4% a	4%	4%	4%	4%	2%
Yorkshire and Humberside	265	226	39	72	62	56	75	134	131	43	211	74	133	32
	8%	8%	9%	8%	8%	8%	9%	8%	8%	7%	8%	7%	9% c	6%
North West	353	312	41	102	85	65	100	187	165	54	283	98	167	46
	11%	11%	10%	11%	11%	9%	12%	11%	11%	9%	11%	10%	12%	9%
West Midlands	294	276	18	70	70	70	81	140	151	61	217	88	129	35
	9%	10% b	4%	8%	9%	10%	9%	8%	10%	10%	8%	9%	9%	7%
East Midlands	229	184	45	44	69	55	61	113	116	44	178	91	87	21
	7%	6%	11% a	5%	9% a	8% a	7%	7%	7% a	8%	7%	9% bc	6%	4%
East of England	304	240	64	74	80	72	76	154	147	46	244	99	139	33
	9%	8%	15% a	8%	10%	10%	9%	9%	9%	8%	10%	10% c	10% c	6%
South West	252	207	45	46	74	65	65	120	130	44	193	80	114	40
	8%	7%	10% a	5%	9% a	9% a	8%	7%	8% a	8%	8%	8%	8%	8%
South East	448	396	52	119	107	90	131	226	222	89	347	131	187	91
	14%	14%	12%	13%	13%	13%	15%	13%	14%	15%	14%	13%	13%	17%
London	451	449	2	221	76	69	79	297	148	69	342	122	151	112
	14%	16% b	1%	24% bcdef	9%	10%	9%	17% bcdf	10%	12%	13%	12%	11%	21% ab

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QD1/ QD2. NATION/ REGION

Base : All parents of children aged 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	3309	2871	436	919	842	711	822	1761	1533	598	2554	1002	1399	544
Effective Weighted Sample	2391	2095	297	652	606	521	606	1256	1126	436	1846	710	1030	390
Total	3307	2877	430	926	811	694	860	1737	1554	585	2553	989	1410	528
SUMMARY														
England	2718	2400	318	769	656	570	707	1426	1277	472	2103	819	1166	421
	82%	83%	74%	83%	81%	82%	82%	82%	82%	81%	82%	83%	83%	80%
		b												
Wales	164	128	35	42	41	36	44	83	80	28	128	53	64	23
	5%	4%	8%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	4%
			a											
Scotland	294	246	49	83	76	61	74	159	135	54	228	74	129	59
	9%	9%	11%	9%	9%	9%	9%	9%	9%	9%	9%	7%	9%	11%
														a
Northern Ireland	131	104	27	31	38	27	35	69	62	31	95	43	51	25
	4%	4%	6%	3%	5%	4%	4%	4%	4%	5%	4%	4%	4%	5%
			a											

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QF. URBANITY

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c
Unweighted total	3309	575	721	816	800	395	1660	1647	490	1546	1174
Effective Weighted Sample	2391	332	504	620	600	340	1187	1204	284	1114	920
Total	3307	441	661	882	882	441	1654	1654	372	1521	1311
URBAN	2877	384	557	785	767	384	1436	1441	321	1320	1149
	87%	87%	84%	89% b	87%	87%	87%	87%	86%	87%	88%
RURAL	430	57	104	97	115	57	218	212	51	201	163
	13%	13%	16% c	11%	13%	13%	13%	13%	14%	13%	12%

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QF. URBANITY

Base : All parents of children aged 3-17

		CHILD'S AGE AND GENDER										NATION			
	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	3309	304	271	361	360	407	409	398	402	190	205	2011	474	439	383
Effective Weighted Sample	2391	171	161	250	254	308	312	296	304	165	176	1743	423	348	317
Total	3307	220	220	331	331	441	441	441	441	220	220	2718	294	164	131
URBAN	2877	196	188	277	280	394	391	376	391	192	192	2400	246	128	104
	87%	89%	85%	84%	85%	89%	89%	85%	89%	87%	87%	88% bcd	83%	78%	79%
RURAL	430	25	32	53	51	46	50	65	50	28	29	318	49	35	27
	13%	11%	15%	16%	15%	11%	11%	15%	11%	13%	13%	12%	17% a	22% a	21% a

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QF. URBANITY

Base : All parents of children aged 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	3309	2871	436	919	842	711	822	1761	1533	598	2554	1002	1399	544
Effective Weighted Sample	2391	2095	297	652	606	521	606	1256	1126	436	1846	710	1030	390
Total	3307	2877	430	926	811	694	860	1737	1554	585	2553	989	1410	528
URBAN	2877 87%	2877 100% b	- -%	815 88%	727 90% cdf	585 84%	735 85%	1543 89% cdf	1320 85%	505 86%	2225 87%	863 87%	1247 88%	457 86%
RURAL	430 13%	- -%	430 100% a	111 12%	83 10%	109 16% be	125 15% be	194 11%	234 15% be	80 14%	328 13%	126 13%	163 12%	72 14%

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QG. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c
Unweighted total	3309	575	721	816	800	395	1660	1647	490	1546	1174
Effective Weighted Sample	2391	332	504	620	600	340	1187	1204	284	1114	920
Total	3307	441	661	882	882	441	1654	1654	372	1521	1311
A	275	28	44	86	80	37	147	128	16	132	123
	8%	6%	7%	10%	9%	8%	9%	8%	4%	9%	9%
										a	a
B	651	75	114	183	206	72	313	338	67	285	294
	20%	17%	17%	21%	23%	16%	19%	20%	18%	19%	22%
					abe						b
C1	811	125	181	202	212	92	405	405	102	384	299
	25%	28%	27%	23%	24%	21%	25%	25%	27%	25%	23%
		e	e								
C2	694	70	141	176	192	116	363	332	64	307	301
	21%	16%	21%	20%	22%	26%	22%	20%	17%	20%	23%
					a	ac					a
D	499	77	99	145	110	69	259	240	66	235	173
	15%	17%	15%	16%	12%	16%	16%	14%	18%	15%	13%
		d		d							
E	361	56	83	88	81	52	165	195	48	175	118
	11%	13%	13%	10%	9%	12%	10%	12%	13%	12%	9%
Don't know	16	9	-	3	1	3	1	16	9	3	3
	*%	2%	-%	*%	*%	1%	*%	1%	2%	*%	*%
		bcd				b		a	bc		
SUMMARY											
AB	926	104	158	269	286	109	460	466	83	417	416
	28%	24%	24%	30%	32%	25%	28%	28%	22%	27%	32%
				ab	abe						ab
DE	860	133	182	233	191	121	425	435	114	410	292
	26%	30%	28%	26%	22%	27%	26%	26%	31%	27%	22%
		d	d			d			c	c	
ABC1	1737	229	339	470	498	201	865	872	186	801	716
	53%	52%	51%	53%	56%	46%	52%	53%	50%	53%	55%
				e	e						

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QG. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c
Unweighted total	3309	575	721	816	800	395	1660	1647	490	1546	1174
Effective Weighted Sample	2391	332	504	620	600	340	1187	1204	284	1114	920
Total	3307	441	661	882	882	441	1654	1654	372	1521	1311
C2DE	1554	204	322	409	382	237	788	766	178	717	592
	47%	46%	49%	46%	43%	54%	48%	46%	48%	47%	45%
						cd					

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QG. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All parents of children aged 3-17

		CHILD'S AGE AND GENDER										NATION			
	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	3309	304	271	361	360	407	409	398	402	190	205	2011	474	439	383
Effective Weighted Sample	2391	171	161	250	254	308	312	296	304	165	176	1743	423	348	317
Total	3307	220	220	331	331	441	441	441	441	220	220	2718	294	164	131
A	275	11	17	20	24	61	25	33	48	22	14	243	16	11	5
	8%	5%	8%	6%	7%	14%	6%	7%	11%	10%	6%	9%	5%	7%	4%
						acdfgj			af			bd			
B	651	34	41	56	58	96	87	88	118	38	34	526	67	31	26
	20%	16%	19%	17%	17%	22%	20%	20%	27%	17%	16%	19%	23%	19%	20%
									abcdfgij						
C1	811	59	66	89	91	96	106	113	99	49	43	656	76	41	38
	25%	27%	30%	27%	28%	22%	24%	26%	22%	22%	20%	24%	26%	25%	29%
			ej												
C2	694	49	21	74	66	86	91	103	89	51	65	570	61	36	27
	21%	22%	10%	22%	20%	19%	21%	23%	20%	23%	29%	21%	21%	22%	20%
		b		b	b	b	b	b	b	b	bdefh				
D	499	38	39	55	44	76	69	57	52	33	35	411	44	26	18
	15%	17%	18%	17%	13%	17%	16%	13%	12%	15%	16%	15%	15%	16%	14%
E	361	29	27	35	48	27	61	47	34	27	25	296	29	18	17
	11%	13%	12%	11%	14%	6%	14%	11%	8%	12%	11%	11%	10%	11%	13%
		e	e		eh		eh	e		e	e				
Don't know	16	1	8	-	-	-	3	-	1	-	3	15	1	*	-
	*%	*%	4%	-%	-%	-%	1%	-%	*%	-%	2%	1%	*%	*%	-%
			acdefghi								cdeg				
SUMMARY															
AB	926	45	59	77	81	157	112	121	166	60	49	769	83	42	31
	28%	20%	27%	23%	25%	36%	25%	27%	38%	27%	22%	28%	28%	26%	24%
						abcdfgj			abcdfgij						
DE	860	67	66	90	92	103	130	104	86	61	60	707	74	44	35
	26%	30%	30%	27%	28%	23%	30%	24%	20%	28%	27%	26%	25%	27%	27%
		h	h	h	h		h			h	h				
ABC1	1737	104	125	166	173	253	218	233	265	109	92	1426	159	83	69
	53%	47%	57%	50%	52%	57%	49%	53%	60%	50%	42%	52%	54%	51%	53%
			j		j	afj		j	acfij						

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QG. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All parents of children aged 3-17

	Total					CHILD'S AGE AND GENDER								NATION		
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	3309	304	271	361	360	407	409	398	402	190	205	2011	474	439	383
Effective Weighted Sample	2391	171	161	250	254	308	312	296	304	165	176	1743	423	348	317
Total	3307	220	220	331	331	441	441	441	441	220	220	2718	294	164	131
C2DE	1554	116	87	165	158	188	221	208	175	111	125	1277	135	80	62
	47%	53%	40%	50%	48%	43%	50%	47%	40%	50%	57%	47%	46%	49%	47%
		beh		bh			bh			bh	begh				

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QG. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All parents of children aged 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	3309	2871	436	919	842	711	822	1761	1533	598	2554	1002	1399	544
Effective Weighted Sample	2391	2095	297	652	606	521	606	1256	1126	436	1846	710	1030	390
Total	3307	2877	430	926	811	694	860	1737	1554	585	2553	989	1410	528
A	275	252	24	275	-	-	-	275	-	38	219	40	95	126
	8%	9%	5%	30%	-%	-%	-%	16%	-%	6%	9%	4%	7%	24%
				bcdef				bcdf					a	ab
B	651	564	87	651	-	-	-	651	-	93	537	90	286	213
	20%	20%	20%	70%	-%	-%	-%	37%	-%	16%	21%	9%	20%	40%
				bcdef				bcdf			a		a	ab
C1	811	727	83	-	811	-	-	811	-	129	646	178	435	118
	25%	25%	19%	-%	100%	-%	-%	47%	-%	22%	25%	18%	31%	22%
		b			acdef			acdf					ac	
C2	694	585	109	-	-	694	-	-	694	124	537	235	335	56
	21%	20%	25%	-%	-%	100%	-%	-%	45%	21%	21%	24%	24%	11%
			a			abdef			abde			c	c	
D	499	435	64	-	-	-	499	-	499	90	381	251	179	12
	15%	15%	15%	-%	-%	-%	58%	-%	32%	15%	15%	25%	13%	2%
							abcef		abce			bc	c	
E	361	300	61	-	-	-	361	-	361	109	225	194	72	2
	11%	10%	14%	-%	-%	-%	42%	-%	23%	19%	9%	20%	5%	*%
							abcef		abce	b		bc	c	
Don't know	16	15	2	-	-	-	-	-	-	2	8	1	8	-
	*%	1%	*%	-%	-%	-%	-%	-%	-%	*%	*%	*%	1%	-%
SUMMARY														
AB	926	815	111	926	-	-	-	926	-	131	756	130	381	340
	28%	28%	26%	100%	-%	-%	-%	53%	-%	22%	30%	13%	27%	64%
				bcdef				bcdf			a		a	ab
DE	860	735	125	-	-	-	860	-	860	199	607	445	251	14
	26%	26%	29%	-%	-%	-%	100%	-%	55%	34%	24%	45%	18%	3%
							abcef		abce	b		bc	c	

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QG. HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All parents of children aged 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	3309	2871	436	919	842	711	822	1761	1533	598	2554	1002	1399	544
Effective Weighted Sample	2391	2095	297	652	606	521	606	1256	1126	436	1846	710	1030	390
Total	3307	2877	430	926	811	694	860	1737	1554	585	2553	989	1410	528
ABC1	1737	1543	194	926	811	-	-	1737	-	260	1402	308	816	458
	53%	54%	45%	100%	100%	-%	-%	100%	-%	44%	55%	31%	58%	87%
		b		cdf	cdf			cdf			a		a	ab
C2DE	1554	1320	234	-	-	694	860	-	1554	323	1143	679	586	70
	47%	46%	55%	-%	-%	100%	100%	-%	100%	55%	45%	69%	42%	13%
			a			abe	abe		abe	b		bc	c	

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 - JULY-AUGUST 2021.

Table 5

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

AGE GROUP AND GENDER OF CHILD

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c
Unweighted total	3309	575	721	816	800	395	1660	1647	490	1546	1174
Effective Weighted Sample	2391	332	504	620	600	340	1187	1204	284	1114	920
Total	3307	441	661	882	882	441	1654	1654	372	1521	1311
Boy, aged 3-4	220	220	-	-	-	-	220	-	181	36	-
	7%	50%	-%	-%	-%	-%	13%	-%	49%	2%	-%
		bcde					b		bc	c	
Boy, aged 5-7	331	-	331	-	-	-	331	-	5	314	-
	10%	-%	50%	-%	-%	-%	20%	-%	1%	21%	-%
			acde				b		c	ac	
Boy, aged 8-11	441	-	-	441	-	-	441	-	-	400	36
	13%	-%	-%	50%	-%	-%	27%	-%	-%	26%	3%
				abde			b			ac	a
Boy, aged 12-15	441	-	-	-	441	-	441	-	-	5	428
	13%	-%	-%	-%	50%	-%	27%	-%	-%	*%	33%
					abce		b				ab
Boy, aged 16-17	220	-	-	-	-	220	220	-	-	-	196
	7%	-%	-%	-%	-%	50%	13%	-%	-%	-%	15%
						abcd	b				ab
Girl, aged 3-4	220	220	-	-	-	-	-	220	184	35	-
	7%	50%	-%	-%	-%	-%	-%	13%	49%	2%	-%
		bcde						a	bc	c	
Girl, aged 5-7	331	-	331	-	-	-	-	331	3	322	-
	10%	-%	50%	-%	-%	-%	-%	20%	1%	21%	-%
			acde					a	c	ac	
Girl, aged 8-11	441	-	-	441	-	-	-	441	-	404	28
	13%	-%	-%	50%	-%	-%	-%	27%	-%	27%	2%
				abde				a		ac	a
Girl, aged 12-15	441	-	-	-	441	-	-	441	-	5	431
	13%	-%	-%	-%	50%	-%	-%	27%	-%	*%	33%
					abce			a			ab
Girl, aged 16-17	220	-	-	-	-	220	-	220	-	-	192
	7%	-%	-%	-%	-%	50%	-%	13%	-%	-%	15%
						abcd		a			ab

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

AGE GROUP AND GENDER OF CHILD

Base : All parents of children aged 3-17

	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	3309	304	271	361	360	407	409	398	402	190	205	2011	474	439	383
Effective Weighted Sample	2391	171	161	250	254	308	312	296	304	165	176	1743	423	348	317
Total	3307	220	220	331	331	441	441	441	441	220	220	2718	294	164	131
Boy, aged 3-4	220	220	-	-	-	-	-	-	-	-	-	178	19	12	12
	7%	100% bcdefghij	-%	-%	-%	-%	-%	-%	-%	-%	-%	7%	6%	7%	9%
Boy, aged 5-7	331	-	-	331	-	-	-	-	-	-	-	267	30	19	15
	10%	-%	-%	100% abdefghij	-%	-%	-%	-%	-%	-%	-%	10%	10%	12%	11%
Boy, aged 8-11	441	-	-	-	-	441	-	-	-	-	-	366	38	20	17
	13%	-%	-%	-%	-%	100% abcdfghij	-%	-%	-%	-%	-%	13%	13%	12%	13%
Boy, aged 12-15	441	-	-	-	-	-	-	441	-	-	-	366	37	20	18
	13%	-%	-%	-%	-%	-%	-%	100% abcdefhij	-%	-%	-%	13%	12%	12%	14%
Boy, aged 16-17	220	-	-	-	-	-	-	-	-	220	-	183	19	11	7
	7%	-%	-%	-%	-%	-%	-%	-%	-%	100% abcdefghj	-%	7%	7%	7%	5%
Girl, aged 3-4	220	-	220	-	-	-	-	-	-	-	-	184	19	10	7
	7%	-%	100% acdefghij	-%	-%	-%	-%	-%	-%	-%	-%	7%	7%	6%	5%
Girl, aged 5-7	331	-	-	-	331	-	-	-	-	-	-	266	31	18	15
	10%	-%	-%	-%	100% abcefghij	-%	-%	-%	-%	-%	-%	10%	10%	11%	12%
Girl, aged 8-11	441	-	-	-	-	-	441	-	-	-	-	369	37	18	16
	13%	-%	-%	-%	-%	-%	100% abcdeghij	-%	-%	-%	-%	14%	13%	11%	13%

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

AGE GROUP AND GENDER OF CHILD

Base : All parents of children aged 3-17

	Total		CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	3309	304	271	361	360	407	409	398	402	190	205	2011	474	439	383
Effective Weighted Sample	2391	171	161	250	254	308	312	296	304	165	176	1743	423	348	317
Total	3307	220	220	331	331	441	441	441	441	220	220	2718	294	164	131
Girl, aged 12-15	441	-	-	-	-	-	-	-	441	-	-	362	42	22	15
	13%	-%	-%	-%	-%	-%	-%	-%	100% abcdefgij	-%	-%	13%	14%	13%	12%
Girl, aged 16-17	220	-	-	-	-	-	-	-	-	-	220	176	22	13	9
	7%	-%	-%	-%	-%	-%	-%	-%	-%	-%	100% abcdefghi	6%	8%	8%	7%

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 - JULY-AUGUST 2021.

Table 5

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

AGE GROUP AND GENDER OF CHILD

Base : All parents of children aged 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	3309	2871	436	919	842	711	822	1761	1533	598	2554	1002	1399	544
Effective Weighted Sample	2391	2095	297	652	606	521	606	1256	1126	436	1846	710	1030	390
Total	3307	2877	430	926	811	694	860	1737	1554	585	2553	989	1410	528
Boy, aged 3-4	220 7%	196 7%	25 6%	45 5%	59 7%	49 7%	67 8% a	104 6%	116 7% a	31 5%	180 7%	78 8% c	95 7%	23 4%
Boy, aged 5-7	331 10%	277 10%	53 12%	77 8%	89 11%	74 11%	90 10%	166 10%	165 11%	70 12%	239 9%	95 10%	154 11%	45 8%
Boy, aged 8-11	441 13%	394 14%	46 11%	157 17% bcdf	96 12%	86 12%	103 12%	253 15%	188 12%	61 10%	364 14% a	124 13%	194 14%	73 14%
Boy, aged 12-15	441 13%	376 13%	65 15%	121 13%	113 14%	103 15%	104 12%	233 13%	208 13%	96 16% b	323 13%	101 10%	215 15% a	70 13%
Boy, aged 16-17	220 7%	192 7%	28 7%	60 7%	49 6%	51 7%	61 7%	109 6%	111 7%	43 7%	171 7%	55 6%	95 7%	44 8%
Girl, aged 3-4	220 7%	188 7%	32 8%	59 6% c	66 8% cf	21 3%	66 8% c	125 7%	87 6% c	29 5%	173 7%	74 7%	86 6%	38 7%
Girl, aged 5-7	331 10%	280 10%	51 12%	81 9%	91 11%	66 10%	92 11%	173 10%	158 10%	47 8%	269 11%	104 11%	123 9%	58 11%
Girl, aged 8-11	441 13%	391 14%	50 12%	112 12%	106 13%	91 13%	130 15%	218 13%	221 14%	61 10%	350 14%	161 16% bc	173 12%	55 10%
Girl, aged 12-15	441 13%	391 14%	50 12%	166 18% bcdf	99 12%	89 13%	86 10%	265 15% df	175 11%	90 15%	327 13%	116 12%	196 14%	86 16% a
Girl, aged 16-17	220 7%	192 7%	29 7%	49 5%	43 5%	65 9% abe	60 7%	92 5%	125 8% abe	56 10% b	158 6%	81 8% b	78 6%	36 7%

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

GENDER OF CHILD

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c
Unweighted total	3309	575	721	816	800	395	1660	1647	490	1546	1174
Effective Weighted Sample	2391	332	504	620	600	340	1187	1204	284	1114	920
Total	3307	441	661	882	882	441	1654	1654	372	1521	1311
Boy	1654	220	331	441	441	220	1654	-	186	755	660
	50%	50%	50%	50%	50%	50%	100%	-%	50%	50%	50%
							b				
Girl	1654	220	331	441	441	220	-	1654	186	766	651
	50%	50%	50%	50%	50%	50%	-%	100%	50%	50%	50%
								a			

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 - JULY-AUGUST 2021.

Table 6

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

GENDER OF CHILD

Base : All parents of children aged 3-17

| | | CHILD'S AGE AND GENDER | | | | | | | | | | NATION | | | |
	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	3309	304	271	361	360	407	409	398	402	190	205	2011	474	439	383
Effective Weighted Sample	2391	171	161	250	254	308	312	296	304	165	176	1743	423	348	317
Total	3307	220	220	331	331	441	441	441	441	220	220	2718	294	164	131
Boy	1654	220	-	331	-	441	-	441	-	220	-	1360	143	82	68
	50%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	50%	49%	50%	52%
		bdfhj		bdfhj		bdfhj		bdfhj		bdfhj					
Girl	1654	-	220	-	331	-	441	-	441	-	220	1358	151	81	63
	50%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	50%	51%	50%	48%
			acegi		acegi		acegi		acegi		acegi				

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 - JULY-AUGUST 2021. **Table 6**

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

GENDER OF CHILD

Base : All parents of children aged 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	3309	2871	436	919	842	711	822	1761	1533	598	2554	1002	1399	544
Effective Weighted Sample	2391	2095	297	652	606	521	606	1256	1126	436	1846	710	1030	390
Total	3307	2877	430	926	811	694	860	1737	1554	585	2553	989	1410	528
Boy	1654 50%	1436 50%	218 51%	460 50%	405 50%	363 52%	425 49%	865 50%	788 51%	301 51%	1277 50%	453 46%	753 53% a	254 48%
Girl	1654 50%	1441 50%	212 49%	466 50%	405 50%	332 48%	435 51%	872 50%	766 49%	284 49%	1276 50%	536 54% b	657 47%	274 52%

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 - JULY-AUGUST 2021.

Table 7

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP3/ QC2. Thinking about the different devices that your child uses, for instance computers, tablets, or mobile phones, do they use these devices to do any of the following? This could include any time spent learning about this when they are at school. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever goes online (WAVE 1 ONLY)

	Total	CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c
Unweighted total	3212	518	696	807	796	395	1615	1597	436	1513	1169
Effective Weighted Sample	2331	300	488	612	597	340	1160	1171	253	1091	916
Total	3219	391	639	869	879	441	1614	1605	325	1486	1306
Add funny filters to a photo	1362	182	312	357	326	184	579	783	148	673	507
	42%	47%	49%	41%	37%	42%	36%	49%	45%	45%	39%
		d	cde					a		c	
Make a drawing or picture online, or use colouring apps	1229	270	429	291	177	62	527	702	219	737	249
	38%	69%	67%	34%	20%	14%	33%	44%	67%	50%	19%
		cde	cde	de	e			a	bc	c	
(AGED 5-17 ONLY) Follow an online 'how to' tutorial to create or do something of their own	933	-	315	244	237	137	445	489	3	521	386
	29%	-%	49%	28%	27%	31%	28%	30%	1%	35%	30%
			acde	a	a	a				ac	a
(AGED 8-17 ONLY) Find images online to use in creative or homework tasks	688	-	-	248	308	133	314	374	-	226	442
	21%	-%	-%	29%	35%	30%	19%	23%	-%	15%	34%
				ab	abc	ab		a		a	ab
(AGED 8-17 ONLY) Make changes to a photo to improve how it looks	450	-	-	151	193	106	186	264	-	133	304
	14%	-%	-%	17%	22%	24%	12%	16%	-%	9%	23%
				ab	abc	abc		a		a	ab
(AGED 8-17 ONLY) Make an animation, meme or gif	412	-	-	182	165	65	189	223	-	168	235
	13%	-%	-%	21%	19%	15%	12%	14%	-%	11%	18%
				abe	ab	ab				a	ab

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP3/ QC2. Thinking about the different devices that your child uses, for instance computers, tablets, or mobile phones, do they use these devices to do any of the following? This could include any time spent learning about this when they are at school. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever goes online (WAVE 1 ONLY)

	Total	CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c
Unweighted total	3212	518	696	807	796	395	1615	1597	436	1513	1169
Effective Weighted Sample	2331	300	488	612	597	340	1160	1171	253	1091	916
Total	3219	391	639	869	879	441	1614	1605	325	1486	1306
(AGED 12-17 ONLY) Review or rate something online	296	-	-	-	181	115	152	144	-	-	285
	9%	-%	-%	-%	21%	26%	9%	9%	-%	-%	22%
					abc	abc					ab
(AGED 5-17 ONLY) Coding/ programming	296	-	63	90	100	42	188	107	-	147	146
	9%	-%	10%	10%	11%	10%	12%	7%	-%	10%	11%
			a	a	a	a	b			a	a
(AGED 8-17 ONLY) Make or edit music online	264	-	-	92	126	46	120	144	-	86	172
	8%	-%	-%	11%	14%	10%	7%	9%	-%	6%	13%
				ab	ab	ab				a	ab
(AGED 8-17 ONLY) Create an online scrapbook of ideas on sites like Pinterest	230	-	-	79	107	44	80	150	-	70	156
	7%	-%	-%	9%	12%	10%	5%	9%	-%	5%	12%
				ab	ab	ab		a		a	ab
(AGED 8-17 ONLY) Create an online photo book or calendar	179	-	-	63	75	41	90	90	-	58	119
	6%	-%	-%	7%	9%	9%	6%	6%	-%	4%	9%
				ab	ab	ab				a	ab
(AGED 8-17 ONLY) Make a vlog	136	-	-	46	60	30	68	67	-	38	94
	4%	-%	-%	5%	7%	7%	4%	4%	-%	3%	7%
				ab	ab	ab				a	ab
(AGED 12-17 ONLY) Make a website/ app or game	124	-	-	-	96	28	68	56	-	-	121
	4%	-%	-%	-%	11%	6%	4%	3%	-%	-%	9%
					abce	abc					ab

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP3/ QC2. Thinking about the different devices that your child uses, for instance computers, tablets, or mobile phones, do they use these devices to do any of the following? This could include any time spent learning about this when they are at school. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever goes online (WAVE 1 ONLY)

	Total	CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c
Unweighted total	3212	518	696	807	796	395	1615	1597	436	1513	1169
Effective Weighted Sample	2331	300	488	612	597	340	1160	1171	253	1091	916
Total	3219	391	639	869	879	441	1614	1605	325	1486	1306
(AGED 12-17 ONLY) Write blogs or articles	85	-	-	-	60	25	44	40	-	1	84
	3%	-%	-%	-%	7%	6%	3%	3%	-%	*%	6%
					abc	abc					ab
(AGED 12-17 ONLY) Make a podcast	65	-	-	-	43	23	40	25	-	-	64
	2%	-%	-%	-%	5%	5%	2%	2%	-%	-%	5%
					abc	abc					ab
None of these	542	69	66	156	163	87	328	214	61	223	232
	17%	18%	10%	18%	19%	20%	20%	13%	19%	15%	18%
		b		b	b	b	b				
Don't know	70	6	13	22	23	6	42	28	4	36	26
	2%	1%	2%	3%	3%	1%	3%	2%	1%	2%	2%
SUMMARY											
ANY OF THESE CREATIVE ACTIVITIES	2607	316	560	690	692	348	1244	1363	260	1227	1048
	81%	81%	88%	79%	79%	79%	77%	85%	80%	83%	80%
			acde					a			

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP3/ QC2. Thinking about the different devices that your child uses, for instance computers, tablets, or mobile phones, do they use these devices to do any of the following? This could include any time spent learning about this when they are at school. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever goes online (WAVE 1 ONLY)

	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	3212	276	242	349	347	404	403	396	400	190	205	1961	458	416	377
Effective Weighted Sample	2331	156	144	243	245	305	307	295	303	165	176	1700	410	331	311
Total	3219	199	192	320	320	436	433	440	439	220	220	2644	287	158	129
Add funny filters to a photo	1362	91	91	128	185	149	208	129	197	81	102	1089	131	76	66
	42%	46%	48%	40%	58%	34%	48%	29%	45%	37%	46%	41%	46%	48%	51%
		eg	eg	g	acefghij		egi		eg		eg			a	a
Make a drawing or picture online, or use colouring apps	1229	143	127	186	243	118	173	54	123	26	36	989	116	72	51
	38%	72%	66%	58%	76%	27%	40%	12%	28%	12%	16%	37%	40%	46%	40%
		cefghij	efghij	efghij	bcefghij	gij	eghij		gij					a	
(AGED 5-17 ONLY) Follow an online 'how to' tutorial to create or do something of their own	933	-	-	159	156	121	122	101	136	64	74	744	86	61	42
	29%	-%	-%	50%	49%	28%	28%	23%	31%	29%	33%	28%	30%	38%	33%
				abefghij	abefghij	ab	ab	ab	abg	ab	abg			ab	
(AGED 8-17 ONLY) Find images online to use in creative or homework tasks	688	-	-	-	-	113	135	144	164	57	76	561	57	43	27
	21%	-%	-%	-%	-%	26%	31%	33%	37%	26%	34%	21%	20%	27%	21%
						abcd	abcd	abcd	abcdei	abcd	abcde			ab	
(AGED 8-17 ONLY) Make changes to a photo to improve how it looks	450	-	-	-	-	78	73	63	130	45	61	367	40	25	18
	14%	-%	-%	-%	-%	18%	17%	14%	30%	20%	28%	14%	14%	16%	14%
						abcd	abcd	abcd	abcdefgi	abcd	abcdefg				
(AGED 8-17 ONLY) Make an animation, meme or gif	412	-	-	-	-	86	96	72	93	32	33	336	39	21	17
	13%	-%	-%	-%	-%	20%	22%	16%	21%	14%	15%	13%	13%	13%	13%
						abcd	abcdi	abcd	abcd	abcd	abcd				

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP3/ QC2. Thinking about the different devices that your child uses, for instance computers, tablets, or mobile phones, do they use these devices to do any of the following? This could include any time spent learning about this when they are at school. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever goes online (WAVE 1 ONLY)

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	3212	276	242	349	347	404	403	396	400	190	205	1961	458	416	377
Effective Weighted Sample	2331	156	144	243	245	305	307	295	303	165	176	1700	410	331	311
Total	3219	199	192	320	320	436	433	440	439	220	220	2644	287	158	129
(AGED 12-17 ONLY) Review or rate something online	296	-	-	-	-	-	-	89	92	62	53	251	22	14	9
	9%	-%	-%	-%	-%	-%	-%	20%	21%	28%	24%	9%	8%	9%	7%
								abcdef	abcdef	abcdef	abcdef				
(AGED 5-17 ONLY) Coding/ programming	296	-	-	41	22	62	27	55	46	30	12	242	27	13	13
	9%	-%	-%	13%	7%	14%	6%	12%	10%	14%	5%	9%	9%	8%	10%
				abdfj	ab	abdfj	ab	abdfj	ab	abdfj	ab				
(AGED 8-17 ONLY) Make or edit music online	264	-	-	-	-	49	43	48	78	23	23	225	20	11	8
	8%	-%	-%	-%	-%	11%	10%	11%	18%	10%	10%	9%	7%	7%	6%
						abcd	abcd	abcd	abcdefgij	abcd	abcd				
(AGED 8-17 ONLY) Create an online scrapbook of ideas on sites like Pinterest	230	-	-	-	-	30	49	38	69	12	32	204	12	7	7
	7%	-%	-%	-%	-%	7%	11%	9%	16%	5%	14%	8%	4%	4%	6%
						abcd	abcdi	abcd	abcdegi	abcd	abcdei	bc			
(AGED 8-17 ONLY) Create an online photo book or calendar	179	-	-	-	-	35	28	38	37	17	24	162	7	4	7
	6%	-%	-%	-%	-%	8%	7%	9%	8%	8%	11%	6%	2%	3%	5%
						abcd	abcd	abcd	abcd	abcd	abcd	bc			b
(AGED 8-17 ONLY) Make a vlog	136	-	-	-	-	21	25	30	30	17	12	121	8	3	4
	4%	-%	-%	-%	-%	5%	6%	7%	7%	8%	6%	5%	3%	2%	3%
						abcd	abcd	abcd	abcd	abcd	abcd	c			

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP3/ QC2. Thinking about the different devices that your child uses, for instance computers, tablets, or mobile phones, do they use these devices to do any of the following? This could include any time spent learning about this when they are at school. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever goes online (WAVE 1 ONLY)

	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	3212	276	242	349	347	404	403	396	400	190	205	1961	458	416	377
Effective Weighted Sample	2331	156	144	243	245	305	307	295	303	165	176	1700	410	331	311
Total	3219	199	192	320	320	436	433	440	439	220	220	2644	287	158	129
(AGED 12-17 ONLY) Make a website/ app or game	124	-	-	-	-	-	-	57	39	11	17	109	5	4	5
	4%	-%	-%	-%	-%	-%	-%	13%	9%	5%	8%	4%	2%	3%	4%
								abcdefi	abcdef	abcdef	abcdef	b			
(AGED 12-17 ONLY) Write blogs or articles	85	-	-	-	-	-	-	32	27	12	13	71	6	6	2
	3%	-%	-%	-%	-%	-%	-%	7%	6%	6%	6%	3%	2%	4%	1%
								abcdef	abcdef	abcdef	abcdef				
(AGED 12-17 ONLY) Make a podcast	65	-	-	-	-	-	-	25	17	15	8	60	2	2	*
	2%	-%	-%	-%	-%	-%	-%	6%	4%	7%	4%	2%	1%	1%	*%
								abcdef	abcdef	abcdef	abcdef	d			
None of these	542	31	39	39	27	95	62	114	48	49	38	443	54	25	21
	17%	15%	20%	12%	8%	22%	14%	26%	11%	22%	17%	17%	19%	16%	16%
		d	cdh			cdfh	d	acdfhj		cdfh	d				
Don't know	70	2	4	7	6	12	10	19	5	2	3	62	4	2	1
	2%	1%	2%	2%	2%	3%	2%	4%	1%	1%	2%	2%	1%	1%	1%
								h							
SUMMARY															
ANY OF THESE CREATIVE ACTIVITIES	2607	166	150	274	287	329	362	307	386	169	179	2140	230	130	107
	81%	84%	78%	86%	90%	75%	83%	70%	88%	77%	81%	81%	80%	83%	83%
		eg		egi	befgij		eg		begij		g				

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP3/ QC2. Thinking about the different devices that your child uses, for instance computers, tablets, or mobile phones, do they use these devices to do any of the following? This could include any time spent learning about this when they are at school. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever goes online (WAVE 1 ONLY)

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	3212	2801	411	904	814	698	790	1718	1488	582	2481	978	1369	528
Effective Weighted Sample	2331	2050	282	643	587	511	587	1229	1097	427	1801	696	1009	379
Total	3219	2812	407	913	785	681	830	1699	1511	571	2489	972	1376	511
Add funny filters to a photo	1362	1185	176	397	321	301	339	718	640	283	1019	427	564	226
	42%	42%	43%	43%	41%	44%	41%	42%	42%	49% b	41%	44%	41%	44%
Make a drawing or picture online, or use colouring apps	1229	1081	148	364	320	244	301	683	546	218	958	371	521	214
	38%	38%	36%	40%	41%	36%	36%	40% f	36%	38%	38%	38%	38%	42%
(AGED 5-17 ONLY) Follow an online 'how to' tutorial to create or do something of their own	933	816	118	309	240	200	183	549	383	186	717	265	394	172
	29%	29%	29%	34% df	31% df	29% d	22%	32% df	25%	33%	29%	27%	29%	34% a
(AGED 8-17 ONLY) Find images online to use in creative or homework tasks	688	599	90	224	161	138	164	384	303	146	519	211	296	122
	21%	21%	22%	24% df	20%	20%	20%	23%	20%	25% b	21%	22%	21%	24%
(AGED 8-17 ONLY) Make changes to a photo to improve how it looks	450	410	39	151	103	88	106	253	195	97	331	122	198	72
	14%	15% b	10%	17% f	13%	13%	13%	15%	13%	17% b	13%	13%	14%	14%

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP3/ QC2. Thinking about the different devices that your child uses, for instance computers, tablets, or mobile phones, do they use these devices to do any of the following? This could include any time spent learning about this when they are at school. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever goes online (WAVE 1 ONLY)

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	3212	2801	411	904	814	698	790	1718	1488	582	2481	978	1369	528
Effective Weighted Sample	2331	2050	282	643	587	511	587	1229	1097	427	1801	696	1009	379
Total	3219	2812	407	913	785	681	830	1699	1511	571	2489	972	1376	511
(AGED 8-17 ONLY) Make an animation, meme or gif	412	366	47	146	84	88	94	230	182	102	292	113	175	76
	13%	13%	11%	16%	11%	13%	11%	14%	12%	18%	12%	12%	13%	15%
				bdf						b				
(AGED 12-17 ONLY) Review or rate something online	296	268	28	95	56	84	61	151	145	71	218	79	137	54
	9%	10%	7%	10%	7%	12%	7%	9%	10%	12%	9%	8%	10%	11%
				b		bde				b				
(AGED 5-17 ONLY) Coding/ programming	296	252	44	126	68	47	54	194	102	65	220	55	134	72
	9%	9%	11%	14%	9%	7%	7%	11%	7%	11%	9%	6%	10%	14%
				bcdf				cdf					a	ab
(AGED 8-17 ONLY) Make or edit music online	264	240	24	118	52	54	38	170	92	51	192	56	126	55
	8%	9%	6%	13%	7%	8%	5%	10%	6%	9%	8%	6%	9%	11%
				bcdf			d	bdf					a	a
(AGED 8-17 ONLY) Create an online scrapbook of ideas on sites like Pinterest	230	215	15	99	56	44	31	155	75	55	161	63	96	47
	7%	8%	4%	11%	7%	6%	4%	9%	5%	10%	6%	6%	7%	9%
		b		bcdf	d	d		df		b				
(AGED 8-17 ONLY) Create an online photo book or calendar	179	172	7	81	33	45	21	114	65	35	129	41	82	34
	6%	6%	2%	9%	4%	7%	3%	7%	4%	6%	5%	4%	6%	7%
		b		bdf		d		bdf						

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP3/ QC2. Thinking about the different devices that your child uses, for instance computers, tablets, or mobile phones, do they use these devices to do any of the following? This could include any time spent learning about this when they are at school. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever goes online (WAVE 1 ONLY)

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	3212	2801	411	904	814	698	790	1718	1488	582	2481	978	1369	528
Effective Weighted Sample	2331	2050	282	643	587	511	587	1229	1097	427	1801	696	1009	379
Total	3219	2812	407	913	785	681	830	1699	1511	571	2489	972	1376	511
(AGED 8-17 ONLY) Make a vlog	136	130	6	65	20	26	24	85	51	29	96	36	60	26
	4%	5%	1%	7%	3%	4%	3%	5%	3%	5%	4%	4%	4%	5%
		b		bcdf				bdf						
(AGED 12-17 ONLY) Make a website/ app or game	124	110	14	46	24	33	21	69	55	28	86	39	55	19
	4%	4%	3%	5%	3%	5%	3%	4%	4%	5%	3%	4%	4%	4%
				d		d								
(AGED 12-17 ONLY) Write blogs or articles	85	76	9	43	13	24	5	55	29	21	56	22	35	20
	3%	3%	2%	5%	2%	4%	1%	3%	2%	4%	2%	2%	3%	4%
				bdf		bd		bdf	d					
(AGED 12-17 ONLY) Make a podcast	65	58	7	27	14	22	2	41	24	13	45	14	35	12
	2%	2%	2%	3%	2%	3%	*%	2%	2%	2%	2%	1%	3%	2%
				d	d	df		d	d					
None of these	542	450	92	98	150	114	176	248	290	70	457	158	237	77
	17%	16%	23%	11%	19%	17%	21%	15%	19%	12%	18%	16%	17%	15%
			a		ae	a	ae	a	ae		a			
Don't know	70	59	11	18	14	13	25	32	37	7	45	19	26	7
	2%	2%	3%	2%	2%	2%	3%	2%	2%	1%	2%	2%	2%	1%
SUMMARY														
ANY OF THESE CREATIVE ACTIVITIES	2607	2304	303	797	621	554	630	1419	1183	494	1987	795	1113	426
	81%	82%	75%	87%	79%	81%	76%	84%	78%	87%	80%	82%	81%	83%
		b		bcdef			d	bdf		b				

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP4/ QC3. Which, if any of these apps or sites does your child use to send messages or make video or voice calls? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c
Unweighted total	3309	575	721	816	800	395	1660	1647	490	1546	1174
Effective Weighted Sample	2391	332	504	620	600	340	1187	1204	284	1114	920
Total	3307	441	661	882	882	441	1654	1654	372	1521	1311
WhatsApp	1753	116	225	438	656	318	865	888	93	637	976
	53%	26%	34%	50%	74%	72%	52%	54%	25%	42%	74%
			a	ab	abc	abc				a	ab
Snapchat	1148	45	103	247	452	300	503	645	39	331	741
	35%	10%	16%	28%	51%	68%	30%	39%	11%	22%	56%
			a	ab	abc	abcd		a		a	ab
FaceTime	1064	101	157	244	360	203	489	576	80	401	553
	32%	23%	24%	28%	41%	46%	30%	35%	22%	26%	42%
					abc	abc		a			ab
(Facebook) Messenger	983	78	128	197	347	233	472	511	68	310	564
	30%	18%	19%	22%	39%	53%	29%	31%	18%	20%	43%
					abc	abcd					ab
Instagram (Direct)	971	25	58	182	435	271	450	521	23	222	696
	29%	6%	9%	21%	49%	61%	27%	32%	6%	15%	53%
				ab	abc	abcd		a		a	ab
Zoom	516	33	89	146	164	83	228	288	27	230	252
	16%	8%	14%	17%	19%	19%	14%	17%	7%	15%	19%
			a	a	ab	ab		a		a	ab
iMessage (by Apple)	482	15	47	120	199	102	228	254	15	160	297
	15%	3%	7%	14%	23%	23%	14%	15%	4%	11%	23%
			a	ab	abc	abc				a	ab
Microsoft Teams	421	22	49	116	174	61	197	224	21	154	237
	13%	5%	7%	13%	20%	14%	12%	14%	6%	10%	18%
				ab	abce	ab				a	ab
Skype	371	24	62	98	136	51	188	183	19	151	200
	11%	5%	9%	11%	15%	12%	11%	11%	5%	10%	15%
			a	a	abc	a				a	ab
Discord	288	3	19	64	146	57	177	112	2	73	203
	9%	1%	3%	7%	17%	13%	11%	7%	1%	5%	15%
			a	ab	abc	abc	b			a	ab

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP4/ QC3. Which, if any of these apps or sites does your child use to send messages or make video or voice calls? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c
Unweighted total	3309	575	721	816	800	395	1660	1647	490	1546	1174
Effective Weighted Sample	2391	332	504	620	600	340	1187	1204	284	1114	920
Total	3307	441	661	882	882	441	1654	1654	372	1521	1311
Houseparty (WAVE 1 ONLY)	209	8	14	42	104	40	85	125	6	51	150
	6%	2%	2%	5%	12%	9%	5%	8%	2%	3%	11%
				ab	abc	abc		a			ab
Telegram	122	13	12	30	43	23	79	43	12	36	72
	4%	3%	2%	3%	5%	5%	5%	3%	3%	2%	5%
					b	b	b				b
Kik	81	2	14	17	29	19	41	40	2	27	51
	2%	*%	2%	2%	3%	4%	2%	2%	1%	2%	4%
			a		a	ac					ab
Omegle	70	5	3	18	35	8	33	37	6	18	47
	2%	1%	*%	2%	4%	2%	2%	2%	2%	1%	4%
				b	ab	b					b
Signal	68	7	5	18	24	14	41	27	7	19	41
	2%	2%	1%	2%	3%	3%	2%	2%	2%	1%	3%
					b	b					b
Imo	55	7	8	18	13	9	28	27	7	23	26
	2%	1%	1%	2%	2%	2%	2%	2%	2%	2%	2%
Child sends messages or makes video/ voice calls on other apps/ sites	89	9	21	41	13	5	49	40	8	57	19
	3%	2%	3%	5%	1%	1%	3%	2%	2%	4%	1%
			e	ade						c	
Child does not send messages or make video or voice calls on ANY apps/ sites	624	207	254	137	20	6	310	313	181	400	27
	19%	47%	38%	16%	2%	1%	19%	19%	49%	26%	2%
		bcde	cde	de					bc	c	

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP4/ QC3. Which, if any of these apps or sites does your child use to send messages or make video or voice calls? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c
Unweighted total	3309	575	721	816	800	395	1660	1647	490	1546	1174
Effective Weighted Sample	2391	332	504	620	600	340	1187	1204	284	1114	920
Total	3307	441	661	882	882	441	1654	1654	372	1521	1311
Don't know	18	6	7	4	2	-	8	10	6	9	2
	1%	1%	1%	*%	*%	-%	1%	1%	2%	1%	*%
		d							c		

SUMMARY

	Total	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
ANY APPS/ SITES USED TO SEND MESSAGES OR TO MAKE VIDEO OR VOICE CALLS	2665	228	400	741	861	435	1335	1330	186	1112	1282
	81%	52%	60%	84%	98%	99%	81%	80%	50%	73%	98%
			a	ab	abc	abc				a	ab
Base for stats	3307	441	661	882	882	441	1654	1654	372	1521	1311
Mean number of apps/ sites (out of 17 WAVE 1/ out of 16 WAVE 2)	2.6	1.2	1.5	2.3	3.8	4.1	2.5	2.7	1.2	1.9	3.9
				a	ab	abc	abcd		a	a	ab
Standard deviation	2.45	1.89	1.84	2.18	2.58	2.19	2.39	2.51	2.00	2.00	2.50
Standard error	.04	.08	.07	.08	.09	.11	.06	.06	.09	.05	.07

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP4/ QC3. Which, if any of these apps or sites does your child use to send messages or make video or voice calls? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	3309	304	271	361	360	407	409	398	402	190	205	2011	474	439	383
Effective Weighted Sample	2391	171	161	250	254	308	312	296	304	165	176	1743	423	348	317
Total	3307	220	220	331	331	441	441	441	441	220	220	2718	294	164	131
WhatsApp	1753	64	53	112	113	225	212	309	347	155	163	1473	138	80	63
	53%	29%	24%	34%	34%	51%	48%	70%	79%	70%	74%	54%	47%	49%	48%
				b	b	abcd	abcd	abcdef	abcdefgi	abcdef	abcdef	bd			
Snapchat	1148	26	19	50	53	103	144	180	272	143	157	914	117	65	53
	35%	12%	9%	15%	16%	23%	33%	41%	62%	65%	71%	34%	40%	39%	40%
					b	abcd	abcde	abcdef	abcdefg	abcdefg	abcdefgh		a	a	a
FaceTime	1064	58	42	72	85	120	125	148	212	91	112	867	108	54	36
	32%	26%	19%	22%	26%	27%	28%	33%	48%	41%	51%	32%	37%	33%	27%
							b	bcd	abcdefg	abcdef	abcdefg		d		
(Facebook) Messenger	983	39	39	52	76	100	97	167	179	113	120	790	105	51	37
	30%	18%	18%	16%	23%	23%	22%	38%	41%	51%	54%	29%	36%	31%	28%
					c	c		abcdef	abcdef	abcdefgh	abcdefgh		ad		
Instagram (Direct)	971	11	14	27	31	94	88	191	244	127	144	823	76	45	27
	29%	5%	6%	8%	9%	21%	20%	43%	55%	58%	65%	30%	26%	28%	20%
						abcd	abcd	abcdef	abcdefg	abcdefg	abcdefgh	d		d	
Zoom	516	21	12	36	53	70	77	65	99	36	47	443	39	17	17
	16%	10%	6%	11%	16%	16%	17%	15%	22%	16%	21%	16%	13%	11%	13%
					ab	b	abc	b	abceg	b	abc	c			
iMessage (by Apple)	482	11	4	25	22	62	58	82	117	47	54	395	48	26	14
	15%	5%	2%	8%	7%	14%	13%	19%	27%	22%	25%	15%	16%	16%	10%
				b	b	abcd	abcd	abcd	abcdefg	abcdef	abcdef		d	d	
Microsoft Teams	421	11	11	23	25	56	60	74	100	34	28	344	54	16	6
	13%	5%	5%	7%	8%	13%	14%	17%	23%	15%	13%	13%	18%	10%	5%
						abc	abcd	abcd	abcdefj	abcd	abc	d	acd	d	
Skype	371	13	11	32	30	48	50	66	71	29	22	322	28	12	11
	11%	6%	5%	10%	9%	11%	11%	15%	16%	13%	10%	12%	9%	7%	8%
						b	b	abd	abcd	ab		c			
Discord	288	1	2	13	6	38	26	94	52	31	26	241	21	15	12
	9%	*%	1%	4%	2%	9%	6%	21%	12%	14%	12%	9%	7%	9%	9%
				a		abcd	abd	abcdefhj	abcdf	abcdf	abcdf				

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 - JULY-AUGUST 2021.

Table 8

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP4/ QC3. Which, if any of these apps or sites does your child use to send messages or make video or voice calls? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	3309	304	271	361	360	407	409	398	402	190	205	2011	474	439	383
Effective Weighted Sample	2391	171	161	250	254	308	312	296	304	165	176	1743	423	348	317
Total	3307	220	220	331	331	441	441	441	441	220	220	2718	294	164	131
Houseparty (WAVE 1 ONLY)	209	3	6	6	8	23	19	31	73	22	19	176	16	8	10
	6%	1%	3%	2%	3%	5%	4%	7%	16%	10%	8%	6%	5%	5%	7%
						ac		abcd	abcdefgj	abcdf	abcd				
Telegram	122	10	3	4	8	22	8	26	17	17	6	110	5	5	2
	4%	4%	2%	1%	2%	5%	2%	6%	4%	8%	3%	4%	2%	3%	1%
		c				cf		bcdf	c	bcdfj		bd			
Kik	81	1	1	5	9	10	6	17	12	8	11	71	5	3	2
	2%	*%	1%	2%	3%	2%	1%	4%	3%	4%	5%	3%	2%	2%	1%
								ab		ab	abcf				
Omegle	70	2	3	3	-	11	8	13	22	4	4	60	5	3	2
	2%	1%	1%	1%	-%	2%	2%	3%	5%	2%	2%	2%	2%	2%	2%
						d	d	d	acdf	d	d				
Signal	68	3	5	1	4	13	5	13	10	11	3	62	3	1	2
	2%	1%	2%	*%	1%	3%	1%	3%	2%	5%	2%	2%	1%	1%	1%
						c		c	c	acdf		c			
Imo	55	2	5	4	5	10	7	8	6	4	5	49	2	3	2
	2%	1%	2%	1%	1%	2%	2%	2%	1%	2%	2%	2%	1%	2%	1%
Child sends messages or makes video/ voice calls on other apps/ sites	89	3	6	12	9	25	15	7	6	2	3	73	7	5	4
	3%	1%	3%	4%	3%	6%	3%	2%	1%	1%	1%	3%	3%	3%	3%
						aghij									
Child does not send messages or make video or voice calls on ANY apps/ sites	624	96	111	131	123	70	67	11	9	3	3	503	50	35	35
	19%	43%	51%	40%	37%	16%	15%	2%	2%	1%	1%	19%	17%	21%	27%
		efghij	cdefghij	efghij	efghij	ghij	ghij								ab

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP4/ QC3. Which, if any of these apps or sites does your child use to send messages or make video or voice calls? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

						CHILD'S AGE AND GENDER							NATION			
	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	3309	304	271	361	360	407	409	398	402	190	205	2011	474	439	383
Effective Weighted Sample	2391	171	161	250	254	308	312	296	304	165	176	1743	423	348	317
Total	3307	220	220	331	331	441	441	441	441	220	220	2718	294	164	131
Don't know	18	2	4	5	2	2	2	-	2	-	-	16	1	1	*
	1%	1%	2%	1%	1%	*%	*%	-%	*%	-%	-%	1%	*%	1%	*%
			g	g											

SUMMARY

	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
ANY APPS/ SITES USED TO SEND MESSAGES OR TO MAKE VIDEO OR VOICE CALLS	2665	123	105	195	205	369	372	430	431	218	217	2199	243	127	95
	81%	56%	48%	59%	62%	84%	84%	98%	98%	99%	99%	81%	83%	78%	73%
				b	b	abcd	abcd	abcdef	abcdef	abcdef	abcdef	d	d		
Base for stats	3307	220	220	331	331	441	441	441	441	220	220	2718	294	164	131
Mean number of apps/ sites (out of 17 WAVE 1/ out of 16 WAVE 2)	2.6	1.3	1.1	1.4	1.6	2.3	2.3	3.4	4.2	4.0	4.2	2.7	2.6	2.5	2.3
				b	ab	abcd	abcd	abcdef	abcdefg	abcdefg	abcdefg	d	d		
Standard deviation	2.45	1.82	1.96	1.77	1.91	2.18	2.17	2.52	2.57	2.36	2.00	2.48	2.34	2.35	2.27
Standard error	.04	.10	.12	.09	.10	.11	.11	.13	.13	.17	.14	.06	.11	.11	.12

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP4/ QC3. Which, if any of these apps or sites does your child use to send messages or make video or voice calls? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	3309	2871	436	919	842	711	822	1761	1533	598	2554	1002	1399	544
Effective Weighted Sample	2391	2095	297	652	606	521	606	1256	1126	436	1846	710	1030	390
Total	3307	2877	430	926	811	694	860	1737	1554	585	2553	989	1410	528
WhatsApp	1753	1563	190	555	432	358	406	987	764	323	1333	485	777	295
	53%	54%	44%	60%	53%	52%	47%	57%	49%	55%	52%	49%	55%	56%
		b		bcdf	d			cdf					a	a
Snapchat	1148	1008	140	353	259	264	269	612	533	239	862	357	497	174
	35%	35%	33%	38%	32%	38%	31%	35%	34%	41%	34%	36%	35%	33%
				bd		bd				b				
FaceTime	1064	952	112	383	248	225	202	632	427	210	795	271	478	204
	32%	33%	26%	41%	31%	32%	24%	36%	27%	36%	31%	27%	34%	39%
		b		bcdef	d	df		bdf					a	a
(Facebook) Messenger	983	857	126	327	203	203	247	530	449	186	752	287	433	167
	30%	30%	29%	35%	25%	29%	29%	31%	29%	32%	29%	29%	31%	32%
				bcdef				b						
Instagram (Direct)	971	871	100	343	208	212	207	551	419	193	730	291	430	169
	29%	30%	23%	37%	26%	30%	24%	32%	27%	33%	29%	29%	30%	32%
		b		bcdef		d		bdf						
Zoom	516	469	47	214	113	86	101	327	187	92	392	144	202	114
	16%	16%	11%	23%	14%	12%	12%	19%	12%	16%	15%	15%	14%	22%
		b		bcdef				bcdf						ab
iMessage (by Apple)	482	420	62	168	108	100	104	275	205	95	366	136	192	106
	15%	15%	14%	18%	13%	14%	12%	16%	13%	16%	14%	14%	14%	20%
				bdf				d						ab
Microsoft Teams	421	384	37	160	99	67	93	259	160	99	293	120	164	91
	13%	13%	9%	17%	12%	10%	11%	15%	10%	17%	11%	12%	12%	17%
		b		bcdf				cdf		b				ab
Skype	371	338	33	165	83	73	51	248	124	64	286	83	154	93
	11%	12%	8%	18%	10%	11%	6%	14%	8%	11%	11%	8%	11%	18%
		b		bcdef	d	d		bcdf						ab

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP4/ QC3. Which, if any of these apps or sites does your child use to send messages or make video or voice calls? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	3309	2871	436	919	842	711	822	1761	1533	598	2554	1002	1399	544
Effective Weighted Sample	2391	2095	297	652	606	521	606	1256	1126	436	1846	710	1030	390
Total	3307	2877	430	926	811	694	860	1737	1554	585	2553	989	1410	528
Discord	288	259	30	106	67	56	59	174	115	90	183	94	118	40
	9%	9%	7%	11%	8%	8%	7%	10%	7%	15%	7%	10%	8%	8%
				cdf				df		b				
Houseparty (WAVE 1 ONLY)	209	191	18	100	44	40	25	144	65	53	140	60	89	53
	6%	7%	4%	11%	5%	6%	3%	8%	4%	9%	5%	6%	6%	10%
				bcdf	d	d		bdf		b				ab
Telegram	122	117	5	71	25	14	12	96	26	20	92	31	51	32
	4%	4%	1%	8%	3%	2%	1%	6%	2%	4%	4%	3%	4%	6%
		b		bcdf	d			bcdf						ab
Kik	81	74	7	36	10	20	15	46	35	18	58	22	40	15
	2%	3%	2%	4%	1%	3%	2%	3%	2%	3%	2%	2%	3%	3%
				bd										
Omegle	70	64	6	31	10	15	13	41	29	17	47	21	30	13
	2%	2%	1%	3%	1%	2%	2%	2%	2%	3%	2%	2%	2%	2%
				bdf										
Signal	68	64	4	41	9	13	5	50	18	16	49	11	35	16
	2%	2%	1%	4%	1%	2%	1%	3%	1%	3%	2%	1%	3%	3%
				bcdf				bdf					a	a
Imo	55	51	4	30	9	10	6	39	16	18	30	15	26	10
	2%	2%	1%	3%	1%	1%	1%	2%	1%	3%	1%	1%	2%	2%
				bdf				df		b				
Child sends messages or makes video/ voice calls on other apps/ sites	89	76	13	24	22	19	23	46	43	23	64	29	43	12
	3%	3%	3%	3%	3%	3%	3%	3%	3%	4%	3%	3%	3%	2%

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP4/ QC3. Which, if any of these apps or sites does your child use to send messages or make video or voice calls? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	3309	2871	436	919	842	711	822	1761	1533	598	2554	1002	1399	544
Effective Weighted Sample	2391	2095	297	652	606	521	606	1256	1126	436	1846	710	1030	390
Total	3307	2877	430	926	811	694	860	1737	1554	585	2553	989	1410	528
Child does not send messages or make video or voice calls on ANY apps/ sites	624	517	107	101	178	127	212	279	340	98	502	222	245	82
	19%	18%	25%	11%	22%	18%	25%	16%	22%	17%	20%	22%	17%	16%
			a		ae	a	ace	a	ae			bc		
Don't know	18	16	2	6	*	6	4	6	10	1	9	4	4	3
	1%	1%	*%	1%	*%	1%	1%	*%	1%	*%	*%	*%	*%	*%
						b								
SUMMARY														
ANY APPS/ SITES USED TO SEND MESSAGES OR TO MAKE VIDEO OR VOICE CALLS	2665	2344	321	819	633	561	643	1452	1204	485	2042	764	1161	443
	81%	81%	75%	88%	78%	81%	75%	84%	77%	83%	80%	77%	82%	84%
		b		bcdef		d		bdf					a	a
Base for stats	3307	2877	430	926	811	694	860	1737	1554	585	2553	989	1410	528
Mean number of apps/ sites (out of 17 WAVE 1/ out of 16 WAVE 2)	2.6	2.7	2.2	3.4	2.4	2.6	2.1	2.9	2.3	3.0	2.5	2.5	2.7	3.0
		b		bcdef	d	df		bcdf		b				ab
Standard deviation	2.45	2.47	2.27	2.76	2.29	2.37	2.12	2.59	2.24	2.56	2.38	2.37	2.40	2.72
Standard error	.04	.05	.11	.09	.08	.09	.07	.06	.06	.10	.05	.07	.06	.12

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 - JULY-AUGUST 2021.

Table 9

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP5/ QC4. Which, if any, of these apps or sites does your child watch videos on? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c
Unweighted total	3309	575	721	816	800	395	1660	1647	490	1546	1174
Effective Weighted Sample	2391	332	504	620	600	340	1187	1204	284	1114	920
Total	3307	441	661	882	882	441	1654	1654	372	1521	1311
YouTube	2767	353	563	729	741	381	1398	1369	293	1285	1110
	84%	80%	85%	83%	84%	86%	85%	83%	79%	85%	85%
						a				a	a
TikTok	1378	57	160	375	514	272	609	769	47	503	781
	42%	13%	24%	42%	58%	62%	37%	47%	13%	33%	60%
			a	ab	abc	abc		a		a	ab
Instagram	836	24	78	134	367	233	380	456	17	196	588
	25%	6%	12%	15%	42%	53%	23%	28%	5%	13%	45%
			a	a	abc	abcd		a		a	ab
Snapchat	715	36	79	154	268	178	297	418	28	220	441
	22%	8%	12%	17%	30%	40%	18%	25%	8%	14%	34%
				ab	abc	abcd		a		a	ab
Facebook (inc. Facebook Gaming)	612	38	76	127	214	157	310	302	30	184	376
	19%	9%	12%	14%	24%	36%	19%	18%	8%	12%	29%
				a	abc	abcd				a	ab
Twitch	285	11	32	59	118	65	181	104	10	85	184
	9%	2%	5%	7%	13%	15%	11%	6%	3%	6%	14%
				a	abc	abc	b			a	ab
Vimeo	131	8	18	23	65	17	69	62	6	39	83
	4%	2%	3%	3%	7%	4%	4%	4%	2%	3%	6%
					abce						ab
Dailymotion	77	2	16	15	32	13	38	39	2	25	49
	2%	*%	2%	2%	4%	3%	2%	2%	1%	2%	4%
			a		ac	a					ab
Triller	59	3	9	13	25	10	34	25	3	17	39
	2%	1%	1%	1%	3%	2%	2%	2%	1%	1%	3%
					a						ab
GoNoodle	58	6	19	14	17	2	23	35	6	33	20
	2%	1%	3%	2%	2%	*%	1%	2%	2%	2%	2%
			e								

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 - JULY-AUGUST 2021.

Table 9

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP5/ QC4. Which, if any, of these apps or sites does your child watch videos on? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c
Unweighted total	3309	575	721	816	800	395	1660	1647	490	1546	1174
Effective Weighted Sample	2391	332	504	620	600	340	1187	1204	284	1114	920
Total	3307	441	661	882	882	441	1654	1654	372	1521	1311
Dubsmash	48	9	5	13	20	2	23	25	6	20	22
	1%	2%	1%	1%	2%	*%	1%	2%	2%	1%	2%
					be						
Imgur	47	1	3	16	22	5	35	12	1	16	30
	1%	*%	*%	2%	2%	1%	2%	1%	*%	1%	2%
				ab	ab		b				ab
Byte	46	2	9	15	16	4	32	15	2	24	21
	1%	1%	1%	2%	2%	1%	2%	1%	*%	2%	2%
							b				
Fruitlab	42	4	5	13	18	3	29	14	4	17	21
	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	2%
							b				
GROM social	33	3	5	9	14	2	24	9	3	12	18
	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%
							b				
Child watches videos on other apps/sites	71	18	15	11	20	7	34	37	18	27	26
	2%	4%	2%	1%	2%	2%	2%	2%	5%	2%	2%
		c							bc		
Child does not watch videos on ANY apps/ sites	142	42	35	43	16	6	64	78	37	80	22
	4%	9%	5%	5%	2%	1%	4%	5%	10%	5%	2%
		bcde	de	de					bc	c	
Don't know	16	6	5	1	2	2	8	8	6	4	4
	*%	1%	1%	*%	*%	*%	*%	*%	2%	*%	*%
		cd							bc		

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP5/ QC4. Which, if any, of these apps or sites does your child watch videos on? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c
Unweighted total	3309	575	721	816	800	395	1660	1647	490	1546	1174
Effective Weighted Sample	2391	332	504	620	600	340	1187	1204	284	1114	920
Total	3307	441	661	882	882	441	1654	1654	372	1521	1311
SUMMARY											
ANY APPS/ SITES USED TO WATCH VIDEOS	3149	393	621	838	864	433	1582	1567	329	1438	1286
	95%	89%	94%	95%	98%	98%	96%	95%	88%	95%	98%
			a	a	abc	abc				a	ab
Base for stats	3307	441	661	882	882	441	1654	1654	372	1521	1311
Mean number of apps/ sites (out of 16)	2.2	1.3	1.6	2.0	2.8	3.1	2.1	2.2	1.3	1.8	2.9
			a	ab	abc	abcd				a	ab
Standard deviation	1.75	1.26	1.30	1.53	2.02	1.74	1.78	1.71	1.30	1.40	1.95
Standard error	.03	.05	.05	.05	.07	.09	.04	.04	.06	.04	.06

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP5/ QC4. Which, if any, of these apps or sites does your child watch videos on? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

		CHILD'S AGE AND GENDER										NATION			
	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	3309	304	271	361	360	407	409	398	402	190	205	2011	474	439	383
Effective Weighted Sample	2391	171	161	250	254	308	312	296	304	165	176	1743	423	348	317
Total	3307	220	220	331	331	441	441	441	441	220	220	2718	294	164	131
YouTube	2767	182	170	282	281	368	361	371	370	194	187	2266	245	142	114
	84%	83%	77%	85% b	85% b	83%	82%	84%	84%	88% b	85%	83%	83%	87%	87%
TikTok	1378	28	29	77	83	178	196	219	295	106	166	1108	137	73	60
	42%	13%	13%	23% ab	25% ab	40% abcd	44% abcd	50% abcde	67% abcdefgi	48% abcd	75% abcdefghi	41%	46% a	44%	46%
Instagram	836	13	11	36	41	71	64	157	211	103	129	705	65	38	27
	25%	6%	5%	11% b	13% ab	16% ab	14% ab	36% abcdef	48% abcdefg	47% abcdefg	59% abcdefghi	26% d	22%	23%	21%
Snapchat	715	17	19	34	46	69	85	106	162	71	106	572	71	40	32
	22%	8%	9%	10%	14%	16% ab	19% abc	24% abcde	37% abcdefg	32% abcdef	48% abcdefghi	21%	24%	24%	24%
Facebook (inc. Facebook Gaming)	612	20	18	40	36	70	57	107	107	74	83	505	56	32	20
	19%	9%	8%	12%	11%	16% ab	13%	24% abcdef	24% abcdef	34% abcdefgh	38% abcdefgh	19%	19%	20%	15%
Twitch	285	8	3	18	15	37	22	76	42	43	22	232	25	13	14
	9%	4%	1%	5% b	4%	8% ab	5% b	17% abcdefhj	10% abdf	19% abcdefhj	10% abdf	9%	9%	8%	11%
Vimeo	131	4	4	9	9	15	8	33	32	8	9	116	7	4	3
	4%	2%	2%	3%	3%	3%	2%	7% abcdef	7% abcdef	4%	4%	4%	2%	2%	3%
Dailymotion	77	1	1	6	10	8	7	14	17	9	4	72	3	1	2
	2%	*%	*%	2%	3% a	2%	2%	3% ab	4% ab	4% ab	2%	3% bc	1%	1%	1%
Triller	59	2	2	6	2	8	5	12	13	7	3	53	3	2	1
	2%	1%	1%	2%	1%	2%	1%	3%	3% d	3%	1%	2%	1%	1%	1%

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP5/ QC4. Which, if any, of these apps or sites does your child watch videos on? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
CHILD'S AGE AND GENDER												**NATION**			
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	3309	304	271	361	360	407	409	398	402	190	205	2011	474	439	383
Effective Weighted Sample	2391	171	161	250	254	308	312	296	304	165	176	1743	423	348	317
Total	3307	220	220	331	331	441	441	441	441	220	220	2718	294	164	131
GoNoodle	58	-	6	5	14	8	6	8	8	2	-	52	4	2	1
	2%	-%	3% aj	2%	4% afij	2%	1%	2%	2%	1%	-%	2%	1%	1%	1%
Dubsmash	48	4	5	3	2	4	9	10	10	2	-	45	2	*	1
	1%	2%	2%	1%	1%	1%	2%	2% j	2%	1%	-%	2% c	1%	*%	1%
Imgur	47	*	1	2	*	10	6	17	5	5	-	44	2	-	1
	1%	*%	*%	1%	*%	2% adj	1%	4% abcdfhj	1%	2% adj	-%	2% c	1%	-%	1%
Byte	46	1	2	5	5	12	3	11	5	4	-	43	2	*	1
	1%	*%	1%	1%	1%	3% aj	1%	3% j	1%	2%	-%	2%	1%	*%	1%
Fruitlab	42	1	3	5	-	10	2	11	7	2	1	37	3	2	1
	1%	*%	1%	1%	-%	2% d	1%	3% df	2% d	1%	*%	1%	1%	1%	1%
GROM social	33	-	3	4	1	7	2	10	4	2	-	30	2	-	1
	1%	-%	1%	1%	*%	2%	*%	2% adf	1%	1%	-%	1% c	1%	-%	1%
Child watches videos on other apps/sites	71	8	9	6	9	4	7	10	9	5	3	58	5	5	3
	2%	4% e	4% e	2%	3%	1%	2%	2%	2%	2%	1%	2%	2%	3%	3%
Child does not watch videos on ANY apps/ sites	142	15	26	19	16	19	24	6	10	5	2	117	14	7	4
	4%	7% ghij	12% cdefghij	6% ghj	5% gj	4% gj	5% gj	1%	2%	2%	1%	4%	5%	4%	3%
Don't know	16	4	3	2	2	1	-	-	2	1	1	13	2	*	1
	*%	2% fg	1%	1%	1%	*%	-%	-%	*%	1%	*%	*%	1%	*%	*%

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 - JULY-AUGUST 2021.

Table 9

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP5/ QC4. Which, if any, of these apps or sites does your child watch videos on? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
						CHILD'S AGE AND GENDER							NATION		
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	3309	304	271	361	360	407	409	398	402	190	205	2011	474	439	383
Effective Weighted Sample	2391	171	161	250	254	308	312	296	304	165	176	1743	423	348	317
Total	3307	220	220	331	331	441	441	441	441	220	220	2718	294	164	131
SUMMARY															
ANY APPS/ SITES USED TO WATCH VIDEOS	3149	202	192	309	312	421	417	435	429	215	218	2588	279	156	126
	95%	91%	87%	94%	94%	96%	95%	99%	97%	97%	99%	95%	95%	95%	96%
				b	b	b	b	abcdef	abc	ab	abcdef				
Base for stats	3307	220	220	331	331	441	441	441	441	220	220	2718	294	164	131
Mean number of apps/ sites (out of 16)	2.2	1.3	1.3	1.6	1.7	2.0	1.9	2.7	2.9	2.9	3.2	2.2	2.1	2.2	2.2
				ab	ab	abcd	abcd	abcdef	abcdefg	abcdef	abcdefgi				
Standard deviation	1.75	1.08	1.42	1.27	1.34	1.59	1.48	2.16	1.86	1.89	1.55	1.79	1.49	1.55	1.64
Standard error	.03	.06	.09	.07	.07	.08	.07	.11	.09	.14	.11	.04	.07	.07	.08

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 - JULY-AUGUST 2021.

Table 9

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP5/ QC4. Which, if any, of these apps or sites does your child watch videos on? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	3309	2871	436	919	842	711	822	1761	1533	598	2554	1002	1399	544
Effective Weighted Sample	2391	2095	297	652	606	521	606	1256	1126	436	1846	710	1030	390
Total	3307	2877	430	926	811	694	860	1737	1554	585	2553	989	1410	528
YouTube	2767	2419	348	753	691	584	731	1443	1315	505	2142	844	1167	453
	84%	84%	81%	81%	85%	84%	85%	83%	85%	86%	84%	85%	83%	86%
TikTok	1378	1222	156	444	299	332	294	743	626	266	1045	412	596	215
	42%	42%	36%	48%	37%	48%	34%	43%	40%	45%	41%	42%	42%	41%
		b		bdef		bdf		bd	d					
Instagram	836	759	77	320	181	184	149	500	333	179	620	248	360	161
	25%	26%	18%	35%	22%	26%	17%	29%	21%	31%	24%	25%	26%	30%
		b		bcdef	d	df		bdf	d	b				
Snapchat	715	647	68	248	163	147	153	411	301	151	527	223	311	109
	22%	22%	16%	27%	20%	21%	18%	24%	19%	26%	21%	23%	22%	21%
		b		bcdf				df		b				
Facebook (inc. Facebook Gaming)	612	559	53	234	119	134	124	353	258	127	443	175	259	122
	19%	19%	12%	25%	15%	19%	14%	20%	17%	22%	17%	18%	18%	23%
		b		bcdef		bd		bdf		b				ab
Twitch	285	265	20	119	48	65	52	167	118	76	193	75	132	44
	9%	9%	5%	13%	6%	9%	6%	10%	8%	13%	8%	8%	9%	8%
		b		bdef		bd		bd		b				
Vimeo	131	118	13	68	22	35	7	89	41	28	88	21	72	26
	4%	4%	3%	7%	3%	5%	1%	5%	3%	5%	3%	2%	5%	5%
				bdf	d	bdf		bdf	d				a	a
Dailymotion	77	74	3	42	9	18	8	51	26	17	54	22	27	23
	2%	3%	1%	5%	1%	3%	1%	3%	2%	3%	2%	2%	2%	4%
		b		bdf		d		bdf						ab
Triller	59	56	4	27	4	23	5	32	28	10	42	16	26	13
	2%	2%	1%	3%	1%	3%	1%	2%	2%	2%	2%	2%	2%	2%
				bd		bd		bd	bd					

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 - JULY-AUGUST 2021.

Table 9

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP5/ QC4. Which, if any, of these apps or sites does your child watch videos on? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	3309	2871	436	919	842	711	822	1761	1533	598	2554	1002	1399	544
Effective Weighted Sample	2391	2095	297	652	606	521	606	1256	1126	436	1846	710	1030	390
Total	3307	2877	430	926	811	694	860	1737	1554	585	2553	989	1410	528
GoNoodle	58	48	11	33	13	9	4	45	13	14	43	12	24	17
	2%	2%	3%	4%	2%	1%	*%	3%	1%	2%	2%	1%	2%	3%
				bcdf				df						a
Dubsmash	48	43	4	30	9	6	4	38	9	13	32	15	19	11
	1%	2%	1%	3%	1%	1%	*%	2%	1%	2%	1%	2%	1%	2%
				bcdf				cdf						
Imgur	47	44	3	28	6	11	3	34	13	14	29	5	26	10
	1%	2%	1%	3%	1%	2%	*%	2%	1%	2%	1%	1%	2%	2%
				bdf		d		bdf		b			a	a
Byte	46	46	-	30	4	9	3	34	12	13	32	15	16	13
	1%	2%	-%	3%	1%	1%	*%	2%	1%	2%	1%	2%	1%	2%
		b		bcdf				bdf						
Fruitlab	42	37	5	26	5	9	3	30	12	7	33	9	21	9
	1%	1%	1%	3%	1%	1%	*%	2%	1%	1%	1%	1%	1%	2%
				bdf				bdf						
GROM social	33	29	3	19	7	4	2	26	7	5	23	4	18	8
	1%	1%	1%	2%	1%	1%	*%	1%	*%	1%	1%	*%	1%	2%
				cdf				df						a
Child watches videos on other apps/sites	71	54	17	21	15	16	20	36	35	16	53	22	27	14
	2%	2%	4%	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%	3%
			a											
Child does not watch videos on ANY apps/sites	142	113	30	33	37	30	39	70	69	14	115	34	58	25
	4%	4%	7%	4%	5%	4%	4%	4%	4%	2%	5%	3%	4%	5%
			a											
Don't know	16	13	3	3	4	4	5	7	9	1	10	5	3	-
	*%	*%	1%	*%	*%	1%	1%	*%	1%	*%	*%	1%	*%	-%

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP5/ QC4. Which, if any, of these apps or sites does your child watch videos on? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	3309	2871	436	919	842	711	822	1761	1533	598	2554	1002	1399	544
Effective Weighted Sample	2391	2095	297	652	606	521	606	1256	1126	436	1846	710	1030	390
Total	3307	2877	430	926	811	694	860	1737	1554	585	2553	989	1410	528
SUMMARY														
ANY APPS/ SITES USED TO WATCH VIDEOS	3149	2751	398	890	770	660	816	1660	1476	570	2428	950	1349	503
	95%	96%	93%	96%	95%	95%	95%	96%	95%	97%	95%	96%	96%	95%
		b								b				
Base for stats	3307	2877	430	926	811	694	860	1737	1554	585	2553	989	1410	528
Mean number of apps/ sites (out of 16)	2.2	2.2	1.8	2.6	2.0	2.3	1.8	2.3	2.0	2.5	2.1	2.1	2.2	2.4
		b		bcdef	d	bdf		bdf	d	b				a
Standard deviation	1.75	1.77	1.55	2.09	1.49	1.78	1.38	1.86	1.59	1.78	1.70	1.63	1.72	2.00
Standard error	.03	.03	.07	.07	.05	.07	.05	.04	.04	.07	.03	.05	.05	.09

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP6/ QC5. Does your child ever upload videos online that they have made themselves? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c
Unweighted total	3309	575	721	816	800	395	1660	1647	490	1546	1174
Effective Weighted Sample	2391	332	504	620	600	340	1187	1204	284	1114	920
Total	3307	441	661	882	882	441	1654	1654	372	1521	1311
Yes	1113	53	127	324	405	204	534	579	44	421	617
	34%	12%	19%	37%	46%	46%	32%	35%	12%	28%	47%
			a	ab	abc	abc				a	ab
No	2177	385	524	556	477	235	1115	1063	326	1087	692
	66%	87%	79%	63%	54%	53%	67%	64%	88%	71%	53%
		bcde	cde	de					bc	c	
Don't know	17	3	11	2	-	2	5	12	2	14	2
	1%	1%	2%	*%	-%	*%	*%	1%	*%	1%	*%
			cd							c	

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP6/ QC5. Does your child ever upload videos online that they have made themselves? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (SINGLE CODE)

Base : All parents of children aged 3-17

		CHILD'S AGE AND GENDER										NATION			
	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	3309	304	271	361	360	407	409	398	402	190	205	2011	474	439	383
Effective Weighted Sample	2391	171	161	250	254	308	312	296	304	165	176	1743	423	348	317
Total	3307	220	220	331	331	441	441	441	441	220	220	2718	294	164	131
Yes	1113	36	17	67	60	155	169	181	224	95	109	927	104	44	38
	34%	16%	8%	20%	18%	35%	38%	41%	51%	43%	50%	34%	35%	27%	29%
		b		b	b	abcd	abcd	abcd	abcdefg	abcd	abcdef	c	c		
No	2177	184	201	260	264	285	271	260	217	125	110	1775	190	120	93
	66%	84%	91%	79%	80%	65%	61%	59%	49%	57%	50%	65%	65%	73%	71%
		efghij	acdefghij	efghij	efghij	hj	hj	h						ab	
Don't know	17	*	3	4	7	1	1	-	-	-	2	16	1	-	*
	1%	*%	1%	1%	2%	*%	*%	-%	-%	-%	1%	1%	*%	-%	*%
					efgh										

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP6/ QC5. Does your child ever upload videos online that they have made themselves? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	3309	2871	436	919	842	711	822	1761	1533	598	2554	1002	1399	544
Effective Weighted Sample	2391	2095	297	652	606	521	606	1256	1126	436	1846	710	1030	390
Total	3307	2877	430	926	811	694	860	1737	1554	585	2553	989	1410	528
Yes	1113 34%	1003 35% b	110 26%	387 42% bdef	234 29%	259 37% bdf	231 27%	621 36% bdf	490 32% d	258 44% b	792 31%	332 34%	505 36%	176 33%
No	2177 66%	1860 65%	318 74% a	537 58%	573 71% ace	435 63%	618 72% ace	1110 64% a	1053 68% ace	325 56%	1751 69% a	653 66%	898 64%	350 66%
Don't know	17 1%	15 1%	2 1%	2 *%	4 1%	1 *%	10 1% ace	6 *%	11 1%	3 *%	10 *%	4 *%	7 1%	2 *%

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP7/ QC6. And which of these apps or sites does your child use to upload videos online that they have made themselves? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever uploads videos online that they have made themselves

	Total	CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	b	c	d	e	a	b	~a	b	c
Unweighted total	1040	53	139	305	361	182	488	552	43	428	542
Effective Weighted Sample	793	35	97	233	274	157	369	425	29	312	430
Total	1113	53	127	324	405	204	534	579	44	421	617
TikTok	647	**	65	179	252	127	258	390	**	227	384
	58%	**	51%	55%	62%	62%	48%	67% a	**	54%	62% b
YouTube	494	**	77	149	163	78	295	199	**	211	247
	44%	**	61% cde	46%	40%	38%	55% b	34%	**	50% c	40%
Instagram	419	**	41	80	166	119	173	246	**	108	286
	38%	**	32%	25%	41% c	58% bcd	32%	42% a	**	26%	46% b
Snapchat	380	**	29	78	145	112	155	225	**	95	259
	34%	**	23%	24%	36% bc	55% bcd	29%	39% a	**	23%	42% b
Facebook (inc. Facebook Gaming)	281	**	33	65	96	76	154	127	**	84	175
	25%	**	26%	20%	24%	37% cd	29% b	22%	**	20%	28% b
Twitch	89	**	11	12	45	14	52	37	**	21	60
	8%	**	9%	4%	11% c	7%	10%	6%	**	5%	10% b
Vimeo	51	**	5	15	22	6	36	15	**	19	29
	5%	**	4%	4%	5%	3%	7% b	3%	**	4%	5%
Triller	47	**	4	8	26	7	21	26	**	10	36
	4%	**	3%	3%	7% c	4%	4%	5%	**	2%	6% b
Dailymotion	45	**	10	6	21	5	34	11	**	16	25
	4%	**	8% ce	2%	5%	2%	6% b	2%	**	4%	4%

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 - JULY-AUGUST 2021.

Table 11

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP7/ QC6. And which of these apps or sites does your child use to upload videos online that they have made themselves? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever uploads videos online that they have made themselves

	Total	CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	b	c	d	e	a	b	~a	b	c
Unweighted total	1040	53	139	305	361	182	488	552	43	428	542
Effective Weighted Sample	793	35	97	233	274	157	369	425	29	312	430
Total	1113	53	127	324	405	204	534	579	44	421	617
GROM social	32	**	2	9	17	3	21	12	**	11	20
	3%	**	1%	3%	4%	2%	4%	2%	**	3%	3%
Fruitlab	32	**	1	11	13	4	21	11	**	12	17
	3%	**	1%	3%	3%	2%	4%	2%	**	3%	3%
Imgur	31	**	-	7	18	3	21	10	**	7	20
	3%	**	-%	2%	4%	1%	4%	2%	**	2%	3%
					b						
Dubsmash	31	**	3	7	13	5	20	11	**	9	19
	3%	**	2%	2%	3%	3%	4%	2%	**	2%	3%
Byte	30	**	-	6	19	5	19	12	**	6	24
	3%	**	-%	2%	5%	2%	4%	2%	**	1%	4%
					b						b
GoNoodle	27	**	4	9	10	3	19	8	**	13	13
	2%	**	3%	3%	2%	1%	4%	1%	**	3%	2%
							b				
Child uploads videos to other apps/ sites	3	**	-	2	1	-	1	2	**	2	1
	*%	**	-%	1%	*%	-%	*%	*%	**	1%	*%
Don't know	4	**	-	2	2	-	2	2	**	2	2
	*%	**	-%	1%	1%	-%	*%	*%	**	*%	*%
SUMMARY											
ANY APPS/ SITES USED TO UPLOAD VIDEOS ONLINE	1109	**	127	322	403	204	532	577	**	419	615
	100%	**	100%	99%	99%	100%	100%	100%	**	100%	100%
Base for stats	1113	**	127	324	405	204	534	579	**	421	617
Mean number of apps/ sites (out of 16)	2.4	**	2.2	2.0	2.5	2.8	2.4	2.3	**	2.0	2.6
					c	bc					b

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP7/ QC6. And which of these apps or sites does your child use to upload videos online that they have made themselves? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever uploads videos online that they have made themselves

	Total	CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	b	c	d	e	a	b	~a	b	c
Unweighted total	1040	53	139	305	361	182	488	552	43	428	542
Total	1113	53	127	324	405	204	534	579	44	421	617
Standard deviation	1.94	**	1.52	1.59	2.26	1.72	2.12	1.75	**	1.59	2.09
Standard error	.06	**	.13	.09	.12	.13	.10	.07	**	.08	.09

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 - JULY-AUGUST 2021.

Table 11

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP7/ QC6. And which of these apps or sites does your child use to upload videos online that they have made themselves? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever uploads videos online that they have made themselves

	Total		CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17		ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	~i	j		a	b	c	~d
Unweighted total	1040	34	19	74	65	144	161	157	204	79	103		691	150	100	99
Effective Weighted Sample	793	22	12	50	47	109	124	119	156	69	88		596	140	83	81
Total	1113	36	17	67	60	155	169	181	224	95	109		927	104	44	38
TikTok	647	**	**	**	**	74	105	89	163	**	80		527	64	30	**
	58%	**	**	**	**	48%	62% eg	49%	73% eg	**	73% eg		57%	62%	68% a	**
YouTube	494	**	**	**	**	91	58	100	63	**	30		424	35	19	**
	44%	**	**	**	**	59% fhj	35%	55% fhj	28%	**	28%		46% b	34%	43%	**
Instagram	419	**	**	**	**	36	44	60	106	**	67		370	26	12	**
	38%	**	**	**	**	23%	26%	33%	47% efg	**	62% efgh		40% bc	25%	28%	**
Snapchat	380	**	**	**	**	30	48	53	93	**	66		315	30	18	**
	34%	**	**	**	**	19%	28%	29%	41% efg	**	60% efgh		34%	28%	42% b	**
Facebook (inc. Facebook Gaming)	281	**	**	**	**	36	28	50	45	**	30		244	19	10	**
	25%	**	**	**	**	24%	17%	28% f	20%	**	28%		26%	19%	23%	**
Twitch	89	**	**	**	**	6	6	31	14	**	6		77	7	3	**
	8%	**	**	**	**	4%	4%	17% efhj	6%	**	5%		8%	6%	7%	**
Vimeo	51	**	**	**	**	13	1	10	12	**	-		47	1	1	**
	5%	**	**	**	**	9% fj	1%	6% fj	5% fj	**	-%		5%	1%	2%	**
Triller	47	**	**	**	**	4	5	11	15	**	5		41	1	3	**
	4%	**	**	**	**	2%	3%	6%	7%	**	4%		4%	1%	8% b	**
Dailymotion	45	**	**	**	**	6	*	13	7	**	1		41	2	1	**
	4%	**	**	**	**	4% f	*%	7% fj	3%	**	1%		4%	2%	2%	**

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP7/ QC6. And which of these apps or sites does your child use to upload videos online that they have made themselves? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever uploads videos online that they have made themselves

						CHILD'S AGE AND GENDER						NATION			
	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	~i	j	a	b	c	~d
Unweighted total	1040	34	19	74	65	144	161	157	204	79	103	691	150	100	99
Effective Weighted Sample	793	22	12	50	47	109	124	119	156	69	88	596	140	83	81
Total	1113	36	17	67	60	155	169	181	224	95	109	927	104	44	38
GROM social	32	**	**	**	**	9	*	8	8	**	1	31	1	*	**
	3%	**	**	**	**	6%	*%	4%	4%	**	1%	3%	1%	1%	**
						f		f	f						
Fruitlab	32	**	**	**	**	8	4	9	4	**	2	28	1	2	**
	3%	**	**	**	**	5%	2%	5%	2%	**	2%	3%	1%	4%	**
Imgur	31	**	**	**	**	5	1	11	6	**	1	29	-	1	**
	3%	**	**	**	**	3%	1%	6%	3%	**	1%	3%	-%	3%	**
								f				b		b	
Dubsmash	31	**	**	**	**	5	2	5	8	**	-	28	1	*	**
	3%	**	**	**	**	3%	1%	3%	4%	**	-%	3%	1%	1%	**
Byte	30	**	**	**	**	4	1	9	9	**	-	29	1	-	**
	3%	**	**	**	**	3%	1%	5%	4%	**	-%	3%	1%	-%	**
								fj							
GoNoodle	27	**	**	**	**	6	3	6	4	**	-	25	1	1	**
	2%	**	**	**	**	4%	2%	4%	2%	**	-%	3%	1%	2%	**
Child uploads videos to other apps/ sites	3	**	**	**	**	-	2	1	-	**	-	3	-	*	**
	*%	**	**	**	**	-%	1%	1%	-%	**	-%	*%	-%	*%	**
Don't know	4	**	**	**	**	-	2	2	-	**	-	4	-	-	**
	*%	**	**	**	**	-%	1%	1%	-%	**	-%	*%	-%	-%	**
SUMMARY															
ANY APPS/ SITES USED TO UPLOAD VIDEOS ONLINE	1109	**	**	**	**	155	167	179	224	**	109	924	104	44	**
	100%	**	**	**	**	100%	99%	99%	100%	**	100%	100%	100%	100%	**
Base for stats	1113	**	**	**	**	155	169	181	224	**	109	927	104	44	**
Mean number of apps/ sites (out of 16)	2.4	**	**	**	**	2.2	1.8	2.6	2.5	**	2.6	2.4	1.8	2.4	**
							f		f		ef	b		b	

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP7/ QC6. And which of these apps or sites does your child use to upload videos online that they have made themselves? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever uploads videos online that they have made themselves

		CHILD'S AGE AND GENDER										NATION			
	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	~i	j	a	b	c	~d
Unweighted total	1040	34	19	74	65	144	161	157	204	79	103	691	150	100	99
Total	1113	36	17	67	60	155	169	181	224	95	109	927	104	44	38
Standard deviation	1.94	**	**	**	**	1.79	1.38	2.55	2.00	**	1.33	2.03	1.07	1.45	**
Standard error	.06	**	**	**	**	.15	.11	.20	.14	**	.13	.08	.09	.15	**

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP7/ QC6. And which of these apps or sites does your child use to upload videos online that they have made themselves? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever uploads videos online that they have made themselves

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	1040	940	100	367	224	240	208	591	448	252	736	307	472	173
Effective Weighted Sample	793	713	81	273	170	184	166	442	350	189	563	235	361	129
Total	1113	1003	110	387	234	259	231	621	490	258	792	332	505	176
TikTok	647	581	66	211	138	175	124	349	298	142	469	199	284	101
	58%	58%	60%	54%	59%	67% ade	54%	56%	61%	55%	59%	60%	56%	57%
YouTube	494	445	48	185	103	108	97	288	206	131	346	151	209	91
	44%	44%	44%	48%	44%	42%	42%	46%	42%	51%	44%	46%	41%	52% b
Instagram	419	388	31	163	89	94	72	252	165	106	288	122	178	79
	38%	39%	28%	42% df	38%	36%	31%	41% df	34%	41%	36%	37%	35%	45% b
Snapchat	380	355	25	128	69	99	81	198	181	101	259	120	161	66
	34%	35% b	23%	33%	30%	38%	35%	32%	37%	39%	33%	36%	32%	37%
Facebook (inc. Facebook Gaming)	281	263	18	136	48	58	39	184	97	65	194	78	119	57
	25%	26%	17%	35% bcdf	21%	22%	17%	30% bdf	20%	25%	24%	24%	24%	32%
Twitch	89	84	5	38	20	23	8	58	32	25	58	22	40	18
	8%	8%	5%	10% d	8%	9% d	4%	9% d	6%	10%	7%	7%	8%	10%
Vimeo	51	46	4	31	7	10	3	38	13	12	33	9	28	10
	5%	5%	4%	8% bdf	3%	4%	1%	6% df	3%	4%	4%	3%	5%	6%
Triller	47	46	*	29	1	13	3	30	17	10	32	13	24	8
	4%	5%	*%	7% bdf	1%	5% b	2%	5% b	3% b	4%	4%	4%	5%	5%
Dailymotion	45	45	-	26	7	10	2	33	12	5	34	13	20	10
	4%	4%	-%	7% df	3%	4%	1%	5% df	2%	2%	4%	4%	4%	6%

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 - JULY-AUGUST 2021.

Table 11

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP7/ QC6. And which of these apps or sites does your child use to upload videos online that they have made themselves? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever uploads videos online that they have made themselves

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	1040	940	100	367	224	240	208	591	448	252	736	307	472	173
Effective Weighted Sample	793	713	81	273	170	184	166	442	350	189	563	235	361	129
Total	1113	1003	110	387	234	259	231	621	490	258	792	332	505	176
GROM social	32	32	-	19	4	5	4	24	9	6	24	6	18	6
	3%	3%	-%	5%	2%	2%	2%	4%	2%	2%	3%	2%	4%	4%
				f										
Fruitlab	32	32	-	19	3	5	4	23	9	8	21	11	13	6
	3%	3%	-%	5%	1%	2%	2%	4%	2%	3%	3%	3%	3%	3%
				bf										
Imgur	31	30	1	24	1	4	2	25	6	8	21	8	14	6
	3%	3%	1%	6%	1%	2%	1%	4%	1%	3%	3%	2%	3%	3%
				bcdf				bdf						
Dubsmash	31	30	1	22	5	2	2	27	4	6	18	7	11	9
	3%	3%	1%	6%	2%	1%	1%	4%	1%	2%	2%	2%	2%	5%
				cdf				cdf						
Byte	30	30	-	19	2	7	3	21	9	8	21	7	16	6
	3%	3%	-%	5%	1%	3%	1%	3%	2%	3%	3%	2%	3%	3%
				bdf										
GoNoodle	27	27	-	21	2	3	*	24	3	7	18	8	12	5
	2%	3%	-%	6%	1%	1%	*%	4%	1%	3%	2%	2%	2%	3%
				bcdf				df						
Child uploads videos to other apps/ sites	3	3	-	*	2	-	1	2	1	-	2	-	2	*
	*%	*%	-%	*%	1%	-%	*%	*%	*%	-%	*%	-%	*%	*%
Don't know	4	4	-	2	-	-	2	2	2	-	2	2	2	-
	*%	*%	-%	1%	-%	-%	1%	*%	*%	-%	*%	1%	*%	-%

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 - JULY-AUGUST 2021.

Table 11

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP7/ QC6. And which of these apps or sites does your child use to upload videos online that they have made themselves? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever uploads videos online that they have made themselves

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	1040	940	100	367	224	240	208	591	448	252	736	307	472	173
Effective Weighted Sample	793	713	81	273	170	184	166	442	350	189	563	235	361	129
Total	1113	1003	110	387	234	259	231	621	490	258	792	332	505	176
SUMMARY														
ANY APPS/ SITES USED TO UPLOAD VIDEOS ONLINE	1109	999	110	385	234	259	230	619	489	258	791	330	503	176
	100%	100%	100%	99%	100%	100%	99%	100%	100%	100%	100%	99%	100%	100%
Base for stats	1113	1003	110	387	234	259	231	621	490	258	792	332	505	176
Mean number of apps/ sites (out of 16)	2.4	2.4	1.8	2.8	2.1	2.4	1.9	2.5	2.2	2.5	2.3	2.3	2.3	2.7
		b		bcdf		d		bdf						ab
Standard deviation	1.94	2.00	1.15	2.33	1.64	1.79	1.47	2.12	1.66	1.79	1.91	1.81	1.86	2.18
Standard error	.06	.07	.11	.12	.11	.12	.10	.09	.08	.11	.07	.10	.09	.17

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP7/ QC6. And which of these apps or sites does your child use to upload videos online that they have made themselves? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c
Unweighted total	3309	575	721	816	800	395	1660	1647	490	1546	1174
Effective Weighted Sample	2391	332	504	620	600	340	1187	1204	284	1114	920
Total	3307	441	661	882	882	441	1654	1654	372	1521	1311
TikTok	647	24	65	179	252	127	258	390	22	227	384
	20%	6%	10%	20%	29%	29%	16%	24%	6%	15%	29%
			a	ab	abc	abc		a		a	ab
YouTube	494	27	77	149	163	78	295	199	23	211	247
	15%	6%	12%	17%	18%	18%	18%	12%	6%	14%	19%
			a	ab	ab	ab	b			a	ab
Instagram	419	13	41	80	166	119	173	246	11	108	286
	13%	3%	6%	9%	19%	27%	10%	15%	3%	7%	22%
			a	a	abc	abcd		a		a	ab
Snapchat	380	15	29	78	145	112	155	225	13	95	259
	11%	3%	4%	9%	16%	25%	9%	14%	3%	6%	20%
				ab	abc	abcd		a			ab
Facebook (inc. Facebook Gaming)	281	11	33	65	96	76	154	127	10	84	175
	8%	3%	5%	7%	11%	17%	9%	8%	3%	6%	13%
				a	abc	abcd					ab
Twitch	89	7	11	12	45	14	52	37	7	21	60
	3%	2%	2%	1%	5%	3%	3%	2%	2%	1%	5%
					abc						ab
Vimeo	51	3	5	15	22	6	36	15	3	19	29
	2%	1%	1%	2%	2%	1%	2%	1%	1%	1%	2%
					ab		b				
Triller	47	1	4	8	26	7	21	26	1	10	36
	1%	*%	1%	1%	3%	2%	1%	2%	*%	1%	3%
					abc	a					ab
Dailymotion	45	3	10	6	21	5	34	11	3	16	25
	1%	1%	2%	1%	2%	1%	2%	1%	1%	1%	2%
					c		b				

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP7/ QC6. And which of these apps or sites does your child use to upload videos online that they have made themselves? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c
Unweighted total	3309	575	721	816	800	395	1660	1647	490	1546	1174
Effective Weighted Sample	2391	332	504	620	600	340	1187	1204	284	1114	920
Total	3307	441	661	882	882	441	1654	1654	372	1521	1311
GROM social	32	2	2	9	17	3	21	12	2	11	20
	1%	*%	*%	1%	2% b	1%	1%	1%	*%	1%	2%
Fruitlab	32	3	1	11	13	4	21	11	3	12	17
	1%	1%	*%	1% b	1% b	1%	1%	1%	1%	1%	1%
Imgur	31	4	-	7	18	3	21	10	4	7	20
	1%	1% b	-%	1% b	2% b	1%	1%	1%	1%	*%	2% b
Dubsmash	31	2	3	7	13	5	20	11	2	9	19
	1%	*%	*%	1%	2%	1%	1%	1%	1%	1%	1%
Byte	30	1	-	6	19	5	19	12	1	6	24
	1%	*%	-%	1%	2% abc	1% b	1%	1%	*%	*%	2% ab
GoNoodle	27	1	4	9	10	3	19	8	1	13	13
	1%	*%	1%	1%	1%	1%	1%	*%	*%	1%	1%
Child uploads videos to other apps/ sites	3	*	-	2	1	-	1	2	-	2	1
	*%	*%	-%	*%	*%	-%	*%	*%	-%	*%	*%
Don't know	4	-	-	2	2	-	2	2	-	2	2
	*%	-%	-%	*%	*%	-%	*%	*%	-%	*%	*%
SUMMARY											
ANY APPS/ SITES USED TO UPLOAD VIDEOS ONLINE	1109	53	127	322	403	204	532	577	44	419	615
	34%	12%	19% a	37% ab	46% abc	46% abc	32%	35%	12%	28% a	47% ab

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 - JULY-AUGUST 2021.

Table 12

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP7/ QC6. And which of these apps or sites does your child use to upload videos online that they have made themselves? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c
Unweighted total	3309	575	721	816	800	395	1660	1647	490	1546	1174
Effective Weighted Sample	2391	332	504	620	600	340	1187	1204	284	1114	920
Total	3307	441	661	882	882	441	1654	1654	372	1521	1311
DO NOT UPLOAD VIDEOS ONLINE	2194	388	535	558	477	237	1120	1075	328	1100	694
	66%	88%	81%	63%	54%	54%	68%	65%	88%	72%	53%
		bcde	cde	de					bc	c	
Base for stats	3307	441	661	882	882	441	1654	1654	372	1521	1311
Mean number of apps/ sites (out of 16)	.8	.3	.4	.7	1.2	1.3	.8	.8	.3	.6	1.2
			a	ab	abc	abc				a	ab
Standard deviation	1.59	1.12	1.10	1.36	1.98	1.81	1.66	1.51	1.19	1.23	1.94
Standard error	.03	.05	.04	.05	.07	.09	.04	.04	.05	.03	.06

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 - JULY-AUGUST 2021.

Table 12

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP7/ QC6. And which of these apps or sites does your child use to upload videos online that they have made themselves? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	3309	304	271	361	360	407	409	398	402	190	205	2011	474	439	383
Effective Weighted Sample	2391	171	161	250	254	308	312	296	304	165	176	1743	423	348	317
Total	3307	220	220	331	331	441	441	441	441	220	220	2718	294	164	131
TikTok	647	18	6	29	36	74	105	89	163	47	80	527	64	30	26
	20%	8%	3%	9%	11%	17%	24%	20%	37%	21%	36%	19%	22%	18%	20%
		b		b	b	abcd	abcde	abcd	abcdefgi	abcd	abcdefgi				
YouTube	494	16	11	41	36	91	58	100	63	47	30	424	35	19	15
	15%	7%	5%	12%	11%	21%	13%	23%	14%	21%	14%	16%	12%	12%	12%
				b	b	abcdfh	ab	abcdfhj	ab	abcdfh	b				
Instagram	419	10	3	16	25	36	44	60	106	52	67	370	26	12	11
	13%	4%	2%	5%	8%	8%	10%	14%	24%	23%	31%	14%	9%	8%	8%
					b	b	abc	abcde	abcdefg	abcdefg	abcdefg	bcd			
Snapchat	380	10	5	15	14	30	48	53	93	47	66	315	30	18	17
	11%	5%	2%	5%	4%	7%	11%	12%	21%	21%	30%	12%	10%	11%	13%
						b	abcd	abcde	abcdefg	abcdefg	abcdefgh				
Facebook (inc. Facebook Gaming)	281	7	5	15	18	36	28	50	45	46	30	244	19	10	7
	8%	3%	2%	5%	5%	8%	6%	11%	10%	21%	14%	9%	7%	6%	5%
						ab	b	abcdf	abcd	abcdefgh	abcdf	d			
Twitch	89	4	3	2	9	6	6	31	14	8	6	77	7	3	3
	3%	2%	1%	1%	3%	1%	1%	7%	3%	4%	3%	3%	2%	2%	2%
								abcdefhj	c	c					
Vimeo	51	2	1	5	1	13	1	10	12	6	-	47	1	1	1
	2%	1%	*%	1%	*%	3%	*%	2%	3%	3%	-%	2%	*%	1%	1%
						dfj		dfj	dfj	dfj					
Triller	47	*	1	3	*	4	5	11	15	2	5	41	1	3	1
	1%	*%	*%	1%	*%	1%	1%	3%	3%	1%	2%	2%	*%	2%	1%
								ad	abdef		ad			b	
Dailymotion	45	2	1	9	1	6	*	13	7	4	1	41	2	1	1
	1%	1%	*%	3%	*%	1%	*%	3%	2%	2%	1%	2%	1%	*%	1%
				df				df	f	f					

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP7/ QC6. And which of these apps or sites does your child use to upload videos online that they have made themselves? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

		CHILD'S AGE AND GENDER										NATION			
	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	3309	304	271	361	360	407	409	398	402	190	205	2011	474	439	383
Effective Weighted Sample	2391	171	161	250	254	308	312	296	304	165	176	1743	423	348	317
Total	3307	220	220	331	331	441	441	441	441	220	220	2718	294	164	131
GROM social	32	-	2	2	-	9	*	8	8	2	1	31	1	*	*
	1%	-%	1%	*%	-%	2%	*%	2%	2%	1%	*%	1%	*%	*%	*%
						df		df	df						
Fruitlab	32	2	1	1	-	8	4	9	4	2	2	28	1	2	1
	1%	1%	*%	*%	-%	2%	1%	2%	1%	1%	1%	1%	*%	1%	1%
						d		d							
Imgur	31	3	1	-	-	5	1	11	6	2	1	29	-	1	1
	1%	1%	*%	-%	-%	1%	*%	3%	1%	1%	*%	1%	-%	1%	1%
								cdf	d			b			
Dubsmash	31	1	1	3	-	5	2	5	8	5	-	28	1	*	1
	1%	1%	*%	1%	-%	1%	*%	1%	2%	2%	-%	1%	*%	*%	1%
									d	dfj					
Byte	30	-	1	-	-	4	1	9	9	5	-	29	1	-	*
	1%	-%	*%	-%	-%	1%	*%	2%	2%	2%	-%	1%	*%	-%	*%
								acdf	acdf	acdfj					
GoNoodle	27	-	1	4	-	6	3	6	4	3	-	25	1	1	*
	1%	-%	*%	1%	-%	1%	1%	1%	1%	1%	-%	1%	*%	*%	*%
								d							
Child uploads videos to other apps/ sites	3	*	-	-	-	-	2	1	-	-	-	3	-	*	-
	*%	*%	-%	-%	-%	-%	*%	*%	-%	-%	-%	*%	-%	*%	-%
Don't know	4	-	-	-	-	-	2	2	-	-	-	4	-	-	-
	*%	-%	-%	-%	-%	-%	*%	*%	-%	-%	-%	*%	-%	-%	-%
SUMMARY															
ANY APPS/ SITES USED TO UPLOAD VIDEOS ONLINE	1109	36	17	67	60	155	167	179	224	95	109	924	104	44	38
	34%	16%	8%	20%	18%	35%	38%	41%	51%	43%	50%	34%	35%	27%	29%
		b		b	b	abcd	abcd	abcd	abcdefg	abcd	abcdef	c	c		

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP7/ QC6. And which of these apps or sites does your child use to upload videos online that they have made themselves? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

						CHILD'S AGE AND GENDER							NATION			
	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	3309	304	271	361	360	407	409	398	402	190	205	2011	474	439	383
Effective Weighted Sample	2391	171	161	250	254	308	312	296	304	165	176	1743	423	348	317
Total	3307	220	220	331	331	441	441	441	441	220	220	2718	294	164	131
DO NOT UPLOAD VIDEOS ONLINE	2194	185	203	264	271	286	272	260	217	125	111	1791	191	120	93
	66%	84%	92%	80%	82%	65%	62%	59%	49%	57%	50%	66%	65%	73%	71%
		efghij	acdefghij	efghij	efghij	hj	hj	h						ab	
Base for stats	3307	220	220	331	331	441	441	441	441	220	220	2718	294	164	131
Mean number of apps/ sites (out of 16)	.8	.3	.2	.4	.4	.8	.7	1.1	1.3	1.3	1.3	.8	.6	.6	.7
				b	b	abcd	abcd	abcdef	abcdef	abcdef	abcdef	bc			
Standard deviation	1.59	1.08	1.16	1.12	1.09	1.48	1.24	2.07	1.89	1.99	1.62	1.65	1.08	1.28	1.42
Standard error	.03	.06	.07	.06	.06	.07	.06	.10	.09	.14	.11	.04	.05	.06	.07

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 - JULY-AUGUST 2021.

Table 12

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP7/ QC6. And which of these apps or sites does your child use to upload videos online that they have made themselves? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	3309	2871	436	919	842	711	822	1761	1533	598	2554	1002	1399	544
Effective Weighted Sample	2391	2095	297	652	606	521	606	1256	1126	436	1846	710	1030	390
Total	3307	2877	430	926	811	694	860	1737	1554	585	2553	989	1410	528
TikTok	647	581	66	211	138	175	124	349	298	142	469	199	284	101
	20%	20%	15%	23%	17%	25%	14%	20%	19%	24%	18%	20%	20%	19%
				bd		bdef		d	d	b				
YouTube	494	445	48	185	103	108	97	288	206	131	346	151	209	91
	15%	15%	11%	20%	13%	16%	11%	17%	13%	22%	14%	15%	15%	17%
				bdf		d		bdf		b				
Instagram	419	388	31	163	89	94	72	252	165	106	288	122	178	79
	13%	13%	7%	18%	11%	13%	8%	15%	11%	18%	11%	12%	13%	15%
		b		bdf		d		bdf		b				
Snapchat	380	355	25	128	69	99	81	198	181	101	259	120	161	66
	11%	12%	6%	14%	9%	14%	9%	11%	12%	17%	10%	12%	11%	12%
		b		bd		bd				b				
Facebook (inc. Facebook Gaming)	281	263	18	136	48	58	39	184	97	65	194	78	119	57
	8%	9%	4%	15%	6%	8%	5%	11%	6%	11%	8%	8%	8%	11%
		b		bcdef		d		bdf		b				
Twitch	89	84	5	38	20	23	8	58	32	25	58	22	40	18
	3%	3%	1%	4%	2%	3%	1%	3%	2%	4%	2%	2%	3%	3%
				df		d		d		b				
Vimeo	51	46	4	31	7	10	3	38	13	12	33	9	28	10
	2%	2%	1%	3%	1%	1%	*%	2%	1%	2%	1%	1%	2%	2%
				bcdf		d		bdf						
Triller	47	46	*	29	1	13	3	30	17	10	32	13	24	8
	1%	2%	*%	3%	*%	2%	*%	2%	1%	2%	1%	1%	2%	2%
		b		bdf		bd		bd	b					
Dailymotion	45	45	-	26	7	10	2	33	12	5	34	13	20	10
	1%	2%	-%	3%	1%	1%	*%	2%	1%	1%	1%	1%	1%	2%
		b		bdf		d		df						

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 - JULY-AUGUST 2021.

Table 12

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP7/ QC6. And which of these apps or sites does your child use to upload videos online that they have made themselves? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	3309	2871	436	919	842	711	822	1761	1533	598	2554	1002	1399	544
Effective Weighted Sample	2391	2095	297	652	606	521	606	1256	1126	436	1846	710	1030	390
Total	3307	2877	430	926	811	694	860	1737	1554	585	2553	989	1410	528
GROM social	32	32	-	19	4	5	4	24	9	6	24	6	18	6
	1%	1%	-%	2% bcdf	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Fruitlab	32	32	-	19	3	5	4	23	9	8	21	11	13	6
	1%	1%	-%	2% bcdf	*%	1%	*%	1%	1%	1%	1%	1%	1%	1%
Imgur	31	30	1	24	1	4	2	25	6	8	21	8	14	6
	1%	1%	*%	3% bcdf	*%	1%	*%	1% bdf	*%	1%	1%	1%	1%	1%
Dubsmash	31	30	1	22	5	2	2	27	4	6	18	7	11	9
	1%	1%	*%	2% bcdf	1%	*%	*%	2% cdf	*%	1%	1%	1%	1%	2%
Byte	30	30	-	19	2	7	3	21	9	8	21	7	16	6
	1%	1%	-%	2% bdf	*%	1%	*%	1% b	1%	1%	1%	1%	1%	1%
GoNoodle	27	27	-	21	2	3	*	24	3	7	18	8	12	5
	1%	1%	-%	2% bcdf	*%	*%	*%	1% bdf	*%	1%	1%	1%	1%	1%
Child uploads videos to other apps/ sites	3	3	-	*	2	-	1	2	1	-	2	-	2	*
	*%	*%	-%	*%	*%	-%	*%	*%	*%	-%	*%	-%	*%	*%
Don't know	4	4	-	2	-	-	2	2	2	-	2	2	2	-
	*%	*%	-%	*%	-%	-%	*%	*%	*%	-%	*%	*%	*%	-%

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP7/ QC6. And which of these apps or sites does your child use to upload videos online that they have made themselves? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	3309	2871	436	919	842	711	822	1761	1533	598	2554	1002	1399	544
Effective Weighted Sample	2391	2095	297	652	606	521	606	1256	1126	436	1846	710	1030	390
Total	3307	2877	430	926	811	694	860	1737	1554	585	2553	989	1410	528
SUMMARY														
ANY APPS/ SITES USED TO UPLOAD VIDEOS ONLINE	1109	999	110	385	234	259	230	619	489	258	791	330	503	176
	34%	35%	26%	42%	29%	37%	27%	36%	31%	44%	31%	33%	36%	33%
		b		bdef		bdf		bdf	d	b				
DO NOT UPLOAD VIDEOS ONLINE	2194	1875	320	539	577	435	628	1116	1064	328	1761	658	905	352
	66%	65%	74%	58%	71%	63%	73%	64%	68%	56%	69%	66%	64%	67%
			a		ace		acef	a	ace		a			
Base for stats	3307	2877	430	926	811	694	860	1737	1554	585	2553	989	1410	528
Mean number of apps/ sites (out of 16)	.8	.8	.5	1.2	.6	.9	.5	.9	.7	1.1	.7	.8	.8	.9
		b		bcdef		bdf		bdf	d	b				
Standard deviation	1.59	1.65	.99	2.03	1.31	1.59	1.15	1.76	1.37	1.71	1.51	1.52	1.56	1.80
Standard error	.03	.03	.05	.07	.05	.06	.04	.04	.04	.07	.03	.05	.04	.08

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP8/ QC7. Below is a list of the sorts of videos that your child may have watched on these video sites or apps. Which, if any, of these do they watch? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever watches videos on any apps or sites (WAVE 1 ONLY)

	Total	CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c
Unweighted total	3136	512	675	781	781	387	1584	1552	434	1462	1149
Effective Weighted Sample	2272	294	473	592	586	333	1136	1135	251	1052	900
Total	3149	393	621	838	864	433	1582	1567	329	1438	1286
Funny videos/ jokes/ pranks/ challenges	2031	163	366	579	602	322	1016	1015	134	929	914
	65%	41%	59%	69%	70%	74%	64%	65%	41%	65%	71%
			a	ab	ab	ab				a	ab
Cartoons/ animations/ mini-movies or songs	1659	306	435	440	333	145	809	850	261	877	487
	53%	78%	70%	53%	39%	34%	51%	54%	79%	61%	38%
		bcde	cde	de					bc	c	
Music videos	1601	94	232	418	547	310	687	914	78	635	836
	51%	24%	37%	50%	63%	72%	43%	58%	24%	44%	65%
			a	ab	abc	abcd		a		a	ab
Game tutorials/ walk-throughs/ watching other people play games	1368	85	272	417	397	196	838	530	68	679	587
	43%	22%	44%	50%	46%	45%	53%	34%	21%	47%	46%
			a	a	a	a	b			a	a
Personalities or influencers from TikTok or YouTube (like Charli D'Amelio or Dan TDM)	1289	77	201	387	423	201	585	705	70	566	619
	41%	20%	32%	46%	49%	46%	37%	45%	21%	39%	48%
			a	ab	ab	ab		a		a	ab
Videos that help them to learn new things or help with their schoolwork or homework	1289	158	308	319	334	170	613	675	134	616	512
	41%	40%	50%	38%	39%	39%	39%	43%	41%	43%	40%
			acde					a			

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP8/ QC7. Below is a list of the sorts of videos that your child may have watched on these video sites or apps. Which, if any, of these do they watch? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever watches videos on any apps or sites (WAVE 1 ONLY)

	Total	CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c
Unweighted total	3136	512	675	781	781	387	1584	1552	434	1462	1149
Effective Weighted Sample	2272	294	473	592	586	333	1136	1135	251	1052	900
Total	3149	393	621	838	864	433	1582	1567	329	1438	1286
'How-to' videos or tutorials about hobbies/ things they are interested in	1239	64	257	358	365	194	535	704	56	594	552
	39%	16%	41%	43%	42%	45%	34%	45%	17%	41%	43%
			a	a	a	a		a		a	a
Product reviews or 'unboxing' videos – e.g. where toys are unwrapped or assembled	1104	148	304	331	227	94	514	590	128	637	320
	35%	38%	49%	40%	26%	22%	33%	38%	39%	44%	25%
		de	acde	de				a	c	c	
Film trailers, clips of programmes, 'best-bits' or programme highlights	1084	66	153	286	375	203	530	554	54	425	581
	34%	17%	25%	34%	43%	47%	34%	35%	16%	30%	45%
			a	ab	abc	abc				a	ab
Whole programmes or films	1030	119	177	223	326	184	479	550	107	395	498
	33%	30%	29%	27%	38%	42%	30%	35%	33%	27%	39%
					abc	abc		a			b
Sports/ football clips or interviews	643	22	64	172	252	133	473	170	19	218	386
	20%	6%	10%	21%	29%	31%	30%	11%	6%	15%	30%
			a	ab	abc	abc	b			a	ab
Other types of video	38	9	7	5	14	4	20	18	7	12	15
	1%	2%	1%	1%	2%	1%	1%	1%	2%	1%	1%
		c									
Don't know	22	3	5	5	8	1	15	7	3	8	11
	1%	1%	1%	1%	1%	*%	1%	*%	1%	1%	1%

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP8/ QC7. Below is a list of the sorts of videos that your child may have watched on these video sites or apps. Which, if any, of these do they watch? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever watches videos on any apps or sites (WAVE 1 ONLY)

	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
					CHILD'S AGE AND GENDER								NATION		
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	3136	275	237	339	336	392	389	393	388	185	202	1911	447	411	367
Effective Weighted Sample	2272	156	138	234	239	297	295	292	294	160	173	1656	400	326	302
Total	3149	202	192	309	312	421	417	435	429	215	218	2588	279	156	126
Funny videos/ jokes/ pranks/ challenges	2031	75	88	179	187	293	286	298	304	172	150	1663	186	101	82
	65%	37%	46%	58%	60%	70%	69%	68%	71%	80%	69%	64%	67%	64%	65%
				ab	ab	abcd	abcd	abcd	abcd	abcdefghj	abc				
Cartoons/ animations/ mini-movies or songs	1659	154	152	212	223	203	238	169	164	72	73	1358	149	79	74
	53%	76%	79%	69%	71%	48%	57%	39%	38%	34%	33%	52%	53%	50%	58%
		efghij	cefghij	efghij	efghij	ghij	eghij								c
Music videos	1601	42	52	91	141	189	229	220	327	145	165	1304	145	85	67
	51%	21%	27%	29%	45%	45%	55%	51%	76%	67%	76%	50%	52%	54%	53%
					abc	abc	abcde	abc	abcdefgi	abcdefg	abcdefg				
Game tutorials/ walk-throughs/ watching other people play games	1368	54	31	160	112	227	190	261	137	136	60	1098	128	82	61
	43%	27%	16%	52%	36%	54%	45%	60%	32%	63%	27%	42%	46%	52%	48%
		b		abdhj	b	abdfhj	abdhj	abdfhj	b	abcdfhj	b			a	
Personalities or influencers from TikTok or YouTube (like Charli D'Amelio or Dan TDM)	1289	36	40	84	117	197	190	182	242	86	115	1039	132	62	56
	41%	18%	21%	27%	38%	47%	46%	42%	56%	40%	53%	40%	47%	40%	44%
				a	abc	abcd	abc	abc	abcdefgi	abc	abcdgi		ac		
Videos that help them to learn new things or help with their schoolwork or homework	1289	82	76	144	164	157	162	146	187	83	86	1045	125	61	58
	41%	41%	40%	47%	53%	37%	39%	34%	44%	39%	40%	40%	45%	39%	46%
				eg	abefghij				g						

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP8/ QC7. Below is a list of the sorts of videos that your child may have watched on these video sites or apps. Which, if any, of these do they watch? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever watches videos on any apps or sites (WAVE 1 ONLY)

	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
							CHILD'S AGE AND GENDER						NATION		
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	3136	275	237	339	336	392	389	393	388	185	202	1911	447	411	367
Effective Weighted Sample	2272	156	138	234	239	297	295	292	294	160	173	1656	400	326	302
Total	3149	202	192	309	312	421	417	435	429	215	218	2588	279	156	126
'How-to' videos or tutorials about hobbies/ things they are interested in	1239 / 39%	32 / 16%	32 / 17%	110 / 35% ab	148 / 47% abceg	156 / 37% ab	202 / 48% abcegi	155 / 36% ab	210 / 49% abcegi	82 / 38% ab	112 / 51% abcegi	1007 / 39%	119 / 43%	63 / 41%	50 / 40%
Product reviews or 'unboxing' videos – e.g. where toys are unwrapped or assembled	1104 / 35%	87 / 43% bghij	61 / 32% i	123 / 40% ghij	181 / 58% abcefghij	154 / 37% ghij	177 / 42% bghij	107 / 25%	120 / 28%	42 / 20%	52 / 24%	895 / 35%	108 / 39%	55 / 35%	46 / 36%
Film trailers, clips of programmes, 'best-bits' or programme highlights	1084 / 34%	36 / 18%	30 / 16%	65 / 21%	89 / 28% ab	144 / 34% abc	142 / 34% abc	178 / 41% abcd	197 / 46% abcdef	108 / 50% abcdef	96 / 44% abcdef	890 / 34%	95 / 34%	52 / 33%	47 / 37%
Whole programmes or films	1030 / 33%	64 / 32%	55 / 29%	75 / 24%	103 / 33% ce	102 / 24%	122 / 29%	145 / 33% ce	181 / 42% abcdefg	94 / 44% abcdefg	90 / 41% bcef	831 / 32%	96 / 34%	52 / 33%	51 / 41% a
Sports/ football clips or interviews	643 / 20%	15 / 7%	7 / 4%	47 / 15% abdf	17 / 5%	132 / 31% abcdfhj	40 / 9% b	179 / 41% abcdefhj	73 / 17% abdf	99 / 46% abcdefhj	33 / 15% abd	543 / 21%	48 / 17%	28 / 18%	25 / 19%
Other types of video	38 / 1%	5 / 3%	3 / 2%	5 / 2%	1 / *%	2 / *%	3 / 1%	6 / 1%	8 / 2%	1 / 1%	3 / 1%	31 / 1%	2 / 1%	2 / 1%	3 / 3%
Don't know	22 / 1%	* / *%	3 / 2%	5 / 1%	- / -%	3 / 1%	2 / 1%	7 / 2% dh	* / *%	- / -%	1 / 1%	20 / 1%	1 / *%	2 / 1%	- / -%

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP8/ QC7. Below is a list of the sorts of videos that your child may have watched on these video sites or apps. Which, if any, of these do they watch? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever watches videos on any apps or sites (WAVE 1 ONLY)

		AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
	Total	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	3136	2733	403	882	795	675	774	1677	1449	577	2419	956	1337	517
Effective Weighted Sample	2272	1998	275	626	574	494	573	1199	1065	422	1751	678	984	374
Total	3149	2751	398	890	770	660	816	1660	1476	570	2428	950	1349	503
Funny videos/ jokes/ pranks/ challenges	2031 65%	1771 64%	261 66%	580 65%	515 67% d	442 67% d	489 60%	1096 66% d	931 63%	386 68%	1575 65%	598 63%	901 67%	330 66%
Cartoons/ animations/ mini-movies or songs	1659 53%	1453 53%	206 52%	451 51%	399 52%	339 51%	467 57% ae	850 51%	807 55%	305 53%	1288 53%	528 56%	692 51%	254 50%
Music videos	1601 51%	1424 52% b	178 45%	470 53%	368 48%	356 54% b	402 49%	839 51%	758 51%	295 52%	1234 51%	489 51%	678 50%	257 51%
Game tutorials/ walk-throughs/ watching other people play games	1368 43%	1195 43%	172 43%	372 42%	342 44%	311 47%	343 42%	713 43%	654 44%	289 51% b	1026 42%	413 43%	604 45%	221 44%
Personalities or influencers from TikTok or YouTube (like Charli D'Amelio or Dan TDM)	1289 41%	1123 41%	167 42%	381 43% b	283 37%	280 42%	342 42%	665 40%	622 42% b	277 49% b	969 40%	420 44% b	531 39%	199 40%
Videos that help them to learn new things or help with their schoolwork or homework	1289 41%	1139 41%	150 38%	393 44% df	327 42% d	267 40%	299 37%	720 43% df	566 38%	237 42%	1002 41%	403 42%	531 39%	236 47% b

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 - JULY-AUGUST 2021.

Table 13

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP8/ QC7. Below is a list of the sorts of videos that your child may have watched on these video sites or apps. Which, if any, of these do they watch? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever watches videos on any apps or sites (WAVE 1 ONLY)

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	3136	2733	403	882	795	675	774	1677	1449	577	2419	956	1337	517
Effective Weighted Sample	2272	1998	275	626	574	494	573	1199	1065	422	1751	678	984	374
Total	3149	2751	398	890	770	660	816	1660	1476	570	2428	950	1349	503
'How-to' videos or tutorials about hobbies/ things they are interested in	1239 39%	1074 39%	165 41%	378 42% df	318 41% d	287 43% df	253 31%	696 42% df	539 37% d	252 44%	951 39%	379 40%	518 38%	216 43%
Product reviews or 'unboxing' videos – e.g. where toys are unwrapped or assembled	1104 35%	977 35%	128 32%	301 34%	301 39% df	231 35%	268 33%	602 36%	499 34%	214 38%	859 35%	364 38%	465 34%	178 35%
Film trailers, clips of programmes, 'best-bits' or programme highlights	1084 34%	946 34%	139 35%	331 37%	266 35%	218 33%	266 33%	598 36%	483 33%	215 38%	828 34%	304 32%	478 35%	200 40% a
Whole programmes or films	1030 33%	902 33%	128 32%	291 33%	257 33%	233 35%	243 30%	548 33%	476 32%	221 39% b	779 32%	309 33%	460 34%	174 35%
Sports/ football clips or interviews	643 20%	579 21%	64 16%	240 27% bcdf	161 21% df	135 20% df	106 13%	401 24% df	240 16%	103 18%	508 21%	150 16%	277 21% a	144 29% ab
Other types of video	38 1%	31 1%	7 2%	11 1%	6 1%	6 1%	15 2%	16 1%	21 1%	7 1%	29 1%	7 1%	26 2% ac	1 *%

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP8/ QC7. Below is a list of the sorts of videos that your child may have watched on these video sites or apps. Which, if any, of these do they watch? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child ever watches videos on any apps or sites (WAVE 1 ONLY)

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	3136	2733	403	882	795	675	774	1677	1449	577	2419	956	1337	517
Effective Weighted Sample	2272	1998	275	626	574	494	573	1199	1065	422	1751	678	984	374
Total	3149	2751	398	890	770	660	816	1660	1476	570	2428	950	1349	503
Don't know	22	22	*	7	5	*	7	12	7	-	16	6	7	4
	1%	1%	*%	1%	1%	*%	1% c	1%	1%	-%	1%	1%	*%	1%

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 - JULY-AUGUST 2021.

Table 14

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

SUMMARY TO SHOW WHETHER AND HOW YOUTUBE IS USED BY THE CHILD

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c
Unweighted total	3309	575	721	816	800	395	1660	1647	490	1546	1174
Effective Weighted Sample	2391	332	504	620	600	340	1187	1204	284	1114	920
Total	3307	441	661	882	882	441	1654	1654	372	1521	1311
CHILD USES YOUTUBE TO WATCH VIDEOS	2767	353	563	729	741	381	1398	1369	293	1285	1110
	84%	80%	85%	83%	84%	86%	85%	83%	79%	85%	85%
						a				a	a
CHILD USES YOUTUBE TO UPLOAD THEIR OWN VIDEOS	494	27	77	149	163	78	295	199	23	211	247
	15%	6%	12%	17%	18%	18%	18%	12%	6%	14%	19%
			a	ab	ab	ab	b			a	ab
CHILD USES YOUTUBE FOR EITHER OF THESE	2816	353	573	747	754	389	1424	1392	294	1311	1132
	85%	80%	87%	85%	85%	88%	86%	84%	79%	86%	86%
			a		a	a				a	a
CHILD DOES NOT USE YOUTUBE TO WATCH OR UPLOAD THEIR OWN VIDEOS	491	88	88	135	128	52	230	261	78	210	179
	15%	20%	13%	15%	15%	12%	14%	16%	21%	14%	14%
		bde							bc		

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

SUMMARY TO SHOW WHETHER AND HOW YOUTUBE IS USED BY THE CHILD

Base : All parents of children aged 3-17

		CHILD'S AGE AND GENDER										NATION			
	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	3309	304	271	361	360	407	409	398	402	190	205	2011	474	439	383
Effective Weighted Sample	2391	171	161	250	254	308	312	296	304	165	176	1743	423	348	317
Total	3307	220	220	331	331	441	441	441	441	220	220	2718	294	164	131
CHILD USES YOUTUBE TO WATCH VIDEOS	2767	182	170	282	281	368	361	371	370	194	187	2266	245	142	114
	84%	83%	77%	85%	85%	83%	82%	84%	84%	88%	85%	83%	83%	87%	87%
				b	b					b					
CHILD USES YOUTUBE TO UPLOAD THEIR OWN VIDEOS	494	16	11	41	36	91	58	100	63	47	30	424	35	19	15
	15%	7%	5%	12%	11%	21%	13%	23%	14%	21%	14%	16%	12%	12%	12%
				b	b	abcdfh	ab	abcdfhj	ab	abcdfh	b				
CHILD USES YOUTUBE FOR EITHER OF THESE	2816	183	171	285	288	378	369	378	376	200	189	2307	250	144	115
	85%	83%	77%	86%	87%	86%	84%	86%	85%	91%	86%	85%	85%	88%	88%
				b	b	b		b	b	abf					
CHILD DOES NOT USE YOUTUBE TO WATCH OR UPLOAD THEIR OWN VIDEOS	491	38	50	45	43	63	72	63	65	21	31	411	45	20	16
	15%	17%	23%	14%	13%	14%	16%	14%	15%	9%	14%	15%	15%	12%	12%
			i	cdeghi				i							

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 - JULY-AUGUST 2021.

Table 14

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

SUMMARY TO SHOW WHETHER AND HOW YOUTUBE IS USED BY THE CHILD

Base : All parents of children aged 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	3309	2871	436	919	842	711	822	1761	1533	598	2554	1002	1399	544
Effective Weighted Sample	2391	2095	297	652	606	521	606	1256	1126	436	1846	710	1030	390
Total	3307	2877	430	926	811	694	860	1737	1554	585	2553	989	1410	528
CHILD USES YOUTUBE TO WATCH VIDEOS	2767	2419	348	753	691	584	731	1443	1315	505	2142	844	1167	453
	84%	84%	81%	81%	85%	84%	85%	83%	85%	86%	84%	85%	83%	86%
CHILD USES YOUTUBE TO UPLOAD THEIR OWN VIDEOS	494	445	48	185	103	108	97	288	206	131	346	151	209	91
	15%	15%	11%	20%	13%	16%	11%	17%	13%	22%	14%	15%	15%	17%
				bdf		d		bdf		b				
CHILD USES YOUTUBE FOR EITHER OF THESE	2816	2466	351	777	700	594	738	1476	1332	520	2176	858	1192	460
	85%	86%	82%	84%	86%	86%	86%	85%	86%	89%	85%	87%	85%	87%
CHILD DOES NOT USE YOUTUBE TO WATCH OR UPLOAD THEIR OWN VIDEOS	491	412	79	149	111	101	122	260	223	66	378	132	218	68
	15%	14%	18%	16%	14%	14%	14%	15%	14%	11%	15%	13%	15%	13%

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP9/ QC8. You said that your child uses YouTube. Do they use the main YouTube website or app, or the one that is aimed specifically at children called YouTube Kids, or do they use both? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child aged 3-11 watches or uploads videos on YouTube

	Total	CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	~d	~e	a	b	a	b	~c
Unweighted total	1785	459	625	701	-	-	922	863	388	1328	39
Effective Weighted Sample	1229	266	437	528	-	-	625	604	227	950	34
Total	1674	353	573	747	-	-	846	827	294	1303	51
Uses YouTube Kids app/ site	762	214	303	244	**	**	362	399	169	562	**
	46%	61%	53%	33%	**	**	43%	48%	58%	43%	**
		bc	c						b		
Uses 'main' YouTube app/ site	1216	212	402	602	**	**	622	594	187	971	**
	73%	60%	70%	81%	**	**	74%	72%	64%	74%	**
			a	ab						a	
Don't know	11	*	1	9	**	**	8	3	*	11	**
	1%	*%	*%	1%	**	**	1%	*%	*%	1%	**
SUMMARY											
ONLY USES YOUTUBE KIDS APP/ SITE	446	141	170	136	**	**	217	230	106	322	**
	27%	40%	30%	18%	**	**	26%	28%	36%	25%	**
		bc	c						b		
ONLY USES MAIN YOUTUBE APP/ SITE	901	139	269	493	**	**	476	425	125	731	**
	54%	39%	47%	66%	**	**	56%	51%	42%	56%	**
			a	ab						a	
USES BOTH	315	74	133	108	**	**	146	170	63	239	**
	19%	21%	23%	15%	**	**	17%	20%	21%	18%	**
		c	c								

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 - JULY-AUGUST 2021.

Table 15

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP9/ QC8. You said that your child uses YouTube. Do they use the main YouTube website or app, or the one that is aimed specifically at children called YouTube Kids, or do they use both? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child aged 3-11 watches or uploads videos on YouTube

	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	~g	~h	~i	~j	a	b	c	d
Unweighted total	1785	252	207	315	310	355	346	-	-	-	-	1004	276	271	234
Effective Weighted Sample	1229	143	123	216	221	267	260	-	-	-	-	875	252	247	221
Total	1674	183	171	285	288	378	369	-	-	-	-	1368	150	85	71
Uses YouTube Kids app/ site	762	115	99	139	164	108	136	**	**	**	**	621	68	42	31
	46%	63%	58%	49%	57%	29%	37%	**	**	**	**	45%	45%	50%	44%
		cef	ef	ef	ef		e								
Uses 'main' YouTube app/ site	1216	112	101	202	200	308	293	**	**	**	**	1004	105	58	49
	73%	61%	59%	71%	69%	82%	80%	**	**	**	**	73%	70%	68%	70%
				b		abcd	abcd								
Don't know	11	*	-	1	1	7	3	**	**	**	**	9	1	1	*
	1%	*%	-%	*%	*%	2%	1%	**	**	**	**	1%	1%	1%	*%
SUMMARY															
ONLY USES YOUTUBE KIDS APP/ SITE	446	71	70	83	87	63	73	**	**	**	**	355	44	26	21
	27%	39%	41%	29%	30%	17%	20%	**	**	**	**	26%	29%	31%	30%
		ef	cdef	ef	ef										
ONLY USES MAIN YOUTUBE APP/ SITE	901	67	72	146	123	263	230	**	**	**	**	739	81	42	39
	54%	37%	42%	51%	43%	70%	62%	**	**	**	**	54%	54%	49%	56%
				a		abcd	abcd								
USES BOTH	315	45	29	57	77	45	64	**	**	**	**	266	24	16	10
	19%	24%	17%	20%	27%	12%	17%	**	**	**	**	19%	16%	19%	14%
		e			bef										

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP9/ QC8. You said that your child uses YouTube. Do they use the main YouTube website or app, or the one that is aimed specifically at children called YouTube Kids, or do they use both? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child aged 3-11 watches or uploads videos on YouTube

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	1785	1550	235	471	464	366	478	935	844	290	1414	599	725	276
Effective Weighted Sample	1229	1080	149	318	319	253	337	636	589	198	978	401	511	189
Total	1674	1467	207	439	428	330	472	867	801	263	1332	554	688	250
Uses YouTube Kids app/ site	762	664	97	224	205	130	201	429	331	117	611	257	300	129
	46%	45%	47%	51% cdf	48% c	39%	43%	49% cdf	41%	44%	46%	46%	44%	51%
Uses 'main' YouTube app/ site	1216	1072	144	315	289	254	355	604	609	189	968	398	508	175
	73%	73%	70%	72%	68%	77% be	75% b	70%	76% be	72%	73%	72%	74%	70%
Don't know	11	9	2	2	3	5	*	5	6	3	8	*	6	4
	1%	1%	1%	1%	1%	2% d	*%	1%	1%	1%	1%	*%	1%	2% a
SUMMARY														
ONLY USES YOUTUBE KIDS APP/ SITE	446	386	60	122	136	70	116	258	186	72	356	156	175	71
	27%	26%	29%	28%	32% cdf	21%	25%	30% cf	23%	27%	27%	28%	25%	28%
ONLY USES MAIN YOUTUBE APP/ SITE	901	794	107	212	221	195	270	433	465	144	714	297	383	117
	54%	54%	52%	48%	52%	59% ae	57% ae	50%	58% ae	55%	54%	54%	56% c	47%
USES BOTH	315	278	37	102	69	59	85	171	144	45	255	101	125	58
	19%	19%	18%	23% b	16%	18%	18%	20%	18%	17%	19%	18%	18%	23%

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP10/ QC9. Which, if any, of these live video streaming apps or sites does your child use to watch live stream videos? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c
Unweighted total	3309	575	721	816	800	395	1660	1647	490	1546	1174
Effective Weighted Sample	2391	332	504	620	600	340	1187	1204	284	1114	920
Total	3307	441	661	882	882	441	1654	1654	372	1521	1311
YouTube (Live)	1253	109	196	313	414	221	645	608	84	512	622
	38%	25%	30%	36%	47%	50%	39%	37%	23%	34%	47%
				ab	abc	abc				a	ab
TikTok (LIVE)	850	39	85	238	313	176	381	468	31	307	486
	26%	9%	13%	27%	35%	40%	23%	28%	8%	20%	37%
				ab	abc	abc		a		a	ab
Instagram (Live)	687	23	59	119	297	189	300	387	17	167	482
	21%	5%	9%	14%	34%	43%	18%	23%	5%	11%	37%
			a	ab	abc	abcd		a		a	ab
Facebook (Live)	521	33	65	101	189	133	260	261	25	152	323
	16%	8%	10%	11%	21%	30%	16%	16%	7%	10%	25%
					abc	abcd					ab
Twitch	284	5	30	69	116	64	187	97	5	89	181
	9%	1%	4%	8%	13%	15%	11%	6%	1%	6%	14%
			a	ab	abc	abc	b			a	ab
Monkey	90	13	12	26	25	13	52	37	9	39	41
	3%	3%	2%	3%	3%	3%	3%	2%	2%	3%	3%
YouNow	49	8	4	7	23	7	29	20	7	10	32
	1%	2%	1%	1%	3%	2%	2%	1%	2%	1%	2%
					bc						b
Child watches live streamed videos on other apps/ sites	42	3	5	11	17	7	18	24	1	16	23
	1%	1%	1%	1%	2%	2%	1%	1%	*%	1%	2%
											a
Child does not watch live streamed videos on ANY apps/ sites	1319	277	379	338	236	89	654	664	243	719	323
	40%	63%	57%	38%	27%	20%	40%	40%	65%	47%	25%
		cde	cde	de	e				bc	c	

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP10/ QC9. Which, if any, of these live video streaming apps or sites does your child use to watch live stream videos? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c
Unweighted total	3309	575	721	816	800	395	1660	1647	490	1546	1174
Effective Weighted Sample	2391	332	504	620	600	340	1187	1204	284	1114	920
Total	3307	441	661	882	882	441	1654	1654	372	1521	1311
Don't know	126	24	23	47	24	9	67	60	22	67	32
	4%	5%	3%	5%	3%	2%	4%	4%	6%	4%	2%
		de		de					c	c	
SUMMARY											
ANY LIVE STREAMING APPS/ SITES USED TO WATCH LIVE STREAM VIDEOS	1862	140	260	497	622	343	933	929	107	735	957
	56%	32%	39%	56%	71%	78%	56%	56%	29%	48%	73%
			a	ab	abc	abcd				a	ab
Base for stats	3307	441	661	882	882	441	1654	1654	372	1521	1311
Mean number of apps/ sites (out of 8)	1.1	.5	.7	1.0	1.6	1.8	1.1	1.2	.5	.9	1.7
			a	ab	abc	abcd				a	ab
Standard deviation	1.34	.95	1.07	1.18	1.46	1.46	1.34	1.34	.94	1.13	1.47
Standard error	.02	.04	.04	.04	.05	.07	.03	.03	.04	.03	.04

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 - JULY-AUGUST 2021.

Table 16

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP10/ QC9. Which, if any, of these live video streaming apps or sites does your child use to watch live stream videos? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	3309	304	271	361	360	407	409	398	402	190	205	2011	474	439	383
Effective Weighted Sample	2391	171	161	250	254	308	312	296	304	165	176	1743	423	348	317
Total	3307	220	220	331	331	441	441	441	441	220	220	2718	294	164	131
YouTube (Live)	1253	58	51	103	93	167	147	208	205	110	112	1042	98	62	52
	38%	26%	23%	31%	28%	38%	33%	47%	47%	50%	51%	38%	33%	38%	39%
						abd	b	abcdef	abcdef	abcdef	abcdef	b			
TikTok (LIVE)	850	21	18	47	38	116	122	120	192	78	98	706	74	37	33
	26%	10%	8%	14%	11%	26%	28%	27%	44%	35%	44%	26%	25%	22%	25%
				abcd		abcd	abcd	abcd	abcdefg	abcde	abcdefg				
Instagram (Live)	687	13	10	31	28	63	56	115	182	78	111	595	46	26	20
	21%	6%	5%	9%	9%	14%	13%	26%	41%	35%	50%	22%	16%	16%	15%
						abd	ab	abcdef	abcdefg	abcdefg	abcdefgi	bcd			
Facebook (Live)	521	16	18	30	35	59	42	88	101	68	65	444	41	21	16
	16%	7%	8%	9%	10%	13%	10%	20%	23%	31%	30%	16%	14%	13%	12%
						a		abcdef	abcdef	abcdefg	abcdefg				
Twitch	284	4	1	21	9	52	18	72	44	39	26	233	26	12	13
	9%	2%	*%	6%	3%	12%	4%	16%	10%	17%	12%	9%	9%	7%	10%
				ab		abcdf	b	abcdfh	abdf	abcdfh	abcdf				
Monkey	90	6	7	7	5	19	7	14	12	7	6	82	5	1	1
	3%	3%	3%	2%	1%	4%	2%	3%	3%	3%	3%	3%	2%	1%	1%
												cd			
YouNow	49	4	4	3	1	6	1	11	13	5	2	45	1	2	1
	1%	2%	2%	1%	*%	1%	*%	2%	3%	2%	1%	2%	*%	1%	1%
								df	df	df		b			
Child watches live streamed videos on other apps/ sites	42	2	*	2	3	4	7	6	11	3	3	36	2	2	2
	1%	1%	*%	1%	1%	1%	2%	1%	2%	1%	2%	1%	1%	1%	1%
Child does not watch live streamed videos on ANY apps/ sites	1319	136	142	181	198	159	179	133	103	46	43	1066	125	72	56
	40%	62%	64%	55%	60%	36%	41%	30%	23%	21%	19%	39%	43%	44%	43%
		efghij	efghij	efghij	efghij	hij	ghij	ij							

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 - JULY-AUGUST 2021.

Table 16

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP10/ QC9. Which, if any, of these live video streaming apps or sites does your child use to watch live stream videos? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
						CHILD'S AGE AND GENDER							NATION		
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	3309	304	271	361	360	407	409	398	402	190	205	2011	474	439	383
Effective Weighted Sample	2391	171	161	250	254	308	312	296	304	165	176	1743	423	348	317
Total	3307	220	220	331	331	441	441	441	441	220	220	2718	294	164	131
Don't know	126	9	15	13	10	20	27	18	6	6	2	103	14	6	3
	4%	4%	7%	4%	3%	4%	6%	4%	1%	3%	1%	4%	5%	4%	2%
			hj			hj	hj	h							

SUMMARY

	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
ANY LIVE STREAMING APPS/ SITES USED TO WATCH LIVE STREAM VIDEOS	1862	76	64	137	123	262	234	289	332	168	175	1549	156	85	72
	56%	34%	29%	41%	37%	60%	53%	66%	75%	76%	80%	57%	53%	52%	55%
				b		abcd	abcd	abcdf	abcdefg	abcdefg	abcdefg				
Base for stats	3307	220	220	331	331	441	441	441	441	220	220	2718	294	164	131
Mean number of apps/ sites (out of 8)	1.1	.6	.5	.7	.6	1.1	.9	1.4	1.7	1.8	1.9	1.2	1.0	1.0	1.0
				ab		abcdf	abcd	abcdef	abcdefg	abcdefg	abcdefg	bc			
Standard deviation	1.34	.93	.97	1.09	1.04	1.24	1.11	1.48	1.43	1.48	1.45	1.36	1.22	1.23	1.29
Standard error	.02	.05	.06	.06	.05	.06	.05	.07	.07	.11	.10	.03	.06	.06	.07

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP10/ QC9. Which, if any, of these live video streaming apps or sites does your child use to watch live stream videos? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	3309	2871	436	919	842	711	822	1761	1533	598	2554	1002	1399	544
Effective Weighted Sample	2391	2095	297	652	606	521	606	1256	1126	436	1846	710	1030	390
Total	3307	2877	430	926	811	694	860	1737	1554	585	2553	989	1410	528
YouTube (Live)	1253 38%	1126 39% b	127 30%	402 43% bdf	272 34%	272 39% b	305 35%	674 39% b	577 37%	265 45% b	923 36%	399 40%	534 38%	185 35%
TikTok (LIVE)	850 26%	750 26%	99 23%	296 32% bdef	171 21%	193 28% bd	184 21%	468 27% bd	377 24%	179 31% b	616 24%	266 27%	361 26%	143 27%
Instagram (Live)	687 21%	626 22% b	61 14%	278 30% bcdef	132 16%	147 21% bd	129 15%	410 24% bdf	276 18%	149 25% b	498 19%	208 21%	293 21%	132 25%
Facebook (Live)	521 16%	468 16%	53 12%	213 23% bcdef	105 13%	103 15%	98 11%	318 18% bdf	202 13%	108 19% b	372 15%	143 14%	220 16%	96 18%
Twitch	284 9%	267 9% b	17 4%	117 13% bcdef	49 6%	61 9%	58 7%	166 10% bd	119 8%	73 13% b	197 8%	65 7%	136 10% a	49 9%
Monkey·	90 3%	84 3%	5 1%	48 5% bcdf	11 1%	17 2%	13 2%	59 3% bdf	30 2%	23 4%	61 2%	28 3%	35 2%	22 4%
YouNow	49 1%	42 1%	8 2%	23 2% bdf	8 1%	13 2%	6 1%	31 2%	18 1%	12 2%	33 1%	8 1%	19 1%	16 3% ab
Child watches live streamed videos on other apps/ sites	42 1%	42 1%	* *%	24 3% bcdf	7 1%	5 1%	6 1%	32 2% f	11 1%	12 2%	28 1%	11 1%	15 1%	8 2%

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP10/ QC9. Which, if any, of these live video streaming apps or sites does your child use to watch live stream videos? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	3309	2871	436	919	842	711	822	1761	1533	598	2554	1002	1399	544
Effective Weighted Sample	2391	2095	297	652	606	521	606	1256	1126	436	1846	710	1030	390
Total	3307	2877	430	926	811	694	860	1737	1554	585	2553	989	1410	528
Child does not watch live streamed videos on ANY apps/ sites	1319	1115	204	293	379	256	383	671	639	191	1085	361	580	222
	40%	39%	47%	32%	47%	37%	45%	39%	41%	33%	42%	36%	41%	42%
			a		acef		ace	a	a		a			
Don't know	126	103	24	23	27	28	47	50	74	15	98	44	38	19
	4%	4%	6%	2%	3%	4%	5%	3%	5%	2%	4%	4%	3%	4%
							ae		ae			b		
SUMMARY														
ANY LIVE STREAMING APPS/ SITES USED TO WATCH LIVE STREAM VIDEOS	1862	1659	202	611	405	410	431	1015	841	380	1371	585	792	287
	56%	58%	47%	66%	50%	59%	50%	58%	54%	65%	54%	59%	56%	54%
		b		bcdef		bd		bdf		b				
Base for stats	3307	2877	430	926	811	694	860	1737	1554	585	2553	989	1410	528
Mean number of apps/ sites (out of 8)	1.1	1.2	.9	1.5	.9	1.2	.9	1.2	1.0	1.4	1.1	1.1	1.1	1.2
		b		bcdef		bdf		bdf	d	b				
Standard deviation	1.34	1.36	1.16	1.50	1.20	1.33	1.19	1.40	1.26	1.38	1.31	1.27	1.33	1.49
Standard error	.02	.03	.06	.05	.04	.05	.04	.03	.03	.06	.03	.04	.04	.06

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 - JULY-AUGUST 2021.

Table 17

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP11/ QC10. And does your child live stream their own videos? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c
Unweighted total	3309	575	721	816	800	395	1660	1647	490	1546	1174
Effective Weighted Sample	2391	332	504	620	600	340	1187	1204	284	1114	920
Total	3307	441	661	882	882	441	1654	1654	372	1521	1311
Yes	557	35	73	141	211	98	287	271	30	195	315
	17%	8%	11%	16%	24%	22%	17%	16%	8%	13%	24%
				ab	abc	abc				a	ab
No	2713	402	568	734	667	341	1352	1360	338	1302	990
	82%	91%	86%	83%	76%	77%	82%	82%	91%	86%	76%
		bcde	de	de					bc	c	
Don't know	37	4	20	6	3	3	14	23	4	25	6
	1%	1%	3%	1%	*%	1%	1%	1%	1%	2%	*%
			acde							c	

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 - JULY-AUGUST 2021.

Table 17

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP11/ QC10. And does your child live stream their own videos? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	3309	304	271	361	360	407	409	398	402	190	205	2011	474	439	383
Effective Weighted Sample	2391	171	161	250	254	308	312	296	304	165	176	1743	423	348	317
Total	3307	220	220	331	331	441	441	441	441	220	220	2718	294	164	131
Yes	557	20	14	39	34	76	65	100	111	52	45	480	42	19	17
	17%	9%	6%	12%	10%	17%	15%	23%	25%	24%	21%	18%	14%	12%	13%
						abd	b	abcdf	abcdef	abcdf	abcd	cd			
No	2713	200	202	282	287	363	371	340	327	167	173	2206	250	144	113
	82%	91%	92%	85%	87%	82%	84%	77%	74%	76%	79%	81%	85%	88%	87%
		efghij	cefghij	ghi	ghij	h	ghi							a	a
Don't know	37	*	4	10	10	2	4	1	3	1	2	32	3	1	1
	1%	*%	2%	3%	3%	*%	1%	*%	1%	*%	1%	1%	1%	*%	1%
				aegh	aegh										

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 - JULY-AUGUST 2021.

Table 17

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP11/ QC10. And does your child live stream their own videos? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	3309	2871	436	919	842	711	822	1761	1533	598	2554	1002	1399	544
Effective Weighted Sample	2391	2095	297	652	606	521	606	1256	1126	436	1846	710	1030	390
Total	3307	2877	430	926	811	694	860	1737	1554	585	2553	989	1410	528
Yes	557	501	56	224	113	126	95	337	221	161	359	169	233	105
	17%	17%	13%	24%	14%	18%	11%	19%	14%	27%	14%	17%	17%	20%
				bcdef		df		bdf		b				
No	2713	2340	373	692	692	559	753	1384	1312	422	2167	812	1156	421
	82%	81%	87%	75%	85%	81%	88%	80%	84%	72%	85%	82%	82%	80%
			a		ace	a	ace	a	ace		a			
Don't know	37	36	2	10	6	10	12	16	21	3	27	8	21	2
	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 - JULY-AUGUST 2021.

Table 18

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP12/ QC11. And which of these apps or sites does your child use to post or share their own live streamed videos? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c
Unweighted total	3309	575	721	816	800	395	1660	1647	490	1546	1174
Effective Weighted Sample	2391	332	504	620	600	340	1187	1204	284	1114	920
Total	3307	441	661	882	882	441	1654	1654	372	1521	1311
Instagram (Live)	279	9	36	58	120	56	127	152	9	83	178
	8%	2%	5%	7%	14%	13%	8%	9%	2%	5%	14%
			a	a	abc	abc				a	ab
TikTok (LIVE)	270	17	36	68	98	50	118	152	15	95	153
	8%	4%	6%	8%	11%	11%	7%	9%	4%	6%	12%
				a	abc	ab					ab
YouTube (Live)	265	23	38	76	85	44	163	102	20	105	133
	8%	5%	6%	9%	10%	10%	10%	6%	5%	7%	10%
				a	ab	ab	b				ab
Facebook (Live)	254	16	24	61	101	52	146	108	15	72	156
	8%	4%	4%	7%	11%	12%	9%	7%	4%	5%	12%
				ab	abc	abc	b				ab
Twitch	86	4	9	20	44	9	54	32	4	27	53
	3%	1%	1%	2%	5%	2%	3%	2%	1%	2%	4%
					abce		b				ab
YouNow	48	3	3	14	19	8	31	17	3	16	29
	1%	1%	1%	2%	2%	2%	2%	1%	1%	1%	2%
					b						b
Monkey	46	6	5	12	20	4	32	14	6	15	26
	1%	1%	1%	1%	2%	1%	2%	1%	2%	1%	2%
							b				
Child posts or shares their own live streamed videos on other apps/ sites	8	*	2	4	1	-	6	2	-	7	1
	*%	*%	*%	*%	*%	-%	*%	*%	-%	*%	*%
Don't know	16	*	4	4	4	3	7	9	*	8	7
	*%	*%	1%	*%	*%	1%	*%	1%	*%	1%	1%

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP12/ QC11. And which of these apps or sites does your child use to post or share their own live streamed videos? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c
Unweighted total	3309	575	721	816	800	395	1660	1647	490	1546	1174
Effective Weighted Sample	2391	332	504	620	600	340	1187	1204	284	1114	920
Total	3307	441	661	882	882	441	1654	1654	372	1521	1311
SUMMARY											
ANY LIVE STREAMING APPS/ SITES USED TO POST OR SHARE LIVE STREAM VIDEOS	557	35	73	141	211	98	287	271	30	195	315
	17%	8%	11%	16%	24%	22%	17%	16%	8%	13%	24%
				ab	abc	abc				a	ab
Base for stats	3307	441	661	882	882	441	1654	1654	372	1521	1311
Mean number of apps/ sites (out of 8)	.4	.2	.2	.4	.6	.5	.4	.4	.2	.3	.6
				ab	abc	abc					ab
Standard deviation	1.03	.72	.80	1.00	1.24	1.13	1.08	.98	.77	.88	1.23
Standard error	.02	.03	.03	.04	.04	.06	.03	.02	.03	.02	.04

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 - JULY-AUGUST 2021.

Table 18

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP12/ QC11. And which of these apps or sites does your child use to post or share their own live streamed videos? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
						CHILD'S AGE AND GENDER							NATION		
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	3309	304	271	361	360	407	409	398	402	190	205	2011	474	439	383
Effective Weighted Sample	2391	171	161	250	254	308	312	296	304	165	176	1743	423	348	317
Total	3307	220	220	331	331	441	441	441	441	220	220	2718	294	164	131
Instagram (Live)	279	3	5	15	21	36	22	45	75	29	28	252	14	6	8
	8%	2%	2%	4%	6%	8%	5%	10%	17%	13%	13%	9%	5%	3%	6%
					a	ab	a	abcf	abcdefg	abcdf	abcdf	bc			
TikTok (LIVE)	270	9	8	16	20	33	35	35	64	24	26	228	21	11	9
	8%	4%	4%	5%	6%	8%	8%	8%	14%	11%	12%	8%	7%	7%	7%
									abcdefg	abc	abcd				
YouTube (Live)	265	12	10	22	16	50	25	50	35	28	16	230	16	10	9
	8%	6%	5%	7%	5%	11%	6%	11%	8%	13%	7%	8%	6%	6%	7%
						abdf		abdf		abcdf		b			
Facebook (Live)	254	9	6	10	13	39	23	53	48	35	18	230	13	6	5
	8%	4%	3%	3%	4%	9%	5%	12%	11%	16%	8%	8%	4%	4%	3%
						bcd		abcdf	abcdf	abcdefj	bc	bcd			
Twitch	86	3	1	5	5	13	6	26	18	7	2	72	8	5	2
	3%	2%	*%	1%	1%	3%	1%	6%	4%	3%	1%	3%	3%	3%	2%
								abcdfj	bf	b					
YouNow	48	2	1	3	1	9	5	10	9	7	1	45	1	2	*
	1%	1%	*%	1%	*%	2%	1%	2%	2%	3%	*%	2%	*%	1%	*%
								d		d		b			
Monkey	46	3	3	1	4	11	1	13	6	4	-	43	2	*	*
	1%	1%	1%	*%	1%	2%	*%	3%	1%	2%	-%	2%	1%	*%	*%
						cfj		cfj		f		cd			
Child posts or shares their own live streamed videos on other apps/ sites	8	*	-	2	-	2	2	1	-	-	-	7	1	1	-
	*%	*%	-%	1%	-%	*%	1%	*%	-%	-%	-%	*%	*%	*%	-%
Don't know	16	-	*	1	3	-	4	4	1	2	1	13	2	-	-
	*%	-%	*%	*%	1%	-%	1%	1%	*%	1%	*%	*%	1%	-%	-%

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 - JULY-AUGUST 2021.

Table 18

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP12/ QC11. And which of these apps or sites does your child use to post or share their own live streamed videos? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
						CHILD'S AGE AND GENDER						NATION			
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	3309	304	271	361	360	407	409	398	402	190	205	2011	474	439	383
Effective Weighted Sample	2391	171	161	250	254	308	312	296	304	165	176	1743	423	348	317
Total	3307	220	220	331	331	441	441	441	441	220	220	2718	294	164	131
SUMMARY															
ANY LIVE STREAMING APPS/ SITES USED TO POST OR SHARE LIVE STREAM VIDEOS	557	20	14	39	34	76	65	100	111	52	45	480	42	19	17
	17%	9%	6%	12%	10%	17%	15%	23%	25%	24%	21%	18%	14%	12%	13%
						abd	b	abcdf	abcdef	abcdf	abcd	cd			
Base for stats	3307	220	220	331	331	441	441	441	441	220	220	2718	294	164	131
Mean number of apps/ sites (out of 8)	.4	.2	.2	.2	.2	.4	.3	.5	.6	.6	.4	.4	.3	.2	.3
						abcdf		abcdf	abcdf	abcdf	abcd	bcd			
Standard deviation	1.03	.69	.75	.74	.85	1.12	.86	1.25	1.24	1.30	.93	1.08	.76	.77	.78
Standard error	.02	.04	.05	.04	.05	.06	.04	.06	.06	.09	.06	.02	.04	.04	.04

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 - JULY-AUGUST 2021.

Table 18

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP12/ QC11. And which of these apps or sites does your child use to post or share their own live streamed videos? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

		AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
	Total	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	3309	2871	436	919	842	711	822	1761	1533	598	2554	1002	1399	544
Effective Weighted Sample	2391	2095	297	652	606	521	606	1256	1126	436	1846	710	1030	390
Total	3307	2877	430	926	811	694	860	1737	1554	585	2553	989	1410	528
Instagram (Live)	279	251	28	127	45	59	48	172	107	77	184	80	117	65
	8%	9%	6%	14%	6%	9%	6%	10%	7%	13%	7%	8%	8%	12%
				bcdef		b		bdf		b				ab
TikTok (LIVE)	270	244	26	109	48	69	45	157	113	71	178	89	110	48
	8%	8%	6%	12%	6%	10%	5%	9%	7%	12%	7%	9%	8%	9%
				bdf		bd		bd		b				
YouTube (Live)	265	249	17	121	62	48	34	183	83	83	168	84	106	58
	8%	9%	4%	13%	8%	7%	4%	11%	5%	14%	7%	9%	8%	11%
		b		bcdf	d	d		bcdf		b				b
Facebook (Live)	254	234	19	129	37	53	35	166	88	68	169	74	112	54
	8%	8%	5%	14%	5%	8%	4%	10%	6%	12%	7%	8%	8%	10%
		b		bcdef		bd		bdf		b				
Twitch	86	83	3	44	16	21	5	60	26	24	57	17	41	22
	3%	3%	1%	5%	2%	3%	1%	3%	2%	4%	2%	2%	3%	4%
		b		bdf	d	d		df	d	b				a
YouNow	48	45	3	27	5	12	5	31	17	10	37	8	17	16
	1%	2%	1%	3%	1%	2%	1%	2%	1%	2%	1%	1%	1%	3%
				bdf		d		bd						ab
Monkey	46	43	3	27	3	12	5	30	16	12	31	13	23	6
	1%	1%	1%	3%	*%	2%	1%	2%	1%	2%	1%	1%	2%	1%
				bdf		b		bd						
Child posts or shares their own live streamed videos on other apps/ sites	8	6	2	3	5	1	-	8	1	4	4	2	5	*
	*%	*%	1%	*%	1%	*%	-%	*%	*%	1%	*%	*%	*%	*%
					f									

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP12/ QC11. And which of these apps or sites does your child use to post or share their own live streamed videos? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	3309	2871	436	919	842	711	822	1761	1533	598	2554	1002	1399	544
Effective Weighted Sample	2391	2095	297	652	606	521	606	1256	1126	436	1846	710	1030	390
Total	3307	2877	430	926	811	694	860	1737	1554	585	2553	989	1410	528
Don't know	16	15	1	1	7	4	3	9	7	2	12	6	3	4
	*%	1%	*%	*%	1%	1%	*%	1%	*%	*%	*%	1%	*%	1%
SUMMARY														
ANY LIVE STREAMING APPS/ SITES USED TO POST OR SHARE LIVE STREAM VIDEOS	557	501	56	224	113	126	95	337	221	161	359	169	233	105
	17%	17%	13%	24%	14%	18%	11%	19%	14%	27%	14%	17%	17%	20%
				bcdef		df		bdf		b				
Base for stats	3307	2877	430	926	811	694	860	1737	1554	585	2553	989	1410	528
Mean number of apps/ sites (out of 8)	.4	.4	.2	.6	.3	.4	.2	.5	.3	.6	.3	.4	.4	.5
		b		bcdef		bdf		bdf	d	b				ab
Standard deviation	1.03	1.06	.78	1.35	.84	1.03	.71	1.15	.88	1.18	.98	1.00	1.02	1.24
Standard error	.02	.02	.04	.04	.03	.04	.02	.03	.02	.05	.02	.03	.03	.05

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP13/ QC13. Which, if any, of these social media apps/ sites does your child use? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c
Unweighted total	3309	575	721	816	800	395	1660	1647	490	1546	1174
Effective Weighted Sample	2391	332	504	620	600	340	1187	1204	284	1114	920
Total	3307	441	661	882	882	441	1654	1654	372	1521	1311
TikTok	1377	37	115	414	525	286	607	770	29	494	803
	42%	8%	17%	47%	60%	65%	37%	47%	8%	32%	61%
			a	ab	abc	abc		a		a	ab
Instagram	1193	27	62	196	559	350	549	644	18	243	885
	36%	6%	9%	22%	63%	79%	33%	39%	5%	16%	67%
				ab	abc	abcd		a		a	ab
Snapchat	1180	32	84	255	479	331	509	671	25	321	785
	36%	7%	13%	29%	54%	75%	31%	41%	7%	21%	60%
			a	ab	abc	abcd		a		a	ab
Facebook	1003	31	72	203	423	274	498	505	25	251	677
	30%	7%	11%	23%	48%	62%	30%	31%	7%	16%	52%
				ab	abc	abcd				a	ab
Twitter	482	10	26	88	214	144	232	250	9	105	345
	15%	2%	4%	10%	24%	33%	14%	15%	2%	7%	26%
				ab	abc	abcd				a	ab
Pinterest	321	7	24	61	153	77	92	230	7	73	233
	10%	2%	4%	7%	17%	17%	6%	14%	2%	5%	18%
				ab	abc	abc		a		a	ab
Reddit	199	11	11	36	82	59	126	73	11	41	136
	6%	3%	2%	4%	9%	13%	8%	4%	3%	3%	10%
				b	abc	abcd	b				ab
Tumblr	105	8	14	16	50	17	55	50	6	30	69
	3%	2%	2%	2%	6%	4%	3%	3%	2%	2%	5%
					abc						ab
PopJam	99	7	21	37	25	8	52	47	4	59	36
	3%	2%	3%	4%	3%	2%	3%	3%	1%	4%	3%
				a						a	
YuBo	77	3	5	19	29	21	43	34	3	20	53
	2%	1%	1%	2%	3%	5%	3%	2%	1%	1%	4%
					ab	abc					ab

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP13/ QC13. Which, if any, of these social media apps/ sites does your child use? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c
Unweighted total	3309	575	721	816	800	395	1660	1647	490	1546	1174
Effective Weighted Sample	2391	332	504	620	600	340	1187	1204	284	1114	920
Total	3307	441	661	882	882	441	1654	1654	372	1521	1311
Wink	67	3	11	20	24	9	33	34	2	29	36
	2%	1%	2%	2%	3%	2%	2%	2%	1%	2%	3%
					a						a
GoBubble	55	5	8	19	19	4	40	15	5	26	25
	2%	1%	1%	2%	2%	1%	2%	1%	1%	2%	2%
							b				
Whisper	47	3	5	8	28	4	30	17	3	12	32
	1%	1%	1%	1%	3%	1%	2%	1%	1%	1%	2%
					abce						b
Momio	42	5	8	11	15	2	29	13	5	19	18
	1%	1%	1%	1%	2%	*%	2%	1%	1%	1%	1%
							b				
Child uses other social media apps/ sites	58	5	17	14	15	6	30	28	4	30	20
	2%	1%	3%	2%	2%	1%	2%	2%	1%	2%	2%
Child does not use ANY social media apps/ sites	1130	335	424	281	82	7	590	540	293	724	92
	34%	76%	64%	32%	9%	2%	36%	33%	79%	48%	7%
		bcde	cde	de	e				bc	c	
Don't know	40	9	15	10	5	-	22	18	8	27	5
	1%	2%	2%	1%	1%	-%	1%	1%	2%	2%	*%
		de	de						c	c	
SUMMARY											
ANY SOCIAL MEDIA APPS/ SITES USED	2137	96	222	590	795	434	1042	1095	71	770	1214
	65%	22%	34%	67%	90%	98%	63%	66%	19%	51%	93%
			a	ab	abc	abcd				a	ab
Base for stats	3307	441	661	882	882	441	1654	1654	372	1521	1311

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP13/ QC13. Which, if any, of these social media apps/ sites does your child use? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c
Unweighted total	3309	575	721	816	800	395	1660	1647	490	1546	1174
Total	3307	441	661	882	882	441	1654	1654	372	1521	1311
Mean number of apps/ sites (out of 15)	1.9	.4	.7	1.6	3.0	3.6	1.8	2.0	.4	1.2	3.2
			a	ab	abc	abcd		a		a	ab
Standard deviation	2.07	1.23	1.36	1.80	2.08	1.79	2.06	2.08	1.27	1.64	2.02
Standard error	.04	.05	.05	.06	.07	.09	.05	.05	.06	.04	.06

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 - JULY-AUGUST 2021.

Table 19

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP13/ QC13. Which, if any, of these social media apps/ sites does your child use? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	3309	304	271	361	360	407	409	398	402	190	205	2011	474	439	383
Effective Weighted Sample	2391	171	161	250	254	308	312	296	304	165	176	1743	423	348	317
Total	3307	220	220	331	331	441	441	441	441	220	220	2718	294	164	131
TikTok	1377	17	21	58	57	194	220	218	306	120	166	1114	136	69	58
	42%	8%	9%	17%	17%	44%	50%	49%	70%	55%	75%	41%	46%	42%	44%
				ab	ab	abcd	abcd	abcd	abcdefgi	abcde	abcdefgi				
Instagram	1193	15	11	33	29	100	96	241	318	160	190	996	98	59	39
	36%	7%	5%	10%	9%	23%	22%	55%	72%	73%	86%	37%	33%	36%	30%
						abcd	abcd	abcdef	abcdefg	abcdefg	abcdefghi	d			
Snapchat	1180	14	17	38	46	108	148	197	282	153	178	944	114	69	52
	36%	6%	8%	11%	14%	24%	33%	45%	64%	69%	81%	35%	39%	42%	40%
					a	abcd	abcde	abcdef	abcdefg	abcdefg	abcdefghi			a	
Facebook	1003	17	14	36	36	113	91	200	223	132	141	825	93	49	36
	30%	8%	6%	11%	11%	26%	21%	45%	51%	60%	64%	30%	32%	30%	27%
						abcd	abcd	abcdef	abcdef	abcdefg	abcdefgh				
Twitter	482	7	3	13	13	46	43	93	120	73	71	396	48	22	15
	15%	3%	1%	4%	4%	10%	10%	21%	27%	33%	32%	15%	16%	13%	12%
						abcd	abcd	abcdef	abcdef	abcdefg	abcdefg				
Pinterest	321	1	6	10	14	25	36	39	114	18	59	274	23	15	10
	10%	*%	3%	3%	4%	6%	8%	9%	26%	8%	27%	10%	8%	9%	8%
					a	a	abc	abcd	abcdefgi	abc	abcdefgi				
Reddit	199	5	6	4	7	23	14	57	25	37	22	167	13	14	5
	6%	2%	3%	1%	2%	5%	3%	13%	6%	17%	10%	6%	4%	9%	4%
						c		abcdefh	cd	abcdefh	abcdef			bd	
Tumblr	105	6	2	10	4	9	8	21	28	9	7	87	11	5	3
	3%	3%	1%	3%	1%	2%	2%	5%	6%	4%	3%	3%	4%	3%	2%
								bdf	bdef	bd					
PopJam	99	4	3	15	7	16	21	11	14	6	3	81	7	6	5
	3%	2%	1%	4%	2%	4%	5%	3%	3%	3%	1%	3%	3%	3%	4%
							bj								

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 - JULY-AUGUST 2021.

Table 19

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP13/ QC13. Which, if any, of these social media apps/ sites does your child use? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	3309	304	271	361	360	407	409	398	402	190	205	2011	474	439	383
Effective Weighted Sample	2391	171	161	250	254	308	312	296	304	165	176	1743	423	348	317
Total	3307	220	220	331	331	441	441	441	441	220	220	2718	294	164	131
YuBo	77	2	1	3	2	16	3	15	13	7	14	70	1	3	2
	2%	1%	*%	1%	1%	4%	1%	3%	3%	3%	7%	3%	1%	2%	2%
						bcdf		bcdf	df	df	abcdf	b			
Wink	67	1	2	6	6	10	10	9	15	7	2	54	7	5	2
	2%	1%	1%	2%	2%	2%	2%	2%	3%	3%	1%	2%	2%	3%	1%
									a	a					
GoBubble	55	2	3	5	3	16	3	12	7	4	-	50	2	2	2
	2%	1%	1%	2%	1%	4%	1%	3%	2%	2%	-%	2%	1%	1%	1%
						dfj		fj							
Whisper	47	*	3	2	2	6	1	18	11	4	-	42	2	2	1
	1%	*%	1%	1%	1%	1%	*%	4%	2%	2%	-%	2%	1%	1%	1%
								acdefj	afj						
Momio	42	3	3	6	2	9	2	10	6	2	-	37	3	1	1
	1%	1%	1%	2%	1%	2%	1%	2%	1%	1%	-%	1%	1%	1%	1%
Child uses other social media apps/ sites	58	3	2	8	10	6	8	10	5	2	4	46	5	4	2
	2%	1%	1%	2%	3%	1%	2%	2%	1%	1%	2%	2%	2%	3%	2%
Child does not use ANY social media apps/ sites	1130	164	171	210	214	149	132	61	20	5	3	936	90	58	46
	34%	75%	78%	63%	65%	34%	30%	14%	5%	2%	1%	34%	31%	35%	35%
		cdefghij	cdefghij	efghij	efghij	ghij	ghij	hij							
Don't know	40	4	6	7	8	7	3	4	1	-	-	34	3	3	*
	1%	2%	3%	2%	2%	2%	1%	1%	*%	-%	-%	1%	1%	2%	*%
			hj	h	hj										

SUMMARY

	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
ANY SOCIAL MEDIA APPS/ SITES USED	2137	52	44	113	109	285	306	376	419	216	218	1749	201	103	85
	65%	24%	20%	34%	33%	65%	69%	85%	95%	98%	99%	64%	68%	63%	65%
				ab	ab	abcd	abcd	abcdef	abcdefg	abcdefg	abcdefgh				

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP13/ QC13. Which, if any, of these social media apps/ sites does your child use? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	3309	304	271	361	360	407	409	398	402	190	205	2011	474	439	383
Total	3307	220	220	331	331	441	441	441	441	220	220	2718	294	164	131
Base for stats	3307	220	220	331	331	441	441	441	441	220	220	2718	294	164	131
Mean number of apps/ sites (out of 15)	1.9	.4	.4	.7	.7	1.6	1.6	2.6	3.4	3.3	3.9	1.9	1.9	2.0	1.8
				ab	ab	abcd	abcd	abcdef	abcdefg	abcdefg	abcdefghi				
Standard deviation	2.07	1.07	1.38	1.38	1.35	1.86	1.73	2.24	1.83	1.92	1.60	2.09	1.88	2.15	1.96
Standard error	.04	.06	.08	.07	.07	.09	.09	.11	.09	.14	.11	.05	.09	.10	.10

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP13/ QC13. Which, if any, of these social media apps/ sites does your child use? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	3309	2871	436	919	842	711	822	1761	1533	598	2554	1002	1399	544
Effective Weighted Sample	2391	2095	297	652	606	521	606	1256	1126	436	1846	710	1030	390
Total	3307	2877	430	926	811	694	860	1737	1554	585	2553	989	1410	528
TikTok	1377	1226	151	428	304	328	309	733	638	261	1049	417	578	225
	42%	43%	35%	46%	38%	47%	36%	42%	41%	45%	41%	42%	41%	43%
		b		bdf		bdef		d	d					
Instagram	1193	1063	130	402	263	261	262	665	523	237	903	345	508	228
	36%	37%	30%	43%	32%	38%	30%	38%	34%	41%	35%	35%	36%	43%
		b		bcdef		d		bdf		b				ab
Snapchat	1180	1037	142	374	266	260	277	640	537	251	887	368	496	184
	36%	36%	33%	40%	33%	37%	32%	37%	35%	43%	35%	37%	35%	35%
				bdf				d		b				
Facebook	1003	881	121	337	228	213	221	565	434	201	747	270	461	165
	30%	31%	28%	36%	28%	31%	26%	33%	28%	34%	29%	27%	33%	31%
				bcdf				df		b			a	
Twitter	482	440	42	215	83	89	92	298	182	105	349	119	226	92
	15%	15%	10%	23%	10%	13%	11%	17%	12%	18%	14%	12%	16%	17%
		b		bcdef				bcdf		b			a	a
Pinterest	321	301	20	141	65	64	49	206	113	84	221	85	128	73
	10%	10%	5%	15%	8%	9%	6%	12%	7%	14%	9%	9%	9%	14%
		b		bcdef		d		bdf		b				ab
Reddit	199	174	25	87	37	38	37	124	75	40	145	49	78	42
	6%	6%	6%	9%	5%	6%	4%	7%	5%	7%	6%	5%	6%	8%
				bcdf				bdf						a
Tumblr	105	99	6	53	19	20	12	73	33	25	71	23	48	27
	3%	3%	1%	6%	2%	3%	1%	4%	2%	4%	3%	2%	3%	5%
				bcdf				df						a
PopJam	99	92	7	41	16	20	20	57	40	19	72	29	42	22
	3%	3%	2%	4%	2%	3%	2%	3%	3%	3%	3%	3%	3%	4%
				bdf										

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP13/ QC13. Which, if any, of these social media apps/ sites does your child use? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	3309	2871	436	919	842	711	822	1761	1533	598	2554	1002	1399	544
Effective Weighted Sample	2391	2095	297	652	606	521	606	1256	1126	436	1846	710	1030	390
Total	3307	2877	430	926	811	694	860	1737	1554	585	2553	989	1410	528
YuBo	77	73	4	29	11	27	7	41	34	18	49	17	39	13
	2%	3%	1%	3%	1%	4%	1%	2%	2%	3%	2%	2%	3%	3%
				bd		bdf		d	d					
Wink	67	63	4	40	4	19	5	44	24	13	49	20	21	22
	2%	2%	1%	4%	*%	3%	1%	3%	2%	2%	2%	2%	1%	4%
				bdef		bd		bd						b
GoBubble	55	45	10	34	8	8	6	41	14	14	34	13	21	13
	2%	2%	2%	4%	1%	1%	1%	2%	1%	2%	1%	1%	1%	2%
				bcdf				bdf						
Whisper	47	41	6	32	4	8	3	36	11	12	30	8	25	10
	1%	1%	1%	3%	1%	1%	*%	2%	1%	2%	1%	1%	2%	2%
				bcdf				bdf						
Momio	42	38	4	25	8	5	4	33	9	12	21	15	12	8
	1%	1%	1%	3%	1%	1%	*%	2%	1%	2%	1%	2%	1%	2%
				bcdf				df		b				
Child uses other social media apps/ sites	58	46	12	13	13	13	19	26	32	15	43	9	26	8
	2%	2%	3%	1%	2%	2%	2%	2%	2%	3%	2%	1%	2%	1%
Child does not use ANY social media apps/ sites	1130	954	175	235	323	209	358	558	566	177	902	358	470	171
	34%	33%	41%	25%	40%	30%	42%	32%	36%	30%	35%	36%	33%	32%
			a		ace		acef	a	ace		a			
Don't know	40	36	4	8	8	12	10	16	22	4	24	13	14	*
	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	*%
												c		

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP13/ QC13. Which, if any, of these social media apps/ sites does your child use? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	3309	2871	436	919	842	711	822	1761	1533	598	2554	1002	1399	544
Effective Weighted Sample	2391	2095	297	652	606	521	606	1256	1126	436	1846	710	1030	390
Total	3307	2877	430	926	811	694	860	1737	1554	585	2553	989	1410	528
SUMMARY														
ANY SOCIAL MEDIA APPS/ SITES USED	2137	1887	250	683	480	474	492	1163	966	405	1627	618	926	357
	65%	66%	58%	74%	59%	68%	57%	67%	62%	69%	64%	63%	66%	68%
		b		bcdef		bdf		bdf	d	b				
Base for stats	3307	2877	430	926	811	694	860	1737	1554	585	2553	989	1410	528
Mean number of apps/ sites (out of 15)	1.9	2.0	1.6	2.4	1.6	2.0	1.5	2.1	1.7	2.2	1.8	1.8	1.9	2.1
		b		bcdef		bdf		bdf	d	b				ab
Standard deviation	2.07	2.09	1.90	2.34	1.87	2.04	1.85	2.17	1.95	2.14	2.02	2.00	2.02	2.31
Standard error	.04	.04	.09	.08	.06	.08	.06	.05	.05	.09	.04	.06	.05	.10

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

SUMMARY TO SHOW USE OF APPS/ SITES FOR DIFFERENT ACTIVTIES

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c
Unweighted total	3309	575	721	816	800	395	1660	1647	490	1546	1174
Effective Weighted Sample	2391	332	504	620	600	340	1187	1204	284	1114	920
Total	3307	441	661	882	882	441	1654	1654	372	1521	1311
USE APPS/ SITES TO SEND MESSAGES OR MAKE VOICE OR VIDEO CALLS	2665	228	400	741	861	435	1335	1330	186	1112	1282
	81%	52%	60%	84%	98%	99%	81%	80%	50%	73%	98%
			a	ab	abc	abc				a	ab
WATCH OR POST VIDEOS ON VIDEO SHARING PLATFORM APPS/ SITES	3155	393	621	841	865	434	1583	1572	329	1440	1289
	95%	89%	94%	95%	98%	98%	96%	95%	88%	95%	98%
			a	a	abc	abc				a	ab
WATCH OR POST CONTENT LIVE STREAM VIDEO APPS/ SITES	1882	140	264	501	633	344	943	939	108	743	967
	57%	32%	40%	57%	72%	78%	57%	57%	29%	49%	74%
			a	ab	abc	abcd				a	ab
USE SOCIAL MEDIA APPS/ SITES	2137	96	222	590	795	434	1042	1095	71	770	1214
	65%	22%	34%	67%	90%	98%	63%	66%	19%	51%	93%
			a	ab	abc	abcd				a	ab
ANY OF THESE	3230	412	633	864	880	441	1619	1610	346	1477	1307
	98%	93%	96%	98%	100%	100%	98%	97%	93%	97%	100%
				ab	abc	abc				a	ab
ALL OF THESE	1598	76	168	408	608	338	775	823	58	544	939
	48%	17%	25%	46%	69%	77%	47%	50%	15%	36%	72%
			a	ab	abc	abcd				a	ab

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 - JULY-AUGUST 2021.

Table 20

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

SUMMARY TO SHOW USE OF APPS/ SITES FOR DIFFERENT ACTIVTIES

Base : All parents of children aged 3-17

	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
						CHILD'S AGE AND GENDER							NATION		
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	3309	304	271	361	360	407	409	398	402	190	205	2011	474	439	383
Effective Weighted Sample	2391	171	161	250	254	308	312	296	304	165	176	1743	423	348	317
Total	3307	220	220	331	331	441	441	441	441	220	220	2718	294	164	131
USE APPS/ SITES TO SEND MESSAGES OR MAKE VOICE OR VIDEO CALLS	2665	123	105	195	205	369	372	430	431	218	217	2199	243	127	95
	81%	56%	48%	59%	62%	84%	84%	98%	98%	99%	99%	81%	83%	78%	73%
				b	b	abcd	abcd	abcdef	abcdef	abcdef	abcdef	d	d		
WATCH OR POST VIDEOS ON VIDEO SHARING PLATFORM APPS/ SITES	3155	202	192	309	312	421	420	436	429	215	220	2592	281	156	126
	95%	91%	87%	94%	94%	96%	95%	99%	97%	97%	100%	95%	95%	95%	96%
				b	b	b	b	abcdef	abc	ab	abcdef				
WATCH OR POST CONTENT LIVE STREAM VIDEO APPS/ SITES	1882	76	64	140	125	262	239	297	336	168	176	1567	158	85	73
	57%	34%	29%	42%	38%	60%	54%	67%	76%	76%	80%	58%	54%	52%	55%
				b		abcd	abcd	abcdef	abcdefg	abcdef	abcdefg				
USE SOCIAL MEDIA APPS/ SITES	2137	52	44	113	109	285	306	376	419	216	218	1749	201	103	85
	65%	24%	20%	34%	33%	65%	69%	85%	95%	98%	99%	64%	68%	63%	65%
				ab	ab	abcd	abcd	abcdef	abcdefg	abcdefg	abcdefgh				
ANY OF THESE	3230	209	203	319	314	431	433	440	440	220	220	2653	290	159	128
	98%	95%	92%	96%	95%	98%	98%	100%	100%	100%	100%	98%	98%	97%	98%
						b	abd	abcdef	abcde	abcd	abcd				
ALL OF THESE	1598	43	33	86	82	202	206	279	328	165	173	1331	139	68	60
	48%	20%	15%	26%	25%	46%	47%	63%	74%	75%	78%	49%	47%	42%	46%
				b	b	abcd	abcd	abcdef	abcdefg	abcdefg	abcdefg	c			

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 - JULY-AUGUST 2021.

Table 20

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

SUMMARY TO SHOW USE OF APPS/ SITES FOR DIFFERENT ACTIVTIES

Base : All parents of children aged 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	3309	2871	436	919	842	711	822	1761	1533	598	2554	1002	1399	544
Effective Weighted Sample	2391	2095	297	652	606	521	606	1256	1126	436	1846	710	1030	390
Total	3307	2877	430	926	811	694	860	1737	1554	585	2553	989	1410	528
USE APPS/ SITES TO SEND MESSAGES OR MAKE VOICE OR VIDEO CALLS	2665	2344	321	819	633	561	643	1452	1204	485	2042	764	1161	443
	81%	81%	75%	88%	78%	81%	75%	84%	77%	83%	80%	77%	82%	84%
		b		bcdef		d		bdf					a	a
WATCH OR POST VIDEOS ON VIDEO SHARING PLATFORM APPS/ SITES	3155	2757	398	891	770	663	818	1661	1481	571	2431	952	1350	503
	95%	96%	93%	96%	95%	96%	95%	96%	95%	98%	95%	96%	96%	95%
		b								b				
WATCH OR POST CONTENT LIVE STREAM VIDEO APPS/ SITES	1882	1679	203	613	413	413	438	1026	851	384	1388	591	799	294
	57%	58%	47%	66%	51%	59%	51%	59%	55%	66%	54%	60%	57%	56%
		b		bcdef		bd		bdf		b				
USE SOCIAL MEDIA APPS/ SITES	2137	1887	250	683	480	474	492	1163	966	405	1627	618	926	357
	65%	66%	58%	74%	59%	68%	57%	67%	62%	69%	64%	63%	66%	68%
		b		bcdef		bdf		bdf	d	b				
ANY OF THESE	3230	2818	412	910	789	682	837	1699	1518	576	2495	972	1383	513
	98%	98%	96%	98%	97%	98%	97%	98%	98%	98%	98%	98%	98%	97%
		b												
ALL OF THESE	1598	1433	164	553	325	357	359	878	715	333	1174	483	693	255
	48%	50%	38%	60%	40%	51%	42%	51%	46%	57%	46%	49%	49%	48%
		b		bcdef		bdf		bdf		b	b			

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP18. Are you a friend or follower of your child on any of the social media apps or sites that your child uses? (SINGLE CODE)

Base : Those who child uses any social media apps/ sites (WAVE 1 ONLY)

	Total	CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	c
Unweighted total	2086	123	244	594	736	389	1011	1075	92	813	1106
Effective Weighted Sample	1579	74	169	453	552	336	762	817	55	595	869
Total	2211	96	222	649	811	433	1087	1124	71	825	1233
Yes	1677	70	164	508	623	312	821	855	**	620	941
	76%	73%	74%	78%	77%	72%	76%	76%	**	75%	76%
				e							
No	509	25	54	132	185	113	254	255	**	191	284
	23%	26%	24%	20%	23%	26%	23%	23%	**	23%	23%
Don't know	25	1	5	8	4	8	12	13	**	13	8
	1%	1%	2%	1%	*%	2%	1%	1%	**	2%	1%
			d								

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 - JULY-AUGUST 2021.

Table 21

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP18. Are you a friend or follower of your child on any of the social media apps or sites that your child uses? (SINGLE CODE)

Base : Those who child uses any social media apps/ sites (WAVE 1 ONLY)

| | Total | | CHILD'S AGE AND GENDER | | | | | | | | | | NATION | | |
| | | MALE 3-4 | FEMALE 3-4 | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 | MALE 16-17 | FEMALE 16-17 | ENGLAND | SCOTLAND | WALES | N IRELAND |
Significance Level: 95%		~a	~b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	2086	66	57	121	123	287	307	352	384	185	204	1341	299	228	218
Effective Weighted Sample	1579	39	34	84	85	218	235	261	291	161	175	1159	275	186	177
Total	2211	52	44	113	109	317	332	390	421	215	219	1814	210	104	84
Yes	1677	**	**	85	79	252	256	297	326	149	163	1374	155	80	68
	76%	**	**	75%	73%	80% i	77%	76%	77%	69%	75%	76%	74%	77%	81%
No	509	**	**	27	27	61	71	91	94	63	51	421	50	23	16
	23%	**	**	23%	25%	19%	21%	23%	22%	29% e	23%	23%	24%	22%	19%
Don't know	25	**	**	2	3	4	5	2	1	3	4	19	5	1	-
	1%	**	**	2%	3% h	1%	1%	1%	*%	1%	2%	1%	2% d	1%	-%

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP18. Are you a friend or follower of your child on any of the social media apps or sites that your child uses? (SINGLE CODE)

Base : Those who child uses any social media apps/ sites (WAVE 1 ONLY)

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	2086	1849	237	653	482	482	464	1135	946	419	1566	611	910	351
Effective Weighted Sample	1579	1402	177	485	365	363	362	849	725	312	1193	459	692	264
Total	2211	1951	260	703	496	487	517	1199	1004	420	1675	639	963	364
Yes	1677	1495	182	576	343	382	371	918	754	329	1256	501	739	264
	76%	77%	70%	82%	69%	78%	72%	77%	75%	78%	75%	78%	77%	72%
				bdef		bd		b	b					
No	509	435	75	125	145	98	142	270	240	89	400	134	216	97
	23%	22%	29%	18%	29%	20%	27%	23%	24%	21%	24%	21%	22%	27%
					ace		ac	a	a					
Don't know	25	22	4	2	8	8	4	11	11	3	19	4	8	3
	1%	1%	1%	*%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%
					a	a								

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP19. To what extent do you agree or disagree with this statement: "For my child, the benefits of using social media sites or apps like Instagram, Snapchat, Facebook or TikTok outweigh the risks." (SINGLE CODE)

Base : Those who child uses any social media apps/ sites

	Total	CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	c
Unweighted total	2086	123	244	594	736	389	1011	1075	92	813	1106
Effective Weighted Sample	1579	74	169	453	552	336	762	817	55	595	869
Total	2211	96	222	649	811	433	1087	1124	71	825	1233
Strongly disagree	105	11	20	29	31	13	45	59	**	48	44
	5%	12%	9%	5%	4%	3%	4%	5%	**	6%	4%
		cde	cde							c	
Slightly disagree	275	18	30	96	94	36	126	149	**	124	132
	12%	19%	14%	15%	12%	8%	12%	13%	**	15%	11%
		e		e						c	
Neither agree nor disagree	690	27	63	203	267	129	329	361	**	253	378
	31%	28%	28%	31%	33%	30%	30%	32%	**	31%	31%
Slightly agree	747	19	52	218	265	194	384	364	**	252	460
	34%	19%	23%	34%	33%	45%	35%	32%	**	31%	37%
				ab	ab	abcd					b
Strongly agree	367	19	52	96	144	55	188	179	**	139	203
	17%	20%	23%	15%	18%	13%	17%	16%	**	17%	16%
			ce								
Don't know	29	2	5	6	10	5	16	13	**	10	16
	1%	3%	2%	1%	1%	1%	1%	1%	**	1%	1%
SUMMARY CODES											
TOTAL DISAGREE	379	29	50	126	125	49	171	209	**	172	176
	17%	30%	23%	19%	15%	11%	16%	19%	**	21%	14%
		cde	de	e						c	
TOTAL AGREE	1114	38	104	314	409	249	571	542	**	391	663
	50%	39%	47%	48%	50%	57%	53%	48%	**	47%	54%
						abcd					b
TOTAL NEITHER/ DON'T KNOW	718	29	68	209	277	135	345	373	**	263	394
	32%	30%	31%	32%	34%	31%	32%	33%	**	32%	32%

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP19. To what extent do you agree or disagree with this statement: "For my child, the benefits of using social media sites or apps like Instagram, Snapchat, Facebook or TikTok outweigh the risks." (SINGLE CODE)

Base : Those who child uses any social media apps/ sites

							CHILD'S AGE AND GENDER						NATION			
	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		~a	~b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	2086	66	57	121	123	287	307	352	384	185	204	1341	299	228	218
Effective Weighted Sample	1579	39	34	84	85	218	235	261	291	161	175	1159	275	186	177
Total	2211	52	44	113	109	317	332	390	421	215	219	1814	210	104	84
Strongly disagree	105	**	**	10	10	11	18	13	18	6	8	82	10	6	7
	5%	**	**	9% gi	9% egi	4%	5%	3%	4%	3%	3%	5%	5%	6%	8% a
Slightly disagree	275	**	**	13	17	33	63	48	47	21	15	210	36	15	14
	12%	**	**	11%	16% j	11%	19% eghij	12%	11%	10%	7%	12%	17% a	14%	16%
Neither agree nor disagree	690	**	**	34	29	93	110	130	137	59	71	574	58	32	26
	31%	**	**	30%	26%	29%	33%	33%	33%	27%	32%	32%	28%	31%	31%
Slightly agree	747	**	**	27	25	117	100	129	136	99	94	606	77	39	26
	34%	**	**	24%	23%	37% cd	30%	33%	32%	46% cdfgh	43% cdfgh	33%	37%	37%	31%
Strongly agree	367	**	**	27	25	59	37	64	80	28	28	320	26	10	11
	17%	**	**	24% fij	23% fj	19% f	11%	16%	19% f	13%	13%	18% bc	12%	9%	13%
Don't know	29	**	**	2	3	2	3	7	3	2	3	23	3	2	1
	1%	**	**	2%	3%	1%	1%	2%	1%	1%	2%	1%	1%	2%	1%
SUMMARY CODES															
TOTAL DISAGREE	379	**	**	23	28	45	81	61	64	27	22	292	46	21	20
	17%	**	**	20% j	25% eghij	14%	24% eghij	16%	15%	13%	10%	16%	22% a	20%	24% a
TOTAL AGREE	1114	**	**	55	50	176	138	192	217	127	122	926	103	48	37
	50%	**	**	48%	46%	56% f	41%	49%	51%	59% dfg	56% f	51%	49%	47%	44%
TOTAL NEITHER/ DON'T KNOW	718	**	**	36	32	96	113	137	140	61	74	596	61	34	27
	32%	**	**	32%	29%	30%	34%	35%	33%	28%	34%	33%	29%	33%	32%

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP19. To what extent do you agree or disagree with this statement: "For my child, the benefits of using social media sites or apps like Instagram, Snapchat, Facebook or TikTok outweigh the risks." (SINGLE CODE)

Base : Those who child uses any social media apps/ sites

| | Total | AREA | | SOCIAL GRADE | | | | | | IMPACTING OR LIMITING CONDITIONS | | FINANCIAL VULNERABILITY INDEX | | |
| | | URBAN | RURAL | AB | C1 | C2 | DE | ABC1 | C2DE | ANY | NONE | MOST | POTEN-TIALLY | LEAST |
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	2086	1849	237	653	482	482	464	1135	946	419	1566	611	910	351
Effective Weighted Sample	1579	1402	177	485	365	363	362	849	725	312	1193	459	692	264
Total	2211	1951	260	703	496	487	517	1199	1004	420	1675	639	963	364
Strongly disagree	105	82	22	24	28	23	28	52	51	22	76	40	38	12
	5%	4%	9% a	3%	6%	5%	5%	4%	5%	5%	5%	6%	4%	3%
Slightly disagree	275	245	30	87	70	60	58	157	118	55	209	82	132	34
	12%	13%	12%	12%	14%	12%	11%	13%	12%	13%	13%	13%	14%	9%
Neither agree nor disagree	690	593	96	159	153	164	209	312	373	138	500	227	268	90
	31%	30%	37%	23%	31% a	34% ae	40% abe	26%	37% abe	33%	30%	36% bc	28%	25%
Slightly agree	747	662	85	254	174	164	153	428	317	130	592	193	344	136
	34%	34%	33%	36% d	35%	34%	30%	36% d	32%	31%	35%	30%	36% a	37%
Strongly agree	367	340	26	174	62	70	60	236	130	69	277	91	167	91
	17%	17% b	10%	25% bcdef	13%	14%	12%	20% bcdf	13%	16%	17%	14%	17%	25% ab
Don't know	29	28	*	5	8	6	9	13	15	7	20	7	13	2
	1%	1%	*%	1%	2%	1%	2%	1%	2%	2%	1%	1%	1%	1%
SUMMARY CODES														
TOTAL DISAGREE	379	327	52	110	98	83	86	208	169	77	286	121	171	46
	17%	17%	20%	16%	20%	17%	17%	17%	17%	18%	17%	19% c	18%	13%
TOTAL AGREE	1114	1003	111	428	237	234	213	665	447	199	869	283	511	226
	50%	51% b	43%	61% bcdf	48%	48%	41%	55% bcdf	45%	47%	52%	44%	53% a	62% ab
TOTAL NEITHER/ DON'T KNOW	718	621	97	165	161	170	218	326	388	144	521	234	281	92
	32%	32%	37%	23%	32% a	35% ae	42% abce	27%	39% abe	34%	31%	37% bc	29%	25%

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP14. As far as you are aware is there a minimum age that someone has to reach before they can have a profile on most social media apps or sites? So, sites or apps like Instagram, Snapchat, Facebook or TikTok. (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c
Unweighted total	3309	575	721	816	800	395	1660	1647	490	1546	1174
Effective Weighted Sample	2391	332	504	620	600	340	1187	1204	284	1114	920
Total	3307	441	661	882	882	441	1654	1654	372	1521	1311
Yes – there is a minimum age requirement	2636	338	507	713	705	373	1302	1334	286	1207	1072
	80%	77%	77%	81%	80%	85%	79%	81%	77%	79%	82%
						ab					
No – there is not a minimum age requirement	220	43	54	50	50	24	101	119	35	108	70
	7%	10%	8%	6%	6%	5%	6%	7%	9%	7%	5%
		cde							c		
Don't know	450	60	101	119	127	44	250	201	51	207	169
	14%	14%	15%	13%	14%	10%	15%	12%	14%	14%	13%
			e					b			

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP14. As far as you are aware is there a minimum age that someone has to reach before they can have a profile on most social media apps or sites? So, sites or apps like Instagram, Snapchat, Facebook or TikTok. (SINGLE CODE)

Base : All parents of children aged 3-17

	Total					CHILD'S AGE AND GENDER							NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17		ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j		a	b	c	d
Unweighted total	3309	304	271	361	360	407	409	398	402	190	205		2011	474	439	383
Effective Weighted Sample	2391	171	161	250	254	308	312	296	304	165	176		1743	423	348	317
Total	3307	220	220	331	331	441	441	441	441	220	220		2718	294	164	131
Yes – there is a minimum age requirement	2636 80%	171 77%	167 76%	251 76%	256 77%	359 81%	354 80%	342 78%	363 82%	180 82%	193 87% abcdfg		2148 79%	243 82%	134 82%	112 86% a
No – there is not a minimum age requirement	220 7%	18 8%	25 11% cehj	18 5%	36 11% cefhj	22 5%	28 6%	29 6%	21 5%	15 7%	9 4%		185 7%	18 6%	11 7%	7 5%
Don't know	450 14%	32 14%	28 13%	62 19% dj	39 12%	59 13%	59 13%	71 16% j	56 13%	26 12%	18 8%		385 14% d	34 11%	19 12%	12 9%

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP14. As far as you are aware is there a minimum age that someone has to reach before they can have a profile on most social media apps or sites? So, sites or apps like Instagram, Snapchat, Facebook or TikTok. (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	3309	2871	436	919	842	711	822	1761	1533	598	2554	1002	1399	544
Effective Weighted Sample	2391	2095	297	652	606	521	606	1256	1126	436	1846	710	1030	390
Total	3307	2877	430	926	811	694	860	1737	1554	585	2553	989	1410	528
Yes – there is a minimum age requirement	2636	2277	359	769	635	531	692	1404	1223	492	2035	831	1092	432
	80%	79%	83%	83%	78%	76%	81%	81%	79%	84%	80%	84%	77%	82%
				bcf					c	b		b		
No – there is not a minimum age requirement	220	206	14	69	62	39	46	132	85	33	167	57	107	27
	7%	7%	3%	7%	8%	6%	5%	8%	5%	6%	7%	6%	8%	5%
		b						f						
Don't know	450	394	57	88	113	125	121	201	246	60	351	101	211	69
	14%	14%	13%	10%	14%	18%	14%	12%	16%	10%	14%	10%	15%	13%
					a	ae	a		ae				a	

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 - JULY-AUGUST 2021.

Table 24

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? (SINGLE CODE)

Base : All parents who say there is a minimum age requirement to have a social media profile

	Total	CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c
Unweighted total	2666	454	568	667	647	330	1327	1339	388	1244	962
Effective Weighted Sample	1920	257	398	502	486	283	943	977	221	890	755
Total	2636	338	507	713	705	373	1302	1334	286	1207	1072
Age under 10	72	15	25	28	2	2	45	27	11	56	4
	3%	4%	5%	4%	*%	1%	3%	2%	4%	5%	*%
		de	de	de					c	c	
Aged 10	102	12	11	57	17	5	73	30	6	69	26
	4%	3%	2%	8%	2%	1%	6%	2%	2%	6%	2%
				abde			b			ac	
Aged 11	66	5	14	27	17	3	35	31	4	31	31
	3%	1%	3%	4%	2%	1%	3%	2%	1%	3%	3%
				e							
Aged 12	306	28	58	80	115	25	151	155	26	139	135
	12%	8%	11%	11%	16%	7%	12%	12%	9%	11%	13%
			e	e	abce						
Aged 13	1092	135	193	265	345	155	501	592	127	443	497
	41%	40%	38%	37%	49%	41%	38%	44%	44%	37%	46%
					abce			a	b		b
Aged 14	264	16	43	60	87	59	135	129	10	105	143
	10%	5%	8%	8%	12%	16%	10%	10%	4%	9%	13%
					ac	abc				a	ab
Aged 15	89	10	12	16	38	13	50	39	10	25	51
	3%	3%	2%	2%	5%	4%	4%	3%	4%	2%	5%
					bc						b
Aged 16	378	72	82	100	55	70	167	212	55	191	121
	14%	21%	16%	14%	8%	19%	13%	16%	19%	16%	11%
		cd	d	d		d			c	c	
Aged 17	19	5	1	2	*	11	14	5	3	5	10
	1%	1%	*%	*%	*%	3%	1%	*%	1%	*%	1%
		d				bcd					
Aged 18 or over	124	26	29	41	11	17	61	63	22	71	24
	5%	8%	6%	6%	2%	4%	5%	5%	8%	6%	2%
		d	d	d		d			c	c	

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 - JULY-AUGUST 2021.

Table 24

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? (SINGLE CODE)

Base : All parents who say there is a minimum age requirement to have a social media profile

	Total	CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c
Unweighted total	2666	454	568	667	647	330	1327	1339	388	1244	962
Effective Weighted Sample	1920	257	398	502	486	283	943	977	221	890	755
Total	2636	338	507	713	705	373	1302	1334	286	1207	1072
Don't know	123	16	39	37	18	13	70	52	14	72	29
	5%	5%	8%	5%	3%	4%	5%	4%	5%	6%	3%
			de		d						c
SUMMARY											
AWARE OF MINIMUM AGE REQUIREMENT	2636	338	507	713	705	373	1302	1334	286	1207	1072
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
AWARE AND GIVES THE CORRECT AGE (13)	1092	135	193	265	345	155	501	592	127	443	497
	41%	40%	38%	37%	49%	41%	38%	44%	44%	37%	46%
					abce			a	b		b
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	547	59	109	193	151	35	304	242	47	294	196
	21%	17%	21%	27%	21%	9%	23%	18%	16%	24%	18%
		e	e	ade	e		b			ac	
AWARE BUT GIVES AN AGE OF 14 OR OLDER	875	128	166	218	192	170	427	448	99	397	351
	33%	38%	33%	31%	27%	46%	33%	34%	35%	33%	33%
		cd				bcd					
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	1544	203	314	448	360	218	802	742	160	763	575
	59%	60%	62%	63%	51%	59%	62%	56%	56%	63%	54%
		d	d	d		d	b			ac	

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 - JULY-AUGUST 2021.

Table 24

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? (SINGLE CODE)

Base : All parents who say there is a minimum age requirement to have a social media profile

		CHILD'S AGE AND GENDER										NATION			
	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	2666	244	210	283	285	334	333	312	335	154	176	1591	387	357	331
Effective Weighted Sample	1920	135	122	197	201	250	252	232	255	133	150	1381	346	279	275
Total	2636	171	167	251	256	359	354	342	363	180	193	2148	243	134	112
Age under 10	72	13	2	11	14	18	10	2	-	1	1	53	10	2	6
	3%	8%	1%	4%	5%	5%	3%	1%	-%	*%	1%	2%	4%	1%	6%
		bfghij		ghij	bghij	ghij	h						c		ac
Aged 10	102	9	3	4	8	44	13	11	6	5	-	92	4	4	3
	4%	5%	2%	1%	3%	12%	4%	3%	2%	3%	-%	4%	2%	3%	3%
		cj			j	abcdfghij	j	j		j		b			
Aged 11	66	1	4	9	6	13	14	10	7	2	1	58	4	2	3
	3%	*%	2%	4%	2%	4%	4%	3%	2%	1%	*%	3%	2%	2%	2%
						a	aj								
Aged 12	306	12	16	34	24	40	41	53	62	12	13	244	37	14	11
	12%	7%	9%	14%	9%	11%	11%	16%	17%	6%	7%	11%	15%	11%	10%
				ij				aij	abdij						
Aged 13	1092	64	71	91	102	117	147	157	188	71	84	899	97	51	45
	41%	38%	42%	36%	40%	33%	42%	46%	52%	39%	43%	42%	40%	38%	40%
							e	ce	acdefi		e				
Aged 14	264	8	8	26	16	26	34	45	43	30	28	207	31	15	11
	10%	5%	5%	11%	6%	7%	10%	13%	12%	17%	15%	10%	13%	11%	10%
				a				abde	ab	abdef	abde				
Aged 15	89	6	4	6	6	9	7	22	16	7	7	72	8	6	3
	3%	4%	2%	2%	2%	2%	2%	7%	4%	4%	4%	3%	3%	5%	3%
								cdef							
Aged 16	378	34	38	37	44	41	59	25	30	30	40	303	33	23	19
	14%	20%	23%	15%	17%	11%	17%	7%	8%	16%	21%	14%	14%	17%	17%
		egh	egh	gh	gh		gh			gh	egh				
Aged 17	19	*	4	1	-	2	-	*	-	10	1	18	-	1	-
	1%	*%	3%	*%	-%	1%	-%	*%	-%	6%	*%	1%	-%	*%	-%
			dfgh							acdefghj					

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? (SINGLE CODE)

Base : All parents who say there is a minimum age requirement to have a social media profile

	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	2666	244	210	283	285	334	333	312	335	154	176	1591	387	357	331
Effective Weighted Sample	1920	135	122	197	201	250	252	232	255	133	150	1381	346	279	275
Total	2636	171	167	251	256	359	354	342	363	180	193	2148	243	134	112
Aged 18 or over	124	14	12	9	20	22	19	9	3	6	10	103	9	7	5
	5%	8%	7%	4%	8%	6%	5%	3%	1%	4%	5%	5%	4%	5%	5%
		gh	h	h	gh	h	h			h	h				
Don't know	123	9	7	22	17	27	11	7	11	6	7	98	10	10	5
	5%	5%	4%	9%	7%	7%	3%	2%	3%	3%	4%	5%	4%	7%	5%
				fgh	g	fgh									
SUMMARY															
AWARE OF MINIMUM AGE REQUIREMENT	2636	171	167	251	256	359	354	342	363	180	193	2148	243	134	112
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
AWARE AND GIVES THE CORRECT AGE (13)	1092	64	71	91	102	117	147	157	188	71	84	899	97	51	45
	41%	38%	42%	36%	40%	33%	42%	46%	52%	39%	43%	42%	40%	38%	40%
							e	ce	acdefi		e				
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	547	35	24	58	51	115	78	76	74	20	15	447	55	22	23
	21%	21%	14%	23%	20%	32%	22%	22%	20%	11%	8%	21%	23%	16%	21%
		ij		ij	ij	abcdfghij	ij	ij	ij				c		
AWARE BUT GIVES AN AGE OF 14 OR OLDER	875	62	66	80	86	100	118	101	91	83	87	704	81	51	38
	33%	37%	39%	32%	34%	28%	33%	30%	25%	46%	45%	33%	33%	38%	34%
		h	eh		h		h			cdefgh	cdefgh				
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	1544	106	96	160	154	242	207	184	176	109	109	1249	145	83	67
	59%	62%	58%	64%	60%	67%	58%	54%	48%	61%	57%	58%	60%	62%	60%
		h		gh	h	fghj	h				h				

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? (SINGLE CODE)

Base : All parents who say there is a minimum age requirement to have a social media profile

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	2666	2294	372	768	673	563	655	1441	1218	503	2057	841	1095	454
Effective Weighted Sample	1920	1670	250	541	481	408	487	1022	894	365	1478	596	802	322
Total	2636	2277	359	769	635	531	692	1404	1223	492	2035	831	1092	432
Age under 10	72	65	7	21	12	15	24	33	39	20	45	30	27	6
	3%	3%	2%	3%	2%	3%	3%	2%	3%	4%	2%	4%	3%	1%
Aged 10	102	95	8	66	17	6	13	83	19	13	88	30	37	31
	4%	4%	2%	9% bcdef	3%	1%	2%	6% bcdf	2%	3%	4%	4%	3%	7% ab
Aged 11	66	62	5	21	17	11	16	39	28	15	48	18	34	7
	3%	3%	1%	3%	3%	2%	2%	3%	2%	3%	2%	2%	3%	2%
Aged 12	306	270	37	96	77	66	65	173	131	64	236	78	145	57
	12%	12%	10%	13%	12%	12%	9%	12%	11%	13%	12%	9%	13% a	13%
Aged 13	1092	937	156	280	278	215	315	558	530	206	838	365	447	162
	41%	41%	43%	36%	44% a	41%	46% ae	40%	43% a	42%	41%	44%	41%	37%
Aged 14	264	231	33	92	66	48	59	158	107	44	213	79	115	50
	10%	10%	9%	12% f	10%	9%	9%	11%	9%	9%	10%	10%	11%	12%
Aged 15	89	79	10	34	21	17	17	55	34	21	65	22	38	20
	3%	3%	3%	4%	3%	3%	2%	4%	3%	4%	3%	3%	4%	5%
Aged 16	378	298	80	83	86	100	108	169	208	67	301	130	147	58
	14%	13%	22% a	11%	14%	19% abe	16% a	12%	17% ae	14%	15%	16%	13%	13%
Aged 17	19	19	-	10	4	2	1	14	2	7	12	1	7	7
	1%	1%	-%	1% df	1%	*%	*%	1% df	*%	1%	1%	*%	1%	2% a
Aged 18 or over	124	108	16	36	25	22	42	60	64	15	91	50	41	17
	5%	5%	4%	5%	4%	4%	6%	4%	5%	3%	4%	6% b	4%	4%

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? (SINGLE CODE)

Base : All parents who say there is a minimum age requirement to have a social media profile

		AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
	Total	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	2666	2294	372	768	673	563	655	1441	1218	503	2057	841	1095	454
Effective Weighted Sample	1920	1670	250	541	481	408	487	1022	894	365	1478	596	802	322
Total	2636	2277	359	769	635	531	692	1404	1223	492	2035	831	1092	432
Don't know	123	115	8	31	31	28	33	62	61	21	99	27	54	17
	5%	5%	2%	4%	5%	5%	5%	4%	5%	4%	5%	3%	5%	4%
		b												
SUMMARY														
AWARE OF MINIMUM AGE REQUIREMENT	2636	2277	359	769	635	531	692	1404	1223	492	2035	831	1092	432
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
AWARE AND GIVES THE CORRECT AGE (13)	1092	937	156	280	278	215	315	558	530	206	838	365	447	162
	41%	41%	43%	36%	44%	41%	46%	40%	43%	42%	41%	44%	41%	37%
					a		ae		a					
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	547	491	56	204	123	99	118	328	217	111	417	156	243	101
	21%	22%	16%	27%	19%	19%	17%	23%	18%	22%	20%	19%	22%	23%
		b		bcdf				df						
AWARE BUT GIVES AN AGE OF 14 OR OLDER	875	735	139	254	202	189	226	455	415	154	681	283	348	153
	33%	32%	39%	33%	32%	36%	33%	32%	34%	31%	33%	34%	32%	35%
			a											
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	1544	1341	203	489	357	316	377	845	693	286	1197	466	645	270
	59%	59%	57%	64%	56%	59%	54%	60%	57%	58%	59%	56%	59%	63%
				bdf				d						

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 - JULY-AUGUST 2021.

Table 25

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c
Unweighted total	3309	575	721	816	800	395	1660	1647	490	1546	1174
Effective Weighted Sample	2391	332	504	620	600	340	1187	1204	284	1114	920
Total	3307	441	661	882	882	441	1654	1654	372	1521	1311
Age under 10	72	15	25	28	2	2	45	27	11	56	4
	2%	3%	4%	3%	*%	*%	3%	2%	3%	4%	*%
		de	de	de					c	c	
Aged 10	102	12	11	57	17	5	73	30	6	69	26
	3%	3%	2%	6%	2%	1%	4%	2%	2%	5%	2%
				abde			b			ac	
Aged 11	66	5	14	27	17	3	35	31	4	31	31
	2%	1%	2%	3%	2%	1%	2%	2%	1%	2%	2%
				ae							
Aged 12	306	28	58	80	115	25	151	155	26	139	135
	9%	6%	9%	9%	13%	6%	9%	9%	7%	9%	10%
					abce						
Aged 13	1092	135	193	265	345	155	501	592	127	443	497
	33%	31%	29%	30%	39%	35%	30%	36%	34%	29%	38%
					abc			a			b
Aged 14	264	16	43	60	87	59	135	129	10	105	143
	8%	4%	6%	7%	10%	13%	8%	8%	3%	7%	11%
				a	abc	abc				a	ab
Aged 15	89	10	12	16	38	13	50	39	10	25	51
	3%	2%	2%	2%	4%	3%	3%	2%	3%	2%	4%
					bc						b
Aged 16	378	72	82	100	55	70	167	212	55	191	121
	11%	16%	12%	11%	6%	16%	10%	13%	15%	13%	9%
		cd	d	d		cd		a	c	c	
Aged 17	19	5	1	2	*	11	14	5	3	5	10
	1%	1%	*%	*%	*%	2%	1%	*%	1%	*%	1%
		d				bcd					
Aged 18 or over	124	26	29	41	11	17	61	63	22	71	24
	4%	6%	4%	5%	1%	4%	4%	4%	6%	5%	2%
		d	d	d		d			c	c	

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c
Unweighted total	3309	575	721	816	800	395	1660	1647	490	1546	1174
Effective Weighted Sample	2391	332	504	620	600	340	1187	1204	284	1114	920
Total	3307	441	661	882	882	441	1654	1654	372	1521	1311
Don't know	123	16	39	37	18	13	70	52	14	72	29
	4%	4%	6%	4%	2%	3%	4%	3%	4%	5%	2%
			d	d						c	
SUMMARY											
AWARE OF MINIMUM AGE REQUIREMENT	2636	338	507	713	705	373	1302	1334	286	1207	1072
	80%	77%	77%	81%	80%	85%	79%	81%	77%	79%	82%
						ab					
AWARE AND GIVES THE CORRECT AGE (13)	1092	135	193	265	345	155	501	592	127	443	497
	33%	31%	29%	30%	39%	35%	30%	36%	34%	29%	38%
					abc			a			b
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	547	59	109	193	151	35	304	242	47	294	196
	17%	13%	16%	22%	17%	8%	18%	15%	13%	19%	15%
		e	e	abde	e		b			ac	
AWARE BUT GIVES AN AGE OF 14 OR OLDER	875	128	166	218	192	170	427	448	99	397	351
	26%	29%	25%	25%	22%	39%	26%	27%	27%	26%	27%
		d				abcd					
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	1544	203	314	448	360	218	802	742	160	763	575
	47%	46%	47%	51%	41%	50%	48%	45%	43%	50%	44%
			d	d		d				ac	
SAY THERE IS NO MINIMUM AGE REQUIREMENT	220	43	54	50	50	24	101	119	35	108	70
	7%	10%	8%	6%	6%	5%	6%	7%	9%	7%	5%
		cde							c		

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c
Unweighted total	3309	575	721	816	800	395	1660	1647	490	1546	1174
Effective Weighted Sample	2391	332	504	620	600	340	1187	1204	284	1114	920
Total	3307	441	661	882	882	441	1654	1654	372	1521	1311
DON'T KNOW WHETHER THERE IS A MINIMUM AGE REQUIREMENT	450	60	101	119	127	44	250	201	51	207	169
	14%	14%	15%	13%	14%	10%	15%	12%	14%	14%	13%
			e				b				

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 - JULY-AUGUST 2021.

Table 25

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? (SINGLE CODE)

Base : All parents of children aged 3-17

							CHILD'S AGE AND GENDER						NATION			
	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	3309	304	271	361	360	407	409	398	402	190	205	2011	474	439	383
Effective Weighted Sample	2391	171	161	250	254	308	312	296	304	165	176	1743	423	348	317
Total	3307	220	220	331	331	441	441	441	441	220	220	2718	294	164	131
Age under 10	72 2%	13 6% bghij	2 1%	11 3% ghij	14 4% bghij	18 4% bghij	10 2% gh	2 *%	- -%	1 *%	1 *%	53 2%	10 3% c	2 1%	6 5% ac
Aged 10	102 3%	9 4% cj	3 1%	4 1%	8 2% j	44 10% abcdfghij	13 3% j	11 2% j	6 1%	5 2% j	- -%	92 3% b	4 1%	4 2%	3 2%
Aged 11	66 2%	1 *%	4 2%	9 3%	6 2%	13 3% a	14 3% a	10 2%	7 1%	2 1%	1 *%	58 2%	4 1%	2 1%	3 2%
Aged 12	306 9%	12 6%	16 7%	34 10%	24 7%	40 9%	41 9%	53 12% aij	62 14% abdij	12 5%	13 6%	244 9%	37 12% a	14 9%	11 9%
Aged 13	1092 33%	64 29%	71 32%	91 28%	102 31%	117 27%	147 33%	157 36% ce	188 43% abcdefi	71 32%	84 38% ce	899 33%	97 33%	51 31%	45 35%
Aged 14	264 8%	8 3%	8 4%	26 8%	16 5%	26 6%	34 8%	45 10% abd	43 10% abd	30 14% abdef	28 13% abde	207 8%	31 10%	15 9%	11 8%
Aged 15	89 3%	6 3%	4 2%	6 2%	6 2%	9 2%	7 2%	22 5% cdef	16 4%	7 3%	7 3%	72 3%	8 3%	6 4%	3 2%
Aged 16	378 11%	34 15% egh	38 17% egh	37 11% g	44 13% gh	41 9%	59 13% gh	25 6%	30 7%	30 13% gh	40 18% cegh	303 11%	33 11%	23 14%	19 15%
Aged 17	19 1%	* *%	4 2% dfgh	1 *%	- -%	2 1%	- -%	* *%	- -%	10 5% acdefghj	1 *%	18 1%	- -%	1 *%	- -%

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 - JULY-AUGUST 2021.

Table 25

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? (SINGLE CODE)

Base : All parents of children aged 3-17

						CHILD'S AGE AND GENDER								NATION			
	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17		ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j		a	b	c	d
Unweighted total	3309	304	271	361	360	407	409	398	402	190	205		2011	474	439	383
Effective Weighted Sample	2391	171	161	250	254	308	312	296	304	165	176		1743	423	348	317
Total	3307	220	220	331	331	441	441	441	441	220	220		2718	294	164	131
Aged 18 or over	124	14	12	9	20	22	19	9	3	6	10		103	9	7	5
	4%	6%	5%	3%	6%	5%	4%	2%	1%	3%	5%		4%	3%	4%	4%
		gh	h	h	gh	gh	h			h	h					
Don't know	123	9	7	22	17	27	11	7	11	6	7		98	10	10	5
	4%	4%	3%	7%	5%	6%	2%	2%	2%	3%	3%		4%	3%	6%	4%
				fgh	g	fgh									a	
SUMMARY																
AWARE OF MINIMUM AGE REQUIREMENT	2636	171	167	251	256	359	354	342	363	180	193		2148	243	134	112
	80%	77%	76%	76%	77%	81%	80%	78%	82%	82%	87%		79%	82%	82%	86%
											abcdfg					a
AWARE AND GIVES THE CORRECT AGE (13)	1092	64	71	91	102	117	147	157	188	71	84		899	97	51	45
	33%	29%	32%	28%	31%	27%	33%	36%	43%	32%	38%		33%	33%	31%	35%
								ce	abcdefi		ce					
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	547	35	24	58	51	115	78	76	74	20	15		447	55	22	23
	17%	16%	11%	17%	15%	26%	18%	17%	17%	9%	7%		16%	19%	13%	18%
			j	ij	j	abcdfghij	bij	ij	ij					c		
AWARE BUT GIVES AN AGE OF 14 OR OLDER	875	62	66	80	86	100	118	101	91	83	87		704	81	51	38
	26%	28%	30%	24%	26%	23%	27%	23%	21%	38%	39%		26%	28%	31%	29%
			h							cdefgh	acdefgh				a	
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	1544	106	96	160	154	242	207	184	176	109	109		1249	145	83	67
	47%	48%	44%	48%	47%	55%	47%	42%	40%	50%	49%		46%	49%	51%	51%
				h		bfgh				h	h					

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 - JULY-AUGUST 2021.

Table 25

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? (SINGLE CODE)

Base : All parents of children aged 3-17

						CHILD'S AGE AND GENDER								NATION			
	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17		ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j		a	b	c	d
Unweighted total	3309	304	271	361	360	407	409	398	402	190	205		2011	474	439	383
Effective Weighted Sample	2391	171	161	250	254	308	312	296	304	165	176		1743	423	348	317
Total	3307	220	220	331	331	441	441	441	441	220	220		2718	294	164	131
SAY THERE IS NO MINIMUM AGE REQUIREMENT	220	18	25	18	36	22	28	29	21	15	9		185	18	11	7
	7%	8%	11%	5%	11%	5%	6%	6%	5%	7%	4%		7%	6%	7%	5%
			cehj		cefhj											
DON'T KNOW WHETHER THERE IS A MINIMUM AGE REQUIREMENT	450	32	28	62	39	59	59	71	56	26	18		385	34	19	12
	14%	14%	13%	19%	12%	13%	13%	16%	13%	12%	8%		14%	11%	12%	9%
				dj				j					d			

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	3309	2871	436	919	842	711	822	1761	1533	598	2554	1002	1399	544
Effective Weighted Sample	2391	2095	297	652	606	521	606	1256	1126	436	1846	710	1030	390
Total	3307	2877	430	926	811	694	860	1737	1554	585	2553	989	1410	528
Age under 10	72	65	7	21	12	15	24	33	39	20	45	30	27	6
	2%	2%	2%	2%	1%	2%	3%	2%	2%	3% b	2%	3%	2%	1%
Aged 10	102	95	8	66	17	6	13	83	19	13	88	30	37	31
	3%	3%	2%	7% bcdef	2%	1%	2%	5% bcdf	1%	2%	3%	3%	3%	6% ab
Aged 11	66	62	5	21	17	11	16	39	28	15	48	18	34	7
	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%
Aged 12	306	270	37	96	77	66	65	173	131	64	236	78	145	57
	9%	9%	9%	10%	9%	10%	8%	10%	8%	11%	9%	8%	10%	11%
Aged 13	1092	937	156	280	278	215	315	558	530	206	838	365	447	162
	33%	33%	36%	30%	34%	31%	37% ac	32%	34%	35%	33%	37% bc	32%	31%
Aged 14	264	231	33	92	66	48	59	158	107	44	213	79	115	50
	8%	8%	8%	10% f	8%	7%	7%	9% f	7%	8%	8%	8%	8%	10%
Aged 15	89	79	10	34	21	17	17	55	34	21	65	22	38	20
	3%	3%	2%	4%	3%	2%	2%	3%	2%	4%	3%	2%	3%	4%
Aged 16	378	298	80	83	86	100	108	169	208	67	301	130	147	58
	11%	10%	19% a	9%	11%	14% ae	13% a	10%	13% ae	11%	12%	13%	10%	11%
Aged 17	19	19	-	10	4	2	1	14	2	7	12	1	7	7
	1%	1%	-%	1% df	1%	*%	*%	1% df	*%	1%	*%	*%	*%	1% a
Aged 18 or over	124	108	16	36	25	22	42	60	64	15	91	50	41	17
	4%	4%	4%	4%	3%	3%	5%	3%	4%	3%	4%	5% b	3%	3%

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 - JULY-AUGUST 2021.

Table 25

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	3309	2871	436	919	842	711	822	1761	1533	598	2554	1002	1399	544
Effective Weighted Sample	2391	2095	297	652	606	521	606	1256	1126	436	1846	710	1030	390
Total	3307	2877	430	926	811	694	860	1737	1554	585	2553	989	1410	528
Don't know	123	115	8	31	31	28	33	62	61	21	99	27	54	17
	4%	4%	2%	3%	4%	4%	4%	4%	4%	4%	4%	3%	4%	3%
SUMMARY														
AWARE OF MINIMUM AGE REQUIREMENT	2636	2277	359	769	635	531	692	1404	1223	492	2035	831	1092	432
	80%	79%	83%	83% bcf	78%	76%	81%	81% c	79%	84% b	80%	84% b	77%	82%
AWARE AND GIVES THE CORRECT AGE (13)	1092	937	156	280	278	215	315	558	530	206	838	365	447	162
	33%	33%	36%	30%	34%	31%	37% ac	32%	34%	35%	33%	37% bc	32%	31%
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	547	491	56	204	123	99	118	328	217	111	417	156	243	101
	17%	17%	13%	22% bcdf	15%	14%	14%	19% cdf	14%	19%	16%	16%	17%	19%
AWARE BUT GIVES AN AGE OF 14 OR OLDER	875	735	139	254	202	189	226	455	415	154	681	283	348	153
	26%	26%	32% a	27%	25%	27%	26%	26%	27%	26%	27%	29%	25%	29%
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	1544	1341	203	489	357	316	377	845	693	286	1197	466	645	270
	47%	47%	47%	53% bcdf	44%	45%	44%	49% f	45%	49%	47%	47%	46%	51%
SAY THERE IS NO MINIMUM AGE REQUIREMENT	220	206	14	69	62	39	46	132	85	33	167	57	107	27
	7%	7% b	3%	7%	8%	6%	5%	8% f	5%	6%	7%	6%	8%	5%

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP15. And, for most social media apps or sites what is this minimum age (that someone has to reach before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	3309	2871	436	919	842	711	822	1761	1533	598	2554	1002	1399	544
Effective Weighted Sample	2391	2095	297	652	606	521	606	1256	1126	436	1846	710	1030	390
Total	3307	2877	430	926	811	694	860	1737	1554	585	2553	989	1410	528
DON'T KNOW WHETHER THERE IS A MINIMUM AGE REQUIREMENT	450	394	57	88	113	125	121	201	246	60	351	101	211	69
	14%	14%	13%	10%	14%	18%	14%	12%	16%	10%	14%	10%	15%	13%
					a	ae	a		ae				a	

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP16. To what extent do you agree or disagree with this statement about social media sites or apps: "I would allow my child to have a profile on these sites or apps before they had reached the minimum age required by that site or app"?

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c
Unweighted total	3309	575	721	816	800	395	1660	1647	490	1546	1174
Effective Weighted Sample	2391	332	504	620	600	340	1187	1204	284	1114	920
Total	3307	441	661	882	882	441	1654	1654	372	1521	1311
Strongly disagree	889	174	270	190	153	102	448	441	149	468	253
	27%	39%	41%	22%	17%	23%	27%	27%	40%	31%	19%
		cde	cde			d			bc	c	
Slightly disagree	620	97	113	166	162	82	322	298	86	275	241
	19%	22%	17%	19%	18%	19%	19%	18%	23%	18%	18%
Neither agree nor disagree	577	53	103	147	187	86	286	291	47	237	258
	17%	12%	16%	17%	21%	20%	17%	18%	13%	16%	20%
					abc	a					ab
Slightly agree	815	65	111	248	274	117	382	433	52	351	396
	25%	15%	17%	28%	31%	27%	23%	26%	14%	23%	30%
				ab	ab	ab				a	ab
Strongly agree	350	34	53	124	91	49	183	167	26	172	143
	11%	8%	8%	14%	10%	11%	11%	10%	7%	11%	11%
				ab						a	a
Don't know	55	17	10	7	16	4	32	22	13	18	21
	2%	4%	2%	1%	2%	1%	2%	1%	3%	1%	2%
		bce							b		
SUMMARY CODES											
TOTAL DISAGREE	1510	271	384	356	315	184	770	739	235	743	494
	46%	62%	58%	40%	36%	42%	47%	45%	63%	49%	38%
		cde	cde						bc	c	
TOTAL AGREE	1166	99	164	372	365	166	565	601	78	523	539
	35%	22%	25%	42%	41%	38%	34%	36%	21%	34%	41%
				ab	ab	ab				a	ab
TOTAL NEITHER/ DON'T KNOW	631	71	113	155	202	91	318	314	59	255	278
	19%	16%	17%	18%	23%	21%	19%	19%	16%	17%	21%
					abc						b

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 - JULY-AUGUST 2021.

Table 26

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP16. To what extent do you agree or disagree with this statement about social media sites or apps: "I would allow my child to have a profile on these sites or apps before they had reached the minimum age required by that site or app"?

Base : All parents of children aged 3-17

	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	3309	304	271	361	360	407	409	398	402	190	205	2011	474	439	383
Effective Weighted Sample	2391	171	161	250	254	308	312	296	304	165	176	1743	423	348	317
Total	3307	220	220	331	331	441	441	441	441	220	220	2718	294	164	131
Strongly disagree	889 27%	89 40% efghij	85 39% efghij	132 40% efghij	138 42% efghij	99 22% h	91 21%	83 19%	70 16%	46 21%	56 25% h	717 26%	81 27%	50 31%	41 32%
Slightly disagree	620 19%	52 23% dj	46 21%	63 19%	51 15%	72 16%	94 21%	85 19%	76 17%	50 23%	32 14% j	514 19%	54 18%	28 17%	24 18%
Neither agree nor disagree	577 17%	21 9%	33 15%	57 17% a	46 14%	75 17% a	72 16% a	86 19% a	101 23% abdf	47 21% a	39 18% a	483 18%	45 15%	28 17%	20 15%
Slightly agree	815 25%	30 14%	35 16%	46 14%	66 20%	122 28% abcd	126 28% abcd	136 31% abcdi	137 31% abcdi	47 22% c	70 32% abcdi	664 24%	77 26%	39 24%	35 27%
Strongly agree	350 11%	19 9%	15 7%	29 9%	24 7%	70 16% abcdg	54 12% d	38 9%	54 12% d	27 12%	22 10%	295 11% d	33 11%	13 8%	9 7%
Don't know	55 2%	10 5% efh	7 3% eh	4 1%	6 2%	2 1%	5 1%	13 3% eh	3 1%	3 1%	2 1%	44 2%	4 1%	6 3% ad	1 1%
SUMMARY CODES															
TOTAL DISAGREE	1510 46%	141 64% efghij	131 59% efghij	194 59% efghij	189 57% efghij	171 39%	185 42% h	168 38%	146 33%	96 44% h	88 40%	1231 45%	135 46%	78 48%	65 50%
TOTAL AGREE	1166 35%	49 22%	50 23%	75 23%	89 27%	192 44% abcdi	179 41% abcd	174 39% abcd	191 43% abcdi	75 34% abc	92 42% abcd	960 35%	110 37%	52 32%	44 34%
TOTAL NEITHER/ DON'T KNOW	631 19%	31 14%	40 18%	61 19%	52 16%	78 18%	77 17%	99 22% ad	104 23% ad	50 22% a	41 19%	527 19%	49 17%	34 21%	22 16%

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP16. To what extent do you agree or disagree with this statement about social media sites or apps: "I would allow my child to have a profile on these sites or apps before they had reached the minimum age required by that site or app"?

Base : All parents of children aged 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	3309	2871	436	919	842	711	822	1761	1533	598	2554	1002	1399	544
Effective Weighted Sample	2391	2095	297	652	606	521	606	1256	1126	436	1846	710	1030	390
Total	3307	2877	430	926	811	694	860	1737	1554	585	2553	989	1410	528
Strongly disagree	889	756	133	221	238	175	255	459	430	167	699	268	367	149
	27%	26%	31%	24%	29%	25%	30%	26%	28%	29%	27%	27%	26%	28%
					a		a							
Slightly disagree	620	536	85	166	173	125	155	339	280	90	509	176	281	99
	19%	19%	20%	18%	21%	18%	18%	20%	18%	15%	20%	18%	20%	19%
											a			
Neither agree nor disagree	577	496	81	131	121	140	177	253	317	109	404	170	223	73
	17%	17%	19%	14%	15%	20%	21%	15%	20%	19%	16%	17%	16%	14%
						abe	abe		abe					
Slightly agree	815	728	87	248	207	184	173	455	357	149	637	258	369	130
	25%	25%	20%	27%	26%	26%	20%	26%	23%	25%	25%	26%	26%	25%
				d	d	d		d						
Strongly agree	350	313	37	153	54	62	81	207	143	63	267	102	148	72
	11%	11%	9%	17%	7%	9%	9%	12%	9%	11%	10%	10%	11%	14%
				bcdef				bf						
Don't know	55	48	6	7	17	9	18	24	27	8	39	15	22	5
	2%	2%	1%	1%	2%	1%	2%	1%	2%	1%	2%	1%	2%	1%
					a		a							
SUMMARY CODES														
TOTAL DISAGREE	1510	1292	218	387	411	300	410	797	710	256	1208	444	648	248
	46%	45%	51%	42%	51%	43%	48%	46%	46%	44%	47%	45%	46%	47%
					acf		a							
TOTAL AGREE	1166	1041	125	401	261	246	254	662	501	212	903	360	517	203
	35%	36%	29%	43%	32%	35%	30%	38%	32%	36%	35%	36%	37%	38%
		b		bcdef			d	bdf						

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP16. To what extent do you agree or disagree with this statement about social media sites or apps: "I would allow my child to have a profile on these sites or apps before they had reached the minimum age required by that site or app"?

Base : All parents of children aged 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	3309	2871	436	919	842	711	822	1761	1533	598	2554	1002	1399	544
Effective Weighted Sample	2391	2095	297	652	606	521	606	1256	1126	436	1846	710	1030	390
Total	3307	2877	430	926	811	694	860	1737	1554	585	2553	989	1410	528
TOTAL NEITHER/ DON'T KNOW	631	544	88	138	139	148	196	277	344	117	443	185	245	78
	19%	19%	20%	15%	17%	21%	23%	16%	22%	20%	17%	19%	17%	15%
						ae	abe		abe					

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 - JULY-AUGUST 2021.

Table 27

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

SUMMARY OF APPS OR SITES USED FOR SOCIAL MEDIA/ TO WATCH OR POST CONTENT ON VSPs/ TO WATCH OR POST LIVE STREAM VIDEOS (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c
Unweighted total	3309	575	721	816	800	395	1660	1647	490	1546	1174
Effective Weighted Sample	2391	332	504	620	600	340	1187	1204	284	1114	920
Total	3307	441	661	882	882	441	1654	1654	372	1521	1311
YouTube	2926	374	598	770	781	402	1481	1445	309	1363	1173
	88%	85%	90%	87%	89%	91%	90%	87%	83%	90%	89%
			a			a				a	a
TikTok	1684	73	190	485	606	330	773	911	59	634	933
	51%	17%	29%	55%	69%	75%	47%	55%	16%	42%	71%
			a	ab	abc	abcd		a		a	ab
Instagram	1357	39	108	244	602	364	638	719	25	332	948
	41%	9%	16%	28%	68%	83%	39%	43%	7%	22%	72%
			a	ab	abc	abcd		a		a	ab
Snapchat	1310	51	120	291	508	339	579	731	40	394	827
	40%	12%	18%	33%	58%	77%	35%	44%	11%	26%	63%
			a	ab	abc	abcd		a		a	ab
Facebook	1177	62	117	235	462	302	590	587	49	330	748
	36%	14%	18%	27%	52%	69%	36%	36%	13%	22%	57%
				ab	abc	abcd				a	ab
Twitter	482	10	26	88	214	144	232	250	9	105	345
	15%	2%	4%	10%	24%	33%	14%	15%	2%	7%	26%
				ab	abc	abcd				a	ab
Twitch	412	18	50	94	161	88	251	161	17	136	249
	12%	4%	8%	11%	18%	20%	15%	10%	4%	9%	19%
			a	a	abc	abc	b			a	ab
Pinterest	321	7	24	61	153	77	92	230	7	73	233
	10%	2%	4%	7%	17%	17%	6%	14%	2%	5%	18%
				ab	abc	abc		a		a	ab
Reddit	199	11	11	36	82	59	126	73	11	41	136
	6%	3%	2%	4%	9%	13%	8%	4%	3%	3%	10%
				b	abc	abcd	b				ab
Vimeo	148	8	19	29	69	23	82	66	6	45	94
	4%	2%	3%	3%	8%	5%	5%	4%	2%	3%	7%
					abc	a					ab

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

SUMMARY OF APPS OR SITES USED FOR SOCIAL MEDIA/ TO WATCH OR POST CONTENT ON VSPs/ TO WATCH OR POST LIVE STREAM VIDEOS (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c
Unweighted total	3309	575	721	816	800	395	1660	1647	490	1546	1174
Effective Weighted Sample	2391	332	504	620	600	340	1187	1204	284	1114	920
Total	3307	441	661	882	882	441	1654	1654	372	1521	1311
Monkey	106 3%	14 3%	14 2%	31 3%	32 4%	15 3%	66 4% b	40 2%	10 3%	45 3%	50 4%
Tumblr	105 3%	8 2%	14 2%	16 2%	50 6% abc	17 4%	55 3%	50 3%	6 2%	30 2%	69 5% ab
PopJam	99 3%	7 2%	21 3%	37 4% a	25 3%	8 2%	52 3%	47 3%	4 1%	59 4% a	36 3%
Dailymotion	98 3%	4 1%	21 3% a	17 2%	40 5% ac	16 4% a	56 3%	42 3%	4 1%	32 2%	61 5% ab
Triller	78 2%	4 1%	11 2%	14 2%	36 4% abc	13 3% a	43 3%	35 2%	3 1%	21 1%	53 4% ab
YuBo	77 2%	3 1%	5 1%	19 2%	29 3% ab	21 5% abc	43 3%	34 2%	3 1%	20 1%	53 4% ab
GoNoodle	74 2%	6 1%	24 4% ae	22 2% e	19 2%	3 1%	35 2%	39 2%	6 2%	45 3%	23 2%
YouNow	72 2%	8 2%	6 1%	19 2%	29 3% b	10 2%	45 3%	28 2%	8 2%	22 1%	43 3% b
Wink	67 2%	3 1%	11 2%	20 2%	24 3% a	9 2%	33 2%	34 2%	2 1%	29 2%	36 3% a
Imgur	64 2%	4 1%	3 *%	21 2% b	30 3% ab	6 1%	47 3% b	17 1%	4 1%	21 1%	39 3% b

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

SUMMARY OF APPS OR SITES USED FOR SOCIAL MEDIA/ TO WATCH OR POST CONTENT ON VSPs/ TO WATCH OR POST LIVE STREAM VIDEOS (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c
Unweighted total	3309	575	721	816	800	395	1660	1647	490	1546	1174
Effective Weighted Sample	2391	332	504	620	600	340	1187	1204	284	1114	920
Total	3307	441	661	882	882	441	1654	1654	372	1521	1311
Dubsmash	61	9	8	17	23	5	34	27	6	26	29
	2%	2%	1%	2%	3%	1%	2%	2%	2%	2%	2%
Fruitlab	58	5	6	20	24	4	38	20	5	25	28
	2%	1%	1%	2%	3%	1%	2%	1%	1%	2%	2%
					be		b				
Byte	56	2	9	15	24	5	37	19	2	24	30
	2%	1%	1%	2%	3%	1%	2%	1%	*%	2%	2%
					a		b				a
GoBubble	55	5	8	19	19	4	40	15	5	26	25
	2%	1%	1%	2%	2%	1%	2%	1%	1%	2%	2%
							b				
Whisper	47	3	5	8	28	4	30	17	3	12	32
	1%	1%	1%	1%	3%	1%	2%	1%	1%	1%	2%
					abce						b
GROM social	47	4	5	14	20	4	30	16	4	18	25
	1%	1%	1%	2%	2%	1%	2%	1%	1%	1%	2%
Momio	42	5	8	11	15	2	29	13	5	19	18
	1%	1%	1%	1%	2%	*%	2%	1%	1%	1%	1%
							b				
NONE OF THESE	130	50	38	33	8	1	59	71	47	69	10
	4%	11%	6%	4%	1%	*%	4%	4%	13%	5%	1%
		bcde	de	de					bc	c	
Base for stats	3307	441	661	882	882	441	1654	1654	372	1521	1311
Mean number of apps/ sites (out of 27)	3.4	1.7	2.2	3.0	4.7	5.2	3.4	3.4	1.6	2.6	4.8
			a	ab	abc	abcd				a	ab
Standard deviation	3.07	2.23	2.34	2.80	3.43	2.64	3.26	2.87	2.32	2.59	3.24
Standard error	.05	.09	.09	.10	.12	.13	.08	.07	.10	.07	.09

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

SUMMARY OF APPS OR SITES USED FOR SOCIAL MEDIA/ TO WATCH OR POST CONTENT ON VSPs/ TO WATCH OR POST LIVE STREAM VIDEOS (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
						CHILD'S AGE AND GENDER							NATION		
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	3309	304	271	361	360	407	409	398	402	190	205	2011	474	439	383
Effective Weighted Sample	2391	171	161	250	254	308	312	296	304	165	176	1743	423	348	317
Total	3307	220	220	331	331	441	441	441	441	220	220	2718	294	164	131
YouTube	2926	190	184	299	300	392	379	394	387	207	196	2400	258	150	118
	88%	86%	83%	90%	91%	89%	86%	89%	88%	94%	89%	88%	88%	91%	90%
				b	b					abfh					
TikTok	1684	35	39	94	96	233	252	265	341	146	184	1367	159	88	69
	51%	16%	18%	28%	29%	53%	57%	60%	77%	66%	83%	50%	54%	54%	53%
				ab	ab	abcd	abcd	abcd	abcdefgi	abcde	abcdefgi				
Instagram	1357	22	17	54	54	129	115	264	338	170	194	1136	108	67	46
	41%	10%	8%	16%	16%	29%	26%	60%	77%	77%	88%	42%	37%	41%	35%
				b	b	abcd	abcd	abcdef	abcdefg	abcdefg	abcdefghi	d			
Snapchat	1310	26	25	52	69	131	160	213	295	158	181	1058	123	73	56
	40%	12%	11%	16%	21%	30%	36%	48%	67%	72%	82%	39%	42%	45%	43%
					ab	abcd	abcd	abcdef	abcdefg	abcdefg	abcdefghi			a	
Facebook	1177	34	28	57	60	134	101	216	246	150	152	975	109	54	40
	36%	15%	13%	17%	18%	30%	23%	49%	56%	68%	69%	36%	37%	33%	31%
						abcdf	ab	abcdef	abcdef	abcdefgh	abcdefgh				
Twitter	482	7	3	13	13	46	43	93	120	73	71	396	48	22	15
	15%	3%	1%	4%	4%	10%	10%	21%	27%	33%	32%	15%	16%	13%	12%
						abcd	abcd	abcdef	abcdef	abcdefg	abcdefg				
Twitch	412	13	5	28	22	62	32	95	67	52	36	342	35	17	18
	12%	6%	2%	9%	7%	14%	7%	21%	15%	24%	16%	13%	12%	10%	13%
				b	b	abcdf	b	abcdefh	abcdf	abcdefh	abcdf				
Pinterest	321	1	6	10	14	25	36	39	114	18	59	274	23	15	10
	10%	*%	3%	3%	4%	6%	8%	9%	26%	8%	27%	10%	8%	9%	8%
					a	a	abc	abcd	abcdefgi	abc	abcdefgi				
Reddit	199	5	6	4	7	23	14	57	25	37	22	167	13	14	5
	6%	2%	3%	1%	2%	5%	3%	13%	6%	17%	10%	6%	4%	9%	4%
						c		abcdefh	cd	abcdefh	abcdef			bd	

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

SUMMARY OF APPS OR SITES USED FOR SOCIAL MEDIA/ TO WATCH OR POST CONTENT ON VSPs/ TO WATCH OR POST LIVE STREAM VIDEOS (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	3309	304	271	361	360	407	409	398	402	190	205	2011	474	439	383
Effective Weighted Sample	2391	171	161	250	254	308	312	296	304	165	176	1743	423	348	317
Total	3307	220	220	331	331	441	441	441	441	220	220	2718	294	164	131
Vimeo	148	4	4	10	9	21	8	33	36	14	9	131	9	4	3
	4%	2%	2%	3%	3%	5% f	2%	7% abcdf	8% abcdf	6% abf	4%	5%	3%	3%	3%
Monkey	106	7	7	7	7	23	7	19	13	9	6	95	7	2	2
	3%	3%	3%	2%	2%	5% f	2%	4%	3%	4%	3%	3% cd	3%	1%	1%
Tumblr	105	6	2	10	4	9	8	21	28	9	7	87	11	5	3
	3%	3%	1%	3%	1%	2%	2%	5% bdf	6% bdef	4% bd	3%	3%	4%	3%	2%
PopJam	99	4	3	15	7	16	21	11	14	6	3	81	7	6	5
	3%	2%	1%	4%	2%	4%	5% bj	3%	3%	3%	1%	3%	3%	3%	4%
Dailymotion	98	3	1	10	11	11	7	22	18	11	6	90	5	1	2
	3%	1%	*%	3%	3% b	2%	2%	5% abf	4% bf	5% bf	3%	3% c	2%	1%	1%
Triller	78	2	2	8	2	9	5	16	20	7	6	70	3	3	1
	2%	1%	1%	3%	1%	2%	1%	4% df	5% abdf	3%	3%	3%	1%	2%	1%
YuBo	77	2	1	3	2	16	3	15	13	7	14	70	1	3	2
	2%	1%	*%	1%	1%	4% bcdf	1%	3% bcdf	3% df	3% df	7% abcdf	3% b	1%	2%	2%
GoNoodle	74	-	6	9	14	14	8	9	10	3	-	67	4	2	1
	2%	-%	3% aj	3% aj	4% aj	3% aj	2%	2% a	2% aj	1%	-%	2%	1%	1%	1%
YouNow	72	4	4	4	2	13	5	15	15	8	2	66	2	2	1
	2%	2%	2%	1%	1%	3% d	1%	3% d	3% d	4% d	1%	2% b	1%	2%	1%
Wink	67	1	2	6	6	10	10	9	15	7	2	54	7	5	2
	2%	1%	1%	2%	2%	2%	2%	2%	3% a	3% a	1%	2%	2%	3%	1%

The table has header groupings: **CHILD'S AGE AND GENDER** (MALE 3-4 through FEMALE 16-17) and **NATION** (ENGLAND, SCOTLAND, WALES, N IRELAND).

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

SUMMARY OF APPS OR SITES USED FOR SOCIAL MEDIA/ TO WATCH OR POST CONTENT ON VSPs/ TO WATCH OR POST LIVE STREAM VIDEOS (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
						CHILD'S AGE AND GENDER							NATION		
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	3309	304	271	361	360	407	409	398	402	190	205	2011	474	439	383
Effective Weighted Sample	2391	171	161	250	254	308	312	296	304	165	176	1743	423	348	317
Total	3307	220	220	331	331	441	441	441	441	220	220	2718	294	164	131
Imgur	64	3	1	2	*	14	7	22	8	5	1	59	2	1	1
	2%	2%	*%	1%	*%	3%	1%	5%	2%	2%	*%	2%	1%	1%	1%
						bcd		bcdfhj	d	d					
Dubsmash	61	4	5	6	2	7	10	12	11	5	-	56	3	1	1
	2%	2%	2%	2%	1%	2%	2%	3%	2%	2%	-%	2%	1%	1%	1%
								j	j	j		c			
Fruitlab	58	2	3	6	-	14	6	14	10	2	2	51	3	3	2
	2%	1%	1%	2%	-%	3%	1%	3%	2%	1%	1%	2%	1%	2%	1%
				d		d		d	d						
Byte	56	1	2	5	5	12	3	15	9	5	-	51	4	*	1
	2%	*%	1%	1%	1%	3%	1%	3%	2%	2%	-%	2%	1%	*%	1%
						aj		afj		j		c			
GoBubble	55	2	3	5	3	16	3	12	7	4	-	50	2	2	2
	2%	1%	1%	2%	1%	4%	1%	3%	2%	2%	-%	2%	1%	1%	1%
						dfj		fj							
Whisper	47	*	3	2	2	6	1	18	11	4	-	42	2	2	1
	1%	*%	1%	1%	1%	1%	*%	4%	2%	2%	-%	2%	1%	1%	1%
								acdef	afj						
GROM social	47	-	4	5	1	13	2	10	10	3	1	43	2	*	1
	1%	-%	2%	1%	*%	3%	*%	2%	2%	1%	*%	2%	1%	*%	1%
						adf		adf	adf			c			
Momio	42	3	3	6	2	9	2	10	6	2	-	37	3	1	1
	1%	1%	1%	2%	1%	2%	1%	2%	1%	1%	-%	1%	1%	1%	1%
NONE OF THESE	130	21	29	17	21	15	17	5	3	-	1	108	9	7	5
	4%	10%	13%	5%	6%	4%	4%	1%	1%	-%	*%	4%	3%	4%	4%
		efghij	cdefghij	ghij	ghij	hij	ghij								
Base for stats	3307	220	220	331	331	441	441	441	441	220	220	2718	294	164	131
Mean number of apps/ sites (out of 27)	3.4	1.7	1.7	2.2	2.2	3.2	2.8	4.4	5.0	5.1	5.2	3.4	3.2	3.3	3.1
				ab	ab	abcd	abcd	abcdef	abcdefg	abcdefg	abcdefg				

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

SUMMARY OF APPS OR SITES USED FOR SOCIAL MEDIA/ TO WATCH OR POST CONTENT ON VSPs/ TO WATCH OR POST LIVE STREAM VIDEOS (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	3309	304	271	361	360	407	409	398	402	190	205	2011	474	439	383
Total	3307	220	220	331	331	441	441	441	441	220	220	2718	294	164	131
Standard deviation	3.07	2.01	2.44	2.48	2.19	3.14	2.40	3.73	3.07	3.10	2.07	3.17	2.45	2.71	2.64
Standard error	.05	.12	.15	.13	.12	.16	.12	.19	.15	.23	.14	.07	.11	.13	.13

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

SUMMARY OF APPS OR SITES USED FOR SOCIAL MEDIA/ TO WATCH OR POST CONTENT ON VSPs/ TO WATCH OR POST LIVE STREAM VIDEOS (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	3309	2871	436	919	842	711	822	1761	1533	598	2554	1002	1399	544
Effective Weighted Sample	2391	2095	297	652	606	521	606	1256	1126	436	1846	710	1030	390
Total	3307	2877	430	926	811	694	860	1737	1554	585	2553	989	1410	528
YouTube	2926	2565	362	806	730	615	766	1537	1381	537	2257	902	1244	464
	88%	89%	84%	87%	90%	89%	89%	88%	89%	92%	88%	91%	88%	88%
		b								b				
TikTok	1684	1493	190	551	362	395	367	913	762	317	1279	503	725	272
	51%	52%	44%	59%	45%	57%	43%	53%	49%	54%	50%	51%	51%	51%
		b		bdef		bdf		bd	d					
Instagram	1357	1221	135	478	292	293	289	770	582	270	1025	388	590	253
	41%	42%	32%	52%	36%	42%	34%	44%	37%	46%	40%	39%	42%	48%
		b		bcdef		bd		bdf		b				ab
Snapchat	1310	1163	147	426	292	284	305	717	589	274	981	409	557	202
	40%	40%	34%	46%	36%	41%	35%	41%	38%	47%	38%	41%	39%	38%
		b		bdf				bd		b				
Facebook	1177	1040	138	412	250	253	260	661	513	240	868	332	523	198
	36%	36%	32%	44%	31%	36%	30%	38%	33%	41%	34%	34%	37%	38%
				bcdef		bd		bdf		b				
Twitter	482	440	42	215	83	89	92	298	182	105	349	119	226	92
	15%	15%	10%	23%	10%	13%	11%	17%	12%	18%	14%	12%	16%	17%
		b		bcdef				bcdf		b			a	a
Twitch	412	381	31	168	75	91	77	243	168	105	286	105	193	69
	12%	13%	7%	18%	9%	13%	9%	14%	11%	18%	11%	11%	14%	13%
		b		bcdef		bd		bdf		b				
Pinterest	321	301	20	141	65	64	49	206	113	84	221	85	128	73
	10%	10%	5%	15%	8%	9%	6%	12%	7%	14%	9%	9%	9%	14%
		b		bcdef			d	bdf		b				ab
Reddit	199	174	25	87	37	38	37	124	75	40	145	49	78	42
	6%	6%	6%	9%	5%	6%	4%	7%	5%	7%	6%	5%	6%	8%
				bcdf				bdf						a

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

SUMMARY OF APPS OR SITES USED FOR SOCIAL MEDIA/ TO WATCH OR POST CONTENT ON VSPs/ TO WATCH OR POST LIVE STREAM VIDEOS (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	3309	2871	436	919	842	711	822	1761	1533	598	2554	1002	1399	544
Effective Weighted Sample	2391	2095	297	652	606	521	606	1256	1126	436	1846	710	1030	390
Total	3307	2877	430	926	811	694	860	1737	1554	585	2553	989	1410	528
Vimeo	148	134	14	82	22	35	8	105	43	31	102	26	77	32
	4%	5%	3%	9%	3%	5%	1%	6%	3%	5%	4%	3%	5%	6%
				bcdef	d	bdf		bdf	d				a	a
Monkey	106	99	7	58	12	22	14	70	36	28	71	31	45	23
	3%	3%	2%	6%	1%	3%	2%	4%	2%	5%	3%	3%	3%	4%
				bcdef				bdf		b				
Tumblr	105	99	6	53	19	20	12	73	33	25	71	23	48	27
	3%	3%	1%	6%	2%	3%	1%	4%	2%	4%	3%	2%	3%	5%
				bcdf				df						a
PopJam	99	92	7	41	16	20	20	57	40	19	72	29	42	22
	3%	3%	2%	4%	2%	3%	2%	3%	3%	3%	3%	3%	3%	4%
				bdf										
Dailymotion	98	95	3	52	12	25	9	64	34	19	71	27	38	28
	3%	3%	1%	6%	1%	4%	1%	4%	2%	3%	3%	3%	3%	5%
		b		bdef		bd		bdf						ab
Triller	78	74	4	39	4	27	7	43	34	13	55	22	37	14
	2%	3%	1%	4%	1%	4%	1%	2%	2%	2%	2%	2%	3%	3%
				bdef		bdf		bd	bd					
YuBo	77	73	4	29	11	27	7	41	34	18	49	17	39	13
	2%	3%	1%	3%	1%	4%	1%	2%	2%	3%	2%	2%	3%	3%
				bd		bdf		d	d					
GoNoodle	74	63	11	46	14	10	4	60	14	20	52	19	32	18
	2%	2%	3%	5%	2%	1%	*%	3%	1%	3%	2%	2%	2%	3%
				bcdf	d			bcdf						
YouNow	72	65	8	36	10	19	8	46	26	18	50	13	26	22
	2%	2%	2%	4%	1%	3%	1%	3%	2%	3%	2%	1%	2%	4%
				bdf		d		bd						ab

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

SUMMARY OF APPS OR SITES USED FOR SOCIAL MEDIA/ TO WATCH OR POST CONTENT ON VSPs/ TO WATCH OR POST LIVE STREAM VIDEOS (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	3309	2871	436	919	842	711	822	1761	1533	598	2554	1002	1399	544
Effective Weighted Sample	2391	2095	297	652	606	521	606	1256	1126	436	1846	710	1030	390
Total	3307	2877	430	926	811	694	860	1737	1554	585	2553	989	1410	528
Wink	67	63	4	40	4	19	5	44	24	13	49	20	21	22
	2%	2%	1%	4%	*%	3%	1%	3%	2%	2%	2%	2%	1%	4%
				bdef		bd		bd						b
Imgur	64	60	4	42	6	13	4	47	17	20	40	12	34	12
	2%	2%	1%	4%	1%	2%	*%	3%	1%	3%	2%	1%	2%	2%
				bcdef		d		bdf		b				
Dubsmash	61	57	4	37	12	6	5	50	11	17	37	16	24	16
	2%	2%	1%	4%	1%	1%	1%	3%	1%	3%	1%	2%	2%	3%
				bcdf				cdf		b				
Fruitlab	58	53	5	34	7	11	6	41	17	14	41	15	29	10
	2%	2%	1%	4%	1%	2%	1%	2%	1%	2%	2%	2%	2%	2%
				bcdf				bdf						
Byte	56	56	-	32	4	14	5	36	20	18	36	18	22	14
	2%	2%	-%	3%	1%	2%	1%	2%	1%	3%	1%	2%	2%	3%
		b		bdf		bd		bd		b				
GoBubble	55	45	10	34	8	8	6	41	14	14	34	13	21	13
	2%	2%	2%	4%	1%	1%	1%	2%	1%	2%	1%	1%	1%	2%
				bcdf				bdf						
Whisper	47	41	6	32	4	8	3	36	11	12	30	8	25	10
	1%	1%	1%	3%	1%	1%	*%	2%	1%	2%	1%	1%	2%	2%
				bcdf				bdf						
GROM social	47	43	3	28	7	7	5	35	12	8	33	9	24	12
	1%	2%	1%	3%	1%	1%	1%	2%	1%	1%	1%	1%	2%	2%
				bcdf				df						
Momio	42	38	4	25	8	5	4	33	9	12	21	15	12	8
	1%	1%	1%	3%	1%	1%	*%	2%	1%	2%	1%	2%	1%	2%
				bcdf				df		b				

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

SUMMARY OF APPS OR SITES USED FOR SOCIAL MEDIA/ TO WATCH OR POST CONTENT ON VSPs/ TO WATCH OR POST LIVE STREAM VIDEOS (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	3309	2871	436	919	842	711	822	1761	1533	598	2554	1002	1399	544
Effective Weighted Sample	2391	2095	297	652	606	521	606	1256	1126	436	1846	710	1030	390
Total	3307	2877	430	926	811	694	860	1737	1554	585	2553	989	1410	528
NONE OF THESE	130	101	29	28	35	26	36	64	62	13	100	32	48	23
	4%	3%	7%	3%	4%	4%	4%	4%	4%	2%	4%	3%	3%	4%
			a											
Base for stats	3307	2877	430	926	811	694	860	1737	1554	585	2553	989	1410	528
Mean number of apps/ sites (out of 27)	3.4	3.5	2.8	4.3	2.9	3.5	2.8	3.7	3.1	3.9	3.3	3.3	3.4	3.7
		b		bcdef		bdf		bdf	d	b				a
Standard deviation	3.07	3.14	2.52	3.87	2.47	3.02	2.33	3.37	2.69	3.19	2.97	2.84	3.04	3.61
Standard error	.05	.06	.12	.13	.08	.11	.08	.08	.07	.13	.06	.09	.08	.15

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP20/ QC20. Below is a list of some of the apps/ sites that you said earlier that your child uses. Some can be used by anyone, but others need a profile to be set up first. This may involve choosing a user name, password and a picture for the profile. Please click on those where your child has a profile. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c
Unweighted total	3309	575	721	816	800	395	1660	1647	490	1546	1174
Effective Weighted Sample	2391	332	504	620	600	340	1187	1204	284	1114	920
Total	3307	441	661	882	882	441	1654	1654	372	1521	1311
TikTok	1085	26	68	337	440	215	453	632	20	371	659
	33%	6%	10%	38%	50%	49%	27%	38%	5%	24%	50%
			a	ab	abc	abc		a		a	ab
Instagram	1010	10	42	148	498	312	449	562	6	174	793
	31%	2%	6%	17%	56%	71%	27%	34%	2%	11%	60%
			a	ab	abc	abcd		a		a	ab
Snapchat	962	17	62	202	398	283	409	552	14	248	661
	29%	4%	9%	23%	45%	64%	25%	33%	4%	16%	50%
			a	ab	abc	abcd		a		a	ab
YouTube	922	86	133	242	301	161	512	410	73	368	447
	28%	19%	20%	27%	34%	37%	31%	25%	20%	24%	34%
				ab	abc	abc	b				ab
Facebook	882	24	50	163	378	267	441	441	19	189	630
	27%	6%	8%	18%	43%	61%	27%	27%	5%	12%	48%
				ab	abc	abcd				a	ab
Twitter	309	4	14	52	142	98	143	166	3	57	233
	9%	1%	2%	6%	16%	22%	9%	10%	1%	4%	18%
				ab	abc	abcd				a	ab
Twitch	177	5	15	31	80	46	115	62	5	42	122
	5%	1%	2%	4%	9%	10%	7%	4%	1%	3%	9%
				a	abc	abc	b				ab
Pinterest	159	1	5	27	85	40	43	116	1	28	127
	5%	*%	1%	3%	10%	9%	3%	7%	*%	2%	10%
				ab	abc	abc		a			ab
Reddit	98	3	5	14	44	31	67	31	4	19	67
	3%	1%	1%	2%	5%	7%	4%	2%	1%	1%	5%
					abc	abc	b				ab

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 - JULY-AUGUST 2021.

Table 28

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP20/ QC20. Below is a list of some of the apps/ sites that you said earlier that your child uses. Some can be used by anyone, but others need a profile to be set up first. This may involve choosing a user name, password and a picture for the profile. Please click on those where your child has a profile. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c
Unweighted total	3309	575	721	816	800	395	1660	1647	490	1546	1174
Effective Weighted Sample	2391	332	504	620	600	340	1187	1204	284	1114	920
Total	3307	441	661	882	882	441	1654	1654	372	1521	1311
PopJam	47	3	6	20	14	4	19	28	3	25	19
	1%	1%	1%	2%	2%	1%	1%	2%	1%	2%	1%
Tumblr	43	1	4	8	21	9	25	17	1	10	31
	1%	*%	1%	1%	2%	2%	2%	1%	*%	1%	2%
					abc	a					ab
Vimeo	41	3	3	7	21	7	28	13	3	9	28
	1%	1%	*%	1%	2%	2%	2%	1%	1%	1%	2%
					abc						b
YuBo	37	1	*	5	17	14	17	20	1	4	33
	1%	*%	*%	1%	2%	3%	1%	1%	*%	*%	2%
					abc	abc					ab
Monkey	33	2	2	9	11	9	20	13	1	12	20
	1%	*%	*%	1%	1%	2%	1%	1%	*%	1%	2%
						b					
Wink	28	1	2	10	11	3	18	10	1	11	15
	1%	*%	*%	1%	1%	1%	1%	1%	*%	1%	1%
YouNow	26	1	1	8	13	4	20	6	1	9	16
	1%	*%	*%	1%	1%	1%	1%	*%	*%	1%	1%
					b		b				
Fruitlab	26	1	1	10	14	-	18	8	1	12	14
	1%	*%	*%	1%	2%	-%	1%	*%	*%	1%	1%
					be						
Triller	26	-	3	1	18	4	15	10	-	5	21
	1%	-%	*%	*%	2%	1%	1%	1%	-%	*%	2%
					abc						ab
GoNoodle	26	-	6	6	11	2	16	10	-	12	13
	1%	-%	1%	1%	1%	*%	1%	1%	-%	1%	1%
					a						

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

Table 28

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 - JULY-AUGUST 2021.

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP20/ QC20. Below is a list of some of the apps/ sites that you said earlier that your child uses. Some can be used by anyone, but others need a profile to be set up first. This may involve choosing a user name, password and a picture for the profile. Please click on those where your child has a profile. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c
Unweighted total	3309	575	721	816	800	395	1660	1647	490	1546	1174
Effective Weighted Sample	2391	332	504	620	600	340	1187	1204	284	1114	920
Total	3307	441	661	882	882	441	1654	1654	372	1521	1311
Dailymotion	25 1%	1 *%	1 *%	3 *%	14 2% abc	6 1% b	16 1%	10 1%	1 *%	4 *%	19 1% b
Byte	23 1%	* *%	1 *%	6 1%	13 1% ab	4 1%	15 1%	8 *%	* *%	6 *%	17 1% b
Dubsmash	22 1%	2 *%	- -%	7 1% b	11 1% b	2 *%	9 1%	14 1%	2 1%	7 *%	13 1%
Imgur	20 1%	2 *%	- -%	3 *%	11 1% b	4 1% b	16 1% b	4 *%	2 *%	3 *%	15 1% b
GoBubble	19 1%	2 *%	2 *%	5 1%	9 1%	2 *%	11 1%	8 1%	2 1%	7 *%	10 1%
Momio	18 1%	* *%	2 *%	7 1%	7 1%	2 *%	15 1% b	3 *%	* *%	9 1%	9 1%
GROM social	16 *%	1 *%	* *%	5 1%	10 1% b	- -%	12 1%	4 *%	1 *%	5 *%	10 1%
Whisper	15 *%	1 *%	2 *%	2 *%	11 1% ce	- -%	8 *%	7 *%	1 *%	4 *%	11 1%
Child does not have a profile on ANY of these	1006 30%	268 61% cde	394 60% cde	241 27% de	84 10% e	19 4%	525 32%	481 29%	226 61% bc	655 43% c	106 8%

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP20/ QC20. Below is a list of some of the apps/ sites that you said earlier that your child uses. Some can be used by anyone, but others need a profile to be set up first. This may involve choosing a user name, password and a picture for the profile. Please click on those where your child has a profile. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c
Unweighted total	3309	575	721	816	800	395	1660	1647	490	1546	1174
Effective Weighted Sample	2391	332	504	620	600	340	1187	1204	284	1114	920
Total	3307	441	661	882	882	441	1654	1654	372	1521	1311
Don't know	58	5	6	33	12	1	28	30	4	38	14
	2%	1%	1%	4%	1%	*%	2%	2%	1%	2%	1%
				abde						c	
SUMMARY											
CHILD DOES NOT USE ANY OF THESE APPS/ SITES	130	50	38	33	8	1	59	71	47	69	10
	4%	11%	6%	4%	1%	*%	4%	4%	13%	5%	1%
		bcde	de	de					bc	c	
CHILD HAS A PROFILE ON ANY OF THESE	2114	118	224	575	777	420	1042	1071	95	759	1181
	64%	27%	34%	65%	88%	95%	63%	65%	26%	50%	90%
			a	ab	abc	abcd				a	ab
CHILD AGED 3-12 HAS A PROFILE ON ANY OF THESE	1087	118	224	575	170	-	543	544	95	759	212
	33%	27%	34%	65%	19%	-%	33%	33%	26%	50%	16%
		de	ade	abde	e				c	ac	
Base for stats	3307	441	661	882	882	441	1654	1654	372	1521	1311
Mean number of apps/ sites (out of 27)	1.8	.5	.7	1.5	3.0	3.5	1.8	1.9	.5	1.1	3.1
			a	ab	abc	abcd				a	ab
Standard deviation	2.37	1.39	1.23	1.81	2.91	2.25	2.47	2.26	1.48	1.61	2.72
Standard error	.04	.06	.05	.06	.10	.11	.06	.06	.07	.04	.08

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP20/ QC20. Below is a list of some of the apps/ sites that you said earlier that your child uses. Some can be used by anyone, but others need a profile to be set up first. This may involve choosing a user name, password and a picture for the profile. Please click on those where your child has a profile. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
						CHILD'S AGE AND GENDER							NATION		
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	3309	304	271	361	360	407	409	398	402	190	205	2011	474	439	383
Effective Weighted Sample	2391	171	161	250	254	308	312	296	304	165	176	1743	423	348	317
Total	3307	220	220	331	331	441	441	441	441	220	220	2718	294	164	131
TikTok	1085	8	18	34	33	148	189	177	262	86	129	880	107	55	43
	33%	4%	8%	10%	10%	34%	43%	40%	60%	39%	58%	32%	36%	34%	33%
				a	a	abcd	abcde	abcd	abcdefgi	abcd	abcdefgi				
Instagram	1010	5	6	20	22	76	72	208	290	139	173	838	88	52	32
	31%	2%	3%	6%	7%	17%	16%	47%	66%	63%	78%	31%	30%	32%	24%
					a	abcd	abcd	abcdef	abcdefg	abcdefg	abcdefghi	d		d	
Snapchat	962	11	5	26	36	81	121	163	235	128	156	764	100	54	44
	29%	5%	2%	8%	11%	18%	27%	37%	53%	58%	71%	28%	34%	33%	33%
				b	ab	abcd	abcde	abcdef	abcdefg	abcdefg	abcdefghi		a		
YouTube	922	47	39	66	67	142	100	166	135	92	69	763	76	50	33
	28%	21%	18%	20%	20%	32%	23%	38%	31%	42%	31%	28%	26%	31%	25%
						abcdf		abcdf	abcdf	abcdefhj	abcdf				
Facebook	882	17	7	27	24	91	72	175	203	131	136	722	83	46	32
	27%	8%	3%	8%	7%	21%	16%	40%	46%	60%	62%	27%	28%	28%	24%
				b		abcd	abcd	abcdef	abcdef	abcdefgh	abcdefgh				
Twitter	309	3	1	6	8	25	27	62	80	48	50	255	29	14	11
	9%	1%	1%	2%	2%	6%	6%	14%	18%	22%	23%	9%	10%	8%	8%
						abcd	abcd	abcdef	abcdef	abcdefg	abcdefg				
Twitch	177	4	1	9	7	19	12	52	28	32	14	147	16	9	5
	5%	2%	1%	3%	2%	4%	3%	12%	6%	14%	6%	5%	5%	6%	4%
						b		abcdefh	abcdf	abcdefhj	abcdf				
Pinterest	159	*	1	1	4	11	16	19	66	11	29	136	11	6	6
	5%	*%	*%	*%	1%	3%	4%	4%	15%	5%	13%	5%	4%	4%	5%
						ac	abc	abcd	abcdefgi	abcd	abcdefgi				
Reddit	98	2	1	1	4	11	4	31	13	22	9	80	8	9	2
	3%	1%	*%	*%	1%	2%	1%	7%	3%	10%	4%	3%	3%	5%	1%
						c		abcdefh	cf	abcdefhj	bcf			ad	

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 - JULY-AUGUST 2021.

Table 28

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP20/ QC20. Below is a list of some of the apps/ sites that you said earlier that your child uses. Some can be used by anyone, but others need a profile to be set up first. This may involve choosing a user name, password and a picture for the profile. Please click on those where your child has a profile. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	3309	304	271	361	360	407	409	398	402	190	205	2011	474	439	383
Effective Weighted Sample	2391	171	161	250	254	308	312	296	304	165	176	1743	423	348	317
Total	3307	220	220	331	331	441	441	441	441	220	220	2718	294	164	131
PopJam	47	*	3	3	4	5	15	8	7	3	1	40	3	2	1
	1%	*%	1%	1%	1%	1%	3% acj	2%	2%	1%	*%	1%	1%	2%	1%
Tumblr	43	*	1	2	2	5	3	12	8	5	3	36	4	*	2
	1%	*%	*%	1%	1%	1%	1%	3% af	2%	2% a	2%	1%	2%	*%	1%
Vimeo	41	2	1	3	1	6	1	11	9	7	1	39	1	*	1
	1%	1%	*%	1%	*%	1%	*%	3% df	2% df	3% df	*%	1%	*%	*%	1%
YuBo	37	*	1	-	*	4	1	8	9	5	9	34	-	1	2
	1%	*%	*%	-%	*%	1%	*%	2% cdf	2% cdf	2% cdf	4% abcdef	1% b	-%	1%	1% b
Monkey	33	-	2	2	*	6	3	9	3	4	5	32	1	*	*
	1%	-%	1%	1%	*%	1%	1%	2% d	1%	2% ad	2% ad	1%	*%	*%	*%
Wink	28	*	1	2	-	8	2	5	6	2	1	24	2	1	1
	1%	*%	*%	1%	-%	2% d	1%	1%	1%	1%	*%	1%	1%	1%	1%
YouNow	26	*	1	1	-	7	1	10	3	2	2	23	2	1	1
	1%	*%	*%	*%	-%	2% df	*%	2% cdf	1%	1%	1%	1%	1%	1%	1%
Fruitlab	26	-	1	1	-	8	2	9	5	-	-	24	2	*	*
	1%	-%	*%	*%	-%	2% d	*%	2% d	1%	-%	-%	1%	1%	*%	*%
Triller	26	-	-	3	-	-	1	10	8	2	1	24	1	*	*
	1%	-%	-%	1%	-%	-%	*%	2% abdef	2% def	1%	1%	1%	*%	*%	*%

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

Table 28

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 - JULY-AUGUST 2021.

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP20/ QC20. Below is a list of some of the apps/ sites that you said earlier that your child uses. Some can be used by anyone, but others need a profile to be set up first. This may involve choosing a user name, password and a picture for the profile. Please click on those where your child has a profile. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

						CHILD'S AGE AND GENDER							NATION			
	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	3309	304	271	361	360	407	409	398	402	190	205	2011	474	439	383
Effective Weighted Sample	2391	171	161	250	254	308	312	296	304	165	176	1743	423	348	317
Total	3307	220	220	331	331	441	441	441	441	220	220	2718	294	164	131
GoNoodle	26	-	-	3	3	5	1	6	5	2	-	25	1	*	-
	1%	-%	-%	1%	1%	1%	*%	1%	1%	1%	-%	1%	*%	*%	-%
Dailymotion	25	-	1	1	*	3	-	9	6	3	3	23	1	-	1
	1%	-%	*%	*%	*%	1%	-%	2%	1%	1%	1%	1%	*%	-%	1%
								df	f	f	f				
Byte	23	*	-	-	1	4	2	8	5	4	-	20	2	*	*
	1%	*%	-%	-%	*%	1%	*%	2%	1%	2%	-%	1%	1%	*%	*%
								c		c					
Dubsmash	22	1	1	-	-	1	6	5	6	2	-	20	2	-	*
	1%	1%	*%	-%	-%	*%	1%	1%	1%	1%	-%	1%	1%	-%	*%
Imgur	20	1	1	-	-	3	-	9	2	3	1	18	1	1	-
	1%	*%	*%	-%	-%	1%	-%	2%	*%	1%	*%	1%	*%	1%	-%
								cdf		f					
GoBubble	19	1	1	*	2	4	*	3	5	2	-	17	1	1	*
	1%	1%	*%	*%	1%	1%	*%	1%	1%	1%	-%	1%	*%	1%	*%
Momio	18	*	-	2	-	6	1	5	2	2	-	17	1	-	*
	1%	*%	-%	1%	-%	1%	*%	1%	1%	1%	-%	1%	*%	-%	*%
GROM social	16	-	1	*	-	4	*	7	3	-	-	15	1	*	*
	*%	-%	*%	*%	-%	1%	*%	2%	1%	-%	-%	1%	*%	*%	*%
								df							
Whisper	15	-	1	-	2	2	-	6	5	-	-	14	1	*	*
	*%	-%	*%	-%	*%	*%	-%	1%	1%	-%	-%	1%	*%	*%	*%
								f							
Child does not have a profile on ANY of these	1006	134	133	195	198	126	116	55	29	14	5	827	91	47	40
	30%	61%	61%	59%	60%	29%	26%	13%	7%	6%	2%	30%	31%	29%	31%
		efghij	efghij	efghij	efghij	ghij	ghij	hij	j						

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP20/ QC20. Below is a list of some of the apps/ sites that you said earlier that your child uses. Some can be used by anyone, but others need a profile to be set up first. This may involve choosing a user name, password and a picture for the profile. Please click on those where your child has a profile. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

						CHILD'S AGE AND GENDER							NATION			
	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	3309	304	271	361	360	407	409	398	402	190	205	2011	474	439	383
Effective Weighted Sample	2391	171	161	250	254	308	312	296	304	165	176	1743	423	348	317
Total	3307	220	220	331	331	441	441	441	441	220	220	2718	294	164	131
Don't know	58	1	4	3	4	15	18	8	4	1	1	50	4	3	1
	2%	1%	2%	1%	1%	3%	4%	2%	1%	*%	*%	2%	1%	2%	1%
						achij	acdhij								

SUMMARY

CHILD DOES NOT USE ANY OF THESE APPS/ SITES	130	21	29	17	21	15	17	5	3	-	1	108	9	7	5
	4%	10%	13%	5%	6%	4%	4%	1%	1%	-%	*%	4%	3%	4%	4%
		efghij	cdefghij	ghij	ghij	hij	ghij								
CHILD HAS A PROFILE ON ANY OF THESE	2114	64	55	116	108	285	290	373	404	206	214	1733	190	106	84
	64%	29%	25%	35%	33%	65%	66%	85%	92%	93%	97%	64%	65%	65%	64%
				b		abcd	abcd	abcdef	abcdefg	abcdefg	abcdefgh				
CHILD AGED 3-12 HAS A PROFILE ON ANY OF THESE	1087	64	55	116	108	285	290	79	91	-	-	890	99	53	45
	33%	29%	25%	35%	33%	65%	66%	18%	21%	-%	-%	33%	34%	33%	34%
		ghij	ij	bghij	ghij	abcdghij	abcdghij	ij	ij						
Base for stats	3307	220	220	331	331	441	441	441	441	220	220	2718	294	164	131
Mean number of apps/ sites (out of 27)	1.8	.5	.4	.6	.7	1.6	1.5	2.7	3.2	3.3	3.6	1.9	1.8	1.9	1.7
				a	a	abcd	abcd	abcdef	abcdefg	abcdefg	abcdefg				
Standard deviation	2.37	1.10	1.63	1.13	1.31	1.95	1.66	3.23	2.52	2.51	1.96	2.42	2.16	2.08	1.96
Standard error	.04	.06	.10	.06	.07	.10	.08	.16	.13	.18	.14	.05	.10	.10	.10

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 - JULY-AUGUST 2021.

Table 28

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP20/ QC20. Below is a list of some of the apps/ sites that you said earlier that your child uses. Some can be used by anyone, but others need a profile to be set up first. This may involve choosing a user name, password and a picture for the profile. Please click on those where your child has a profile. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

		AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
	Total	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	3309	2871	436	919	842	711	822	1761	1533	598	2554	1002	1399	544
Effective Weighted Sample	2391	2095	297	652	606	521	606	1256	1126	436	1846	710	1030	390
Total	3307	2877	430	926	811	694	860	1737	1554	585	2553	989	1410	528
TikTok	1085	977	108	347	221	262	246	568	508	211	816	333	465	172
	33%	34%	25%	37%	27%	38%	29%	33%	33%	36%	32%	34%	33%	33%
		b		bdef		bdef		b	b					
Instagram	1010	909	101	350	212	232	214	561	446	209	757	293	437	194
	31%	32%	24%	38%	26%	33%	25%	32%	29%	36%	30%	30%	31%	37%
		b		bdef		bd		bd		b				ab
Snapchat	962	852	110	296	216	213	235	512	448	213	708	309	402	149
	29%	30%	26%	32%	27%	31%	27%	30%	29%	36%	28%	31%	29%	28%
				b						b				
YouTube	922	830	93	298	208	194	221	505	416	220	653	307	378	152
	28%	29%	22%	32%	26%	28%	26%	29%	27%	38%	26%	31%	27%	29%
		b		bdf						b				
Facebook	882	782	100	297	183	199	200	480	399	187	643	248	396	146
	27%	27%	23%	32%	23%	29%	23%	28%	26%	32%	25%	25%	28%	28%
				bdef		bd		bd		b				
Twitter	309	284	25	135	54	53	65	189	118	80	207	82	137	65
	9%	10%	6%	15%	7%	8%	8%	11%	8%	14%	8%	8%	10%	12%
		b		bcdef				bcdf		b				a
Twitch	177	168	9	63	35	48	32	98	79	47	121	47	77	33
	5%	6%	2%	7%	4%	7%	4%	6%	5%	8%	5%	5%	5%	6%
		b		bd		d				b				
Pinterest	159	147	13	78	32	29	20	110	49	38	113	49	56	38
	5%	5%	3%	8%	4%	4%	2%	6%	3%	6%	4%	5%	4%	7%
				bcdf				bdf						b
Reddit	98	83	15	44	14	14	25	58	39	15	73	26	30	25
	3%	3%	3%	5%	2%	2%	3%	3%	3%	3%	3%	3%	2%	5%
				bcf										b

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

Table 28

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 - JULY-AUGUST 2021.

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP20/ QC20. Below is a list of some of the apps/ sites that you said earlier that your child uses. Some can be used by anyone, but others need a profile to be set up first. This may involve choosing a user name, password and a picture for the profile. Please click on those where your child has a profile. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	3309	2871	436	919	842	711	822	1761	1533	598	2554	1002	1399	544
Effective Weighted Sample	2391	2095	297	652	606	521	606	1256	1126	436	1846	710	1030	390
Total	3307	2877	430	926	811	694	860	1737	1554	585	2553	989	1410	528
PopJam	47	42	5	18	8	9	10	26	20	7	35	11	23	10
	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	2%	2%
Tumblr	43	40	3	26	8	5	3	34	9	12	28	10	16	15
	1%	1%	1%	3%	1%	1%	*%	2%	1%	2%	1%	1%	1%	3%
				bcdf				df						ab
Vimeo	41	33	8	23	4	10	4	27	14	7	28	8	20	8
	1%	1%	2%	2%	1%	1%	*%	2%	1%	1%	1%	1%	1%	1%
				bdf				d						
YuBo	37	36	1	13	5	12	7	18	18	10	23	8	16	9
	1%	1%	*%	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%	2%
Monkey	33	33	-	15	5	6	7	20	13	9	22	11	12	6
	1%	1%	-%	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%
Wink	28	25	3	17	2	7	2	19	9	3	22	6	9	8
	1%	1%	1%	2%	*%	1%	*%	1%	1%	1%	1%	1%	1%	1%
				bdf				b						
YouNow	26	22	4	16	6	3	1	22	4	3	19	6	10	7
	1%	1%	1%	2%	1%	*%	*%	1%	*%	*%	1%	1%	1%	1%
				cdf				df						
Fruitlab	26	25	1	18	2	2	4	21	5	5	19	8	11	5
	1%	1%	*%	2%	*%	*%	*%	1%	*%	1%	1%	1%	1%	1%
				bcdf				bf						
Triller	26	24	2	15	1	8	1	16	10	1	17	10	9	5
	1%	1%	*%	2%	*%	1%	*%	1%	1%	*%	1%	1%	1%	1%
				bdf		bd								
GoNoodle	26	22	3	18	4	4	-	22	4	2	22	9	10	3
	1%	1%	1%	2%	*%	1%	-%	1%	*%	*%	1%	1%	1%	1%
				bcdf				df						

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 - JULY-AUGUST 2021.

Table 28

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP20/ QC20. Below is a list of some of the apps/ sites that you said earlier that your child uses. Some can be used by anyone, but others need a profile to be set up first. This may involve choosing a user name, password and a picture for the profile. Please click on those where your child has a profile. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	3309	2871	436	919	842	711	822	1761	1533	598	2554	1002	1399	544
Effective Weighted Sample	2391	2095	297	652	606	521	606	1256	1126	436	1846	710	1030	390
Total	3307	2877	430	926	811	694	860	1737	1554	585	2553	989	1410	528
Dailymotion	25	24	1	16	2	5	2	18	7	6	16	4	11	7
	1%	1%	*%	2% bdf	*%	1%	*%	1%	*%	1%	1%	*%	1%	1%
Byte	23	23	-	12	2	7	2	15	9	4	17	8	7	6
	1%	1%	-%	1% bd	*%	1%	*%	1%	1%	1%	1%	1%	1%	1%
Dubsmash	22	20	2	15	2	2	3	17	5	4	16	7	6	7
	1%	1%	1%	2% bcdf	*%	*%	*%	1%	*%	1%	1%	1%	*%	1%
Imgur	20	18	2	13	4	3	1	16	4	3	15	1	12	5
	1%	1%	1%	1% df	*%	*%	*%	1% df	*%	1%	1%	*%	1%	1% a
GoBubble	19	15	4	11	1	4	3	13	7	6	11	4	8	5
	1%	1%	1%	1% b	*%	1%	*%	1%	*%	1%	*%	*%	1%	1%
Momio	18	17	1	13	1	4	*	14	4	2	15	6	4	5
	1%	1%	*%	1% bdf	*%	1%	*%	1% d	*%	*%	1%	1%	*%	1%
GROM social	16	15	1	9	4	2	2	13	4	3	12	1	9	4
	*%	1%	*%	1% f	*%	*%	*%	1%	*%	*%	*%	*%	1%	1%
Whisper	15	15	-	10	2	3	1	11	4	2	12	3	8	3
	*%	1%	-%	1% df	*%	*%	*%	1%	*%	*%	*%	*%	1%	1%

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 - JULY-AUGUST 2021.

Table 28

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP20/ QC20. Below is a list of some of the apps/ sites that you said earlier that your child uses. Some can be used by anyone, but others need a profile to be set up first. This may involve choosing a user name, password and a picture for the profile. Please click on those where your child has a profile. (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

		AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
	Total	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	3309	2871	436	919	842	711	822	1761	1533	598	2554	1002	1399	544
Effective Weighted Sample	2391	2095	297	652	606	521	606	1256	1126	436	1846	710	1030	390
Total	3307	2877	430	926	811	694	860	1737	1554	585	2553	989	1410	528
Child does not have a profile on ANY of these	1006 30%	854 30%	152 35% a	215 23%	289 36% ace	196 28%	304 35% ace	504 29% a	500 32% a	144 25%	836 33% a	307 31%	414 29%	156 30%
Don't know	58 2%	46 2%	12 3%	15 2%	11 1%	10 1%	21 2%	26 2%	31 2%	4 1%	47 2%	17 2%	25 2%	5 1%
SUMMARY														
CHILD DOES NOT USE ANY OF THESE APPS/ SITES	130 4%	101 3%	29 7% a	28 3%	35 4%	26 4%	36 4%	64 4%	62 4%	13 2%	100 4%	32 3%	48 3%	23 4%
CHILD HAS A PROFILE ON ANY OF THESE	2114 64% b	1877 65%	237 55%	667 72% bcdef	475 59%	463 67% bd	498 58%	1142 66% bdf	961 62%	424 72% b	1569 61%	634 64%	923 65%	344 65%
CHILD AGED 3-12 HAS A PROFILE ON ANY OF THESE	1087 33% b	974 34%	114 26%	358 39% bcdf	252 31%	214 31%	257 30%	610 35% df	472 30%	188 32%	822 32%	344 35%	467 33%	167 32%
Base for stats	3307	2877	430	926	811	694	860	1737	1554	585	2553	989	1410	528
Mean number of apps/ sites (out of 27)	1.8	1.9 b	1.4	2.4 bcdef	1.5	1.9 bdf	1.5	2.0 bdf	1.7 bd	2.2 b	1.7	1.8	1.8	2.1
Standard deviation	2.37	2.40	2.07	2.84	2.06	2.39	1.94	2.54	2.16	2.31	2.30	2.25	2.25	2.73
Standard error	.04	.04	.10	.09	.07	.09	.07	.06	.06	.09	.05	.07	.06	.12

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP21/ QC21. Thinking across all the sites/ apps you said your child has a profile on, broadly speaking which one of these statements best applies? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-12) (SINGLE CODE)

Base : Those whose child aged 3-12 has any registered profiles on the apps/ sites used for social media, watching or posting content on VSPs, watching or posting live stream videos

	Total	CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	~e	a	b	a	b	c
Unweighted total	1096	152	245	536	163	-	542	554	119	767	192
Effective Weighted Sample	781	88	168	404	120	-	384	397	69	553	146
Total	1087	118	224	575	170	-	543	544	95	759	212
My child set up these profiles themself	340	17	37	194	91	**	176	164	12	210	110
	31%	15%	17%	34%	54%	**	32%	30%	13%	28%	52%
				ab	abc					a	ab
My child set up these profiles with help from someone else	428	44	84	235	65	**	214	213	37	296	85
	39%	38%	37%	41%	38%	**	39%	39%	38%	39%	40%
Someone else set up these profiles for my child	287	50	94	129	13	**	141	146	40	229	15
	26%	42%	42%	23%	7%	**	26%	27%	42%	30%	7%
		cd	cd	d					bc	c	
Don't know	33	7	8	17	1	**	12	21	6	25	2
	3%	6%	4%	3%	1%	**	2%	4%	7%	3%	1%
		d							c		

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP21/ QC21. Thinking across all the sites/ apps you said your child has a profile on, broadly speaking which one of these statements best applies? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-12) (SINGLE CODE)

Base : Those whose child aged 3-12 has any registered profiles on the apps/ sites used for social media, watching or posting content on VSPs, watching or posting live stream videos

	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
												CHILD'S AGE AND GENDER			NATION
Significance Level: 95%		~a	~b	c	d	e	f	~g	~h	~i	~j	a	b	c	d
Unweighted total	1096	79	73	128	117	265	271	70	93	-	-	641	167	149	139
Effective Weighted Sample	781	48	41	87	81	198	206	52	69	-	-	559	155	141	132
Total	1087	64	55	116	108	285	290	79	91	-	-	890	99	53	45
My child set up these profiles themself	340	**	**	18	19	107	87	**	**	**	**	288	21	15	16
	31%	**	**	16%	18%	37%	30%	**	**	**	**	32%	22%	29%	35%
						cd	cd					b			b
My child set up these profiles with help from someone else	428	**	**	43	41	117	117	**	**	**	**	356	36	21	15
	39%	**	**	37%	38%	41%	40%	**	**	**	**	40%	36%	39%	34%
Someone else set up these profiles for my child	287	**	**	50	44	55	74	**	**	**	**	217	40	16	13
	26%	**	**	43%	41%	19%	26%	**	**	**	**	24%	40%	30%	29%
				ef	ef								ad		
Don't know	33	**	**	5	4	6	11	**	**	**	**	29	2	1	1
	3%	**	**	4%	3%	2%	4%	**	**	**	**	3%	2%	2%	2%

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 - JULY-AUGUST 2021.

Table 29

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP21/ QC21. Thinking across all the sites/ apps you said your child has a profile on, broadly speaking which one of these statements best applies? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-12) (SINGLE CODE)

Base : Those whose child aged 3-12 has any registered profiles on the apps/ sites used for social media, watching or posting content on VSPs, watching or posting live stream videos

		AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
	Total	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	1096	976	120	365	252	225	251	617	476	204	821	352	464	176
Effective Weighted Sample	781	697	83	257	178	160	184	434	344	142	590	248	334	124
Total	1087	974	114	358	252	214	257	610	472	188	822	344	467	167
My child set up these profiles themself	340	311	29	132	77	61	69	210	130	65	252	102	153	54
	31%	32%	26%	37%	31%	28%	27%	34%	28%	35%	31%	30%	33%	32%
				df					f					
My child set up these profiles with help from someone else	428	378	50	151	90	83	103	240	186	77	325	129	183	74
	39%	39%	44%	42%	36%	39%	40%	39%	39%	41%	40%	37%	39%	45%
Someone else set up these profiles for my child	287	255	32	71	72	67	74	144	141	44	219	101	125	37
	26%	26%	28%	20%	29%	31%	29%	24%	30%	24%	27%	29%	27%	22%
					a	a	a		ae					
Don't know	33	30	3	4	12	3	12	16	15	1	27	13	6	2
	3%	3%	2%	1%	5%	1%	4%	3%	3%	1%	3%	4%	1%	1%
					a		a							

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP22/ QC16. Thinking about watching TV and films... Does your child watch TV programmes or films on any of these services? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c
Unweighted total	3309	575	721	816	800	395	1660	1647	490	1546	1174
Effective Weighted Sample	2391	332	504	620	600	340	1187	1204	284	1114	920
Total	3307	441	661	882	882	441	1654	1654	372	1521	1311
Netflix	2627	329	472	702	730	394	1288	1339	282	1147	1117
	79%	75%	71%	80%	83%	89%	78%	81%	76%	75%	85%
				b	ab	abcd					ab
Disney+	1711	250	387	482	400	192	794	916	208	866	590
	52%	57%	59%	55%	45%	44%	48%	55%	56%	57%	45%
		de	de	de				a	c	c	
Amazon Prime Video	1555	177	305	412	428	232	780	774	152	711	658
	47%	40%	46%	47%	49%	53%	47%	47%	41%	47%	50%
					a	a					a
NOW TV	399	41	68	100	127	63	201	198	37	165	185
	12%	9%	10%	11%	14%	14%	12%	12%	10%	11%	14%
					ab	a					b
Apple TV +	248	13	30	62	97	45	120	127	13	82	145
	7%	3%	5%	7%	11%	10%	7%	8%	4%	5%	11%
				a	abc	ab					ab
Britbox	144	6	19	45	54	20	65	79	6	55	80
	4%	1%	3%	5%	6%	5%	4%	5%	2%	4%	6%
				a	ab	a					ab
Crunchyroll	134	11	12	40	50	21	76	58	8	49	74
	4%	3%	2%	5%	6%	5%	5%	4%	2%	3%	6%
				b	ab	b					ab
Hayu	89	8	11	25	29	16	47	42	7	32	45
	3%	2%	2%	3%	3%	4%	3%	3%	2%	2%	3%
Any other paid-for on-demand television services	41	4	7	13	15	2	17	24	4	21	15
	1%	1%	1%	2%	2%	*%	1%	1%	1%	1%	1%

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP22/ QC16. Thinking about watching TV and films... Does your child watch TV programmes or films on any of these services? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c
Unweighted total	3309	575	721	816	800	395	1660	1647	490	1546	1174
Effective Weighted Sample	2391	332	504	620	600	340	1187	1204	284	1114	920
Total	3307	441	661	882	882	441	1654	1654	372	1521	1311
No - they do not watch any of these	253	50	51	60	74	18	136	117	41	119	90
	8%	11%	8%	7%	8%	4%	8%	7%	11%	8%	7%
		ce	e		e				c		
Don't know	16	5	4	3	4	-	5	12	5	6	2
	*%	1%	1%	*%	1%	-%	*%	1%	1%	*%	*%
									c		

SUMMARY

	Total	3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
CHILD WATCHES ANY OF THESE SVOD SERVICES	3038	386	606	819	804	423	1513	1525	326	1395	1220
	92%	87%	92%	93%	91%	96%	91%	92%	88%	92%	93%
				a		abd				a	a
Base for stats	3307	441	661	882	882	441	1654	1654	372	1521	1311
Mean number of services (out of 9)	2.1	1.9	2.0	2.1	2.2	2.2	2.0	2.2	1.9	2.1	2.2
				ab	ab	ab		a		a	ab
Standard deviation	1.27	1.20	1.17	1.24	1.38	1.29	1.28	1.26	1.21	1.20	1.35
Standard error	.02	.05	.04	.04	.05	.06	.03	.03	.05	.03	.04

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 - JULY-AUGUST 2021.

Table 30

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP22/ QC16. Thinking about watching TV and films... Does your child watch TV programmes or films on any of these services? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	3309	304	271	361	360	407	409	398	402	190	205	2011	474	439	383
Effective Weighted Sample	2391	171	161	250	254	308	312	296	304	165	176	1743	423	348	317
Total	3307	220	220	331	331	441	441	441	441	220	220	2718	294	164	131
Netflix	2627	171	158	229	243	349	354	350	380	189	205	2138	235	140	114
	79%	77%	72%	69%	73%	79%	80%	79%	86%	86%	93%	79%	80%	86%	87%
						c	bc	c	abcdefg	bcd	abcdefghi			ab	ab
Disney+	1711	122	128	181	207	225	256	174	226	93	100	1372	171	92	75
	52%	55%	58%	55%	63%	51%	58%	39%	51%	42%	45%	50%	58%	56%	58%
		gi	gij	gi	eghij	g	gij		g				a	a	a
Amazon Prime Video	1555	100	77	151	154	205	207	202	226	123	110	1267	146	79	62
	47%	45%	35%	46%	47%	46%	47%	46%	51%	56%	50%	47%	50%	48%	48%
				b	b	b	b	b	b	bcg	b				
NOW TV	399	17	23	35	33	55	45	62	65	32	31	321	32	31	15
	12%	8%	11%	11%	10%	12%	10%	14%	15%	14%	14%	12%	11%	19%	12%
								a	a					abd	
Apple TV +	248	7	7	11	20	40	22	41	57	23	22	212	18	10	7
	7%	3%	3%	3%	6%	9%	5%	9%	13%	10%	10%	8%	6%	6%	5%
						abc		abcf	abcdf	abcf	abcf				
Britbox	144	1	5	8	12	27	18	21	33	8	12	122	12	7	4
	4%	*%	2%	2%	3%	6%	4%	5%	7%	4%	5%	4%	4%	4%	3%
					a	ac	a	a	abcd	a	a				
Crunchyroll	134	3	8	7	5	23	17	29	21	14	7	122	3	4	5
	4%	1%	4%	2%	1%	5%	4%	7%	5%	6%	3%	5%	1%	2%	4%
						ad		acd	d	acd		b			b
Hayu	89	3	5	5	6	14	11	16	13	9	7	74	8	4	3
	3%	1%	2%	2%	2%	3%	2%	4%	3%	4%	3%	3%	3%	2%	2%
Any other paid-for on-demand television services	41	2	2	3	4	4	9	6	9	2	-	34	6	2	-
	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%	-%	1%	2%	1%	-%
												d	d		

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP22/ QC16. Thinking about watching TV and films... Does your child watch TV programmes or films on any of these services? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
						CHILD'S AGE AND GENDER							**NATION**		
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	3309	304	271	361	360	407	409	398	402	190	205	2011	474	439	383
Effective Weighted Sample	2391	171	161	250	254	308	312	296	304	165	176	1743	423	348	317
Total	3307	220	220	331	331	441	441	441	441	220	220	2718	294	164	131
No - they do not watch any of these	253	23	27	24	28	30	30	50	24	9	9	222	17	9	5
	8%	10%	12%	7%	8%	7%	7%	11%	5%	4%	4%	8%	6%	6%	4%
		hij	efhij					fhij				d			
Don't know	16	-	5	1	3	1	2	3	2	-	-	12	3	1	*
	*%	-%	2%	*%	1%	*%	*%	1%	*%	-%	-%	*%	1%	*%	*%
			ae												
SUMMARY															
CHILD WATCHES ANY OF THESE SVOD SERVICES	3038	198	188	306	300	409	410	388	415	211	212	2484	274	154	125
	92%	90%	85%	93%	91%	93%	93%	88%	94%	96%	96%	91%	93%	94%	96%
			b			bg	bg		bg	abg	abdg				a
Base for stats	3307	220	220	331	331	441	441	441	441	220	220	2718	294	164	131
Mean number of services (out of 9)	2.1	1.9	1.9	1.9	2.1	2.1	2.1	2.0	2.3	2.2	2.2	2.1	2.1	2.2	2.2
						abc	abc		abcdefg	abc	abc			a	
Standard deviation	1.27	1.15	1.25	1.05	1.27	1.27	1.21	1.42	1.32	1.38	1.18	1.29	1.18	1.22	1.15
Standard error	.02	.07	.08	.06	.07	.06	.06	.07	.07	.10	.08	.03	.05	.06	.06

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 - JULY-AUGUST 2021.

Table 30

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP22/ QC16. Thinking about watching TV and films... Does your child watch TV programmes or films on any of these services? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	3309	2871	436	919	842	711	822	1761	1533	598	2554	1002	1399	544
Effective Weighted Sample	2391	2095	297	652	606	521	606	1256	1126	436	1846	710	1030	390
Total	3307	2877	430	926	811	694	860	1737	1554	585	2553	989	1410	528
Netflix	2627	2296	331	747	643	568	660	1390	1228	486	2017	791	1120	424
	79%	80%	77%	81%	79%	82% d	77%	80%	79%	83%	79%	80%	79%	80%
Disney+	1711	1521	190	535	429	320	419	963	739	309	1316	543	714	288
	52%	53% b	44%	58% cdf	53% cf	46%	49%	55% cdf	48%	53%	52%	55%	51%	54%
Amazon Prime Video	1555	1352	203	519	386	316	329	904	646	285	1207	451	664	313
	47%	47%	47%	56% bcdf	48% df	46% d	38%	52% cdf	42%	49%	47%	46%	47%	59% ab
NOW TV	399	352	47	128	80	86	101	208	187	94	288	132	170	60
	12%	12%	11%	14% b	10%	12%	12%	12%	12%	16% b	11%	13%	12%	11%
Apple TV +	248	231	16	137	41	41	29	178	70	51	173	59	96	70
	7%	8% b	4%	15% bcdef	5%	6% d	3%	10% bcdf	4%	9%	7%	6%	7%	13% ab
Britbox	144	131	13	72	25	23	24	97	47	34	102	37	58	37
	4%	5%	3%	8% bcdf	3%	3%	3%	6% bcdf	3%	6%	4%	4%	4%	7% ab
Crunchyroll	134	123	11	59	30	22	21	89	44	39	81	55	49	18
	4%	4%	3%	6% bcdf	4%	3%	2%	5% df	3%	7% b	3%	6% b	4%	3%
Hayu	89	85	4	45	13	21	10	58	31	27	54	27	38	19
	3%	3%	1%	5% bdf	2%	3% d	1%	3% bdf	2%	5% b	2%	3%	3%	4%
Any other paid-for on-demand television services	41	34	8	9	12	8	13	20	21	6	35	13	16	10
	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 - JULY-AUGUST 2021.

Table 30

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP22/ QC16. Thinking about watching TV and films... Does your child watch TV programmes or films on any of these services? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : All parents of children aged 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	3309	2871	436	919	842	711	822	1761	1533	598	2554	1002	1399	544
Effective Weighted Sample	2391	2095	297	652	606	521	606	1256	1126	436	1846	710	1030	390
Total	3307	2877	430	926	811	694	860	1737	1554	585	2553	989	1410	528
No - they do not watch any of these	253	203	51	45	58	47	100	104	148	38	205	81	104	27
	8%	7%	12%	5%	7%	7%	12%	6%	10%	6%	8%	8%	7%	5%
			a				abce		ae					
Don't know	16	11	6	1	3	4	5	4	10	4	5	3	1	1
	*%	*%	1%	*%	*%	1%	1%	*%	1%	1%	*%	*%	*%	*%
			a											
SUMMARY														
CHILD WATCHES ANY OF THESE SVOD SERVICES	3038	2664	374	880	749	643	754	1629	1397	543	2344	905	1304	500
	92%	93%	87%	95%	92%	93%	88%	94%	90%	93%	92%	91%	93%	95%
		b		df	d	d		df						
Base for stats	3307	2877	430	926	811	694	860	1737	1554	585	2553	989	1410	528
Mean number of services (out of 9)	2.1	2.1	1.9	2.4	2.0	2.0	1.9	2.3	1.9	2.3	2.1	2.1	2.1	2.3
		b		bcdef	df	d		bcdf		b				ab
Standard deviation	1.27	1.28	1.18	1.41	1.16	1.21	1.19	1.31	1.20	1.31	1.24	1.25	1.23	1.38
Standard error	.02	.02	.06	.05	.04	.05	.04	.03	.03	.05	.02	.04	.03	.06

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP24/ G2. Which of the following types of games do they play? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child plays games

	Total	CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c
Unweighted total	3055	454	685	787	759	370	1563	1492	375	1484	1111
Effective Weighted Sample	2217	259	479	598	569	318	1126	1091	214	1067	870
Total	3072	345	626	851	835	414	1568	1503	281	1458	1242
Creative and building games (e.g. Roblox, Minecraft)	1460	117	337	462	387	158	747	713	96	785	546
	48%	34%	54%	54%	46%	38%	48%	47%	34%	54%	44%
			ade	ade	ae					ac	a
Playing against multiple people/ teams (e.g. Fortnite, Fall Guys, Among Us)	1175	29	143	369	434	201	711	464	19	489	630
	38%	8%	23%	43%	52%	49%	45%	31%	7%	34%	51%
			a	ab	abc	ab	b			a	ab
Action/adventure (Super Mario Odyssey, Legend of Zelda: Breath of the Wild, Subway Surfer)	1088	73	244	335	288	148	650	438	58	559	443
	35%	21%	39%	39%	34%	36%	41%	29%	21%	38%	36%
			a	a	a	a	b			a	a
Playing in a virtual world (e.g. Animal Crossing, World of Warcraft, Sims)	1011	64	201	300	307	139	444	567	46	491	452
	33%	19%	32%	35%	37%	34%	28%	38%	16%	34%	36%
			a	a	a	a		a		a	a
Puzzles or quizzes (e.g. Trivia 360, Sudoku, Candy Crush)	980	96	211	288	252	133	361	619	83	481	382
	32%	28%	34%	34%	30%	32%	23%	41%	30%	33%	31%
								a			
Shooters (e.g. Star Wars: Battlefront, Call of Duty)	847	32	75	199	339	202	620	226	25	257	528
	28%	9%	12%	23%	41%	49%	40%	15%	9%	18%	43%
				ab	abc	abcd	b			a	ab

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP24/ G2. Which of the following types of games do they play? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child plays games

	Total	CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c
Unweighted total	3055	454	685	787	759	370	1563	1492	375	1484	1111
Effective Weighted Sample	2217	259	479	598	569	318	1126	1091	214	1067	870
Total	3072	345	626	851	835	414	1568	1503	281	1458	1242
Sports (e.g. FIFA, NBA, Rocket League)	792	31	88	243	290	140	589	203	23	312	438
	26%	9%	14%	29%	35%	34%	38%	13%	8%	21%	35%
			a	ab	abc	ab	b			a	ab
Playing against one other person (e.g. Words with Friends, Online chess)	671	18	67	224	244	118	373	298	17	268	364
	22%	5%	11%	26%	29%	28%	24%	20%	6%	18%	29%
			a	ab	ab	ab	b			a	ab
Fitness and dance (e.g. Wii Fit, Just Dance etc.)	623	42	112	224	168	78	239	384	34	323	253
	20%	12%	18%	26%	20%	19%	15%	26%	12%	22%	20%
			a	abde	a	a		a		a	a
Simulation experience (e.g. flying a plane)	433	40	77	112	138	65	283	150	33	179	207
	14%	12%	12%	13%	17%	16%	18%	10%	12%	12%	17%
							b				b
Other type of games	133	60	38	17	6	11	57	76	56	58	13
	4%	17%	6%	2%	1%	3%	4%	5%	20%	4%	1%
		bcde	cde			d			bc	c	
Don't know	65	24	15	16	4	5	29	36	17	36	8
	2%	7%	2%	2%	1%	1%	2%	2%	6%	2%	1%
		bcde	d	d					bc	c	
Base for stats	3072	345	626	851	835	414	1568	1503	281	1458	1242
Mean number of types (out of 11)	3.0	1.7	2.5	3.3	3.4	3.4	3.2	2.8	1.7	2.9	3.4
			a	ab	ab	ab	b			a	ab
Standard deviation	1.99	1.42	1.62	2.04	2.04	2.12	2.04	1.90	1.45	1.89	2.06
Standard error	.04	.07	.06	.07	.07	.11	.05	.05	.07	.05	.06

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP24/ G2. Which of the following types of games do they play? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child plays games

	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	3055	241	213	346	339	399	388	389	370	188	182	1859	441	405	350
Effective Weighted Sample	2217	135	124	240	239	302	296	289	281	163	155	1613	396	325	292
Total	3072	176	169	316	310	429	422	429	406	218	196	2521	277	153	120
Creative and building games (e.g. Roblox, Minecraft)	1460	61	56	167	170	237	224	205	182	77	81	1178	138	77	68
	48%	35%	33%	53%	55%	55%	53%	48%	45%	35%	41%	47%	50%	50%	57%
				abij	abhij	abhij	abhij	abi	ab						a
Playing against multiple people/ teams (e.g. Fortnite, Fall Guys, Among Us)	1175	19	10	91	51	204	165	266	168	132	70	962	108	54	51
	38%	11%	6%	29%	17%	47%	39%	62%	41%	61%	35%	38%	39%	35%	42%
				abd	b	abcdfj	abcd	abcdefhj	abcd	abcdefhj	abd				
Action/adventure (Super Mario Odyssey, Legend of Zelda: Breath of the Wild, Subway Surfer)	1088	51	21	140	105	203	132	164	123	91	57	899	88	54	47
	35%	29%	13%	44%	34%	47%	31%	38%	30%	42%	29%	36%	32%	35%	39%
		b		abdfhj	b	abdfghj	b	bhj	b	abfhj	b				b
Playing in a virtual world (e.g. Animal Crossing, World of Warcraft, Sims)	1011	26	38	82	119	142	158	136	171	58	81	825	92	52	42
	33%	15%	23%	26%	38%	33%	37%	32%	42%	27%	41%	33%	33%	34%	35%
				a	abci	ab	abci	a	abcegi	a	abcgi				
Puzzles or quizzes (e.g. Trivia 360, Sudoku, Candy Crush)	980	40	56	81	130	107	181	84	168	48	85	824	79	39	38
	32%	23%	33%	26%	42%	25%	43%	20%	41%	22%	43%	33%	28%	26%	31%
			gi		acegi		acegi		acegi		acegi	c			
Shooters (e.g. Star Wars: Battlefront, Call of Duty)	847	25	7	54	21	148	51	244	96	150	52	709	62	42	32
	28%	14%	4%	17%	7%	34%	12%	57%	24%	69%	26%	28%	22%	28%	27%
		bd		bd		abcdfh	bd	abcdefhj	abdf	abcdefghj	abcdf	b			

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP24/ G2. Which of the following types of games do they play? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child plays games

	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	3055	241	213	346	339	399	388	389	370	188	182	1859	441	405	350
Effective Weighted Sample	2217	135	124	240	239	302	296	289	281	163	155	1613	396	325	292
Total	3072	176	169	316	310	429	422	429	406	218	196	2521	277	153	120
Sports (e.g. FIFA, NBA, Rocket League)	792	21	11	67	22	180	62	212	78	110	30	665	68	34	26
	26%	12%	6%	21%	7%	42%	15%	49%	19%	50%	15%	26%	24%	22%	21%
				abd		abcdfhj	bd	abcdfhj	bd	abcdfhj	bd				
Playing against one other person (e.g. Words with Friends, Online chess)	671	9	9	35	32	118	106	135	109	76	42	569	51	29	23
	22%	5%	5%	11%	10%	27%	25%	31%	27%	35%	22%	23%	18%	19%	19%
						abcd	abcd	abcdj	abcd	abcdfj	abcd				
Fitness and dance (e.g. Wii Fit, Just Dance etc.)	623	24	19	49	63	84	140	55	113	28	50	523	46	30	24
	20%	13%	11%	15%	20%	20%	33%	13%	28%	13%	26%	21%	16%	20%	20%
					bg	bg	abcdegi		abcegi		abcgi				
Simulation experience (e.g. flying a plane)	433	26	14	46	32	76	36	93	45	42	24	364	33	23	13
	14%	15%	8%	14%	10%	18%	8%	22%	11%	19%	12%	14%	12%	15%	11%
				f		bdfh		bcdfhj		bdfh					
Other type of games	133	22	38	18	20	9	9	4	2	4	7	109	9	11	4
	4%	12%	22%	6%	6%	2%	2%	1%	*%	2%	4%	4%	3%	7%	3%
		cefghij	acdefghij	efgh	efghi						h			abd	
Don't know	65	13	11	3	12	10	6	2	2	1	5	51	9	3	2
	2%	7%	7%	1%	4%	2%	1%	1%	1%	*%	2%	2%	3%	2%	2%
		cefghi	cefghi		cghi										
Base for stats	3072	176	169	316	310	429	422	429	406	218	196	2521	277	153	120
Mean number of types (out of 11)	3.0	1.8	1.7	2.6	2.5	3.5	3.0	3.7	3.1	3.7	2.9	3.0	2.8	2.9	3.1
				ab	ab	abcdfhj	abcd	abcdfhj	abcd	abcdfhj	abcd	b			b
Standard deviation	1.99	1.53	1.31	1.61	1.62	2.08	1.97	2.04	2.00	2.17	1.98	2.03	1.75	1.87	1.83
Standard error	.04	.10	.09	.09	.09	.10	.10	.10	.10	.16	.15	.05	.08	.09	.10

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP24/ G2. Which of the following types of games do they play? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child plays games

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	3055	2662	393	858	771	668	751	1629	1419	563	2352	938	1301	493
Effective Weighted Sample	2217	1947	271	610	560	490	554	1168	1043	411	1708	668	959	353
Total	3072	2678	394	865	756	658	784	1620	1442	553	2370	934	1318	475
Creative and building games (e.g. Roblox, Minecraft)	1460 48%	1261 47%	199 51%	387 45%	374 50%	329 50%	368 47%	762 47%	696 48%	294 53% b	1125 47%	446 48%	612 46%	234 49%
Playing against multiple people/ teams (e.g. Fortnite, Fall Guys, Among Us)	1175 38%	1027 38%	149 38%	342 40%	268 35%	257 39%	307 39%	610 38%	564 39%	218 39%	911 38%	350 37%	488 37%	197 41%
Action/adventure (Super Mario Odyssey, Legend of Zelda: Breath of the Wild, Subway Surfer)	1088 35%	963 36%	125 32%	325 38% d	271 36%	240 37%	247 32%	596 37%	488 34%	200 36%	850 36%	314 34%	482 37%	180 38%
Playing in a virtual world (e.g. Animal Crossing, World of Warcraft, Sims)	1011 33%	861 32%	150 38%	317 37% df	255 34%	211 32%	227 29%	572 35% df	437 30%	195 35%	786 33%	303 32%	447 34%	171 36%
Puzzles or quizzes (e.g. Trivia 360, Sudoku, Candy Crush)	980 32%	850 32%	130 33%	294 34%	242 32%	211 32%	232 30%	535 33%	442 31%	167 30%	767 32%	300 32%	388 29%	172 36% b
Shooters (e.g. Star Wars: Battlefront, Call of Duty)	847 28%	741 28%	105 27%	242 28%	203 27%	196 30%	206 26%	445 27%	401 28%	177 32% b	625 26%	251 27%	376 29%	130 27%

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP24/ G2. Which of the following types of games do they play? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child plays games

	Total	AREA URBAN	AREA RURAL	SOCIAL GRADE AB	SOCIAL GRADE C1	SOCIAL GRADE C2	SOCIAL GRADE DE	SOCIAL GRADE ABC1	SOCIAL GRADE C2DE	IMPACTING OR LIMITING CONDITIONS ANY	IMPACTING OR LIMITING CONDITIONS NONE	FINANCIAL VULNERABILITY INDEX MOST	FINANCIAL VULNERABILITY INDEX POTEN-TIALLY	FINANCIAL VULNERABILITY INDEX LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	3055	2662	393	858	771	668	751	1629	1419	563	2352	938	1301	493
Effective Weighted Sample	2217	1947	271	610	560	490	554	1168	1043	411	1708	668	959	353
Total	3072	2678	394	865	756	658	784	1620	1442	553	2370	934	1318	475
Sports (e.g. FIFA, NBA, Rocket League)	792	711	81	288	171	170	162	459	333	116	645	191	365	162
	26%	27%	21%	33%	23%	26%	21%	28%	23%	21%	27%	20%	28%	34%
		b		bcdef		d		bdf			a		a	ab
Playing against one other person (e.g. Words with Friends, Online chess)	671	598	73	215	143	165	148	358	313	117	521	204	274	110
	22%	22%	19%	25%	19%	25%	19%	22%	22%	21%	22%	22%	21%	23%
				bd		bd								
Fitness and dance (e.g. Wii Fit, Just Dance etc.)	623	554	69	217	134	139	133	351	272	110	472	198	242	112
	20%	21%	18%	25%	18%	21%	17%	22%	19%	20%	20%	21%	18%	24%
				bdf				d						b
Simulation experience (e.g. flying a plane)	433	381	51	161	107	79	84	268	163	81	329	115	189	81
	14%	14%	13%	19%	14%	12%	11%	17%	11%	15%	14%	12%	14%	17%
				bcdf				cdf						a
Other type of games	133	117	15	24	30	21	55	55	76	22	107	50	46	21
	4%	4%	4%	3%	4%	3%	7%	3%	5%	4%	5%	5%	3%	4%
							abce		ae					
Don't know	65	58	7	9	19	5	30	28	36	7	50	24	19	4
	2%	2%	2%	1%	2%	1%	4%	2%	2%	1%	2%	3%	1%	1%
					c		ace		ac					
Base for stats	3072	2678	394	865	756	658	784	1620	1442	553	2370	934	1318	475
Mean number of types (out of 11)	3.0	3.0	2.9	3.3	2.9	3.1	2.8	3.1	2.9	3.1	3.0	2.9	3.0	3.3
				bdf		d		bdf						ab
Standard deviation	1.99	2.02	1.74	2.14	1.94	1.96	1.85	2.05	1.91	1.92	1.99	1.92	1.88	2.27
Standard error	.04	.04	.09	.07	.07	.08	.07	.05	.05	.08	.04	.06	.05	.10

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 - JULY-AUGUST 2021.

Table 32

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP25/ G3. Does your child play games online? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (SINGLE CODE)

Base : Those whose child plays games

	Total	CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c
Unweighted total	3055	454	685	787	759	370	1563	1492	375	1484	1111
Effective Weighted Sample	2217	259	479	598	569	318	1126	1091	214	1067	870
Total	3072	345	626	851	835	414	1568	1503	281	1458	1242
Yes	1976	86	257	616	684	333	1116	860	70	836	1007
	64%	25%	41%	72%	82%	80%	71%	57%	25%	57%	81%
			a	ab	abc	abc	b			a	ab
No	1050	255	353	219	143	79	433	617	207	592	223
	34%	74%	56%	26%	17%	19%	28%	41%	74%	41%	18%
		bcde	cde	de				a		bc	c
Don't know	46	5	15	16	8	2	20	26	4	30	11
	1%	1%	2%	2%	1%	1%	1%	2%	1%	2%	1%
			e								c

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP25/ G3. Does your child play games online? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (SINGLE CODE)

Base : Those whose child plays games

	Total														
		CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	3055	241	213	346	339	399	388	389	370	188	182	1859	441	405	350
Effective Weighted Sample	2217	135	124	240	239	302	296	289	281	163	155	1613	396	325	292
Total	3072	176	169	316	310	429	422	429	406	218	196	2521	277	153	120
Yes	1976	48	38	148	109	341	275	383	301	196	137	1635	173	93	75
	64%	27%	22%	47%	35%	80%	65%	89%	74%	90%	70%	65%	62%	61%	63%
				abd	b	abcdfj	abcd	abcdefhj	abcdf	abcdefhj	abcd				
No	1050	128	128	161	192	83	136	39	104	21	58	850	100	56	44
	34%	72%	75%	51%	62%	19%	32%	9%	26%	10%	29%	34%	36%	36%	36%
		cdefghij	cdefghij	efghij	cefghij	gi	egi		gi		egi				
Don't know	46	1	4	7	9	5	11	6	2	1	1	36	4	4	2
	1%	*%	2%	2%	3%	1%	3%	1%	*%	*%	1%	1%	2%	3%	1%
					h		h								

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP25/ G3. Does your child play games online? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (SINGLE CODE)

Base : Those whose child plays games

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	3055	2662	393	858	771	668	751	1629	1419	563	2352	938	1301	493
Effective Weighted Sample	2217	1947	271	610	560	490	554	1168	1043	411	1708	668	959	353
Total	3072	2678	394	865	756	658	784	1620	1442	553	2370	934	1318	475
Yes	1976 64%	1728 65%	248 63%	607 70% bcdf	468 62%	425 65%	473 60%	1075 66% df	898 62%	396 72% b	1488 63%	567 61%	856 65%	324 68% a
No	1050 34%	911 34%	139 35%	236 27%	275 36% ae	227 34% a	308 39% ae	512 32%	534 37% ae	151 27%	845 36% a	356 38% c	447 34%	141 30%
Don't know	46 1%	39 1%	7 2%	21 2% df	12 2% d	7 1%	3 *%	33 2% df	10 1%	6 1%	37 2%	11 1%	15 1%	10 2%

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 - JULY-AUGUST 2021.

Table 33

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP25/ G3. Does your child play games online? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c
Unweighted total	3309	575	721	816	800	395	1660	1647	490	1546	1174
Effective Weighted Sample	2391	332	504	620	600	340	1187	1204	284	1114	920
Total	3307	441	661	882	882	441	1654	1654	372	1521	1311
Yes	1976	86	257	616	684	333	1116	860	70	836	1007
	60%	19%	39%	70%	78%	76%	68%	52%	19%	55%	77%
			a	ab	abc	ab	b			a	ab
No	1050	255	353	219	143	79	433	617	207	592	223
	32%	58%	53%	25%	16%	18%	26%	37%	56%	39%	17%
		cde	cde	de				a	bc	c	
Don't know	46	5	15	16	8	2	20	26	4	30	11
	1%	1%	2%	2%	1%	*%	1%	2%	1%	2%	1%
			e							c	
CHILD DOES NOT PLAY GAMES	235	96	36	31	47	27	85	150	92	63	70
	7%	22%	5%	3%	5%	6%	5%	9%	25%	4%	5%
		bcde						a	bc		

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 - JULY-AUGUST 2021.

Table 33

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP25/ G3. Does your child play games online? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (SINGLE CODE)

Base : All parents of children aged 3-17

		CHILD'S AGE AND GENDER										NATION			
	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	3309	304	271	361	360	407	409	398	402	190	205	2011	474	439	383
Effective Weighted Sample	2391	171	161	250	254	308	312	296	304	165	176	1743	423	348	317
Total	3307	220	220	331	331	441	441	441	441	220	220	2718	294	164	131
Yes	1976	48	38	148	109	341	275	383	301	196	137	1635	173	93	75
	60%	22%	17%	45%	33%	77%	62%	87%	68%	89%	62%	60%	59%	57%	58%
				abd	ab	abcdfhj	abcd	abcdefhj	abcd	abcdefhj	abcd				
No	1050	128	128	161	192	83	136	39	104	21	58	850	100	56	44
	32%	58%	58%	49%	58%	19%	31%	9%	24%	10%	26%	31%	34%	34%	33%
		efghij	efghij	efghij	cefghij	gi	eghi		gi		gi				
Don't know	46	1	4	7	9	5	11	6	2	1	1	36	4	4	2
	1%	*%	2%	2%	3%	1%	2%	1%	*%	*%	*%	1%	1%	3%	1%
					h		h								
CHILD DOES NOT PLAY GAMES	235	44	51	15	21	12	19	12	35	3	24	197	17	10	10
	7%	20%	23%	4%	6%	3%	4%	3%	8%	1%	11%	7%	6%	6%	8%
		cdefghij	cdefghij		egi				egi		cefgi				

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP25/ G3. Does your child play games online? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	3309	2871	436	919	842	711	822	1761	1533	598	2554	1002	1399	544
Effective Weighted Sample	2391	2095	297	652	606	521	606	1256	1126	436	1846	710	1030	390
Total	3307	2877	430	926	811	694	860	1737	1554	585	2553	989	1410	528
Yes	1976 60%	1728 60%	248 58%	607 66% bdf	468 58%	425 61% d	473 55%	1075 62% df	898 58%	396 68% b	1488 58%	567 57%	856 61%	324 61%
No	1050 32%	911 32%	139 32%	236 26%	275 34% ae	227 33% a	308 36% ae	512 29%	534 34% ae	151 26%	845 33% a	356 36% c	447 32%	141 27%
Don't know	46 1%	39 1%	7 2%	21 2% df	12 2% d	7 1%	3 *%	33 2% df	10 1%	6 1%	37 1%	11 1%	15 1%	10 2%
CHILD DOES NOT PLAY GAMES	235 7%	200 7%	36 8%	61 7%	55 7%	36 5%	76 9% c	116 7%	112 7%	32 6%	183 7%	55 6%	92 7%	53 10% ab

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP26/ G3B. When your child plays games online, which of these describe how they play? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child plays games online

	Total	CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	a	b	~a	b	c
Unweighted total	1865	105	283	570	614	293	1056	809	81	836	891
Effective Weighted Sample	1403	63	202	430	459	253	792	610	49	613	696
Total	1976	86	257	616	684	333	1116	860	70	836	1007
Playing on their own - against the games console/ computer or other device	1323	49	163	416	467	228	770	553	**	547	689
	67%	58%	63%	67%	68%	68%	69%	64%	**	65%	68%
Playing with or against someone they know/ that they have met in person	1434	43	150	445	547	250	858	576	**	561	791
	73%	50%	58%	72%	80%	75%	77%	67%	**	67%	78%
				ab	abc	ab	b				b
Playing with or against someone they do not know/ they have not met in person	630	12	47	189	231	151	381	249	**	225	371
	32%	13%	18%	31%	34%	45%	34%	29%	**	27%	37%
				ab	ab	abcd	b				b
Don't know	24	2	3	14	2	2	13	10	**	16	4
	1%	3%	1%	2%	*%	1%	1%	1%	**	2%	*%
		d		d						c	

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 - JULY-AUGUST 2021.

Table 34

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP26/ G3B. When your child plays games online, which of these describe how they play? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child plays games online

	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		~a	~b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	1865	57	48	158	125	322	248	351	263	168	125	1201	249	211	204
Effective Weighted Sample	1403	34	29	113	89	241	189	259	200	146	107	1039	231	174	172
Total	1976	48	38	148	109	341	275	383	301	196	137	1635	173	93	75
Playing on their own - against the games console/ computer or other device	1323	**	**	92	70	242	174	276	191	134	94	1103	109	62	48
	67%	**	**	62%	64%	71%	63%	72% fh	63%	68%	69%	67%	63%	67%	64%
Playing with or against someone they know/ that they have met in person	1434	**	**	85	65	259	186	324	222	161	88	1189	123	71	53
	73%	**	**	58%	59%	76% cdj	68%	85% cdefhj	74% cd	83% cdfj	64%	73%	71%	76%	70%
Playing with or against someone they do not know/ they have not met in person	630	**	**	23	24	110	79	140	91	100	50	516	57	33	23
	32%	**	**	16%	22%	32% c	29% c	37% cd	30% c	51% cdefghj	37% cd	32%	33%	35%	31%
Don't know	24	**	**	2	*	7	7	1	1	-	2	20	2	1	1
	1%	**	**	2%	*%	2%	2% g	*%	*%	-%	2%	1%	1%	1%	1%

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QP26/ G3B. When your child plays games online, which of these describe how they play? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child plays games online

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	1865	1638	227	569	451	417	426	1020	843	400	1387	537	811	316
Effective Weighted Sample	1403	1233	170	418	340	314	330	758	643	294	1051	402	610	238
Total	1976	1728	248	607	468	425	473	1075	898	396	1488	567	856	324
Playing on their own - against the games console/ computer or other device	1323	1164	159	418	311	281	313	729	594	260	1007	376	561	237
	67%	67%	64%	69%	66%	66%	66%	68%	66%	65%	68%	66%	66%	73% b
Playing with or against someone they know/ that they have met in person	1434	1259	176	445	336	307	344	781	650	277	1094	402	632	244
	73%	73%	71%	73%	72%	72%	73%	73%	72%	70%	74%	71%	74%	75%
Playing with or against someone they do not know/ they have not met in person	630	550	80	180	143	144	161	323	305	146	466	169	277	118
	32%	32%	32%	30%	31%	34%	34%	30%	34%	37%	31%	30%	32%	36%
Don't know	24	22	1	5	2	8	8	7	16	3	18	6	9	-
	1%	1%	*%	1%	1%	2%	2%	1%	2%	1%	1%	1%	1%	-%

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC12. Moving on, which, if any, of these anonymous 'Q and A' apps or sites do you use? Q and A stands for 'Question and Answer'. (MULTI CODE)

Base : All children aged 8-17

	Total	CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	c	d	e	a	b	~a	b	c
Unweighted total	2011	-	-	816	800	395	995	1016	-	769	1174
Effective Weighted Sample	1557	-	-	620	600	340	768	789	-	580	920
Total	2205	-	-	882	882	441	1102	1102	-	814	1311
YoLo	228	**	**	66	110	52	122	106	**	54	168
	10%	**	**	7%	13%	12%	11%	10%	**	7%	13%
					c	c					b
Ask.fm	155	**	**	50	67	38	88	68	**	44	109
	7%	**	**	6%	8%	9%	8%	6%	**	5%	8%
											b
Tellonym	136	**	**	39	66	32	72	65	**	33	103
	6%	**	**	4%	7%	7%	6%	6%	**	4%	8%
					c						b
Piksa	65	**	**	20	31	14	47	19	**	18	47
	3%	**	**	2%	3%	3%	4%	2%	**	2%	4%
							b				
I use other Q and A apps/ sites	49	**	**	11	30	9	30	19	**	11	37
	2%	**	**	1%	3%	2%	3%	2%	**	1%	3%
					c						b
I do not use any of these	1702	**	**	720	651	331	844	859	**	672	972
	77%	**	**	82%	74%	75%	77%	78%	**	83%	74%
				de						c	
Don't know	105	**	**	46	39	19	54	50	**	43	49
	5%	**	**	5%	4%	4%	5%	5%	**	5%	4%
SUMMARY											
ANY OF THESE APPS OR SITES	398	**	**	115	192	91	204	193	**	99	291
	18%	**	**	13%	22%	21%	19%	18%	**	12%	22%
					c	c					b
Base for stats	2205	**	**	882	882	441	1102	1102	**	814	1311
Mean number of apps/ sites (out of 5)	.3	**	**	.2	.3	.3	.3	.3	**	.2	.4
					c	c	b				b

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

Table 39

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC12. Moving on, which, if any, of these anonymous 'Q and A' apps or sites do you use? Q and A stands for 'Question and Answer'. (MULTI CODE)

Base : All children aged 8-17

	Total	CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	c	d	e	a	b	~a	b	c
Unweighted total	2011	-	-	816	800	395	995	1016	-	769	1174
Total	2205	-	-	882	882	441	1102	1102	-	814	1311
Standard deviation	.72	**	**	.61	.78	.78	.81	.62	**	.61	.79
Standard error	.02	**	**	.02	.03	.04	.03	.02	**	.02	.02

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC12. Moving on, which, if any, of these anonymous 'Q and A' apps or sites do you use? Q and A stands for 'Question and Answer'. (MULTI CODE)

Base : All children aged 8-17

		CHILD'S AGE AND GENDER										NATION			
	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	a	b	c	d
Unweighted total	2011	-	-	-	-	407	409	398	402	190	205	1342	254	214	201
Effective Weighted Sample	1557	-	-	-	-	308	312	296	304	165	176	1160	243	182	167
Total	2205	-	-	-	-	441	441	441	441	220	220	1823	195	104	82
YoLo	228	**	**	**	**	46	20	51	60	25	27	199	11	11	7
	10%	**	**	**	**	10% f	4%	11% f	14% f	12% f	12% f	11% b	6%	10%	8%
Ask.fm	155	**	**	**	**	36	14	31	36	21	17	132	8	8	8
	7%	**	**	**	**	8% f	3%	7% f	8% f	10% f	8% f	7%	4%	8%	9% b
Tellonym	136	**	**	**	**	30	9	23	43	19	13	121	8	4	3
	6%	**	**	**	**	7% f	2%	5% f	10% fg	8% f	6% f	7%	4%	4%	3%
Piksa	65	**	**	**	**	16	4	21	10	10	5	59	3	2	1
	3%	**	**	**	**	4% f	1%	5% f	2%	4%	2% f	3%	1%	2%	1%
I use other Q and A apps/ sites	49	**	**	**	**	8	2	18	12	4	4	43	2	3	1
	2%	**	**	**	**	2%	1%	4% f	3% f	2%	2%	2%	1%	3%	2%
I do not use any of these	1702	**	**	**	**	342	379	336	315	166	165	1397	161	80	64
	77%	**	**	**	**	78%	86% eghij	76%	72%	75%	75%	77%	82%	77%	78%
Don't know	105	**	**	**	**	23	24	23	16	9	10	88	10	4	2
	5%	**	**	**	**	5%	5%	5%	4%	4%	5%	5%	5%	4%	3%
SUMMARY															
ANY OF THESE APPS OR SITES	398	**	**	**	**	76	39	83	109	45	46	338	25	19	16
	18%	**	**	**	**	17% f	9%	19% f	25% ef	20% f	21% f	19% b	13%	19%	19%
Base for stats	2205	**	**	**	**	441	441	441	441	220	220	1823	195	104	82
Mean number of apps/ sites (out of 5)	.3	**	**	**	**	.3 f	.1	.3 f	.4 f	.4 f	.3 f	.3 b	.2	.3	.2

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC12. Moving on, which, if any, of these anonymous 'Q and A' apps or sites do you use? Q and A stands for 'Question and Answer'. (MULTI CODE)

Base : All children aged 8-17

| | Total | | CHILD'S AGE AND GENDER | | | | | | | | | | NATION | | | |
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	a	b	c	d
Unweighted total	2011	-	-	-	-	407	409	398	402	190	205	1342	254	214	201
Total	2205	-	-	-	-	441	441	441	441	220	220	1823	195	104	82
Standard deviation	.72	**	**	**	**	.76	.39	.81	.75	.88	.66	.75	.50	.65	.54
Standard error	.02	**	**	**	**	.04	.02	.04	.04	.06	.05	.02	.03	.04	.04

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 - JULY-AUGUST 2021.

Table 39

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC12. Moving on, which, if any, of these anonymous 'Q and A' apps or sites do you use? Q and A stands for 'Question and Answer'. (MULTI CODE)

Base : All children aged 8-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	2011	1771	240	606	480	448	472	1086	920	390	1533	574	867	355
Effective Weighted Sample	1557	1378	180	457	370	351	376	826	727	301	1189	446	676	267
Total	2205	1936	269	664	505	484	545	1169	1028	408	1693	638	951	364
YoLo	228	212	16	116	35	50	27	151	77	68	143	63	98	46
	10%	11%	6%	17%	7%	10%	5%	13%	8%	17%	8%	10%	10%	13%
		b		bcdef			d	bdf		b				
Ask.fm	155	143	13	83	20	38	15	103	52	33	114	39	54	50
	7%	7%	5%	13%	4%	8%	3%	9%	5%	8%	7%	6%	6%	14%
				bcdef		bd		bdf						ab
Tellonym	136	130	6	61	20	35	19	81	54	40	91	47	60	23
	6%	7%	2%	9%	4%	7%	3%	7%	5%	10%	5%	7%	6%	6%
		b		bdf		bd		bd		b				
Piksa	65	63	2	45	5	10	5	50	15	16	47	5	35	20
	3%	3%	1%	7%	1%	2%	1%	4%	2%	4%	3%	1%	4%	6%
				bcdf				bdf					a	a
I use other Q and A apps/ sites	49	44	6	22	12	7	9	34	16	18	31	12	28	9
	2%	2%	2%	3%	2%	1%	2%	3%	2%	4%	2%	2%	3%	2%
				f						b				
I do not use any of these	1702	1487	215	449	414	374	461	863	835	283	1358	490	740	275
	77%	77%	80%	68%	82%	77%	85%	74%	81%	69%	80%	77%	78%	75%
					ae	a	ace	a	ae		a			
Don't know	105	83	21	26	30	24	24	55	48	8	75	37	36	9
	5%	4%	8%	4%	6%	5%	4%	5%	5%	2%	4%	6%	4%	2%
			a								a	c		
SUMMARY														
ANY OF THESE APPS OR SITES	398	366	32	190	61	85	60	251	145	117	260	110	174	81
	18%	19%	12%	29%	12%	18%	11%	21%	14%	29%	15%	17%	18%	22%
		b		bcdef		bd		bdf		b				
Base for stats	2205	1936	269	664	505	484	545	1169	1028	408	1693	638	951	364

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC12. Moving on, which, if any, of these anonymous 'Q and A' apps or sites do you use? Q and A stands for 'Question and Answer'. (MULTI CODE)

Base : All children aged 8-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	2011	1771	240	606	480	448	472	1086	920	390	1533	574	867	355
Total	2205	1936	269	664	505	484	545	1169	1028	408	1693	638	951	364
Mean number of apps/ sites (out of 5)	.3	.3	.2	.5	.2	.3	.1	.4	.2	.4	.3	.3	.3	.4
		b		bcdef		bdf		bdf	d	b				ab
Standard deviation	.72	.74	.53	.95	.55	.71	.44	.81	.59	.79	.70	.65	.71	.93
Standard error	.02	.02	.03	.04	.03	.03	.02	.02	.02	.04	.02	.03	.02	.05

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 - JULY-AUGUST 2021.

Table 40

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC14. Is there a minimum age that someone has to be before they can have a profile on most social media apps or sites? So sites or apps like Instagram, Snapchat, Facebook or TikTok. (SINGLE CODE)

Base : All children aged 8-17

	Total	CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	c	d	e	a	b	~a	b	c
Unweighted total	2011	-	-	816	800	395	995	1016	-	769	1174
Effective Weighted Sample	1557	-	-	620	600	340	768	789	-	580	920
Total	2205	-	-	882	882	441	1102	1102	-	814	1311
Yes – there is a minimum age requirement	1564	**	**	558	654	351	756	808	**	517	994
	71%	**	**	63%	74%	80%	69%	73%	**	64%	76%
					c	c		a			b
No – there is not a minimum age requirement	97	**	**	37	45	14	52	45	**	31	65
	4%	**	**	4%	5%	3%	5%	4%	**	4%	5%
Don't know	544	**	**	287	182	75	294	250	**	265	252
	25%	**	**	32%	21%	17%	27%	23%	**	33%	19%
				de						c	

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 - JULY-AUGUST 2021.

Table 40

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC14. Is there a minimum age that someone has to be before they can have a profile on most social media apps or sites? So sites or apps like Instagram, Snapchat, Facebook or TikTok. (SINGLE CODE)

Base : All children aged 8-17

	Total		CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17		ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j		a	b	c	d
Unweighted total	2011	-	-	-	-	407	409	398	402	190	205		1342	254	214	201
Effective Weighted Sample	1557	-	-	-	-	308	312	296	304	165	176		1160	243	182	167
Total	2205	-	-	-	-	441	441	441	441	220	220		1823	195	104	82
Yes – there is a minimum age requirement	1564	**	**	**	**	270	288	317	337	168	183		1301	135	67	61
	71%	**	**	**	**	61%	65%	72%	76%	76%	83%		71%	69%	64%	74%
								e	ef	ef	efg		c			c
No – there is not a minimum age requirement	97	**	**	**	**	20	17	22	23	10	4		84	8	3	2
	4%	**	**	**	**	5%	4%	5%	5%	5%	2%		5%	4%	3%	3%
Don't know	544	**	**	**	**	151	136	101	81	42	33		439	52	34	19
	25%	**	**	**	**	34%	31%	23%	18%	19%	15%		24%	27%	33%	23%
						ghij	ghij	j							ad	

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC14. Is there a minimum age that someone has to be before they can have a profile on most social media apps or sites? So sites or apps like Instagram, Snapchat, Facebook or TikTok. (SINGLE CODE)

Base : All children aged 8-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	2011	1771	240	606	480	448	472	1086	920	390	1533	574	867	355
Effective Weighted Sample	1557	1378	180	457	370	351	376	826	727	301	1189	446	676	267
Total	2205	1936	269	664	505	484	545	1169	1028	408	1693	638	951	364
Yes – there is a minimum age requirement	1564	1363	201	491	352	337	378	843	715	310	1178	460	679	252
	71%	70%	75%	74%	70%	70%	69%	72%	69%	76%	70%	72%	71%	69%
										b				
No – there is not a minimum age requirement	97	90	6	34	19	17	27	53	44	15	76	22	51	11
	4%	5%	2%	5%	4%	3%	5%	5%	4%	4%	5%	3%	5%	3%
Don't know	544	483	61	139	134	130	140	273	270	82	439	156	221	101
	25%	25%	23%	21%	27%	27%	26%	23%	26%	20%	26%	24%	23%	28%
						a			a		a			

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC15. And, for most social media apps or sites what is this minimum age (that someone has to be before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? Please select an answer based on what you think is true, not what you think the age should be. (SINGLE CODE)

Base : All children aged 8-17

	Total	CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	c	d	e	a	b	~a	b	c
Unweighted total	2011	-	-	816	800	395	995	1016	-	769	1174
Effective Weighted Sample	1557	-	-	620	600	340	768	789	-	580	920
Total	2205	-	-	882	882	441	1102	1102	-	814	1311
Age under 10	33	**	**	26	4	3	16	16	**	23	10
	1%	**	**	3% de	*%	1%	1%	1%	**	3% c	1%
Aged 10	92	**	**	64	22	6	53	39	**	58	32
	4%	**	**	7% de	2%	1%	5%	4%	**	7% c	2%
Aged 11	57	**	**	41	14	2	32	25	**	33	24
	3%	**	**	5% de	2%	1%	3%	2%	**	4% c	2%
Aged 12	205	**	**	71	103	31	87	117	**	67	133
	9%	**	**	8%	12% ce	7%	8%	11%	**	8%	10%
Aged 13	608	**	**	157	316	135	273	335	**	144	446
	28%	**	**	18%	36% c	31% c	25%	30% a	**	18%	34% b
Aged 14	155	**	**	31	72	52	72	83	**	27	116
	7%	**	**	4%	8% c	12% c	7%	8%	**	3%	9% b
Aged 15	80	**	**	33	29	18	47	33	**	33	46
	4%	**	**	4%	3%	4%	4%	3%	**	4%	3%
Aged 16	182	**	**	60	52	69	95	86	**	57	117
	8%	**	**	7%	6%	16% cd	9%	8%	**	7%	9%
Aged 17	15	**	**	2	2	12	13	2	**	2	14
	1%	**	**	*%	*%	3% cd	1% b	*%	**	*%	1%
Aged 18 or older	63	**	**	39	13	10	36	27	**	39	21
	3%	**	**	4% d	2%	2%	3%	2%	**	5% c	2%

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC15. And, for most social media apps or sites what is this minimum age (that someone has to be before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? Please select an answer based on what you think is true, not what you think the age should be. (SINGLE CODE)

Base : All children aged 8-17

	Total	CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	c	d	e	a	b	~a	b	c
Unweighted total	2011	-	-	816	800	395	995	1016	-	769	1174
Effective Weighted Sample	1557	-	-	620	600	340	768	789	-	580	920
Total	2205	-	-	882	882	441	1102	1102	-	814	1311
Don't know	74	**	**	35	27	12	31	43	**	35	35
	3%	**	**	4%	3%	3%	3%	4%	**	4%	3%
SUMMARY											
AWARE OF MINIMUM AGE REQUIREMENT	1564	**	**	558	654	351	756	808	**	517	994
	71%	**	**	63%	74%	80%	69%	73%	**	64%	76%
					c	c		a			b
AWARE AND GIVES THE CORRECT AGE (13)	608	**	**	157	316	135	273	335	**	144	446
	28%	**	**	18%	36%	31%	25%	30%	**	18%	34%
					c	c		a			b
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	386	**	**	201	143	42	189	198	**	181	199
	18%	**	**	23%	16%	9%	17%	18%	**	22%	15%
				de	e					c	
AWARE BUT GIVES AN AGE OF 14 OR OLDER	496	**	**	165	168	162	264	232	**	158	314
	22%	**	**	19%	19%	37%	24%	21%	**	19%	24%
						cd					b
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	956	**	**	401	338	216	483	473	**	373	548
	43%	**	**	46%	38%	49%	44%	43%	**	46%	42%
				d		d					
SAY THERE IS NO MINIMUM AGE REQUIREMENT	97	**	**	37	45	14	52	45	**	31	65
	4%	**	**	4%	5%	3%	5%	4%	**	4%	5%

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC15. And, for most social media apps or sites what is this minimum age (that someone has to be before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? Please select an answer based on what you think is true, not what you think the age should be. (SINGLE CODE)

Base : All children aged 8-17

	Total	CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	c	d	e	a	b	~a	b	c
Unweighted total	2011	-	-	816	800	395	995	1016	-	769	1174
Effective Weighted Sample	1557	-	-	620	600	340	768	789	-	580	920
Total	2205	-	-	882	882	441	1102	1102	-	814	1311
DON'T KNOW WHETHER THERE IS A MINIMUM AGE REQUIREMENT	544	**	**	287	182	75	294	250	**	265	252
	25%	**	**	32%	21%	17%	27%	23%	**	33%	19%
				de						c	

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 - JULY-AUGUST 2021.

Table 41

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC15. And, for most social media apps or sites what is this minimum age (that someone has to be before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? Please select an answer based on what you think is true, not what you think the age should be. (SINGLE CODE)

Base : All children aged 8-17

	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
			CHILD'S AGE AND GENDER										NATION		
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	a	b	c	d
Unweighted total	2011	-	-	-	-	407	409	398	402	190	205	1342	254	214	201
Effective Weighted Sample	1557	-	-	-	-	308	312	296	304	165	176	1160	243	182	167
Total	2205	-	-	-	-	441	441	441	441	220	220	1823	195	104	82
Age under 10	33	**	**	**	**	14	12	2	2	1	2	21	6	1	4
	1%	**	**	**	**	3% gh	3% gh	*%	1%	*%	1%	1%	3% a	1%	5% ac
Aged 10	92	**	**	**	**	38	26	12	9	3	3	81	6	2	3
	4%	**	**	**	**	9% ghij	6% hij	3%	2%	1%	2%	4%	3%	2%	4%
Aged 11	57	**	**	**	**	20	20	9	5	2	-	51	2	2	2
	3%	**	**	**	**	5% hij	5% hij	2%	1%	1%	-%	3%	1%	2%	3%
Aged 12	205	**	**	**	**	28	43	47	56	12	19	167	24	7	7
	9%	**	**	**	**	6%	10%	11%	13% ei	5%	8%	9%	12% c	6%	8%
Aged 13	608	**	**	**	**	74	83	137	179	62	73	508	50	26	24
	28%	**	**	**	**	17%	19%	31% ef	41% efgi	28% ef	33% ef	28%	25%	25%	29%
Aged 14	155	**	**	**	**	12	19	38	34	22	30	129	15	8	3
	7%	**	**	**	**	3%	4%	9% ef	8% e	10% ef	14% efh	7%	8%	8%	4%
Aged 15	80	**	**	**	**	17	16	18	10	11	7	69	5	3	3
	4%	**	**	**	**	4%	4%	4%	2%	5%	3%	4%	2%	3%	4%
Aged 16	182	**	**	**	**	32	28	29	24	35	35	150	16	7	8
	8%	**	**	**	**	7%	6%	6%	5%	16% efgh	16% efgh	8%	8%	7%	10%
Aged 17	15	**	**	**	**	2	-	2	-	10	2	15	-	-	-
	1%	**	**	**	**	*%	-%	*%	-%	4% efgh	1%	1%	-%	-%	-%
Aged 18 or older	63	**	**	**	**	20	19	12	2	4	6	48	7	5	3
	3%	**	**	**	**	5% h	4% h	3% h	*%	2%	3% h	3%	4%	5%	4%

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC15. And, for most social media apps or sites what is this minimum age (that someone has to be before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? Please select an answer based on what you think is true, not what you think the age should be. (SINGLE CODE)

Base : All children aged 8-17

	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
												NATION			
						CHILD'S AGE AND GENDER									
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	a	b	c	d
Unweighted total	2011	-	-	-	-	407	409	398	402	190	205	1342	254	214	201
Effective Weighted Sample	1557	-	-	-	-	308	312	296	304	165	176	1160	243	182	167
Total	2205	-	-	-	-	441	441	441	441	220	220	1823	195	104	82
Don't know	74	**	**	**	**	13	22	12	15	6	6	60	6	5	3
	3%	**	**	**	**	3%	5%	3%	3%	3%	3%	3%	3%	5%	4%
SUMMARY															
AWARE OF MINIMUM AGE REQUIREMENT	1564	**	**	**	**	270	288	317	337	168	183	1301	135	67	61
	71%	**	**	**	**	61%	65%	72%	76%	76%	83%	71%	69%	64%	74%
								e	ef	ef	efg	c			c
AWARE AND GIVES THE CORRECT AGE (13)	608	**	**	**	**	74	83	137	179	62	73	508	50	26	24
	28%	**	**	**	**	17%	19%	31%	41%	28%	33%	28%	25%	25%	29%
								ef	efgi	ef	ef				
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	386	**	**	**	**	100	101	70	73	18	24	321	37	12	16
	18%	**	**	**	**	23%	23%	16%	16%	8%	11%	18%	19%	11%	20%
						gij	ghij	i	i			c	c		c
AWARE BUT GIVES AN AGE OF 14 OR OLDER	496	**	**	**	**	84	81	98	70	82	80	411	43	23	18
	22%	**	**	**	**	19%	18%	22%	16%	37%	36%	23%	22%	22%	22%
								h		efgh	efgh				
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	956	**	**	**	**	197	205	181	158	106	110	793	86	40	38
	43%	**	**	**	**	45%	46%	41%	36%	48%	50%	43%	44%	39%	46%
						h	h			h	h				
SAY THERE IS NO MINIMUM AGE REQUIREMENT	97	**	**	**	**	20	17	22	23	10	4	84	8	3	2
	4%	**	**	**	**	5%	4%	5%	5%	5%	2%	5%	4%	3%	3%

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC15. And, for most social media apps or sites what is this minimum age (that someone has to be before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? Please select an answer based on what you think is true, not what you think the age should be. (SINGLE CODE)

Base : All children aged 8-17

	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
													NATION		
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	a	b	c	d
Unweighted total	2011	-	-	-	-	407	409	398	402	190	205	1342	254	214	201
Effective Weighted Sample	1557	-	-	-	-	308	312	296	304	165	176	1160	243	182	167
Total	2205	-	-	-	-	441	441	441	441	220	220	1823	195	104	82
DON'T KNOW WHETHER THERE IS A MINIMUM AGE REQUIREMENT	544	**	**	**	**	151	136	101	81	42	33	439	52	34	19
	25%	**	**	**	**	34%	31%	23%	18%	19%	15%	24%	27%	33%	23%
						ghij	ghij	j						ad	

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 - JULY-AUGUST 2021.

Table 41

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC15. And, for most social media apps or sites what is this minimum age (that someone has to be before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? Please select an answer based on what you think is true, not what you think the age should be. (SINGLE CODE)

Base : All children aged 8-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	2011	1771	240	606	480	448	472	1086	920	390	1533	574	867	355
Effective Weighted Sample	1557	1378	180	457	370	351	376	826	727	301	1189	446	676	267
Total	2205	1936	269	664	505	484	545	1169	1028	408	1693	638	951	364
Age under 10	33	29	3	13	8	4	8	21	12	7	23	15	11	4
	1%	2%	1%	2%	2%	1%	1%	2%	1%	2%	1%	2%	1%	1%
Aged 10	92	85	7	59	9	12	12	68	24	20	68	28	37	21
	4%	4%	3%	9% bcdef	2%	2%	2%	6% bcdf	2%	5%	4%	4%	4%	6%
Aged 11	57	52	5	24	13	9	11	37	20	7	43	13	26	8
	3%	3%	2%	4%	3%	2%	2%	3%	2%	2%	3%	2%	3%	2%
Aged 12	205	167	38	66	55	42	39	121	82	52	144	42	111	33
	9%	9%	14% a	10%	11%	9%	7%	10%	8%	13% b	8%	7%	12% a	9%
Aged 13	608	527	81	177	135	132	160	312	292	118	470	180	266	96
	28%	27%	30%	27%	27%	27%	29%	27%	28%	29%	28%	28%	28%	26%
Aged 14	155	142	13	44	39	27	44	83	71	32	113	48	69	22
	7%	7%	5%	7%	8%	6%	8%	7%	7%	8%	7%	8%	7%	6%
Aged 15	80	76	5	30	13	19	18	43	37	24	55	24	38	14
	4%	4%	2%	5%	3%	4%	3%	4%	4%	6% b	3%	4%	4%	4%
Aged 16	182	149	33	39	45	55	43	84	98	29	147	58	67	35
	8%	8%	12% a	6%	9%	11% ae	8%	7%	10% a	7%	9%	9%	7%	10%
Aged 17	15	15	-	9	4	2	1	12	3	6	8	4	2	8
	1%	1%	-%	1% f	1%	*%	*%	1%	*%	1%	*%	1%	*%	2% b
Aged 18 or older	63	59	4	14	21	9	19	34	29	9	47	25	22	6
	3%	3%	2%	2%	4%	2%	4%	3%	3%	2%	3%	4%	2%	2%

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC15. And, for most social media apps or sites what is this minimum age (that someone has to be before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? Please select an answer based on what you think is true, not what you think the age should be. (SINGLE CODE)

Base : All children aged 8-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	2011	1771	240	606	480	448	472	1086	920	390	1533	574	867	355
Effective Weighted Sample	1557	1378	180	457	370	351	376	826	727	301	1189	446	676	267
Total	2205	1936	269	664	505	484	545	1169	1028	408	1693	638	951	364
Don't know	74	63	12	17	10	25	22	27	47	7	60	23	31	6
	3%	3%	4%	3%	2%	5% be	4%	2%	5% be	2%	4%	4%	3%	2%
SUMMARY														
AWARE OF MINIMUM AGE REQUIREMENT	1564	1363	201	491	352	337	378	843	715	310	1178	460	679	252
	71%	70%	75%	74%	70%	70%	69%	72%	69%	76% b	70%	72%	71%	69%
AWARE AND GIVES THE CORRECT AGE (13)	608	527	81	177	135	132	160	312	292	118	470	180	266	96
	28%	27%	30%	27%	27%	27%	29%	27%	28%	29%	28%	28%	28%	26%
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	386	333	53	161	86	67	71	246	138	86	277	98	185	66
	18%	17%	20%	24% bcdf	17%	14%	13%	21% cdf	13%	21% b	16%	15%	19%	18%
AWARE BUT GIVES AN AGE OF 14 OR OLDER	496	441	55	136	121	113	125	257	237	99	370	159	197	85
	22%	23%	20%	20%	24%	23%	23%	22%	23%	24%	22%	25%	21%	23%
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	956	837	120	314	217	205	217	530	422	192	708	280	413	157
	43%	43%	45%	47% df	43%	42%	40%	45%	41%	47%	42%	44%	43%	43%
SAY THERE IS NO MINIMUM AGE REQUIREMENT	97	90	6	34	19	17	27	53	44	15	76	22	51	11
	4%	5%	2%	5%	4%	3%	5%	5%	4%	4%	5%	3%	5%	3%

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 - JULY-AUGUST 2021.

Table 41

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC15. And, for most social media apps or sites what is this minimum age (that someone has to be before they can have a profile on apps or sites like Instagram, Snapchat, Facebook or TikTok)? Please select an answer based on what you think is true, not what you think the age should be. (SINGLE CODE)

Base : All children aged 8-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	2011	1771	240	606	480	448	472	1086	920	390	1533	574	867	355
Effective Weighted Sample	1557	1378	180	457	370	351	376	826	727	301	1189	446	676	267
Total	2205	1936	269	664	505	484	545	1169	1028	408	1693	638	951	364
DON'T KNOW WHETHER THERE IS A MINIMUM AGE REQUIREMENT	544	483	61	139	134	130	140	273	270	82	439	156	221	101
	25%	25%	23%	21%	27%	27%	26%	23%	26%	20%	26%	24%	23%	28%
						a			a		a			

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC19. Still thinking about the social media sites or apps you use. So sites or apps like (EXAMPLES FROM QC13). Which one of these statements best describes how you use these? (SINGLE CODE)

Base : Children aged 8-17 who use any social media apps/ sites

	Total	CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	c	d	e	a	b	~a	b	c
Unweighted total	1658	-	-	545	724	389	788	870	-	505	1092
Effective Weighted Sample	1285	-	-	412	540	336	609	676	-	377	856
Total	1819	-	-	590	795	434	876	943	-	533	1214
I share, comment, post or 'like' things on these sites/ apps	1104	**	**	287	505	313	494	609	**	257	809
	61%	**	**	49%	63%	72%	56%	65%	**	48%	67%
					c	cd		a			b
I only really read things on these sites/ apps	662	**	**	275	276	111	355	308	**	246	384
	36%	**	**	47%	35%	26%	40%	33%	**	46%	32%
				de	e		b			c	
Don't know	53	**	**	29	14	10	27	26	**	29	21
	3%	**	**	5%	2%	2%	3%	3%	**	5%	2%
				d						c	

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC19. Still thinking about the social media sites or apps you use. So sites or apps like (EXAMPLES FROM QC13). Which one of these statements best describes how you use these? (SINGLE CODE)

Base : Children aged 8-17 who use any social media apps/ sites

						CHILD'S AGE AND GENDER						NATION			
	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	a	b	c	d
Unweighted total	1658	-	-	-	-	260	285	342	382	186	203	1103	210	179	166
Effective Weighted Sample	1285	-	-	-	-	196	216	252	288	162	174	951	201	150	135
Total	1819	-	-	-	-	285	306	376	419	216	218	1495	165	89	70
I share, comment, post or 'like' things on these sites/ apps	1104	**	**	**	**	133	154	211	294	151	162	908	97	57	41
	61%	**	**	**	**	47%	50%	56%	70%	70%	74%	61%	59%	63%	60%
								e	efg	efg	efg				
I only really read things on these sites/ apps	662	**	**	**	**	138	137	156	120	61	50	540	63	32	27
	36%	**	**	**	**	48%	45%	42%	29%	28%	23%	36%	38%	36%	39%
						hij	hij	hij							
Don't know	53	**	**	**	**	14	15	9	5	4	6	47	4	1	1
	3%	**	**	**	**	5%	5%	2%	1%	2%	3%	3%	3%	1%	2%
						h	h								

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC19. Still thinking about the social media sites or apps you use. So sites or apps like (EXAMPLES FROM QC13). Which one of these statements best describes how you use these? (SINGLE CODE)

Base : Children aged 8-17 who use any social media apps/ sites

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	1658	1472	186	515	388	385	366	903	751	326	1260	463	728	297
Effective Weighted Sample	1285	1143	142	392	297	300	293	688	593	250	980	362	564	225
Total	1819	1608	211	577	402	415	418	979	833	341	1394	514	789	310
I share, comment, post or 'like' things on these sites/ apps	1104	989	114	379	219	256	247	598	503	222	831	302	499	198
	61%	62%	54%	66%	54%	62%	59%	61%	60%	65%	60%	59%	63%	64%
				b										
I only really read things on these sites/ apps	662	572	91	186	165	152	158	351	309	109	524	198	269	111
	36%	36%	43%	32%	41%	36%	38%	36%	37%	32%	38%	39%	34%	36%
					a									
Don't know	53	47	6	12	18	8	13	30	21	9	39	14	21	1
	3%	3%	3%	2%	4%	2%	3%	3%	3%	3%	3%	3%	3%	*%
												c	c	

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 - JULY-AUGUST 2021.

Table 43

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

SUMMARY TO SHOW USE OF SOCIAL MEDIA, MESSAGING, VOICE OR VIDEO CALLING AMONG 8-17 YEAR OLDS

Base : All children aged 8-17

	Total	CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	c	d	e	a	b	~a	b	c
Unweighted total	2011	-	-	816	800	395	995	1016	-	769	1174
Effective Weighted Sample	1557	-	-	620	600	340	768	789	-	580	920
Total	2205	-	-	882	882	441	1102	1102	-	814	1311
USES ANY SOCIAL MEDIA APPS/ SITES	1819	**	**	590	795	434	876	943	**	533	1214
	82%	**	**	67%	90%	98%	79%	86%	**	65%	93%
					c	cd		a			b
USES ANY MESSAGING/ VOICE OR VIDEO CALLING APPS OR SITES	2037	**	**	741	861	435	1017	1020	**	681	1282
	92%	**	**	84%	98%	99%	92%	93%	**	84%	98%
					c	c					b
EITHER OF THESE	2074	**	**	765	870	438	1035	1038	**	704	1295
	94%	**	**	87%	99%	99%	94%	94%	**	87%	99%
					c	c					b
NEITHER OF THESE	131	**	**	116	12	3	67	64	**	110	17
	6%	**	**	13%	1%	1%	6%	6%	**	13%	1%
				de						c	

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

Prepared by Critical Research : 0203 643 9043

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 - JULY-AUGUST 2021. **Table 43**

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

SUMMARY TO SHOW USE OF SOCIAL MEDIA, MESSAGING, VOICE OR VIDEO CALLING AMONG 8-17 YEAR OLDS

Base : All children aged 8-17

	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
CHILD'S AGE AND GENDER												**NATION**			
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	a	b	c	d
Unweighted total	2011	-	-	-	-	407	409	398	402	190	205	1342	254	214	201
Effective Weighted Sample	1557	-	-	-	-	308	312	296	304	165	176	1160	243	182	167
Total	2205	-	-	-	-	441	441	441	441	220	220	1823	195	104	82
USES ANY SOCIAL MEDIA APPS/ SITES	1819	**	**	**	**	285	306	376	419	216	218	1495	165	89	70
	82%	**	**	**	**	65%	69%	85%	95%	98%	99%	82%	84%	86%	84%
								ef	efg	efg	efgh				
USES ANY MESSAGING/ VOICE OR VIDEO CALLING APPS OR SITES	2037	**	**	**	**	369	372	430	431	218	217	1686	182	98	71
	92%	**	**	**	**	84%	84%	98%	98%	99%	99%	92%	93%	94%	86%
								ef	ef	ef	ef	d	d	d	
EITHER OF THESE	2074	**	**	**	**	382	384	434	436	220	219	1711	187	100	75
	94%	**	**	**	**	87%	87%	98%	99%	100%	99%	94%	96%	96%	91%
								ef	ef	ef	ef		d	d	
NEITHER OF THESE	131	**	**	**	**	59	57	7	5	1	2	112	8	4	8
	6%	**	**	**	**	13%	13%	2%	1%	*%	1%	6%	4%	4%	9%
						ghij	ghij								bc

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

SUMMARY TO SHOW USE OF SOCIAL MEDIA, MESSAGING, VOICE OR VIDEO CALLING AMONG 8-17 YEAR OLDS

Base : All children aged 8-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	2011	1771	240	606	480	448	472	1086	920	390	1533	574	867	355
Effective Weighted Sample	1557	1378	180	457	370	351	376	826	727	301	1189	446	676	267
Total	2205	1936	269	664	505	484	545	1169	1028	408	1693	638	951	364
USES ANY SOCIAL MEDIA APPS/ SITES	1819	1608	211	577	402	415	418	979	833	341	1394	514	789	310
	82%	83%	79%	87%	80%	86%	77%	84%	81%	84%	82%	81%	83%	85%
				bdf		bdf		d						
USES ANY MESSAGING/ VOICE OR VIDEO CALLING APPS OR SITES	2037	1800	238	631	467	446	486	1098	931	381	1558	572	893	338
	92%	93%	88%	95%	93%	92%	89%	94%	91%	93%	92%	90%	94%	93%
		b		df				df					a	
EITHER OF THESE	2074	1827	247	635	475	461	496	1110	956	385	1587	587	904	346
	94%	94%	92%	96%	94%	95%	91%	95%	93%	94%	94%	92%	95%	95%
				d		d		d					a	
NEITHER OF THESE	131	109	22	29	30	23	49	59	72	23	106	51	47	19
	6%	6%	8%	4%	6%	5%	9%	5%	7%	6%	6%	8%	5%	5%
							ace					b		

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC17D. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - Using these sorts of apps or sites makes me happy (SINGLE CODE)

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	c	d	e	a	b	~a	b	c
Unweighted total	1893	-	-	714	786	393	930	963	-	673	1156
Effective Weighted Sample	1469	-	-	543	591	339	721	748	-	507	908
Total	2074	-	-	765	870	438	1035	1038	-	704	1295
All the time	379	**	**	167	143	69	198	181	**	152	217
	18%	**	**	22% de	16%	16%	19%	17%	**	22% c	17%
Most of the time	894	**	**	307	386	201	412	483	**	281	588
	43%	**	**	40%	44%	46%	40%	46% a	**	40%	45% b
Sometimes	678	**	**	224	296	158	361	318	**	207	436
	33%	**	**	29%	34%	36% c	35%	31%	**	29%	34%
Never	49	**	**	22	25	2	24	25	**	21	27
	2%	**	**	3% e	3% e	*%	2%	2%	**	3%	2%
Don't know	73	**	**	45	20	8	41	32	**	44	27
	4%	**	**	6% de	2%	2%	4%	3%	**	6% c	2%
SUMMARY											
ALL OR MOST OF THE TIME	1274	**	**	474	529	271	610	664	**	432	805
	61%	**	**	62%	61%	62%	59%	64% a	**	61%	62%
EVER	1952	**	**	698	826	429	971	981	**	639	1241
	94%	**	**	91%	95% c	98% cd	94%	95%	**	91%	96% b

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC17D. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - Using these sorts of apps or sites makes me happy (SINGLE CODE)

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	a	b	c	d
Unweighted total	1893	-	-	-	-	353	361	388	398	189	204	1264	243	204	182
Effective Weighted Sample	1469	-	-	-	-	269	274	290	301	164	175	1092	233	173	149
Total	2074	-	-	-	-	382	384	434	436	220	219	1711	187	100	75
All the time	379	**	**	**	**	95	72	78	66	26	43	319	33	16	12
	18%	**	**	**	**	25% ghi	19%	18%	15%	12%	20%	19%	18%	16%	16%
Most of the time	894	**	**	**	**	146	161	166	220	100	102	749	73	42	30
	43%	**	**	**	**	38%	42%	38%	50% efg	45%	47%	44%	39%	42%	40%
Sometimes	678	**	**	**	**	111	114	163	134	87	70	543	70	36	30
	33%	**	**	**	**	29%	30%	37% ef	31%	40% efh	32%	32%	37%	36%	40% a
Never	49	**	**	**	**	10	12	13	12	1	1	40	5	2	2
	2%	**	**	**	**	3%	3%	3%	3%	*%	*%	2%	3%	2%	2%
Don't know	73	**	**	**	**	20	26	15	4	6	2	61	7	4	2
	4%	**	**	**	**	5% hj	7% hj	4% h	1%	3%	1%	4%	4%	4%	2%
SUMMARY															
ALL OR MOST OF THE TIME	1274	**	**	**	**	241	233	243	286	126	145	1068	106	59	42
	61%	**	**	**	**	63%	61%	56%	66% g	57%	66% g	62%	56%	59%	56%
EVER	1952	**	**	**	**	351	346	406	420	213	215	1611	175	94	72
	94%	**	**	**	**	92%	90%	94%	96% ef	97% ef	98% efg	94%	93%	94%	96%

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 - JULY-AUGUST 2021.

Table 44

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC17D. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - Using these sorts of apps or sites makes me happy (SINGLE CODE)

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	1893	1671	222	575	454	429	430	1029	859	367	1441	524	829	338
Effective Weighted Sample	1469	1302	167	436	350	335	344	786	678	283	1120	409	646	255
Total	2074	1827	247	635	475	461	496	1110	956	385	1587	587	904	346
All the time	379	347	33	157	69	91	60	226	151	79	279	101	165	85
	18%	19%	13%	25%	15%	20%	12%	20%	16%	21%	18%	17%	18%	25%
				bdf		d		bdf						ab
Most of the time	894	789	105	260	214	203	215	474	418	173	689	260	407	143
	43%	43%	43%	41%	45%	44%	43%	43%	44%	45%	43%	44%	45%	41%
Sometimes	678	583	95	185	163	147	179	349	326	116	525	191	283	98
	33%	32%	39%	29%	34%	32%	36%	31%	34%	30%	33%	33%	31%	28%
							a							
Never	49	43	6	17	10	7	14	27	21	6	40	13	22	10
	2%	2%	2%	3%	2%	2%	3%	2%	2%	2%	3%	2%	2%	3%
Don't know	73	65	8	16	18	12	27	34	39	10	55	21	27	9
	4%	4%	3%	3%	4%	3%	5%	3%	4%	3%	3%	4%	3%	3%
							a							
SUMMARY														
ALL OR MOST OF THE TIME	1274	1136	138	417	283	294	275	700	570	252	967	361	572	228
	61%	62%	56%	66%	60%	64%	56%	63%	60%	66%	61%	62%	63%	66%
				df		d		d						
EVER	1952	1719	233	602	447	442	455	1049	896	368	1492	552	855	327
	94%	94%	94%	95%	94%	96%	92%	94%	94%	96%	94%	94%	95%	94%
						d								

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 - JULY-AUGUST 2021.

Table 45

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC17E. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - Using these sorts of apps or sites helps me feel closer to my friends (SINGLE CODE)

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	c	d	e	a	b	~a	b	c
Unweighted total	1893	-	-	714	786	393	930	963	-	673	1156
Effective Weighted Sample	1469	-	-	543	591	339	721	748	-	507	908
Total	2074	-	-	765	870	438	1035	1038	-	704	1295
All the time	513	**	**	173	218	122	229	284	**	161	339
	25%	**	**	23%	25%	28%	22%	27%	**	23%	26%
								a			
Most of the time	770	**	**	248	357	165	369	401	**	220	531
	37%	**	**	32%	41%	38%	36%	39%	**	31%	41%
					c						b
Sometimes	629	**	**	252	243	135	340	289	**	231	366
	30%	**	**	33%	28%	31%	33%	28%	**	33%	28%
							b				
Never	69	**	**	37	22	9	38	31	**	38	29
	3%	**	**	5%	3%	2%	4%	3%	**	5%	2%
				de						c	
Don't know	93	**	**	55	31	7	59	33	**	54	29
	4%	**	**	7%	4%	2%	6%	3%	**	8%	2%
				de			b			c	
SUMMARY											
ALL OR MOST OF THE TIME	1283	**	**	421	574	287	598	685	**	380	870
	62%	**	**	55%	66%	66%	58%	66%	**	54%	67%
					c	c		a			b
EVER	1913	**	**	673	817	422	939	974	**	611	1236
	92%	**	**	88%	94%	96%	91%	94%	**	87%	96%
					c	c		a			b

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 - JULY-AUGUST 2021.

Table 45

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC17E. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - Using these sorts of apps or sites helps me feel closer to my friends (SINGLE CODE)

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

		CHILD'S AGE AND GENDER										NATION			
	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	a	b	c	d
Unweighted total	1893	-	-	-	-	353	361	388	398	189	204	1264	243	204	182
Effective Weighted Sample	1469	-	-	-	-	269	274	290	301	164	175	1092	233	173	149
Total	2074	-	-	-	-	382	384	434	436	220	219	1711	187	100	75
All the time	513	**	**	**	**	72	101	101	117	56	66	425	45	25	18
	25%	**	**	**	**	19%	26% e	23%	27% e	26%	30% e	25%	24%	25%	23%
Most of the time	770	**	**	**	**	130	118	161	196	78	87	633	65	42	30
	37%	**	**	**	**	34%	31%	37%	45% ef	36%	40%	37%	35%	42%	41%
Sometimes	629	**	**	**	**	130	122	137	106	73	62	527	56	24	22
	30%	**	**	**	**	34% h	32% h	32% h	24%	33% h	28%	31%	30%	24%	30%
Never	69	**	**	**	**	20	17	10	12	7	2	50	13	3	3
	3%	**	**	**	**	5% j	4% j	2%	3%	3%	1%	3%	7% a	3%	4%
Don't know	93	**	**	**	**	29	26	25	5	4	2	76	9	6	2
	4%	**	**	**	**	8% hij	7% hij	6% hj	1%	2%	1%	4%	5%	6%	2%
SUMMARY															
ALL OR MOST OF THE TIME	1283	**	**	**	**	202	219	262	313	135	153	1058	110	67	48
	62%	**	**	**	**	53%	57%	60%	72% efgi	61%	70% efg	62%	59%	67%	64%
EVER	1913	**	**	**	**	332	341	399	418	208	215	1585	166	91	70
	92%	**	**	**	**	87%	89%	92%	96% efg	95% ef	98% efg	93% b	89%	91%	94%

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC17E. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - Using these sorts of apps or sites helps me feel closer to my friends (SINGLE CODE)

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	1893	1671	222	575	454	429	430	1029	859	367	1441	524	829	338
Effective Weighted Sample	1469	1302	167	436	350	335	344	786	678	283	1120	409	646	255
Total	2074	1827	247	635	475	461	496	1110	956	385	1587	587	904	346
All the time	513	460	53	170	108	113	120	278	233	96	398	139	222	102
	25%	25%	21%	27%	23%	25%	24%	25%	24%	25%	25%	24%	24%	30%
Most of the time	770	682	88	243	183	177	164	426	341	149	589	225	351	126
	37%	37%	35%	38%	39%	38%	33%	38%	36%	39%	37%	38%	39%	37%
Sometimes	629	545	84	191	151	137	149	341	286	112	484	176	269	94
	30%	30%	34%	30%	32%	30%	30%	31%	30%	29%	30%	30%	30%	27%
Never	69	60	9	20	14	16	19	34	35	18	48	16	27	14
	3%	3%	4%	3%	3%	3%	4%	3%	4%	5%	3%	3%	3%	4%
Don't know	93	79	14	11	20	18	43	30	61	10	69	30	35	9
	4%	4%	6%	2%	4%	4%	9%	3%	6%	3%	4%	5%	4%	3%
					a		abce		ae					
SUMMARY														
ALL OR MOST OF THE TIME	1283	1143	141	413	291	290	284	704	574	244	986	364	573	229
	62%	63%	57%	65%	61%	63%	57%	63%	60%	63%	62%	62%	63%	66%
				d										
EVER	1913	1688	225	604	441	426	434	1046	860	357	1470	540	842	323
	92%	92%	91%	95%	93%	93%	87%	94%	90%	93%	93%	92%	93%	93%
				df	d	d		df						

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC17B. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - People are mean or unkind to each other on these sorts of apps or sites (SINGLE CODE)

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	c	d	e	a	b	~a	b	c
Unweighted total	1893	-	-	714	786	393	930	963	-	673	1156
Effective Weighted Sample	1469	-	-	543	591	339	721	748	-	507	908
Total	2074	-	-	765	870	438	1035	1038	-	704	1295
All the time	351	**	**	106	167	78	177	174	**	100	240
	17%	**	**	14%	19%	18%	17%	17%	**	14%	19%
					c						b
Most of the time	489	**	**	165	221	103	236	252	**	142	334
	24%	**	**	22%	25%	23%	23%	24%	**	20%	26%
											b
Sometimes	798	**	**	285	333	181	377	422	**	264	501
	39%	**	**	37%	38%	41%	36%	41%	**	37%	39%
Never	261	**	**	113	90	59	142	119	**	103	144
	13%	**	**	15%	10%	13%	14%	11%	**	15%	11%
				d							
Don't know	175	**	**	96	60	18	104	71	**	94	76
	8%	**	**	13%	7%	4%	10%	7%	**	13%	6%
				de			b			c	
SUMMARY											
ALL OR MOST OF THE TIME	839	**	**	272	387	180	413	426	**	243	574
	40%	**	**	35%	45%	41%	40%	41%	**	34%	44%
					c						b
EVER	1638	**	**	556	720	361	790	848	**	507	1075
	79%	**	**	73%	83%	82%	76%	82%	**	72%	83%
					c	c		a			b

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC17B. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - People are mean or unkind to each other on these sorts of apps or sites (SINGLE CODE)

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	a	b	c	d
Unweighted total	1893	-	-	-	-	353	361	388	398	189	204	1264	243	204	182
Effective Weighted Sample	1469	-	-	-	-	269	274	290	301	164	175	1092	233	173	149
Total	2074	-	-	-	-	382	384	434	436	220	219	1711	187	100	75
All the time	351	**	**	**	**	55	52	80	87	42	35	291	27	20	13
	17%	**	**	**	**	14%	13%	18%	20% f	19%	16%	17%	14%	20%	17%
Most of the time	489	**	**	**	**	84	81	106	115	46	56	414	36	20	19
	24%	**	**	**	**	22%	21%	24%	26%	21%	26%	24%	19%	20%	26%
Sometimes	798	**	**	**	**	135	150	156	177	85	96	657	70	40	31
	39%	**	**	**	**	35%	39%	36%	40%	39%	44%	38%	37%	40%	41%
Never	261	**	**	**	**	62	51	48	41	32	27	208	36	11	6
	13%	**	**	**	**	16% h	13%	11%	10%	14%	12%	12%	19% acd	11%	9%
Don't know	175	**	**	**	**	46	51	44	16	14	4	140	20	9	6
	8%	**	**	**	**	12% hj	13% hij	10% hj	4%	6%	2% j	8%	10%	9%	8%
SUMMARY															
ALL OR MOST OF THE TIME	839	**	**	**	**	139	133	186	202	89	92	705	62	40	32
	40%	**	**	**	**	36%	35%	43% f	46% ef	40%	42%	41% b	33%	40%	42%
EVER	1638	**	**	**	**	274	282	342	378	174	187	1363	132	80	63
	79%	**	**	**	**	72%	74%	79%	87% efgi	79%	86% ef	80% b	71%	80% b	84% b

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC17B. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - People are mean or unkind to each other on these sorts of apps or sites (SINGLE CODE)

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	1893	1671	222	575	454	429	430	1029	859	367	1441	524	829	338
Effective Weighted Sample	1469	1302	167	436	350	335	344	786	678	283	1120	409	646	255
Total	2074	1827	247	635	475	461	496	1110	956	385	1587	587	904	346
All the time	351	313	37	130	57	79	82	188	161	94	238	97	142	68
	17%	17%	15%	21% b	12%	17%	16%	17% b	17% b	24% b	15%	17%	16%	20%
Most of the time	489	446	43	149	114	108	118	263	226	117	352	141	239	63
	24%	24% b	17%	23%	24%	23%	24%	24%	24%	30% b	22%	24%	26% c	18%
Sometimes	798	684	115	230	204	182	180	433	362	113	645	227	349	135
	39%	37%	47% a	36%	43%	39%	36%	39%	38%	29%	41% a	39%	39%	39%
Never	261	229	32	82	53	56	68	135	125	37	217	74	103	58
	13%	13%	13%	13%	11%	12%	14%	12%	13%	10%	14%	13%	11%	17% b
Don't know	175	155	19	44	47	35	48	92	83	24	135	47	71	22
	8%	9%	8%	7%	10%	8%	10%	8%	9%	6%	9%	8%	8%	6%
SUMMARY														
ALL OR MOST OF THE TIME	839	759	80	279	171	187	200	450	387	211	590	238	381	131
	40%	42% b	33%	44% b	36%	41%	40%	41%	40%	55% b	37%	41%	42%	38%
EVER	1638	1442	195	509	375	369	380	884	749	324	1235	465	730	266
	79%	79%	79%	80%	79%	80%	77%	80%	78%	84% b	78%	79%	81%	77%

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC17C. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - There is pressure to be popular on these sorts of apps or sites (SINGLE CODE)

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	c	d	e	a	b	~a	b	c
Unweighted total	1893	-	-	714	786	393	930	963	-	673	1156
Effective Weighted Sample	1469	-	-	543	591	339	721	748	-	507	908
Total	2074	-	-	765	870	438	1035	1038	-	704	1295
All the time	242	**	**	88	114	40	121	122	**	77	155
	12%	**	**	12%	13%	9%	12%	12%	**	11%	12%
Most of the time	349	**	**	127	135	87	187	162	**	121	214
	17%	**	**	17%	15%	20%	18%	16%	**	17%	17%
Sometimes	1247	**	**	421	549	277	599	649	**	387	821
	60%	**	**	55%	63%	63%	58%	62%	**	55%	63%
					c	c					b
Never	107	**	**	54	35	17	55	52	**	53	53
	5%	**	**	7%	4%	4%	5%	5%	**	7%	4%
				d						c	
Don't know	128	**	**	75	36	17	74	54	**	66	52
	6%	**	**	10%	4%	4%	7%	5%	**	9%	4%
				de						c	
SUMMARY											
ALL OR MOST OF THE TIME	591	**	**	216	249	126	308	283	**	198	369
	29%	**	**	28%	29%	29%	30%	27%	**	28%	28%
EVER	1839	**	**	637	798	404	906	932	**	585	1190
	89%	**	**	83%	92%	92%	88%	90%	**	83%	92%
					c	c					b

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC17C. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - There is pressure to be popular on these sorts of apps or sites (SINGLE CODE)

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	a	b	c	d
Unweighted total	1893	-	-	-	-	353	361	388	398	189	204	1264	243	204	182
Effective Weighted Sample	1469	-	-	-	-	269	274	290	301	164	175	1092	233	173	149
Total	2074	-	-	-	-	382	384	434	436	220	219	1711	187	100	75
All the time	242	**	**	**	**	42	46	58	56	20	20	197	23	14	8
	12%	**	**	**	**	11%	12%	13%	13%	9%	9%	12%	12%	14%	11%
Most of the time	349	**	**	**	**	74	54	69	66	45	42	297	28	17	8
	17%	**	**	**	**	19%	14%	16%	15%	20%	19%	17% d	15%	17%	10%
Sometimes	1247	**	**	**	**	198	223	264	285	137	141	1013	120	61	53
	60%	**	**	**	**	52%	58%	61% e	65% e	62% e	64% e	59%	64%	61%	71% a
Never	107	**	**	**	**	28	26	18	18	10	8	95	7	3	2
	5%	**	**	**	**	7%	7%	4%	4%	4%	4%	6%	4%	3%	3%
Don't know	128	**	**	**	**	40	35	26	11	9	8	110	10	5	3
	6%	**	**	**	**	10% hij	9% hij	6% h	2%	4%	4%	6%	5%	5%	4%
SUMMARY															
ALL OR MOST OF THE TIME	591	**	**	**	**	116	100	127	122	65	62	494	50	31	16
	29%	**	**	**	**	30%	26%	29%	28%	29%	28%	29%	27%	31%	22%
EVER	1839	**	**	**	**	314	322	391	408	201	202	1507	170	92	70
	89%	**	**	**	**	82%	84%	90% ef	93% ef	92% ef	93% ef	88%	91%	92%	93%

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 - JULY-AUGUST 2021.

Table 47

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC17C. ATTITUDES TOWARDS SOCIAL MEDIA/ MESSAGING/ VIDEO/ VOICE CALLING APPS OR SITES - There is pressure to be popular on these sorts of apps or sites (SINGLE CODE)

Base : Children aged 8-17 who use any social media or any messaging/ voice/ video calling apps/ sites

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	1893	1671	222	575	454	429	430	1029	859	367	1441	524	829	338
Effective Weighted Sample	1469	1302	167	436	350	335	344	786	678	283	1120	409	646	255
Total	2074	1827	247	635	475	461	496	1110	956	385	1587	587	904	346
All the time	242	223	19	87	48	47	61	135	107	64	166	66	108	42
	12%	12%	8%	14%	10%	10%	12%	12%	11%	17% b	10%	11%	12%	12%
Most of the time	349	318	31	122	67	80	76	189	157	82	252	87	167	48
	17%	17%	13%	19%	14%	17%	15%	17%	16%	21% b	16%	15%	18%	14%
Sometimes	1247	1081	166	364	302	281	298	667	579	225	970	379	541	207
	60%	59%	67% a	57%	64%	61%	60%	60%	61%	58%	61%	65%	60%	60%
Never	107	91	16	30	26	23	29	56	51	4	97	29	39	29
	5%	5%	6%	5%	5%	5%	6%	5%	5%	1%	6% a	5%	4%	8% b
Don't know	128	113	15	32	31	30	32	64	62	10	103	25	50	19
	6%	6%	6%	5%	7%	7%	6%	6%	7%	3%	6% a	4%	6%	5%
SUMMARY														
ALL OR MOST OF THE TIME	591	541	50	209	115	127	137	324	264	146	418	153	275	90
	29%	30% b	20%	33% b	24%	28%	28%	29%	28%	38% b	26%	26%	30%	26%
EVER	1839	1622	217	573	417	408	435	990	843	371	1388	532	815	298
	89%	89%	88%	90%	88%	89%	88%	89%	88%	96% b	87%	91%	90%	86%

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 - JULY-AUGUST 2021.

Table 49

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC23. If you have more than one profile on any of your social media apps or sites... Why is that? (MULTI CODE)

Base : Children aged 8-17 who have any registered profiles on the apps/ sites used for social media, watching or posting content on VSPs, watching or posting live stream videos

	Total	CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	c	d	e	a	b	~a	b	c
Unweighted total	1618	-	-	536	706	376	781	837	-	499	1061
Effective Weighted Sample	1253	-	-	404	527	325	601	652	-	372	832
Total	1772	-	-	575	777	420	863	908	-	521	1181
I have one account for my closest friends and another for everyone else	348	**	**	91	154	102	170	177	**	75	258
	20%	**	**	16%	20%	24% c	20%	20%	**	14%	22% b
I have an account just for my parents/ family to see	321	**	**	162	108	51	161	159	**	149	166
	18%	**	**	28% de	14%	12%	19%	18%	**	29% c	14%
I have one account that I use for the 'real' me and one that has edited/ filtered posts or photos	247	**	**	70	126	51	119	128	**	67	175
	14%	**	**	12%	16%	12%	14%	14%	**	13%	15%
I have more than one but I don't use them all	205	**	**	35	116	54	97	107	**	30	168
	12%	**	**	6%	15% c	13% c	11%	12%	**	6%	14% b
I have different accounts for sharing/ posting my own content and for following other people	169	**	**	45	76	48	72	97	**	42	122
	10%	**	**	8%	10%	11%	8%	11%	**	8%	10%

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC23. If you have more than one profile on any of your social media apps or sites... Why is that? (MULTI CODE)

Base : Children aged 8-17 who have any registered profiles on the apps/ sites used for social media, watching or posting content on VSPs, watching or posting live stream videos

	Total	CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	c	d	e	a	b	~a	b	c
Unweighted total	1618	-	-	536	706	376	781	837	-	499	1061
Effective Weighted Sample	1253	-	-	404	527	325	601	652	-	372	832
Total	1772	-	-	575	777	420	863	908	-	521	1181
I have separate account(s) dedicated to a hobby (e.g. skateboarding, gaming, photography etc.)	165	**	**	46	71	47	73	92	**	41	121
	9%	**	**	8%	9%	11%	8%	10%	**	8%	10%
Something else	14	**	**	4	8	3	4	10	**	4	10
	1%	**	**	1%	1%	1%	1%	1%	**	1%	1%
Don't know	43	**	**	18	17	8	19	24	**	18	20
	2%	**	**	3%	2%	2%	2%	3%	**	3%	2%
I don't have more than one profile	662	**	**	200	287	175	336	326	**	182	450
	37%	**	**	35%	37%	42%	39%	36%	**	35%	38%
SUMMARY											
ANY RESPONSES RELATING TO MORE THAN ONE PROFILE	1067	**	**	357	473	237	508	558	**	321	712
	60%	**	**	62%	61%	56%	59%	61%	**	62%	60%

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC23. If you have more than one profile on any of your social media apps or sites... Why is that? (MULTI CODE)

Base : Children aged 8-17 who have any registered profiles on the apps/ sites used for social media, watching or posting content on VSPs, watching or posting live stream videos

						CHILD'S AGE AND GENDER						NATION			
	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	a	b	c	d
Unweighted total	1618	-	-	-	-	265	271	339	367	177	199	1076	197	178	167
Effective Weighted Sample	1253	-	-	-	-	198	206	249	278	155	170	929	188	149	136
Total	1772	-	-	-	-	285	290	373	404	206	214	1459	154	89	70
I have one account for my closest friends and another for everyone else	348	**	**	**	**	56	35	72	83	43	59	302	18	14	14
	20%	**	**	**	**	20% f	12%	19% f	20% f	21% f	28% fg	21% b	12%	16%	19%
I have an account just for my parents/ family to see	321	**	**	**	**	89	73	51	56	21	30	275	25	10	11
	18%	**	**	**	**	31% ghij	25% ghij	14%	14%	10%	14%	19% c	17%	11%	15%
I have one account that I use for the 'real' me and one that has edited/ filtered posts or photos	247	**	**	**	**	33	37	57	69	29	23	215	18	8	6
	14%	**	**	**	**	12%	13%	15%	17%	14%	11%	15%	12%	9%	9%
I have more than one but I don't use them all	205	**	**	**	**	20	15	49	66	29	26	168	16	9	11
	12%	**	**	**	**	7%	5%	13% ef	16% ef	14% ef	12% f	12%	10%	10%	16%
I have different accounts for sharing/ posting my own content and for following other people	169	**	**	**	**	17	28	31	45	24	24	147	10	8	3
	10%	**	**	**	**	6%	10%	8%	11%	12%	11%	10% d	6%	9%	5%

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC23. If you have more than one profile on any of your social media apps or sites... Why is that? (MULTI CODE)

Base : Children aged 8-17 who have any registered profiles on the apps/ sites used for social media, watching or posting content on VSPs, watching or posting live stream videos

	Total	CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	a	b	c	d
Unweighted total	1618	-	-	-	-	265	271	339	367	177	199	1076	197	178	167
Effective Weighted Sample	1253	-	-	-	-	198	206	249	278	155	170	929	188	149	136
Total	1772	-	-	-	-	285	290	373	404	206	214	1459	154	89	70
I have separate account(s) dedicated to a hobby (e.g. skateboarding, gaming, photography etc.)	165	**	**	**	**	25	21	27	44	21	26	145	9	5	6
	9%	**	**	**	**	9%	7%	7%	11%	10%	12%	10%	6%	5%	9%
Something else	14	**	**	**	**	2	2	2	6	-	3	11	2	*	2
	1%	**	**	**	**	1%	1%	1%	1%	-%	1%	1%	1%	*%	2%
Don't know	43	**	**	**	**	6	12	9	8	4	5	34	6	3	1
	2%	**	**	**	**	2%	4%	2%	2%	2%	2%	2%	4%	3%	2%
I don't have more than one profile	662	**	**	**	**	90	110	152	135	94	81	518	68	50	26
	37%	**	**	**	**	32%	38%	41%	33%	46%	38%	35%	44%	56%	38%
								e		eh			a	abd	
SUMMARY															
ANY RESPONSES RELATING TO MORE THAN ONE PROFILE	1067	**	**	**	**	189	168	211	262	108	128	908	80	37	42
	60%	**	**	**	**	66%	58%	57%	65%	53%	60%	62%	52%	41%	61%
						gi			i			bc	c		c

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC23. If you have more than one profile on any of your social media apps or sites... Why is that? (MULTI CODE)

Base : Children aged 8-17 who have any registered profiles on the apps/ sites used for social media, watching or posting content on VSPs, watching or posting live stream videos

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	1618	1438	180	506	375	368	365	881	733	339	1204	471	707	285
Effective Weighted Sample	1253	1119	135	382	288	288	291	669	580	261	935	367	550	215
Total	1772	1570	202	561	387	400	418	948	817	353	1332	521	771	293
I have one account for my closest friends and another for everyone else	348	314	34	125	76	79	68	201	147	69	261	107	137	69
	20%	20%	17%	22%	20%	20%	16%	21%	18%	20%	20%	21%	18%	23%
I have an account just for my parents/ family to see	321	291	30	107	64	80	69	172	149	61	236	97	137	47
	18%	19%	15%	19%	17%	20%	17%	18%	18%	17%	18%	19%	18%	16%
I have one account that I use for the 'real' me and one that has edited/ filtered posts or photos	247	230	17	109	50	50	38	159	88	53	182	62	115	50
	14%	15%	9%	19%	13%	13%	9%	17%	11%	15%	14%	12%	15%	17%
				bcdf				df						
I have more than one but I don't use them all	205	188	16	84	33	56	31	117	87	63	129	57	97	18
	12%	12%	8%	15%	8%	14%	7%	12%	11%	18%	10%	11%	13%	6%
				bdf		bd		d		b		c	c	
I have different accounts for sharing/ posting my own content and for following other people	169	154	15	70	32	32	33	102	65	42	118	40	82	36
	10%	10%	7%	12%	8%	8%	8%	11%	8%	12%	9%	8%	11%	12%
				f										

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 - JULY-AUGUST 2021.

Table 49

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC23. If you have more than one profile on any of your social media apps or sites... Why is that? (MULTI CODE)

Base : Children aged 8-17 who have any registered profiles on the apps/ sites used for social media, watching or posting content on VSPs, watching or posting live stream videos

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	1618	1438	180	506	375	368	365	881	733	339	1204	471	707	285
Effective Weighted Sample	1253	1119	135	382	288	288	291	669	580	261	935	367	550	215
Total	1772	1570	202	561	387	400	418	948	817	353	1332	521	771	293
I have separate account(s) dedicated to a hobby (e.g. skateboarding, gaming, photography etc.)	165 9%	145 9%	19 10%	78 14% bdf	29 7%	38 9% d	21 5%	106 11% df	59 7%	41 12%	115 9%	42 8%	74 10%	34 12%
Something else	14 1%	12 1%	3 1%	4 1%	1 *%	5 1%	4 1%	5 1%	9 1%	8 2% b	6 *%	3 1%	8 1%	1 *%
Don't know	43 2%	36 2%	7 3%	6 1%	13 3% a	8 2%	16 4% a	20 2%	24 3%	4 1%	34 3%	13 3%	15 2%	5 2%
I don't have more than one profile	662 37%	560 36%	101 50% a	164 29%	156 40% a	147 37% a	190 45% ace	319 34%	337 41% ae	126 36%	514 39%	191 37%	289 37%	120 41%
SUMMARY														
ANY RESPONSES RELATING TO MORE THAN ONE PROFILE	1067 60%	974 62% b	93 46%	391 70% bcdf	218 56%	244 61%	212 51% d	609 64% bdf	456 56%	223 63%	784 59%	317 61%	467 61%	167 57%

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 - JULY-AUGUST 2021.

Table 50

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC23. If you have more than one profile on any of your social media apps or sites... Why is that? (MULTI CODE)

Base : Children aged 8-17 who have any registered profiles on the apps/ sites used for social media, watching or posting content on VSPs, watching or posting live stream videos - giving a response relating to having more than one profile on any of their social media apps or sites

	Total	CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	c	d	e	a	b	~a	b	c
Unweighted total	944	-	-	321	409	214	441	503	-	297	614
Effective Weighted Sample	737	-	-	246	312	182	343	394	-	224	486
Total	1067	-	-	357	473	237	508	558	-	321	712
I have one account for my closest friends and another for everyone else	348	**	**	91	154	102	170	177	**	75	258
	33%	**	**	26%	33%	43% cd	34%	32%	**	23%	36% b
I have an account just for my parents/ family to see	321	**	**	162	108	51	161	159	**	149	166
	30%	**	**	45% de	23%	22%	32%	29%	**	46% c	23%
I have one account that I use for the 'real' me and one that has edited/ filtered posts or photos	247	**	**	70	126	51	119	128	**	67	175
	23%	**	**	20%	27%	22%	23%	23%	**	21%	25%
I have more than one but I don't use them all	205	**	**	35	116	54	97	107	**	30	168
	19%	**	**	10%	24% c	23% c	19%	19%	**	9%	24% b
I have different accounts for sharing/ posting my own content and for following other people	169	**	**	45	76	48	72	97	**	42	122
	16%	**	**	13%	16%	20% c	14%	17%	**	13%	17%

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 - JULY-AUGUST 2021.

Table 50

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC23. If you have more than one profile on any of your social media apps or sites... Why is that? (MULTI CODE)

Base : Children aged 8-17 who have any registered profiles on the apps/ sites used for social media, watching or posting content on VSPs, watching or posting live stream videos - giving a response relating to having more than one profile on any of their social media apps or sites

	Total	CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	c	d	e	a	b	~a	b	c
Unweighted total	944	-	-	321	409	214	441	503	-	297	614
Effective Weighted Sample	737	-	-	246	312	182	343	394	-	224	486
Total	1067	-	-	357	473	237	508	558	-	321	712
I have separate account(s) dedicated to a hobby (e.g. skateboarding, gaming, photography etc.)	165	**	**	46	71	47	73	92	**	41	121
	15%	**	**	13%	15%	20% c	14%	16%	**	13%	17%
Something else	14	**	**	4	8	3	4	10	**	4	10
	1%	**	**	1%	2%	1%	1%	2%	**	1%	1%
SUMMARY											
ANY RESPONSES RELATING TO MORE THAN ONE PROFILE	1067	**	**	357	473	237	508	558	**	321	712
	100%	**	**	100%	100%	100%	100%	100%	**	100%	100%

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 - JULY-AUGUST 2021.

Table 50

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC23. If you have more than one profile on any of your social media apps or sites... Why is that? (MULTI CODE)

Base : Children aged 8-17 who have any registered profiles on the apps/ sites used for social media, watching or posting content on VSPs, watching or posting live stream videos - giving a response relating to having more than one profile on any of their social media apps or sites

	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	~i	j	a	b	~c	~d
Unweighted total	944	-	-	-	-	167	154	183	226	91	123	667	105	74	98
Effective Weighted Sample	737	-	-	-	-	127	118	138	174	78	104	574	101	62	78
Total	1067	-	-	-	-	189	168	211	262	108	128	908	80	37	42
I have one account for my closest friends and another for everyone else	348	**	**	**	**	56	35	72	83	**	59	302	18	**	**
	33%	**	**	**	**	30%	21%	34% f	32% f	**	46% efh	33% b	23%	**	**
I have an account just for my parents/ family to see	321	**	**	**	**	89	73	51	56	**	30	275	25	**	**
	30%	**	**	**	**	47% ghj	44% ghj	24%	22%	**	23%	30%	32%	**	**
I have one account that I use for the 'real' me and one that has edited/ filtered posts or photos	247	**	**	**	**	33	37	57	69	**	23	215	18	**	**
	23%	**	**	**	**	18%	22%	27%	26%	**	18%	24%	23%	**	**
I have more than one but I don't use them all	205	**	**	**	**	20	15	49	66	**	26	168	16	**	**
	19%	**	**	**	**	10%	9%	23% ef	25% ef	**	20% ef	19%	20%	**	**
I have different accounts for sharing/ posting my own content and for following other people	169	**	**	**	**	17	28	31	45	**	24	147	10	**	**
	16%	**	**	**	**	9%	17%	15%	17% e	**	19% e	16%	12%	**	**

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC23. If you have more than one profile on any of your social media apps or sites... Why is that? (MULTI CODE)

Base : Children aged 8-17 who have any registered profiles on the apps/ sites used for social media, watching or posting content on VSPs, watching or posting live stream videos - giving a response relating to having more than one profile on any of their social media apps or sites

	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
													NATION		
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	~i	j	a	b	~c	~d
Unweighted total	944	-	-	-	-	167	154	183	226	91	123	667	105	74	98
Effective Weighted Sample	737	-	-	-	-	127	118	138	174	78	104	574	101	62	78
Total	1067	-	-	-	-	189	168	211	262	108	128	908	80	37	42
I have separate account(s) dedicated to a hobby (e.g. skateboarding, gaming, photography etc.)	165	**	**	**	**	25	21	27	44	**	26	145	9	**	**
	15%	**	**	**	**	13%	13%	13%	17%	**	21%	16%	11%	**	**
Something else	14	**	**	**	**	2	2	2	6	**	3	11	2	**	**
	1%	**	**	**	**	1%	1%	1%	2%	**	2%	1%	2%	**	**
SUMMARY															
ANY RESPONSES RELATING TO MORE THAN ONE PROFILE	1067	**	**	**	**	189	168	211	262	**	128	908	80	**	**
	100%	**	**	**	**	100%	100%	100%	100%	**	100%	100%	100%	**	**

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC23. If you have more than one profile on any of your social media apps or sites... Why is that? (MULTI CODE)

Base : Children aged 8-17 who have any registered profiles on the apps/ sites used for social media, watching or posting content on VSPs, watching or posting live stream videos - giving a response relating to having more than one profile on any of their social media apps or sites

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	~b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	944	867	77	348	196	210	189	544	399	211	683	274	424	157
Effective Weighted Sample	737	678	59	263	154	168	150	417	318	162	535	217	331	119
Total	1067	974	93	391	218	244	212	609	456	223	784	317	467	167
I have one account for my closest friends and another for everyone else	348	314	**	125	76	79	68	201	147	69	261	107	137	69
	33%	32%	**	32%	35%	32%	32%	33%	32%	31%	33%	34%	29%	41%
														b
I have an account just for my parents/ family to see	321	291	**	107	64	80	69	172	149	61	236	97	137	47
	30%	30%	**	27%	30%	33%	32%	28%	33%	27%	30%	31%	29%	28%
I have one account that I use for the 'real' me and one that has edited/ filtered posts or photos	247	230	**	109	50	50	38	159	88	53	182	62	115	50
	23%	24%	**	28%	23%	21%	18%	26%	19%	24%	23%	19%	25%	30%
				df				df						a
I have more than one but I don't use them all	205	188	**	84	33	56	31	117	87	63	129	57	97	18
	19%	19%	**	22%	15%	23%	15%	19%	19%	28%	16%	18%	21%	11%
										b			c	
I have different accounts for sharing/ posting my own content and for following other people	169	154	**	70	32	32	33	102	65	42	118	40	82	36
	16%	16%	**	18%	15%	13%	16%	17%	14%	19%	15%	13%	18%	22%
														a

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

QC23. If you have more than one profile on any of your social media apps or sites... Why is that? (MULTI CODE)

Base : Children aged 8-17 who have any registered profiles on the apps/ sites used for social media, watching or posting content on VSPs, watching or posting live stream videos - giving a response relating to having more than one profile on any of their social media apps or sites

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	~b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	944	867	77	348	196	210	189	544	399	211	683	274	424	157
Effective Weighted Sample	737	678	59	263	154	168	150	417	318	162	535	217	331	119
Total	1067	974	93	391	218	244	212	609	456	223	784	317	467	167
I have separate account(s) dedicated to a hobby (e.g. skateboarding, gaming, photography etc.)	165	145	**	78	29	38	21	106	59	41	115	42	74	34
	15%	15%	**	20% df	13%	15%	10%	17% d	13%	18%	15%	13%	16%	20%
Something else	14	12	**	4	1	5	4	5	9	8	6	3	8	1
	1%	1%	**	1%	1%	2%	2%	1%	2%	4% b	1%	1%	2%	1%
SUMMARY														
ANY RESPONSES RELATING TO MORE THAN ONE PROFILE	1067	974	**	391	218	244	212	609	456	223	784	317	467	167
	100%	100%	**	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

SUMMARY OF SCHOOL YEARS

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c
Unweighted total	3309	575	721	816	800	395	1660	1647	490	1546	1174
Effective Weighted Sample	2391	332	504	620	600	340	1187	1204	284	1114	920
Total	3307	441	661	882	882	441	1654	1654	372	1521	1311
PRE-SCHOOL	372	365	7	-	-	-	186	186	372	-	-
	11%	83%	1%	-%	-%	-%	11%	11%	100%	-%	-%
		bcde	cd						bc		
PRIMARY	1521	71	636	804	10	-	755	766	-	1521	-
	46%	16%	96%	91%	1%	-%	46%	46%	-%	100%	-%
		de	acde	ade						ac	
SECONDARY	1311	-	-	64	859	388	660	651	-	-	1311
	40%	-%	-%	7%	97%	88%	40%	39%	-%	-%	100%
				ab	abce	abc					ab
POST-SCHOOL	36	-	-	-	-	36	18	19	-	-	-
	1%	-%	-%	-%	-%	8%	1%	1%	-%	-%	-%
						abcd					
UNKNOWN	66	5	18	14	13	17	35	31	-	-	-
	2%	1%	3%	2%	1%	4%	2%	2%	-%	-%	-%
						acd					

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

SUMMARY OF SCHOOL YEARS

Base : All parents of children aged 3-17

						CHILD'S AGE AND GENDER							NATION			
	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	3309	304	271	361	360	407	409	398	402	190	205	2011	474	439	383
Effective Weighted Sample	2391	171	161	250	254	308	312	296	304	165	176	1743	423	348	317
Total	3307	220	220	331	331	441	441	441	441	220	220	2718	294	164	131
PRE-SCHOOL	372	181	184	5	3	-	-	-	-	-	-	296	45	16	15
	11%	82%	83%	1%	1%	-%	-%	-%	-%	-%	-%	11%	15%	10%	12%
		cdefghij	cdefghij	efgh									ac		
PRIMARY	1521	36	35	314	322	400	404	5	5	-	-	1243	139	79	61
	46%	16%	16%	95%	97%	91%	92%	1%	1%	-%	-%	46%	47%	48%	47%
		ghij	ghij	abeghij	abefghij	abghij	abghij								
SECONDARY	1311	-	-	-	-	36	28	428	431	196	192	1094	107	61	50
	40%	-%	-%	-%	-%	8%	6%	97%	98%	89%	87%	40%	36%	37%	38%
						abcd	abcd	abcdefij	abcdefij	abcdef	abcdef				
POST-SCHOOL	36	-	-	-	-	-	-	-	-	18	19	29	3	4	-
	1%	-%	-%	-%	-%	-%	-%	-%	-%	8%	8%	1%	1%	3%	-%
										abcdefgh	abcdefgh			ad	
UNKNOWN	66	3	2	12	6	5	9	8	5	7	10	57	1	3	5
	2%	1%	1%	4%	2%	1%	2%	2%	1%	3%	5%	2%	*%	2%	4%
				h							beh	b			b

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

SUMMARY OF SCHOOL YEARS

Base : All parents of children aged 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	3309	2871	436	919	842	711	822	1761	1533	598	2554	1002	1399	544
Effective Weighted Sample	2391	2095	297	652	606	521	606	1256	1126	436	1846	710	1030	390
Total	3307	2877	430	926	811	694	860	1737	1554	585	2553	989	1410	528
PRE-SCHOOL	372	321	51	83	102	64	114	186	178	49	301	124	162	47
	11%	11%	12%	9%	13%	9%	13%	11%	11%	8%	12%	13%	12%	9%
					a		ac				a			
PRIMARY	1521	1320	201	417	384	307	410	801	717	237	1204	481	635	228
	46%	46%	47%	45%	47%	44%	48%	46%	46%	40%	47%	49%	45%	43%
											a			
SECONDARY	1311	1149	163	416	299	301	292	716	592	280	981	355	572	246
	40%	40%	38%	45%	37%	43%	34%	41%	38%	48%	38%	36%	41%	47%
				bdf		bdf		d		b				ab
POST-SCHOOL	36	29	7	3	8	6	18	11	24	6	27	10	14	4
	1%	1%	2%	*%	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%
							ae		ae					
UNKNOWN	66	58	8	6	17	17	26	23	43	13	40	19	26	4
	2%	2%	2%	1%	2%	2%	3%	1%	3%	2%	2%	2%	2%	1%
					a	a	ae		ae					

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

C2. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c
Unweighted total	3309	575	721	816	800	395	1660	1647	490	1546	1174
Effective Weighted Sample	2391	332	504	620	600	340	1187	1204	284	1114	920
Total	3307	441	661	882	882	441	1654	1654	372	1521	1311
WHITE											
English/ Welsh/ Scottish/ Northern Irish/ British	2601	323	528	699	696	355	1306	1296	275	1209	1028
	79%	73%	80%	79%	79%	81%	79%	78%	74%	79%	78%
			a	a		a				a	
Irish	35	4	7	14	6	4	14	21	3	21	10
	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%
Gypsy, Traveller or Irish Traveller	6	*	1	-	3	2	2	4	-	1	5
	*%	*%	*%	-%	*%	1%	*%	*%	-%	*%	*%
Any other white background	99	24	22	20	21	11	52	47	24	39	35
	3%	5%	3%	2%	2%	3%	3%	3%	6%	3%	3%
		cd							bc		
MIXED OR MULTIPLE ETHNIC GROUPS											
White and Black Caribbean	54	11	12	15	10	6	30	23	11	25	17
	2%	3%	2%	2%	1%	1%	2%	1%	3%	2%	1%
White and Black African	41	8	5	8	17	2	22	19	6	14	19
	1%	2%	1%	1%	2%	1%	1%	1%	2%	1%	1%
White and Asian	65	9	12	16	22	7	31	34	9	27	30
	2%	2%	2%	2%	2%	1%	2%	2%	2%	2%	2%
Any other mixed/ multiple ethnic background	38	7	7	8	9	6	17	21	6	15	15
	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%	1%

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 - JULY-AUGUST 2021.

Table 53

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

C2. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c
Unweighted total	3309	575	721	816	800	395	1660	1647	490	1546	1174
Effective Weighted Sample	2391	332	504	620	600	340	1187	1204	284	1114	920
Total	3307	441	661	882	882	441	1654	1654	372	1521	1311
ASIAN AND BRITISH ASIAN											
Indian	88	10	9	28	32	8	60	28	9	34	44
	3%	2%	1%	3%	4%	2%	4%	2%	2%	2%	3%
				b	b		b				
Pakistani	63	16	11	20	9	6	27	35	11	32	19
	2%	4%	2%	2%	1%	1%	2%	2%	3%	2%	1%
		d									
Bangladeshi	39	2	8	11	13	4	22	16	2	18	17
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Chinese	26	1	4	9	10	2	16	11	1	12	12
	1%	*%	1%	1%	1%	*%	1%	1%	*%	1%	1%
Any other Asian background	19	2	7	5	2	3	7	12	2	12	5
	1%	*%	1%	1%	*%	1%	*%	1%	*%	1%	*%
BLACK AND BLACK BRITISH											
Caribbean	23	4	5	2	5	6	8	15	2	10	10
	1%	1%	1%	*%	1%	1%	*%	1%	1%	1%	1%
African	65	13	8	14	20	11	24	41	6	26	33
	2%	3%	1%	2%	2%	2%	1%	2%	2%	2%	2%
Any other black/ African/ Caribbean background	11	-	5	2	3	1	2	9	-	7	4
	*%	-%	1%	*%	*%	*%	*%	1%	-%	*%	*%
OTHER ETHNIC GROUPS											
Arab	12	4	3	-	2	3	1	11	2	5	3
	*%	1%	*%	-%	*%	1%	*%	1%	1%	*%	*%
		c				c		a			

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

C2. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c
Unweighted total	3309	575	721	816	800	395	1660	1647	490	1546	1174
Effective Weighted Sample	2391	332	504	620	600	340	1187	1204	284	1114	920
Total	3307	441	661	882	882	441	1654	1654	372	1521	1311
Any other ethnic background	5	1	2	3	-	-	3	3	1	5	-
	*%	*%	*%	*%	-%	-%	*%	*%	*%	*%	-%
Prefer not to say	18	3	4	6	1	4	9	8	1	9	3
	1%	1%	1%	1%	*%	1%	1%	*%	*%	1%	*%

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

C2. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
						CHILD'S AGE AND GENDER							NATION		
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	3309	304	271	361	360	407	409	398	402	190	205	2011	474	439	383
Effective Weighted Sample	2391	171	161	250	254	308	312	296	304	165	176	1743	423	348	317
Total	3307	220	220	331	331	441	441	441	441	220	220	2718	294	164	131
WHITE															
English/ Welsh/ Scottish/ Northern Irish/ British	2601	160	163	265	263	346	353	352	344	182	173	2085	265	147	105
	79%	73%	74%	80%	79%	78%	80%	80%	78%	83%	78%	77%	90%	90%	80%
										a			ad	ad	
Irish	35	2	2	4	3	4	10	2	4	1	3	15	1	1	18
	1%	1%	1%	1%	1%	1%	2%	1%	1%	*%	1%	1%	*%	*%	14%
															abc
Gypsy, Traveller or Irish Traveller	6	*	-	-	1	-	-	-	3	1	1	5	1	-	-
	*%	*%	-%	-%	*%	-%	-%	-%	1%	1%	*%	*%	*%	-%	-%
Any other white background	99	8	16	17	6	14	6	11	10	2	9	87	8	2	3
	3%	4%	7%	5%	2%	3%	1%	3%	2%	1%	4%	3%	3%	1%	2%
			defghi	dfi								c			
MIXED OR MULTIPLE ETHNIC GROUPS															
White and Black Caribbean	54	9	2	4	7	7	8	6	5	4	2	51	1	1	*
	2%	4%	1%	1%	2%	2%	2%	1%	1%	2%	1%	2%	*%	1%	*%
		h										bd			
White and Black African	41	5	3	4	1	6	3	6	11	1	2	38	2	1	*
	1%	2%	1%	1%	*%	1%	1%	1%	2%	*%	1%	1%	1%	1%	*%
									d						
White and Asian	65	4	5	3	8	10	7	10	11	4	2	58	3	3	1
	2%	2%	2%	1%	2%	2%	1%	2%	3%	2%	1%	2%	1%	2%	1%

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

C2. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
						CHILD'S AGE AND GENDER							NATION		
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	3309	304	271	361	360	407	409	398	402	190	205	2011	474	439	383
Effective Weighted Sample	2391	171	161	250	254	308	312	296	304	165	176	1743	423	348	317
Total	3307	220	220	331	331	441	441	441	441	220	220	2718	294	164	131
Any other mixed/ multiple ethnic background	38	6	1	*	7	3	5	4	5	4	3	34	1	2	1
	1%	3%	*%	*%	2%	1%	1%	1%	1%	2%	1%	1%	*%	1%	1%
		c			c										
ASIAN AND BRITISH ASIAN															
Indian	88	7	2	5	4	24	5	21	11	3	6	84	3	1	*
	3%	3%	1%	2%	1%	5%	1%	5%	3%	1%	3%	3%	1%	1%	*%
						bcdfi		bcdf				bcd			
Pakistani	63	7	9	3	8	9	11	4	5	5	2	60	3	*	-
	2%	3%	4%	1%	2%	2%	3%	1%	1%	2%	1%	2%	1%	*%	-%
			cghj									cd			
Bangladeshi	39	2	-	8	-	8	3	3	10	1	3	36	1	2	*
	1%	1%	-%	2%	-%	2%	1%	1%	2%	*%	1%	1%	*%	1%	*%
				bd		d			bd		d				
Chinese	26	1	-	-	4	6	3	7	3	2	-	24	1	1	*
	1%	*%	-%	-%	1%	1%	1%	2%	1%	1%	-%	1%	*%	1%	*%
								c							
Any other Asian background	19	*	1	4	3	-	5	1	1	1	2	17	1	-	1
	1%	*%	1%	1%	1%	-%	1%	*%	*%	1%	1%	1%	*%	-%	1%
BLACK AND BLACK BRITISH															
Caribbean	23	-	4	3	2	-	2	5	-	-	6	23	-	-	-
	1%	-%	2%	1%	1%	-%	1%	1%	-%	-%	3%	1%	-%	-%	-%
			eh								aehi				
African	65	7	6	2	7	3	11	6	13	7	4	63	1	1	*
	2%	3%	3%	1%	2%	1%	3%	1%	3%	3%	2%	2%	*%	1%	*%
		ce							ce	ce		bcd			

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

C2. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents of children aged 3-17

							CHILD'S AGE AND GENDER						NATION			
	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	3309	304	271	361	360	407	409	398	402	190	205	2011	474	439	383
Effective Weighted Sample	2391	171	161	250	254	308	312	296	304	165	176	1743	423	348	317
Total	3307	220	220	331	331	441	441	441	441	220	220	2718	294	164	131
Any other black/ African/ Caribbean background	11	-	-	2	3	-	2	-	3	1	-	11	-	-	-
	*%	-%	-%	*%	1%	-%	1%	-%	1%	*%	-%	*%	-%	-%	-%
OTHER ETHNIC GROUPS															
Arab	12	-	4	-	3	-	-	-	2	1	2	11	1	-	-
	*%	-%	2%	-%	1%	-%	-%	-%	*%	*%	1%	*%	*%	-%	-%
			cefg												
Any other ethnic background	5	1	*	2	-	-	3	-	-	-	-	4	1	*	-
	*%	*%	*%	1%	-%	-%	1%	-%	-%	-%	-%	*%	*%	*%	-%
Prefer not to say	18	1	2	4	-	2	4	1	-	2	2	14	2	1	1
	1%	*%	1%	1%	-%	*%	1%	*%	-%	1%	1%	1%	1%	1%	1%

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 - JULY-AUGUST 2021.

Table 53

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

C2. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents of children aged 3-17

		AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
	Total	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	3309	2871	436	919	842	711	822	1761	1533	598	2554	1002	1399	544
Effective Weighted Sample	2391	2095	297	652	606	521	606	1256	1126	436	1846	710	1030	390
Total	3307	2877	430	926	811	694	860	1737	1554	585	2553	989	1410	528
WHITE														
English/ Welsh/ Scottish/ Northern Irish/ British	2601	2200	402	708	633	554	703	1341	1257	471	2019	748	1173	420
	79%	76%	93% a	77%	78%	80%	82% ae	77%	81% ae	80%	79%	76%	83% a	79%
Irish	35	32	3	11	12	5	7	23	12	10	24	10	15	6
	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%
Gypsy, Traveller or Irish Traveller	6	5	1	1	4	2	-	5	2	6	-	4	2	*
	*%	*%	*%	*%	*%	*%	-%	*%	*%	1% b	-%	*%	*%	*%
Any other white background	99	94	5	24	21	32	17	45	49	10	80	30	36	20
	3%	3% b	1%	3%	3%	5% de	2%	3%	3%	2%	3%	3%	3%	4%
MIXED OR MULTIPLE ETHNIC GROUPS														
White and Black Caribbean	54	52	2	10	7	16	21	17	37	12	37	23	22	5
	2%	2%	1%	1%	1%	2% e	2% be	1%	2% abe	2%	1%	2%	2%	1%
White and Black African	41	39	2	11	8	6	15	19	21	7	30	13	15	4
	1%	1%	*%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%
White and Asian	65	62	3	20	23	7	12	42	19	17	47	16	29	11
	2%	2%	1%	2%	3% cf	1%	1%	2%	1%	3%	2%	2%	2%	2%

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

C2. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	3309	2871	436	919	842	711	822	1761	1533	598	2554	1002	1399	544
Effective Weighted Sample	2391	2095	297	652	606	521	606	1256	1126	436	1846	710	1030	390
Total	3307	2877	430	926	811	694	860	1737	1554	585	2553	989	1410	528
Any other mixed/ multiple ethnic background	38	34	4	10	4	8	16	14	24	4	30	15	11	2
	1%	1%	1%	1%	1%	1%	2% be	1%	2%	1%	1%	1%	1%	*%
ASIAN AND BRITISH ASIAN														
Indian	88	87	*	39	28	14	7	67	20	7	77	24	26	23
	3%	3% b	*%	4% cdf	3% df	2%	1%	4% cdf	1%	1%	3% a	2%	2%	4% b
Pakistani	63	62	*	18	15	9	18	33	27	6	50	33	12	4
	2%	2% b	*%	2%	2%	1%	2%	2%	2%	1%	2%	3% bc	1%	1%
Bangladeshi	39	39	-	11	10	14	4	21	17	10	23	15	13	3
	1%	1% b	-%	1%	1%	2% d	*%	1%	1%	2%	1%	2%	1%	1%
Chinese	26	26	*	8	11	6	2	19	8	7	17	5	13	4
	1%	1%	*%	1%	1% d	1%	*%	1%	1%	1%	1%	*%	1%	1%
Any other Asian background	19	17	2	7	7	2	2	14	5	-	17	5	8	5
	1%	1%	*%	1%	1%	*%	*%	1%	*%	-%	1%	1%	1%	1%
BLACK AND BLACK BRITISH														
Caribbean	23	23	-	2	4	6	10	7	16	2	15	11	3	5
	1%	1%	-%	*%	1%	1%	1% ae	*%	1% e	*%	1%	1% b	*%	1%
African	65	62	3	29	17	6	11	46	17	10	51	24	24	10
	2%	2%	1%	3% cdf	2%	1%	1%	3% cf	1%	2%	2%	2%	2%	2%

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

C2. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	3309	2871	436	919	842	711	822	1761	1533	598	2554	1002	1399	544
Effective Weighted Sample	2391	2095	297	652	606	521	606	1256	1126	436	1846	710	1030	390
Total	3307	2877	430	926	811	694	860	1737	1554	585	2553	989	1410	528
Any other black/ African/ Caribbean background	11	11	-	3	1	3	4	4	7	1	9	5	5	-
	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	1%	*%	-%
OTHER ETHNIC GROUPS														
Arab	12	12	-	8	2	-	2	10	2	3	7	3	1	1
	*%	*%	-%	1% cf	*%	-%	*%	1%	*%	*%	*%	*%	*%	*%
Any other ethnic background	5	4	2	2	1	1	2	3	3	1	5	*	2	2
	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
Prefer not to say	18	17	*	3	4	4	6	7	11	2	15	5	-	2
	1%	1%	*%	*%	*%	1%	1%	*%	1%	*%	1%	1% b	-%	*%

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c
Unweighted total	3309	575	721	816	800	395	1660	1647	490	1546	1174
Effective Weighted Sample	2391	332	504	620	600	340	1187	1204	284	1114	920
Total	3307	441	661	882	882	441	1654	1654	372	1521	1311
Hearing? Poor hearing, partial hearing, or are deaf	60	13	15	10	13	9	34	26	8	26	25
	2%	3%	2%	1%	1%	2%	2%	2%	2%	2%	2%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	149	9	38	33	43	27	60	89	7	68	71
	5%	2%	6%	4%	5%	6%	4%	5%	2%	4%	5%
			a		a	a		a		a	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	48	12	8	16	8	4	18	30	10	23	15
	1%	3%	1%	2%	1%	1%	1%	2%	3%	2%	1%
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	45	8	14	10	10	3	27	18	5	25	13
	1%	2%	2%	1%	1%	1%	2%	1%	1%	2%	1%
Breathing? Breathlessness or chest pains	64	11	9	18	15	11	22	42	8	28	26
	2%	3%	1%	2%	2%	3%	1%	3%	2%	2%	2%
								a			

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c
Unweighted total	3309	575	721	816	800	395	1660	1647	490	1546	1174
Effective Weighted Sample	2391	332	504	620	600	340	1187	1204	284	1114	920
Total	3307	441	661	882	882	441	1654	1654	372	1521	1311
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration.	132	8	37	35	35	16	82	51	8	70	49
	4%	2%	6%	4%	4%	4%	5%	3%	2%	5%	4%
			a				b				
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	206	26	50	38	66	26	137	69	25	87	90
	6%	6%	8%	4%	7%	6%	8%	4%	7%	6%	7%
			c		c		b				
Their mental health? Anxiety, depression, or trauma-related conditions, for example	199	6	16	41	81	55	83	116	6	53	130
	6%	1%	2%	5%	9%	12%	5%	7%	2%	4%	10%
				ab	abc	abc		a			ab
Other illnesses/ conditions which impact or limit their daily activities	40	3	10	7	10	11	19	21	3	17	20
	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%	2%
						ac					

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c
Unweighted total	3309	575	721	816	800	395	1660	1647	490	1546	1174
Effective Weighted Sample	2391	332	504	620	600	340	1187	1204	284	1114	920
Total	3307	441	661	882	882	441	1654	1654	372	1521	1311
Nothing – no impairments or conditions that impact or limit their daily activities	2553	353	507	714	650	328	1277	1276	301	1204	981
	77%	80%	77%	81%	74%	74%	77%	77%	81%	79%	75%
		d		de					c	c	
Don't know	82	15	21	21	19	6	35	47	12	43	24
	2%	3%	3%	2%	2%	1%	2%	3%	3%	3%	2%
Prefer not to say	86	13	16	25	26	7	40	47	11	38	26
	3%	3%	2%	3%	3%	2%	2%	3%	3%	2%	2%
SUMMARY											
ANY IMPACTING OR LIMITING CONDITIONS	585	60	118	122	187	99	301	284	49	237	280
	18%	14%	18%	14%	21%	23%	18%	17%	13%	16%	21%
					ac	ac					ab

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of children aged 3-17

	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
						CHILD'S AGE AND GENDER							NATION		
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	3309	304	271	361	360	407	409	398	402	190	205	2011	474	439	383
Effective Weighted Sample	2391	171	161	250	254	308	312	296	304	165	176	1743	423	348	317
Total	3307	220	220	331	331	441	441	441	441	220	220	2718	294	164	131
Hearing? Poor hearing, partial hearing, or are deaf	60 2%	7 3%	6 3%	10 3% f	5 2%	7 2%	3 1%	5 1%	8 2%	6 3%	4 2%	51 2%	3 1%	5 3%	1 1%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	149 5%	5 2%	4 2%	16 5%	21 6% abe	12 3%	21 5%	19 4%	24 5%	9 4%	18 8% abe	124 5%	13 5%	4 2%	8 6% c
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	48 1%	2 1%	10 5% acghj	2 1%	6 2%	8 2%	8 2%	5 1%	4 1%	3 1%	2 1%	39 1%	5 2%	2 1%	2 1%
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	45 1%	3 1%	5 2%	8 3% j	6 2%	6 1%	4 1%	6 1%	4 1%	3 2%	- -%	42 2%	2 1%	1 *%	* *%

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of children aged 3-17

	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
						CHILD'S AGE AND GENDER							NATION		
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	3309	304	271	361	360	407	409	398	402	190	205	2011	474	439	383
Effective Weighted Sample	2391	171	161	250	254	308	312	296	304	165	176	1743	423	348	317
Total	3307	220	220	331	331	441	441	441	441	220	220	2718	294	164	131
Breathing? Breathlessness or chest pains	64	5	6	3	6	7	11	2	13	5	6	50	7	4	4
	2%	2%	3%	1%	2%	2%	3%	*%	3%	2%	3%	2%	2%	2%	3%
			g				g		g		g				
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration.	132	6	2	25	13	19	16	21	14	11	6	104	16	6	6
	4%	3%	1%	7%	4%	4%	4%	5%	3%	5%	3%	4%	5%	4%	4%
				abfhj			b		b		b				
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	206	16	11	36	14	24	14	44	22	17	9	169	19	7	10
	6%	7%	5%	11%	4%	5%	3%	10%	5%	8%	4%	6%	7%	4%	8%
				bdefhj				defhj		f					
Their mental health? Anxiety, depression, or trauma-related conditions, for example	199	1	5	13	2	14	27	32	49	22	33	165	13	11	11
	6%	*%	2%	4%	1%	3%	6%	7%	11%	10%	15%	6%	4%	6%	8%
				ad		ad	abd	abde	abcdef	abcde	abcdefg				b
Other illnesses/ conditions which impact or limit their daily activities	40	1	2	1	9	3	4	7	4	8	2	34	3	2	1
	1%	*%	1%	*%	3%	1%	1%	1%	1%	4%	1%	1%	1%	1%	1%
					ce					acefh					

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of children aged 3-17

	Total		CHILD'S AGE AND GENDER										NATION			
		MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17		ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j		a	b	c	d
Unweighted total	3309	304	271	361	360	407	409	398	402	190	205		2011	474	439	383
Effective Weighted Sample	2391	171	161	250	254	308	312	296	304	165	176		1743	423	348	317
Total	3307	220	220	331	331	441	441	441	441	220	220		2718	294	164	131
Nothing – no impairments or conditions that impact or limit their daily activities	2553	180	173	239	269	364	350	323	327	171	158		2103	228	128	95
	77%	82%	78%	72%	81%	83%	79%	73%	74%	77%	72%		77%	77%	78%	72%
		cgj			cghj	cghj	cj									
Don't know	82	4	11	11	9	7	14	11	9	3	4		68	7	5	3
	2%	2%	5%	3%	3%	2%	3%	2%	2%	1%	2%		2%	2%	3%	2%
			e													
Prefer not to say	86	6	7	10	6	9	16	11	15	4	3		76	5	3	2
	3%	3%	3%	3%	2%	2%	4%	2%	3%	2%	1%		3%	2%	2%	2%
SUMMARY																
ANY IMPACTING OR LIMITING CONDITIONS	585	31	29	70	47	61	61	96	90	43	56		472	54	28	31
	18%	14%	13%	21%	14%	14%	14%	22%	20%	20%	26%		17%	18%	17%	24%
				bdef				abdef	ef		abdef					ac

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of children aged 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	3309	2871	436	919	842	711	822	1761	1533	598	2554	1002	1399	544
Effective Weighted Sample	2391	2095	297	652	606	521	606	1256	1126	436	1846	710	1030	390
Total	3307	2877	430	926	811	694	860	1737	1554	585	2553	989	1410	528
Hearing? Poor hearing, partial hearing, or are deaf	60 2%	57 2%	3 1%	21 2% b	7 1%	14 2%	19 2% b	28 2%	33 2% b	60 10% b	- -%	25 2%	25 2%	6 1%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	149 5%	125 4%	24 6%	39 4%	30 4%	35 5%	45 5%	69 4%	81 5%	149 26% b	- -%	53 5% c	69 5% c	13 2%
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	48 1%	46 2%	2 *%	12 1%	13 2%	10 1%	12 1%	26 1%	22 1%	48 8% b	- -%	22 2% c	18 1%	3 *%
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	45 1%	43 1%	2 *%	19 2%	7 1%	6 1%	12 1%	26 2%	19 1%	45 8% b	- -%	13 1%	25 2%	3 1%

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of children aged 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	3309	2871	436	919	842	711	822	1761	1533	598	2554	1002	1399	544
Effective Weighted Sample	2391	2095	297	652	606	521	606	1256	1126	436	1846	710	1030	390
Total	3307	2877	430	926	811	694	860	1737	1554	585	2553	989	1410	528
Breathing? Breathlessness or chest pains	64	60	4	20	9	14	18	29	33	64	-	29	24	7
	2%	2%	1%	2%	1%	2%	2%	2%	2%	11% b	-%	3%	2%	1%
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration.	132	111	21	29	17	29	57	46	86	132	-	49	63	5
	4%	4%	5%	3%	2%	4% b	7% abe	3%	6% abe	23% b	-%	5% c	4% c	1%
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	206	173	33	35	54	37	81	88	117	206	-	78	94	14
	6%	6%	8%	4%	7% a	5%	9% ace	5%	8% ae	35% b	-%	8% c	7% c	3%
Their mental health? Anxiety, depression, or trauma-related conditions, for example	199	180	19	44	37	45	74	80	118	199	-	76	96	12
	6%	6%	4%	5%	5%	6%	9% abe	5%	8% abe	34% b	-%	8% c	7% c	2%

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

C3. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents of children aged 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	3309	2871	436	919	842	711	822	1761	1533	598	2554	1002	1399	544
Effective Weighted Sample	2391	2095	297	652	606	521	606	1256	1126	436	1846	710	1030	390
Total	3307	2877	430	926	811	694	860	1737	1554	585	2553	989	1410	528
Other illnesses/ conditions which impact or limit their daily activities	40	33	8	9	6	11	14	15	25	40	-	17	15	4
	1%	1%	2%	1%	1%	2%	2%	1%	2%	7% b	-%	2%	1%	1%
Nothing – no impairments or conditions that impact or limit their daily activities	2553	2225	328	756	646	537	607	1402	1143	-	2553	713	1099	459
	77%	77%	76%	82% df	80% df	77% d	71%	81% df	74%	-%	100% a	72%	78% a	87% ab
Don't know	82	67	15	22	14	17	27	36	44	-	-	30	25	11
	2%	2%	4%	2%	2%	2%	3%	2%	3%	-%	-%	3%	2%	2%
Prefer not to say	86	80	7	16	21	18	26	38	44	-	-	19	26	12
	3%	3%	2%	2%	3%	3%	3%	2%	3%	-%	-%	2%	2%	2%
SUMMARY														
ANY IMPACTING OR LIMITING CONDITIONS	585	505	80	131	129	124	199	260	323	585	-	227	260	46
	18%	18%	19%	14%	16%	18%	23% abce	15%	21% abe	100% b	-%	23% bc	18% c	9%

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

C4. AGE OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c
Unweighted total	3309	575	721	816	800	395	1660	1647	490	1546	1174
Effective Weighted Sample	2391	332	504	620	600	340	1187	1204	284	1114	920
Total	3307	441	661	882	882	441	1654	1654	372	1521	1311
16-24	68	19	20	5	18	4	26	42	18	26	22
	2%	4%	3%	1%	2%	1%	2%	3%	5%	2%	2%
		cde	ce		c				bc		
25-34	970	237	290	279	140	25	473	497	189	592	177
	29%	54%	44%	32%	16%	6%	29%	30%	51%	39%	13%
		bcde	cde	de	e				bc	c	
35-44	1395	157	274	404	378	181	713	682	142	655	542
	42%	36%	41%	46%	43%	41%	43%	41%	38%	43%	41%
				a	a						
45-54	752	19	68	176	299	190	384	368	14	223	488
	23%	4%	10%	20%	34%	43%	23%	22%	4%	15%	37%
			a	ab	abc	abcd				a	ab
55-64	99	4	4	14	41	35	44	55	4	17	73
	3%	1%	1%	2%	5%	8%	3%	3%	1%	1%	6%
					abc	abcd					ab
65-74	1	-	-	-	1	-	*	*	-	-	1
	*%	-%	-%	-%	*%	-%	*%	*%	-%	-%	*%
Refused	23	5	4	4	5	5	14	9	5	7	8
	1%	1%	1%	*%	1%	1%	1%	1%	1%	*%	1%

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 - JULY-AUGUST 2021.

Table 55

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

C4. AGE OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)

Base : All parents of children aged 3-17

		CHILD'S AGE AND GENDER										NATION			
	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	3309	304	271	361	360	407	409	398	402	190	205	2011	474	439	383
Effective Weighted Sample	2391	171	161	250	254	308	312	296	304	165	176	1743	423	348	317
Total	3307	220	220	331	331	441	441	441	441	220	220	2718	294	164	131
16-24	68 2%	7 3% ei	12 6% efgi	13 4% efgi	7 2% e	2 *%	4 1%	4 1%	14 3% efgi	- -%	4 2%	52 2%	5 2%	7 4% ab	4 3%
25-34	970 29%	118 53% defghij	119 54% defghij	147 45% efghij	143 43% efghij	134 30% ghij	145 33% ghij	67 15% ij	72 16% ij	7 3%	18 8%	823 30% b	67 23%	46 28%	34 26%
35-44	1395 42%	80 36%	77 35%	132 40%	142 43%	199 45% bj	205 46% abj	196 44% bj	182 41%	105 48% abj	76 35%	1128 42%	142 48% ac	67 41%	59 45%
45-54	752 23%	9 4%	10 5%	35 11% ab	33 10% ab	97 22% abcd	79 18% abcd	155 35% abcdef	144 33% abcdef	88 40% abcdef	102 46% abcdefgh	623 23%	65 22%	34 21%	30 23%
55-64	99 3%	3 1%	1 1%	2 1%	2 *%	7 2%	7 2%	16 4% bcd	26 6% abcdef	16 7% abcdef	19 9% abcdefg	74 3%	13 4%	9 5% a	3 2%
65-74	1 *%	- -%	- -%	- -%	- -%	- -%	- -%	* *%	* *%	- -%	- -%	- -%	- -%	- -%	1 1% a
Refused	23 1%	4 2%	1 *%	1 *%	3 1%	2 *%	2 *%	3 1%	3 1%	4 2%	1 *%	18 1%	3 1%	1 1%	1 1%

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

C4. AGE OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)

Base : All parents of children aged 3-17

		AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
	Total	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	3309	2871	436	919	842	711	822	1761	1533	598	2554	1002	1399	544
Effective Weighted Sample	2391	2095	297	652	606	521	606	1256	1126	436	1846	710	1030	390
Total	3307	2877	430	926	811	694	860	1737	1554	585	2553	989	1410	528
16-24	68	63	5	14	10	14	22	24	36	17	40	27	20	8
	2%	2%	1%	2%	1%	2%	3%	1%	2%	3%	2%	3%	1%	1%
25-34	970	859	111	232	236	189	307	469	496	182	733	347	428	88
	29%	30%	26%	25%	29%	27%	36%	27%	32%	31%	29%	35%	30%	17%
							abce		ae			bc	c	
35-44	1395	1198	198	405	348	298	345	753	642	222	1102	403	586	232
	42%	42%	46%	44%	43%	43%	40%	43%	41%	38%	43%	41%	42%	44%
											a			
45-54	752	657	95	236	193	160	160	429	320	135	588	173	325	178
	23%	23%	22%	25%	24%	23%	19%	25%	21%	23%	23%	17%	23%	34%
				df	d			df						a
														ab
55-64	99	82	17	36	19	22	21	55	43	22	74	34	40	22
	3%	3%	4%	4%	2%	3%	2%	3%	3%	4%	3%	3%	3%	4%
65-74	1	*	*	*	-	-	*	*	*	-	1	-	-	*
	*%	*%	*%	*%	-%	-%	*%	*%	*%	-%	*%	-%	-%	*%
Refused	23	18	5	2	5	11	5	7	16	7	15	6	11	-
	1%	1%	1%	*%	1%	2%	1%	*%	1%	1%	1%	1%	1%	-%
						ae								

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

C5. GENDER OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c
Unweighted total	3309	575	721	816	800	395	1660	1647	490	1546	1174
Effective Weighted Sample	2391	332	504	620	600	340	1187	1204	284	1114	920
Total	3307	441	661	882	882	441	1654	1654	372	1521	1311
Male	993	97	168	262	304	161	538	455	80	415	471
	30%	22%	25%	30%	34%	37%	33%	28%	21%	27%	36%
				a	ab	abc	b			a	ab
Female	2307	339	492	620	577	280	1115	1193	288	1105	840
	70%	77%	74%	70%	65%	63%	67%	72%	77%	73%	64%
		cde	de	e				a	a	c	c
In another way	4	2	1	-	1	-	1	3	2	1	1
	*%	1%	*%	-%	*%	-%	*%	*%	1%	*%	*%
Prefer not to say	2	2	-	-	-	-	-	2	2	-	-
	*%	1%	-%	-%	-%	-%	-%	*%	1%	-%	-%
									bc		

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

C5. GENDER OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)

Base : All parents of children aged 3-17

						CHILD'S AGE AND GENDER							NATION			
	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	3309	304	271	361	360	407	409	398	402	190	205	2011	474	439	383
Effective Weighted Sample	2391	171	161	250	254	308	312	296	304	165	176	1743	423	348	317
Total	3307	220	220	331	331	441	441	441	441	220	220	2718	294	164	131
Male	993	52	45	85	83	147	115	160	144	94	68	817	91	45	39
	30%	23%	21%	26%	25%	33%	26%	36%	33%	42%	31%	30%	31%	28%	30%
						abdf		abcdf	abd	abcdefhj	b				
Female	2307	169	170	244	248	294	326	281	296	127	153	1894	204	119	91
	70%	77%	77%	74%	75%	67%	74%	64%	67%	58%	69%	70%	69%	72%	70%
		eghi	eghi	gi	eghi	i	egi		i		i				
In another way	4	-	2	1	-	-	-	-	1	-	-	4	-	-	-
	*%	-%	1%	*%	-%	-%	-%	-%	*%	-%	-%	*%	-%	-%	-%
Prefer not to say	2	-	2	-	-	-	-	-	-	-	-	2	-	-	-
	*%	-%	1%	-%	-%	-%	-%	-%	-%	-%	-%	*%	-%	-%	-%

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

C5. GENDER OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	3309	2871	436	919	842	711	822	1761	1533	598	2554	1002	1399	544
Effective Weighted Sample	2391	2095	297	652	606	521	606	1256	1126	436	1846	710	1030	390
Total	3307	2877	430	926	811	694	860	1737	1554	585	2553	989	1410	528
Male	993	894	99	398	247	197	150	646	347	146	798	207	454	252
	30%	31%	23%	43%	31%	28%	17%	37%	22%	25%	31%	21%	32%	48%
		b		bcdef	df	df		bcdf	d		a		a	ab
Female	2307	1976	331	528	562	497	709	1090	1206	434	1756	781	953	276
	70%	69%	77%	57%	69%	72%	82%	63%	78%	74%	69%	79%	68%	52%
			a		ae	ae	abcef	a	abce	b		bc	c	
In another way	4	4	-	-	1	-	1	1	1	4	-	1	3	-
	*%	*%	-%	-%	*%	-%	*%	*%	*%	1%	-%	*%	*%	-%
										b				
Prefer not to say	2	2	-	-	-	-	-	-	-	-	-	-	-	-
	*%	*%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 - JULY-AUGUST 2021.

Table 57

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

C6. What is your working status? Please note - if currently 'on furlough' please respond based on your employment status before furlough. (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c
Unweighted total	3309	575	721	816	800	395	1660	1647	490	1546	1174
Effective Weighted Sample	2391	332	504	620	600	340	1187	1204	284	1114	920
Total	3307	441	661	882	882	441	1654	1654	372	1521	1311
In full time employment	1770	201	312	464	541	251	909	861	165	755	800
	54%	46%	47%	53%	61%	57%	55%	52%	44%	50%	61%
				a	abc	ab					ab
In part time employment	724	97	173	206	165	83	333	392	83	371	256
	22%	22%	26%	23%	19%	19%	20%	24%	22%	24%	19%
			de	d				a		c	
Unemployed	146	27	30	35	27	27	75	71	24	70	41
	4%	6%	5%	4%	3%	6%	5%	4%	6%	5%	3%
		d				d			c		
A student	43	10	8	11	9	5	14	29	9	20	13
	1%	2%	1%	1%	1%	1%	1%	2%	3%	1%	1%
									c		
Full-time responsibility for home/ family	545	102	123	141	122	58	281	264	86	268	171
	16%	23%	19%	16%	14%	13%	17%	16%	23%	18%	13%
		cde	de						bc	c	
Retired	13	-	-	3	7	3	10	3	-	3	10
	*%	-%	-%	*%	1%	1%	1%	*%	-%	*%	1%
					b	b					
Other	49	3	9	16	9	12	22	26	3	23	18
	1%	1%	1%	2%	1%	3%	1%	2%	1%	2%	1%
						a					
Prefer not to say	17	2	7	5	2	1	9	7	2	11	4
	1%	*%	1%	1%	*%	*%	1%	*%	*%	1%	*%

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

C6. What is your working status? Please note - if currently 'on furlough' please respond based on your employment status before furlough. (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
						CHILD'S AGE AND GENDER						NATION			
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	3309	304	271	361	360	407	409	398	402	190	205	2011	474	439	383
Effective Weighted Sample	2391	171	161	250	254	308	312	296	304	165	176	1743	423	348	317
Total	3307	220	220	331	331	441	441	441	441	220	220	2718	294	164	131
In full time employment	1770	105	97	166	146	248	215	260	281	130	122	1451	153	95	72
	54%	48%	44%	50%	44%	56% bd	49%	59% abcdf	64% abcdf	59% abdf	55% bd	53%	52%	58%	55%
In part time employment	724	45	52	69	104	103	104	80	86	36	47	597	69	33	26
	22%	21%	23%	21%	31% acefghij	23%	24%	18%	19%	16%	21%	22%	23%	20%	20%
Unemployed	146	14	13	15	15	16	20	16	11	15	12	119	14	7	5
	4%	6% h	6%	5%	5%	4%	4%	4%	2%	7% h	5%	4%	5%	5%	4%
A student	43	5	4	2	6	1	10	3	6	2	3	32	8	3	*
	1%	2% e	2%	1%	2%	*%	2% e	1%	1%	1%	1%	1%	3% ad	2% d	*%
Full-time responsibility for home/ family	545	48	54	71	52	64	77	68	55	30	28	458	45	20	23
	16%	22% ehj	24% deghij	22% ehij	16%	14%	17%	15%	12%	14%	13%	17% c	15%	12%	17%
Retired	13	-	-	-	-	-	3	7	-	3	-	11	2	*	*
	*%	-%	-%	-%	-%	-%	1%	1% cdeh	-%	1% cdeh	-%	*%	1%	*%	*%
Other	49	2	*	6	3	5	11	7	3	3	9	39	4	2	4
	1%	1%	*%	2%	1%	1%	3% b	1%	1%	1%	4% bdeh	1%	1%	1%	3%
Prefer not to say	17	1	1	2	5	5	1	1	*	1	-	13	-	3	1
	1%	*%	1%	*%	1%	1%	*%	*%	*%	1%	-%	*%	-%	2% ab	1%

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

C6. What is your working status? Please note - if currently 'on furlough' please respond based on your employment status before furlough. (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	3309	2871	436	919	842	711	822	1761	1533	598	2554	1002	1399	544
Effective Weighted Sample	2391	2095	297	652	606	521	606	1256	1126	436	1846	710	1030	390
Total	3307	2877	430	926	811	694	860	1737	1554	585	2553	989	1410	528
In full time employment	1770	1587	183	721	522	351	173	1243	524	264	1423	362	846	434
	54%	55%	42%	78%	64%	51%	20%	72%	34%	45%	56%	37%	60%	82%
		b		bcdef	cdf	df		bcdf	d		a		a	ab
In part time employment	724	609	116	124	187	188	221	311	409	133	563	253	322	56
	22%	21%	27%	13%	23%	27%	26%	18%	26%	23%	22%	26%	23%	11%
			a		ae	ae	ae	a	ae			c	c	
Unemployed	146	128	18	4	4	11	122	7	133	35	96	76	31	-
	4%	4%	4%	*%	*%	2%	14%	*%	9%	6%	4%	8%	2%	-%
						abe	abcef		abce	b		bc	c	
A student	43	38	5	6	15	9	10	22	20	12	28	17	14	4
	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	2%	1%	1%
Full-time responsibility for home/ family	545	448	98	60	75	126	283	135	409	120	400	252	174	33
	16%	16%	23%	7%	9%	18%	33%	8%	26%	21%	16%	26%	12%	6%
			a			abe	abcef		abce	b		bc	c	
Retired	13	10	3	7	-	3	3	7	6	4	9	2	9	-
	*%	*%	1%	1%	-%	*%	*%	*%	*%	1%	*%	*%	1%	-%
				b										
Other	49	40	8	1	4	6	38	5	43	15	28	23	14	1
	1%	1%	2%	*%	1%	1%	4%	*%	3%	3%	1%	2%	1%	*%
						a	abce		abce	b		bc		
Prefer not to say	17	16	*	2	4	1	10	6	11	2	7	4	-	1
	1%	1%	*%	*%	*%	*%	1%	*%	1%	*%	*%	*%	-%	*%
							ace							

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

C7. And are you currently on furlough? (SINGLE CODE)

Base : All parents who are working full time or part time

	Total	CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c
Unweighted total	2511	405	543	623	635	303	1256	1253	341	1168	939
Effective Weighted Sample	1811	231	378	473	475	261	895	916	193	840	734
Total	2494	298	485	670	706	335	1242	1253	248	1126	1056
Yes	184	21	30	56	53	24	99	85	15	83	80
	7%	7%	6%	8%	8%	7%	8%	7%	6%	7%	8%
No	2264	272	448	598	642	303	1128	1135	230	1021	961
	91%	91%	92%	89%	91%	91%	91%	91%	93%	91%	91%
Don't know	29	3	6	13	4	3	9	20	3	18	6
	1%	1%	1%	2%	1%	1%	1%	2%	1%	2%	1%
										c	
Prefer not to say	18	2	1	3	7	5	5	12	1	4	9
	1%	1%	*%	*%	1%	1%	*%	1%	*%	*%	1%
						b					

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

C7. And are you currently on furlough? (SINGLE CODE)

Base : All parents who are working full time or part time

						CHILD'S AGE AND GENDER						NATION			
	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	2511	218	187	272	271	320	303	302	333	144	159	1524	358	334	293
Effective Weighted Sample	1811	122	110	185	194	244	229	224	251	126	136	1318	321	262	234
Total	2494	150	148	235	250	351	319	340	366	166	169	2047	221	128	98
Yes	184	11	10	15	16	30	25	30	23	13	11	156	13	9	5
	7%	7%	7%	6%	6%	9%	8%	9%	6%	8%	6%	8%	6%	7%	5%
No	2264	137	136	217	231	316	282	307	335	152	151	1852	206	116	90
	91%	91%	92%	92%	93%	90%	89%	90%	91%	92%	89%	90%	93%	91%	93%
Don't know	29	*	3	3	3	5	8	1	3	-	3	24	1	2	2
	1%	*%	2%	1%	1%	1%	3%	*%	1%	-%	2%	1%	*%	2%	2%
							g								
Prefer not to say	18	2	-	1	-	-	3	2	5	1	4	15	1	1	-
	1%	1%	-%	*%	-%	-%	1%	1%	1%	*%	3%	1%	1%	1%	-%
											de				

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

C7. And are you currently on furlough? (SINGLE CODE)

Base : All parents who are working full time or part time

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	2511	2200	309	843	734	558	369	1577	927	415	1998	625	1169	507
Effective Weighted Sample	1811	1603	209	596	527	410	276	1123	684	300	1443	443	855	364
Total	2494	2196	298	846	709	539	394	1555	933	397	1986	615	1168	490
Yes	184	167	17	77	41	44	22	118	66	64	109	65	83	27
	7%	8%	6%	9%	6%	8%	5%	8%	7%	16%	5%	11%	7%	5%
				b						b		bc		
No	2264	1984	279	750	658	487	364	1408	851	321	1847	534	1071	460
	91%	90%	94%	89%	93%	90%	93%	91%	91%	81%	93%	87%	92%	94%
					a						a		a	a
Don't know	29	28	1	12	4	4	6	16	10	8	19	14	10	2
	1%	1%	*%	1%	1%	1%	2%	1%	1%	2%	1%	2%	1%	1%
												bc		
Prefer not to say	18	17	1	7	6	4	2	12	5	3	12	2	4	1
	1%	1%	*%	1%	1%	1%	*%	1%	1%	1%	1%	*%	*%	*%

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

C8. Could you please tell us whether you or anyone in your household currently receives any of the following benefits?   (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c
Unweighted total	3309	575	721	816	800	395	1660	1647	490	1546	1174
Effective Weighted Sample	2391	332	504	620	600	340	1187	1204	284	1114	920
Total	3307	441	661	882	882	441	1654	1654	372	1521	1311
Income Support	176	22	34	41	54	25	88	88	19	74	77
	5%	5%	5%	5%	6%	6%	5%	5%	5%	5%	6%
Income-based Jobseeker's Allowance	89	7	15	37	10	21	51	39	6	48	36
	3%	2%	2%	4%	1%	5%	3%	2%	2%	3%	3%
				ad		abd					
Pensions Credit (Guaranteed Credit)	68	7	12	15	19	16	37	31	5	28	35
	2%	2%	2%	2%	2%	4%	2%	2%	1%	2%	3%
Pensions Credit (no Guaranteed Credit)	52	3	4	15	12	17	32	20	3	14	31
	2%	1%	1%	2%	1%	4%	2%	1%	1%	1%	2%
						abcd					b
Employment and Support Allowance (ESA)	202	17	33	45	52	54	106	96	16	72	105
	6%	4%	5%	5%	6%	12%	6%	6%	4%	5%	8%
						abcd					ab
Universal Credit (and household has other earnings)	411	67	89	120	86	49	202	209	59	207	130
	12%	15%	14%	14%	10%	11%	12%	13%	16%	14%	10%
		d	d	d					c	c	
Universal Credit (and household has no other earnings)	225	49	66	47	33	30	111	114	45	112	58
	7%	11%	10%	5%	4%	7%	7%	7%	12%	7%	4%
		cd	cd			d			bc	c	
Personal Independence Payment (PIP)	204	13	30	50	65	46	106	99	9	83	106
	6%	3%	5%	6%	7%	10%	6%	6%	2%	5%	8%
					a	abc				a	ab

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

C8. Could you please tell us whether you or anyone in your household currently receives any of the following benefits?   (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c
Unweighted total	3309	575	721	816	800	395	1660	1647	490	1546	1174
Effective Weighted Sample	2391	332	504	620	600	340	1187	1204	284	1114	920
Total	3307	441	661	882	882	441	1654	1654	372	1521	1311
Carer's allowance	190	19	43	44	58	27	102	88	16	89	79
	6%	4%	6%	5%	7%	6%	6%	5%	4%	6%	6%
Other	67	12	17	16	12	10	35	32	10	36	21
	2%	3%	3%	2%	1%	2%	2%	2%	3%	2%	2%
None of these - Do not receive any of these benefits	1960	251	366	529	568	247	977	984	210	884	819
	59%	57%	55%	60%	64%	56%	59%	59%	56%	58%	62%
					abe						b
Don't know	75	10	19	21	17	7	26	49	6	43	24
	2%	2%	3%	2%	2%	2%	2%	3%	2%	3%	2%
								a			
Prefer not to say	100	10	21	28	26	14	52	47	8	40	40
	3%	2%	3%	3%	3%	3%	3%	3%	2%	3%	3%
SUMMARY											
ANY BENEFITS	1172	170	254	304	271	173	598	573	148	554	429
	35%	38%	38%	34%	31%	39%	36%	35%	40%	36%	33%
		d	d			d			c		

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 - JULY-AUGUST 2021.

Table 59

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

C8. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
CHILD'S AGE AND GENDER												**NATION**			
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	3309	304	271	361	360	407	409	398	402	190	205	2011	474	439	383
Effective Weighted Sample	2391	171	161	250	254	308	312	296	304	165	176	1743	423	348	317
Total	3307	220	220	331	331	441	441	441	441	220	220	2718	294	164	131
Income Support	176	16	7	14	19	22	19	23	31	14	12	146	11	10	9
	5%	7%	3%	4%	6%	5%	4%	5%	7%	6%	5%	5%	4%	6%	7%
Income-based Jobseeker's Allowance	89	2	5	10	5	27	9	3	7	9	12	82	3	3	2
	3%	1%	2%	3%	2%	6%	2%	1%	2%	4%	5%	3%	1%	2%	1%
						adfgh				ag	adgh	b			
Pensions Credit (Guaranteed Credit)	68	*	7	3	9	11	4	14	6	10	6	61	2	4	1
	2%	*%	3%	1%	3%	2%	1%	3%	1%	4%	3%	2%	1%	3%	1%
			a		a	a		a		acfh	a	b		b	
Pensions Credit (no Guaranteed Credit)	52	2	1	4	-	12	3	2	10	11	6	49	1	2	*
	2%	1%	*%	1%	-%	3%	1%	*%	2%	5%	3%	2%	*%	1%	*%
						dfg			d	abcdfg	dg	bd			
Employment and Support Allowance (ESA)	202	6	11	21	13	25	20	23	30	32	23	172	11	10	9
	6%	3%	5%	6%	4%	6%	4%	5%	7%	14%	10%	6%	4%	6%	7%
										abcdefgh	adfg	b			b
Universal Credit (and household has other earnings)	411	32	35	43	46	62	58	37	48	27	22	340	34	21	16
	12%	14%	16%	13%	14%	14%	13%	8%	11%	12%	10%	12%	12%	13%	12%
		g	g		g	g									
Universal Credit (and household has no other earnings)	225	26	23	27	39	18	29	17	16	23	7	187	18	10	10
	7%	12%	10%	8%	12%	4%	7%	4%	4%	10%	3%	7%	6%	6%	7%
		eghj	eghj	eghj	efghj					eghj					
Personal Independence Payment (PIP)	204	4	9	21	10	28	23	27	38	26	19	162	16	12	15
	6%	2%	4%	6%	3%	6%	5%	6%	9%	12%	9%	6%	6%	7%	11%
				a		a		a	ad	abcdefg	ad				ab

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

C8. Could you please tell us whether you or anyone in your household currently receives any of the following benefits?   (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
						CHILD'S AGE AND GENDER							**NATION**		
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	3309	304	271	361	360	407	409	398	402	190	205	2011	474	439	383
Effective Weighted Sample	2391	171	161	250	254	308	312	296	304	165	176	1743	423	348	317
Total	3307	220	220	331	331	441	441	441	441	220	220	2718	294	164	131
Carer's allowance	190	9	10	21	21	24	20	32	26	16	11	155	14	11	11
	6%	4%	5%	6%	6%	5%	4%	7%	6%	7%	5%	6%	5%	7%	8%
															b
Other	67	5	6	9	8	7	9	9	2	4	6	54	7	4	2
	2%	2%	3%	3%	2%	2%	2%	2%	*%	2%	3%	2%	2%	2%	1%
			h	h	h						h				
None of these - Do not receive any of these benefits	1960	125	126	184	182	261	268	286	282	121	125	1598	191	97	73
	59%	56%	57%	56%	55%	59%	61%	65%	64%	55%	57%	59%	65%	59%	56%
								cdi	cd				ad		
Don't know	75	3	8	10	9	7	15	5	12	1	6	68	2	2	4
	2%	1%	4%	3%	3%	1%	3%	1%	3%	1%	3%	2%	1%	1%	3%
												b			bc
Prefer not to say	100	6	5	13	8	14	14	16	10	4	10	79	10	5	6
	3%	2%	2%	4%	2%	3%	3%	4%	2%	2%	5%	3%	3%	3%	5%
SUMMARY															
ANY BENEFITS	1172	88	82	123	131	159	144	134	137	94	79	973	91	60	47
	35%	40%	37%	37%	40%	36%	33%	30%	31%	43%	36%	36%	31%	37%	36%
		g			gh					fgh					

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

C8. Could you please tell us whether you or anyone in your household currently receives any of the following benefits?   (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	3309	2871	436	919	842	711	822	1761	1533	598	2554	1002	1399	544
Effective Weighted Sample	2391	2095	297	652	606	521	606	1256	1126	436	1846	710	1030	390
Total	3307	2877	430	926	811	694	860	1737	1554	585	2553	989	1410	528
Income Support	176	168	8	77	17	18	63	94	81	51	114	71	59	23
	5%	6%	2%	8%	2%	3%	7%	5%	5%	9%	4%	7%	4%	4%
		b		bcef			bc	bc	bc	b		b		
Income-based Jobseeker's Allowance	89	84	6	41	15	15	18	56	33	38	47	42	34	13
	3%	3%	1%	4%	2%	2%	2%	3%	2%	7%	2%	4%	2%	2%
				bcdf						b		b		
Pensions Credit (Guaranteed Credit)	68	67	1	40	14	8	7	53	15	21	44	23	20	26
	2%	2%	*%	4%	2%	1%	1%	3%	1%	4%	2%	2%	1%	5%
		b		bcdf				cdf		b				ab
Pensions Credit (no Guaranteed Credit)	52	50	2	34	5	12	1	39	13	19	29	16	28	8
	2%	2%	*%	4%	1%	2%	*%	2%	1%	3%	1%	2%	2%	2%
				bcdf			d	bdf		b				
Employment and Support Allowance (ESA)	202	181	21	64	23	18	97	87	115	70	124	84	77	27
	6%	6%	5%	7%	3%	3%	11%	5%	7%	12%	5%	8%	5%	5%
				bc			abcef	bc	bce	b		bc		
Universal Credit (and household has other earnings)	411	342	70	63	85	100	162	148	261	97	291	198	167	20
	12%	12%	16%	7%	10%	14%	19%	9%	17%	17%	11%	20%	12%	4%
			a		a	abe	abce		abe	b		bc	c	
Universal Credit (and household has no other earnings)	225	196	29	37	20	28	139	57	167	63	149	117	69	6
	7%	7%	7%	4%	2%	4%	16%	3%	11%	11%	6%	12%	5%	1%
							abcef		abce	b		bc	c	

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

C8. Could you please tell us whether you or anyone in your household currently receives any of the following benefits?   (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	3309	2871	436	919	842	711	822	1761	1533	598	2554	1002	1399	544
Effective Weighted Sample	2391	2095	297	652	606	521	606	1256	1126	436	1846	710	1030	390
Total	3307	2877	430	926	811	694	860	1737	1554	585	2553	989	1410	528
Personal Independence Payment (PIP)	204	177	28	33	39	28	102	72	130	90	111	90	81	18
	6%	6%	6%	4%	5%	4%	12%	4%	8%	15%	4%	9%	6%	3%
							abcef		abce	b		bc		
Carer's allowance	190	159	32	37	29	33	90	65	123	87	94	84	67	9
	6%	6%	7%	4%	4%	5%	11%	4%	8%	15%	4%	9%	5%	2%
							abce		abce	b		bc	c	
Other	67	54	12	9	23	6	28	32	35	21	42	23	39	3
	2%	2%	3%	1%	3%	1%	3%	2%	2%	4%	2%	2%	3%	1%
					ac		ace		a	b		c	c	
None of these - Do not receive any of these benefits	1960	1704	256	658	563	450	286	1221	735	191	1704	392	932	444
	59%	59%	60%	71%	69%	65%	33%	70%	47%	33%	67%	40%	66%	84%
				cdf	df	df		cdf	d		a		a	ab
Don't know	75	72	3	19	15	27	12	34	39	17	42	27	22	9
	2%	3%	1%	2%	2%	4%	1%	2%	3%	3%	2%	3%	2%	2%
						bde								
Prefer not to say	100	88	12	13	27	16	38	40	54	27	50	15	21	4
	3%	3%	3%	1%	3%	2%	4%	2%	3%	5%	2%	2%	1%	1%
					a		ae		a	b				
SUMMARY														
ANY BENEFITS	1172	1013	159	236	206	202	524	442	727	349	757	556	435	72
	35%	35%	37%	25%	25%	29%	61%	25%	47%	60%	30%	56%	31%	14%
							abcef		abce	b		bc	c	

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

C9. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. Please note - if you or anyone in the household is currently 'on furlough' please respond based on household income before furlough. (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c
Unweighted total	3309	575	721	816	800	395	1660	1647	490	1546	1174
Effective Weighted Sample	2391	332	504	620	600	340	1187	1204	284	1114	920
Total	3307	441	661	882	882	441	1654	1654	372	1521	1311
Up to £199 per week/ Up to £10,399 per year	255	50	55	68	47	35	120	135	40	127	85
	8%	11%	8%	8%	5%	8%	7%	8%	11%	8%	6%
		d	d						c		
From £200 to £299 per week/ From £10,400 to £15,599 per year	359	59	66	95	88	51	185	174	51	155	134
	11%	13%	10%	11%	10%	12%	11%	11%	14%	10%	10%
From £300 to £499 per week/ From £15,600 to £25,999 per year	609	69	121	170	164	86	289	319	63	284	236
	18%	16%	18%	19%	19%	19%	18%	19%	17%	19%	18%
From £500 to £699 per week/ From £26,000 to £36,399 per year	602	72	121	177	163	68	316	286	63	299	228
	18%	16%	18%	20%	19%	15%	19%	17%	17%	20%	17%
From £700 to £999 per week/ From £36,400 to £51,999 per year	608	87	123	149	176	73	313	295	72	266	259
	18%	20%	19%	17%	20%	17%	19%	18%	19%	18%	20%
£1,000 and above per week/ £52,000 and above per year	502	57	96	123	149	78	238	265	44	216	235
	15%	13%	14%	14%	17%	18%	14%	16%	12%	14%	18%
											ab
Don't know	181	25	42	53	39	23	91	90	21	96	57
	5%	6%	6%	6%	4%	5%	6%	5%	6%	6%	4%
Prefer not to say	191	22	38	48	56	27	100	90	18	77	76
	6%	5%	6%	5%	6%	6%	6%	5%	5%	5%	6%

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 - JULY-AUGUST 2021.

Table 60

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

C9. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. Please note - if you or anyone in the household is currently 'on furlough' please respond based on household income before furlough. (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	3309	304	271	361	360	407	409	398	402	190	205	2011	474	439	383
Effective Weighted Sample	2391	171	161	250	254	308	312	296	304	165	176	1743	423	348	317
Total	3307	220	220	331	331	441	441	441	441	220	220	2718	294	164	131
Up to £199 per week/ Up to £10,399 per year	255	29	21	26	29	30	38	24	22	11	25	208	26	12	9
	8%	13% eghi	10%	8%	9%	7%	9%	6%	5%	5%	11% ghi	8%	9%	8%	7%
From £200 to £299 per week/ From £10,400 to £15,599 per year	359	29	30	40	25	48	48	40	48	28	23	293	29	18	18
	11%	13%	14%	12%	8%	11%	11%	9%	11%	13%	10%	11%	10%	11%	14%
From £300 to £499 per week/ From £15,600 to £25,999 per year	609	38	31	57	63	81	88	73	91	39	46	508	44	34	23
	18%	17%	14%	17%	19%	18%	20%	17%	21%	18%	21%	19%	15%	21% b	18%
From £500 to £699 per week/ From £26,000 to £36,399 per year	602	36	36	59	62	89	88	94	69	38	30	500	54	26	21
	18%	16%	16%	18%	19%	20%	20%	21% j	16%	17%	13%	18%	18%	16%	16%
From £700 to £999 per week/ From £36,400 to £51,999 per year	608	44	43	73	50	74	75	85	91	37	36	502	54	28	24
	18%	20%	20%	22% d	15%	17%	17%	19%	21%	17%	16%	18%	18%	17%	18%
£1,000 and above per week/ £52,000 and above per year	502	20	37	39	57	69	54	68	80	42	36	401	55	22	25
	15%	9%	17% a	12%	17% a	16% a	12%	15% a	18% acf	19% acf	16% a	15%	19% c	13%	19% c
Don't know	181	15	10	12	31	27	25	24	14	13	10	154	11	11	5
	5%	7%	4%	4%	9% ch	6%	6%	6%	3%	6%	5%	6%	4%	6%	4%

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 - JULY-AUGUST 2021.

Table 60

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

C9. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. Please note - if you or anyone in the household is currently 'on furlough' please respond based on household income before furlough. (SINGLE CODE)

Base : All parents of children aged 3-17

			CHILD'S AGE AND GENDER										NATION			
	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	3309	304	271	361	360	407	409	398	402	190	205	2011	474	439	383
Effective Weighted Sample	2391	171	161	250	254	308	312	296	304	165	176	1743	423	348	317
Total	3307	220	220	331	331	441	441	441	441	220	220	2718	294	164	131
Prefer not to say	191	10	12	25	13	23	25	31	25	12	15	151	22	12	6
	6%	4%	6%	7%	4%	5%	6%	7%	6%	6%	7%	6%	7%	7%	5%

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 - JULY-AUGUST 2021.

Table 60

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

C9. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. Please note - if you or anyone in the household is currently 'on furlough' please respond based on household income before furlough. (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	3309	2871	436	919	842	711	822	1761	1533	598	2554	1002	1399	544
Effective Weighted Sample	2391	2095	297	652	606	521	606	1256	1126	436	1846	710	1030	390
Total	3307	2877	430	926	811	694	860	1737	1554	585	2553	989	1410	528
Up to £199 per week/ Up to £10,399 per year	255	233	22	28	37	42	147	65	189	75	164	255	-	-
	8%	8%	5%	3%	5%	6%	17%	4%	12%	13%	6%	26%	-%	-%
						ae	abcef		abce	b		bc		
From £200 to £299 per week/ From £10,400 to £15,599 per year	359	306	53	33	63	80	181	96	261	94	244	237	122	-
	11%	11%	12%	4%	8%	11%	21%	6%	17%	16%	10%	24%	9%	-%
					a	abe	abcef		abce	b		bc	c	
From £300 to £499 per week/ From £15,600 to £25,999 per year	609	527	82	72	149	157	230	221	386	124	462	321	288	-
	18%	18%	19%	8%	18%	23%	27%	13%	25%	21%	18%	32%	20%	-%
					ae	ae	abe	a	abe			bc	c	
From £500 to £699 per week/ From £26,000 to £36,399 per year	602	534	68	164	202	154	82	366	236	108	472	150	450	-
	18%	19%	16%	18%	25%	22%	10%	21%	15%	18%	18%	15%	32%	-%
				d	adf	df		df	d			c	ac	
From £700 to £999 per week/ From £36,400 to £51,999 per year	608	542	67	235	172	141	56	407	197	91	499	26	550	26
	18%	19%	16%	25%	21%	20%	6%	23%	13%	15%	20%	3%	39%	5%
				cdf	df	df		df	d				ac	
£1,000 and above per week/ £52,000 and above per year	502	432	71	325	110	54	14	434	68	43	436	-	-	502
	15%	15%	16%	35%	14%	8%	2%	25%	4%	7%	17%	-%	-%	95%
				bcdef	cdf	df		bcdf	d		a			ab

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

C9. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. Please note - if you or anyone in the household is currently 'on furlough' please respond based on household income before furlough. (SINGLE CODE)

Base : All parents of children aged 3-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	3309	2871	436	919	842	711	822	1761	1533	598	2554	1002	1399	544
Effective Weighted Sample	2391	2095	297	652	606	521	606	1256	1126	436	1846	710	1030	390
Total	3307	2877	430	926	811	694	860	1737	1554	585	2553	989	1410	528
Don't know	181	145	36	34	36	31	79	70	110	28	133	-	-	-
	5%	5%	8%	4%	4%	5%	9%	4%	7%	5%	5%	-%	-%	-%
			a				abce		abce					
Prefer not to say	191	158	32	36	41	36	72	77	107	22	143	-	-	-
	6%	6%	8%	4%	5%	5%	8%	4%	7%	4%	6%	-%	-%	-%
							abce		ae					

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

C10. How much help did your child receive in completing the questions today? (SINGLE CODE)

Base : All parents of children aged 8-17

	Total	CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		~a	~b	c	d	e	a	b	~a	b	c
Unweighted total	2011	-	-	816	800	395	995	1016	-	769	1174
Effective Weighted Sample	1557	-	-	620	600	340	768	789	-	580	920
Total	2205	-	-	882	882	441	1102	1102	-	814	1311
A lot	273	**	**	120	103	50	169	103	**	107	162
	12%	**	**	14%	12%	11%	15%	9%	**	13%	12%
							b				
A little	689	**	**	442	187	61	343	346	**	418	246
	31%	**	**	50%	21%	14%	31%	31%	**	51%	19%
				de	e					c	
None	1243	**	**	320	592	330	590	653	**	290	903
	56%	**	**	36%	67%	75%	54%	59%	**	36%	69%
					c	cd		a			b

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

C10. How much help did your child receive in completing the questions today? (SINGLE CODE)

Base : All parents of children aged 8-17

						CHILD'S AGE AND GENDER							NATION			
	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	a	b	c	d
Unweighted total	2011	-	-	-	-	407	409	398	402	190	205	1342	254	214	201
Effective Weighted Sample	1557	-	-	-	-	308	312	296	304	165	176	1160	243	182	167
Total	2205	-	-	-	-	441	441	441	441	220	220	1823	195	104	82
A lot	273	**	**	**	**	79	41	61	42	29	20	236	21	9	8
	12%	**	**	**	**	18% fhj	9%	14%	10%	13%	9%	13%	11%	8%	9%
A little	689	**	**	**	**	216	226	89	97	38	23	569	61	35	24
	31%	**	**	**	**	49% ghij	51% ghij	20% j	22% j	17%	10%	31%	31%	33%	30%
None	1243	**	**	**	**	146	174	291	301	153	177	1018	113	61	51
	56%	**	**	**	**	33%	40%	66% ef	68% ef	70% ef	80% efghi	56%	58%	58%	61%

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 1 - JULY-AUGUST 2021.

Table 61

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

C10. How much help did your child receive in completing the questions today? (SINGLE CODE)

Base : All parents of children aged 8-17

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	2011	1771	240	606	480	448	472	1086	920	390	1533	574	867	355
Effective Weighted Sample	1557	1378	180	457	370	351	376	826	727	301	1189	446	676	267
Total	2205	1936	269	664	505	484	545	1169	1028	408	1693	638	951	364
A lot	273	249	24	110	52	53	58	163	110	69	187	100	117	35
	12%	13%	9%	17%	10%	11%	11%	14%	11%	17%	11%	16%	12%	9%
				bcdf						b		c		
A little	689	607	82	193	166	154	175	360	329	136	519	211	289	104
	31%	31%	31%	29%	33%	32%	32%	31%	32%	33%	31%	33%	30%	29%
None	1243	1080	163	361	286	277	312	647	590	203	987	327	545	226
	56%	56%	61%	54%	57%	57%	57%	55%	57%	50%	58%	51%	57%	62%
											a		a	a

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

FINANCIAL VULNERABILITY

Base : Those where it is possible to calculate the Financial Vulnerability Index

	Total	CHILD'S AGE					CHILD'S GENDER		SCHOOL YEAR		
		3-4	5-7	8-11	12-15	16-17	MALE	FEMALE	PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c
Unweighted total	2945	512	637	728	713	355	1480	1465	437	1381	1053
Effective Weighted Sample	2130	301	444	551	535	306	1058	1072	258	990	826
Total	2927	394	580	780	783	390	1460	1467	333	1344	1173
Most Financially Vulnerable	989	152	199	285	217	136	453	536	124	481	355
	34%	39%	34%	37%	28%	35%	31%	37%	37%	36%	30%
		d	d	d		d		a	c	c	
Potentially Financially Vulnerable	1410	181	278	367	411	173	753	657	162	635	572
	48%	46%	48%	47%	52%	44%	52%	45%	49%	47%	49%
					e		b				
Least Financially Vulnerable	528	61	103	128	156	80	254	274	47	228	246
	18%	15%	18%	16%	20%	21%	17%	19%	14%	17%	21%
											ab

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

FINANCIAL VULNERABILITY

Base : Those where it is possible to calculate the Financial Vulnerability Index

	Total	MALE 3-4	FEMALE 3-4	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15	MALE 16-17	FEMALE 16-17	ENGLAND	SCOTLAND	WALES	N IRELAND
						CHILD'S AGE AND GENDER							NATION		
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	2945	270	242	323	314	366	362	351	362	170	185	1794	422	377	352
Effective Weighted Sample	2130	154	147	221	223	276	274	261	273	148	159	1553	375	300	293
Total	2927	196	198	294	286	391	389	385	398	194	196	2405	262	141	119
Most Financially Vulnerable	989	78	74	95	104	124	161	101	116	55	81	819	74	53	43
	34%	40%	37%	32%	36%	32%	41%	26%	29%	28%	41%	34%	28%	38%	36%
		ghi	g		g		ceghi				eghi	b		b	b
Potentially Financially Vulnerable	1410	95	86	154	123	194	173	215	196	95	78	1166	129	64	51
	48%	49%	43%	52%	43%	50%	45%	56%	49%	49%	40%	48%	49%	46%	42%
				j				bdfj							
Least Financially Vulnerable	528	23	38	45	58	73	55	70	86	44	36	421	59	23	25
	18%	12%	19%	15%	20%	19%	14%	18%	22%	23%	19%	17%	22%	17%	21%
					a				af	af			a		

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

All interviewing conducted using an online panel. Any column with a base size lower than 100 has been removed. Data is tested at the 95% confidence level.

FINANCIAL VULNERABILITY

Base : Those where it is possible to calculate the Financial Vulnerability Index

	Total	AREA		SOCIAL GRADE						IMPACTING OR LIMITING CONDITIONS		FINANCIAL VULNERABILITY INDEX		
		URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	e	f	a	b	a	b	c
Unweighted total	2945	2573	372	848	771	642	678	1619	1320	545	2287	1002	1399	544
Effective Weighted Sample	2130	1876	254	602	556	468	502	1156	969	397	1653	710	1030	390
Total	2927	2567	360	851	732	626	710	1583	1336	533	2272	989	1410	528
Most Financially Vulnerable	989	863	126	130	178	235	445	308	679	227	713	989	-	-
	34%	34%	35%	15%	24%	37%	63%	19%	51%	43%	31%	100%	-%	-%
					ae	abe	abcef	a	abce	b		bc		
Potentially Financially Vulnerable	1410	1247	163	381	435	335	251	816	586	260	1099	-	1410	-
	48%	49%	45%	45%	59%	54%	35%	52%	44%	49%	48%	-%	100%	-%
				d	adef	adf		adf	d				ac	
Least Financially Vulnerable	528	457	72	340	118	56	14	458	70	46	459	-	-	528
	18%	18%	20%	40%	16%	9%	2%	29%	5%	9%	20%	-%	-%	100%
				bcdef	cdf	df		bcdf	d		a			ab

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