PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 2 - SEPTEMBER-OCTOBER 2021.

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 2 - SEPTEMBER-OCTOBER 2021.

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 2 - SEPTEMBER-OCTOBER 2021.

Base : Those where it is possible to calculate the Financial Vulnerability Index

All interviewing conducted 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	3355	609	759	812	769	404	1662	1691	371	1650	1231
Effective Weighted Sample	2657	389	595	682	635	377	1302	1356	231	1297	1055
Total	3355	447	671	895	895	447	1678	1678	265	1565	1425
Wave 2	3355	447	671	895	895	447	1678	1678	265	1565	1425
	100%	100%	100%	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 2 - SEPTEMBER-OCTOBER 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	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	3355	295	314	360	399	410	402	393	376	204	200	2109	469	450	325
Effective Weighted Sample	2657	177	215	277	322	342	340	320	315	191	186	1962	415	364	251
Total	3355	224	224	335	336	447	447	447	447	224	224	2758	299	166	133
Wave 2	3355	224	224	335	336	447	447	447	447	224	224	2758	299	166	133
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The header "CHILD'S AGE AND GENDER" spans columns a-j; "NATION" spans ENGLAND-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.

WAVE OF INTERVIEWING

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	3355	2927	426	968	915	641	815	1883	1456	631	2597	1016	1410	583
Effective Weighted Sample	2657	2329	329	798	714	506	646	1511	1151	506	2047	801	1126	466
Total	3355	2919	436	939	824	705	872	1764	1577	653	2561	1033	1410	574
Wave 2	3355	2919	436	939	824	705	872	1764	1577	653	2561	1033	1410	574
	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	3355	609	759	812	769	404	1662	1691	371	1650	1231
Effective Weighted Sample	2657	389	595	682	635	377	1302	1356	231	1297	1055
Total	3355	447	671	895	895	447	1678	1678	265	1565	1425
North East	123	19	24	34	25	20	64	59	12	56	51
	4%	4%	4%	4%	3%	4%	4%	4%	5%	4%	4%
Yorkshire and Humberside	269	44	52	81	69	22	133	136	23	136	100
	8%	10%	8%	9%	8%	5%	8%	8%	9%	9%	7%
		e		e							
North West	358	37	63	105	110	42	168	190	18	156	173
	11%	8%	9%	12%	12%	9%	10%	11%	7%	10%	12%
					a						a
West Midlands	299	40	50	75	90	45	147	152	23	127	141
	9%	9%	7%	8%	10%	10%	9%	9%	9%	8%	10%
East Midlands	232	26	45	71	55	36	134	98	19	105	102
	7%	6%	7%	8%	6%	8%	8%	6%	7%	7%	7%
							b				
East of England	309	41	62	76	88	42	150	159	23	142	138
	9%	9%	9%	8%	10%	9%	9%	9%	9%	9%	10%
South West	256	36	58	68	60	33	125	130	20	126	104
	8%	8%	9%	8%	7%	7%	7%	8%	8%	8%	7%
South East	455	64	95	116	116	64	227	228	36	212	190
	14%	14%	14%	13%	13%	14%	14%	14%	14%	14%	13%
London	458	53	95	117	128	65	231	227	24	225	198
	14%	12%	14%	13%	14%	15%	14%	14%	9%	14%	14%
										a	a
SUMMARY											
England	2758	361	544	743	741	369	1378	1380	198	1285	1197
	82%	81%	81%	83%	83%	83%	82%	82%	75%	82%	84%
										a	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.

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	3355	609	759	812	769	404	1662	1691	371	1650	1231
Effective Weighted Sample	2657	389	595	682	635	377	1302	1356	231	1297	1055
Total	3355	447	671	895	895	447	1678	1678	265	1565	1425
Wales	166	25	36	42	41	22	83	82	12	82	69
	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%
Scotland	299	43	63	77	78	38	149	150	44	135	108
	9%	10%	9%	9%	9%	9%	9%	9%	17%	9%	8%
									bc		
Northern Ireland	133	19	28	34	35	17	67	65	11	62	52
	4%	4%	4%	4%	4%	4%	4%	4%	4%	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 2 - SEPTEMBER-OCTOBER 2021.

Table 2

All interviewing conducted 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

		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	3355	295	314	360	399	410	402	393	376	204	200	2109	469	450	325
Effective Weighted Sample	2657	177	215	277	322	342	340	320	315	191	186	1962	415	364	251
Total	3355	224	224	335	336	447	447	447	447	224	224	2758	299	166	133
North East	123	13	6	15	9	19	15	10	16	7	13	123	-	-	-
	4%	6% g	3%	4%	3%	4%	3%	2%	3%	3%	6% g	4% bcd	-%	-%	-%
Yorkshire and Humberside	269	24	20	29	23	40	42	29	41	11	11	269	-	-	-
	8%	11% ij	9%	9%	7%	9%	9%	6%	9%	5%	5%	10% bcd	-%	-%	-%
North West	358	15	22	36	27	43	62	58	52	16	27	358	-	-	-
	11%	7%	10%	11%	8%	10%	14% adi	13% adi	12%	7%	12%	13% bcd	-%	-%	-%
West Midlands	299	24	17	28	22	35	39	38	51	22	23	299	-	-	-
	9%	11%	7%	8%	6%	8%	9%	9%	11% d	10%	10%	11% bcd	-%	-%	-%
East Midlands	232	12	14	25	20	50	21	25	30	21	15	232	-	-	-
	7%	6%	6%	8%	6%	11% abdfgh	5%	6%	7%	10% f	7%	8% bcd	-%	-%	-%
East of England	309	16	25	24	38	35	41	57	31	18	24	309	-	-	-
	9%	7%	11%	7%	11%	8%	9%	13% ceh	7%	8%	11%	11% bcd	-%	-%	-%
South West	256	18	18	28	30	31	37	28	32	20	13	256	-	-	-
	8%	8%	8%	8%	9%	7%	8%	6%	7%	9%	6%	9% bcd	-%	-%	-%
South East	455	33	31	44	50	64	52	57	59	29	35	455	-	-	-
	14%	15%	14%	13%	15%	14%	12%	13%	13%	13%	16%	16% bcd	-%	-%	-%
London	458	25	28	41	54	54	62	68	60	42	23	458	-	-	-
	14%	11%	13%	12%	16%	12%	14%	15%	13%	19% aej	10%	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

| | | 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	3355	295	314	360	399	410	402	393	376	204	200	2109	469	450	325
Effective Weighted Sample	2657	177	215	277	322	342	340	320	315	191	186	1962	415	364	251
Total	3355	224	224	335	336	447	447	447	447	224	224	2758	299	166	133
SUMMARY															
England	2758	180	180	271	273	372	371	370	371	185	184	2758	-	-	-
	82%	81%	81%	81%	81%	83%	83%	83%	83%	83%	82%	100% bcd	-%	-%	-%
Wales	166	12	12	18	18	21	21	21	20	11	11	-	-	166	-
	5%	6%	5%	5%	5%	5%	5%	5%	4%	5%	5%	-%	-%	100% abd	-%
Scotland	299	21	22	33	30	38	39	38	40	19	20	-	299	-	-
	9%	9%	10%	10%	9%	8%	9%	8%	9%	8%	9%	-%	100% acd	-%	-%
Northern Ireland	133	10	9	13	14	17	17	18	16	8	9	-	-	-	133
	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	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	3355	2927	426	968	915	641	815	1883	1456	631	2597	1016	1410	583
Effective Weighted Sample	2657	2329	329	798	714	506	646	1511	1151	506	2047	801	1126	466
Total	3355	2919	436	939	824	705	872	1764	1577	653	2561	1033	1410	574
North East	123	110	13	22	36	23	42	58	65	18	97	38	54	14
	4%	4%	3%	2%	4% a	3%	5% a	3%	4% a	3%	4%	4%	4%	2%
Yorkshire and Humberside	269	222	47	58	72	66	71	130	137	48	208	80	132	37
	8%	8%	11% a	6%	9%	9%	8% a	7%	9% a	7%	8%	8%	9%	6%
North West	358	334	25	86	83	71	118	169	189	73	271	126	155	49
	11%	11% b	6%	9%	10%	10%	14% abe	10%	12% ae	11%	11%	12% c	11%	9%
West Midlands	299	279	20	63	63	63	107	126	169	58	228	111	120	32
	9%	10% b	5%	7%	8%	9%	12% abe	7%	11% abe	9%	9%	11% c	9% c	6%
East Midlands	232	198	34	71	59	50	52	130	102	49	176	80	94	39
	7%	7%	8%	8%	7%	7%	6%	7%	6%	7%	7%	8%	7%	7%
East of England	309	245	63	87	71	67	82	158	149	62	235	102	125	50
	9%	8%	14% a	9%	9%	10%	9%	9%	9%	9%	9%	10%	9%	9%
South West	256	214	42	60	68	63	63	128	126	54	189	75	119	35
	8%	7%	10%	6%	8%	9%	7%	7%	8%	8%	7%	7%	8%	6%
South East	455	370	85	124	106	96	125	230	221	78	353	127	193	81
	14%	13%	19% a	13%	13%	14%	14%	13%	14%	12%	14%	12%	14%	14%
London	458	449	9	214	111	74	57	325	131	93	344	110	169	134
	14%	15% b	2%	23% bcdef	14% df	11% d	7%	18% bcdf	8%	14%	13%	11%	12%	23% 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	3355	2927	426	968	915	641	815	1883	1456	631	2597	1016	1410	583
Effective Weighted Sample	2657	2329	329	798	714	506	646	1511	1151	506	2047	801	1126	466
Total	3355	2919	436	939	824	705	872	1764	1577	653	2561	1033	1410	574
SUMMARY														
England	2758	2420	338	785	669	573	717	1454	1290	533	2102	850	1163	471
	82%	83% b	77%	84%	81%	81%	82%	82%	82%	82%	82%	82%	82%	82%
Wales	166	134	32	42	43	34	46	86	80	36	125	55	65	22
	5%	5%	7% a	5%	5%	5%	5%	5%	5%	6%	5%	5%	5%	4%
Scotland	299	261	38	77	81	67	73	158	141	63	225	83	131	56
	9%	9%	9%	8%	10%	10%	8%	9%	9%	10%	9%	8%	9%	10%
Northern Ireland	133	104	29	35	31	30	36	66	66	21	109	46	52	24
	4%	4%	7% a	4%	4%	4%	4%	4%	4%	3%	4%	4%	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.

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	3355	609	759	812	769	404	1662	1691	371	1650	1231
Effective Weighted Sample	2657	389	595	682	635	377	1302	1356	231	1297	1055
Total	3355	447	671	895	895	447	1678	1678	265	1565	1425
URBAN	2919	390	573	782	782	393	1471	1448	232	1348	1252
	87%	87%	85%	87%	87%	88%	88%	86%	88%	86%	88%
RURAL	436	58	98	113	113	54	207	229	33	217	173
	13%	13%	15%	13%	13%	12%	12%	14%	12%	14%	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

	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	3355	295	314	360	399	410	402	393	376	204	200	2109	469	450	325
Effective Weighted Sample	2657	177	215	277	322	342	340	320	315	191	186	1962	415	364	251
Total	3355	224	224	335	336	447	447	447	447	224	224	2758	299	166	133
URBAN	2919	191	199	292	281	389	393	398	384	202	191	2420	261	134	104
	87%	85%	89%	87%	84%	87%	88%	89%	86%	90%	86%	88%	87%	81%	78%
										d		cd	cd		
RURAL	436	33	25	44	54	58	55	50	63	22	32	338	38	32	29
	13%	15%	11%	13%	16%	13%	12%	11%	14%	10%	14%	12%	13%	19%	22%
					i									ab	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.

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	3355	2927	426	968	915	641	815	1883	1456	631	2597	1016	1410	583
Effective Weighted Sample	2657	2329	329	798	714	506	646	1511	1151	506	2047	801	1126	466
Total	3355	2919	436	939	824	705	872	1764	1577	653	2561	1033	1410	574
URBAN	2919 87%	2919 100% b	- -%	830 88%	717 87%	602 86%	758 87%	1547 88%	1361 86%	582 89%	2217 87%	894 86%	1233 87%	502 88%
RURAL	436 13%	- -%	436 100% a	110 12%	108 13%	102 14%	114 13%	217 12%	216 14%	71 11%	344 13%	140 14%	177 13%	72 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.

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	3355	609	759	812	769	404	1662	1691	371	1650	1231
Effective Weighted Sample	2657	389	595	682	635	377	1302	1356	231	1297	1055
Total	3355	447	671	895	895	447	1678	1678	265	1565	1425
A	212	12	38	51	71	40	117	95	3	86	120
	6%	3%	6%	6%	8%	9%	7%	6%	1%	6%	8%
			a	a	a	ac				a	ab
B	728	81	138	203	204	101	374	354	47	328	328
	22%	18%	21%	23%	23%	23%	22%	21%	18%	21%	23%
C1	824	107	181	228	212	96	415	409	70	405	337
	25%	24%	27%	25%	24%	22%	25%	24%	27%	26%	24%
C2	705	108	141	175	178	103	366	339	70	323	295
	21%	24%	21%	20%	20%	23%	22%	20%	27%	21%	21%
									b		
D	494	78	83	125	141	68	233	261	43	214	217
	15%	17%	12%	14%	16%	15%	14%	16%	16%	14%	15%
		b									
E	378	60	85	112	82	39	168	210	30	202	124
	11%	13%	13%	12%	9%	9%	10%	13%	11%	13%	9%
		de	d					a		c	
Don't know	14	2	5	1	5	1	4	10	1	6	5
	*%	*%	1%	*%	1%	*%	*%	1%	*%	*%	*%
SUMMARY											
AB	939	93	176	254	275	141	491	448	50	415	447
	28%	21%	26%	28%	31%	32%	29%	27%	19%	26%	31%
			a	a	a	a				a	ab
DE	872	138	168	236	224	107	401	471	73	415	341
	26%	31%	25%	26%	25%	24%	24%	28%	28%	27%	24%
		de						a			
ABC1	1764	200	357	482	487	238	906	858	121	820	784
	53%	45%	53%	54%	54%	53%	54%	51%	46%	52%	55%
			a	a	a	a					a

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 2 - SEPTEMBER-OCTOBER 2021.

Table 4

All interviewing conducted 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	3355	609	759	812	769	404	1662	1691	371	1650	1231
Effective Weighted Sample	2657	389	595	682	635	377	1302	1356	231	1297	1055
Total	3355	447	671	895	895	447	1678	1678	265	1565	1425
C2DE	1577	246	309	411	402	209	767	810	144	739	635
	47%	55%	46%	46%	45%	47%	46%	48%	54%	47%	45%
		bcde							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.

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	3355	295	314	360	399	410	402	393	376	204	200	2109	469	450	325
Effective Weighted Sample	2657	177	215	277	322	342	340	320	315	191	186	1962	415	364	251
Total	3355	224	224	335	336	447	447	447	447	224	224	2758	299	166	133
A	212	5	7	20	18	28	22	38	33	25	15	189	10	8	4
	6%	2%	3%	6%	5%	6%	5%	8%	7%	11%	7%	7%	4%	5%	3%
						a		ab	ab	abcdef	a	bd			
B	728	38	43	75	63	105	99	104	100	53	49	596	66	34	31
	22%	17%	19%	22%	19%	23%	22%	23%	22%	24%	22%	22%	22%	20%	23%
C1	824	58	50	89	92	106	122	118	94	44	52	669	81	43	31
	25%	26%	22%	27%	27%	24%	27%	26%	21%	20%	23%	24%	27%	26%	24%
C2	705	61	47	69	72	93	83	91	87	53	50	573	67	34	30
	21%	27%	21%	20%	21%	21%	18%	20%	20%	24%	22%	21%	23%	20%	23%
		f													
D	494	34	43	40	43	69	56	59	82	31	37	407	46	25	16
	15%	15%	19%	12%	13%	15%	13%	13%	18%	14%	16%	15%	15%	15%	12%
			cdf						cdf						
E	378	28	32	41	45	47	65	36	47	17	21	310	27	21	20
	11%	12%	14%	12%	13%	10%	14%	8%	10%	8%	10%	11%	9%	13%	15%
			gi		g		gi								b
Don't know	14	-	2	2	4	-	1	3	3	-	1	13	*	*	*
	*%	-%	1%	*%	1%	-%	*%	1%	1%	-%	*%	*%	*%	*%	*%
SUMMARY															
AB	939	43	50	95	81	133	121	142	133	78	63	785	77	42	35
	28%	19%	22%	28%	24%	30%	27%	32%	30%	35%	28%	28%	26%	26%	26%
				a		a	a	abd	a	abd	a				
DE	872	62	75	81	87	115	121	95	129	49	58	717	73	46	36
	26%	28%	34%	24%	26%	26%	27%	21%	29%	22%	26%	26%	25%	28%	27%
			cegi						g						
ABC1	1764	100	100	184	172	239	243	260	228	122	115	1454	158	86	66
	53%	45%	45%	55%	51%	53%	54%	58%	51%	55%	51%	53%	53%	52%	50%
				ab		b	ab	ab		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.

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	3355	295	314	360	399	410	402	393	376	204	200	2109	469	450	325
Effective Weighted Sample	2657	177	215	277	322	342	340	320	315	191	186	1962	415	364	251
Total	3355	224	224	335	336	447	447	447	447	224	224	2758	299	166	133
C2DE	1577	123	122	149	159	208	203	185	217	101	108	1290	141	80	66
	47%	55%	55%	45%	47%	47%	45%	41%	48%	45%	48%	47%	47%	48%	50%
		cfg	cfg												

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	3355	2927	426	968	915	641	815	1883	1456	631	2597	1016	1410	583
Effective Weighted Sample	2657	2329	329	798	714	506	646	1511	1151	506	2047	801	1126	466
Total	3355	2919	436	939	824	705	872	1764	1577	653	2561	1033	1410	574
A	212	204	8	212	-	-	-	212	-	42	154	33	59	104
	6%	7%	2%	23%	-%	-%	-%	12%	-%	6%	6%	3%	4%	18%
		b		bcdef				bcdf						ab
B	728	626	101	728	-	-	-	728	-	113	595	109	297	261
	22%	21%	23%	77%	-%	-%	-%	41%	-%	17%	23%	11%	21%	45%
				bcdef				bcdf			a		a	ab
C1	824	717	108	-	824	-	-	824	-	130	672	189	436	142
	25%	25%	25%	-%	100%	-%	-%	47%	-%	20%	26%	18%	31%	25%
					acdef			acdf			a		ac	a
C2	705	602	102	-	-	705	-	-	705	131	550	231	349	58
	21%	21%	23%	-%	-%	100%	-%	-%	45%	20%	21%	22%	25%	10%
						abdef			abde			c	c	
D	494	422	72	-	-	-	494	-	494	115	354	239	203	6
	15%	14%	17%	-%	-%	-%	57%	-%	31%	18%	14%	23%	14%	1%
							abcef		abce	b		bc	c	
E	378	336	42	-	-	-	378	-	378	117	232	228	65	1
	11%	12%	10%	-%	-%	-%	43%	-%	24%	18%	9%	22%	5%	*%
							abcef		abce	b		bc	c	
Don't know	14	12	3	-	-	-	-	-	-	5	4	5	1	1
	*%	*%	1%	-%	-%	-%	-%	-%	-%	1%	*%	*%	*%	*%
										b				
SUMMARY														
AB	939	830	110	939	-	-	-	939	-	155	749	142	356	365
	28%	28%	25%	100%	-%	-%	-%	53%	-%	24%	29%	14%	25%	64%
				bcdef				bcdf			a		a	ab
DE	872	758	114	-	-	-	872	-	872	231	586	467	268	7
	26%	26%	26%	-%	-%	-%	100%	-%	55%	35%	23%	45%	19%	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.

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	3355	2927	426	968	915	641	815	1883	1456	631	2597	1016	1410	583
Effective Weighted Sample	2657	2329	329	798	714	506	646	1511	1151	506	2047	801	1126	466
Total	3355	2919	436	939	824	705	872	1764	1577	653	2561	1033	1410	574
ABC1	1764 53%	1547 53%	217 50%	939 100% cdf	824 100% cdf	- -%	- -%	1764 100% cdf	- -%	285 44%	1421 56% a	331 32%	792 56% a	507 88% ab
C2DE	1577 47%	1361 47%	216 50%	- -%	- -%	705 100% abe	872 100% abe	- -%	1577 100% abe	362 56% b	1136 44%	697 67% bc	617 44% c	65 11%

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.

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	3355	609	759	812	769	404	1662	1691	371	1650	1231
Effective Weighted Sample	2657	389	595	682	635	377	1302	1356	231	1297	1055
Total	3355	447	671	895	895	447	1678	1678	265	1565	1425
Boy, aged 3-4	224	224	-	-	-	-	224	-	133	90	-
	7%	50%	-%	-%	-%	-%	13%	-%	50%	6%	-%
		bcde					b		bc	c	
Boy, aged 5-7	335	-	335	-	-	-	335	-	2	322	-
	10%	-%	50%	-%	-%	-%	20%	-%	1%	21%	-%
			acde				b		c	ac	
Boy, aged 8-11	447	-	-	447	-	-	447	-	-	373	72
	13%	-%	-%	50%	-%	-%	27%	-%	-%	24%	5%
				abde			b			ac	a
Boy, aged 12-15	447	-	-	-	447	-	447	-	-	-	440
	13%	-%	-%	-%	50%	-%	27%	-%	-%	-%	31%
					abce		b				ab
Boy, aged 16-17	224	-	-	-	-	224	224	-	-	-	206
	7%	-%	-%	-%	-%	50%	13%	-%	-%	-%	14%
						abcd	b				ab
Girl, aged 3-4	224	224	-	-	-	-	-	224	130	90	-
	7%	50%	-%	-%	-%	-%	-%	13%	49%	6%	-%
		bcde						a	bc	c	
Girl, aged 5-7	336	-	336	-	-	-	-	336	-	320	-
	10%	-%	50%	-%	-%	-%	-%	20%	-%	20%	-%
			acde					a		ac	
Girl, aged 8-11	447	-	-	447	-	-	-	447	-	370	72
	13%	-%	-%	50%	-%	-%	-%	27%	-%	24%	5%
				abde				a		ac	a
Girl, aged 12-15	447	-	-	-	447	-	-	447	-	-	437
	13%	-%	-%	-%	50%	-%	-%	27%	-%	-%	31%
					abce			a			ab
Girl, aged 16-17	224	-	-	-	-	224	-	224	-	-	198
	7%	-%	-%	-%	-%	50%	-%	13%	-%	-%	14%
						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	3355	295	314	360	399	410	402	393	376	204	200	2109	469	450	325
Effective Weighted Sample	2657	177	215	277	322	342	340	320	315	191	186	1962	415	364	251
Total	3355	224	224	335	336	447	447	447	447	224	224	2758	299	166	133
Boy, aged 3-4	224	224	-	-	-	-	-	-	-	-	-	180	21	12	10
	7%	100% bcdefghij	-%	-%	-%	-%	-%	-%	-%	-%	-%	7%	7%	8%	8%
Boy, aged 5-7	335	-	-	335	-	-	-	-	-	-	-	271	33	18	13
	10%	-%	-%	100% abdefghij	-%	-%	-%	-%	-%	-%	-%	10%	11%	11%	10%
Boy, aged 8-11	447	-	-	-	-	447	-	-	-	-	-	372	38	21	17
	13%	-%	-%	-%	-%	100% abcdfghij	-%	-%	-%	-%	-%	13%	13%	13%	13%
Boy, aged 12-15	447	-	-	-	-	-	-	447	-	-	-	370	38	21	18
	13%	-%	-%	-%	-%	-%	-%	100% abcdefhij	-%	-%	-%	13%	13%	13%	14%
Boy, aged 16-17	224	-	-	-	-	-	-	-	-	224	-	185	19	11	8
	7%	-%	-%	-%	-%	-%	-%	-%	-%	100% abcdefghj	-%	7%	6%	7%	6%
Girl, aged 3-4	224	-	224	-	-	-	-	-	-	-	-	180	22	12	9
	7%	-%	100% acdefghij	-%	-%	-%	-%	-%	-%	-%	-%	7%	7%	7%	7%
Girl, aged 5-7	336	-	-	-	336	-	-	-	-	-	-	273	30	18	14
	10%	-%	-%	-%	100% abcefghij	-%	-%	-%	-%	-%	-%	10%	10%	11%	11%
Girl, aged 8-11	447	-	-	-	-	-	447	-	-	-	-	371	39	21	17
	13%	-%	-%	-%	-%	-%	100% abcdeghij	-%	-%	-%	-%	13%	13%	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.

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	3355	295	314	360	399	410	402	393	376	204	200	2109	469	450	325
Effective Weighted Sample	2657	177	215	277	322	342	340	320	315	191	186	1962	415	364	251
Total	3355	224	224	335	336	447	447	447	447	224	224	2758	299	166	133
Girl, aged 12-15	447	-	-	-	-	-	-	-	447	-	-	371	40	20	16
	13%	-%	-%	-%	-%	-%	-%	-%	100% abcdefgij	-%	-%	13%	13%	12%	12%
Girl, aged 16-17	224	-	-	-	-	-	-	-	-	-	224	184	20	11	9
	7%	-%	-%	-%	-%	-%	-%	-%	-%	-%	100% abcdefghi	7%	7%	7%	7%

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	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	3355	2927	426	968	915	641	815	1883	1456	631	2597	1016	1410	583
Effective Weighted Sample	2657	2329	329	798	714	506	646	1511	1151	506	2047	801	1126	466
Total	3355	2919	436	939	824	705	872	1764	1577	653	2561	1033	1410	574
Boy, aged 3-4	224	191	33	43	58	61	62	100	123	37	179	77	95	22
	7%	7%	8%	5%	7%	9%	7%	6%	8%	6%	7%	7%	7%	4%
					a	ae	a		ae			c	c	
Boy, aged 5-7	335	292	44	95	89	69	81	184	149	63	251	92	147	56
	10%	10%	10%	10%	11%	10%	9%	10%	9%	10%	10%	9%	10%	10%
Boy, aged 8-11	447	389	58	133	106	93	115	239	208	105	330	128	195	84
	13%	13%	13%	14%	13%	13%	13%	14%	13%	16%	13%	12%	14%	15%
Boy, aged 12-15	447	398	50	142	118	91	95	260	185	87	337	115	205	81
	13%	14%	11%	15%	14%	13%	11%	15%	12%	13%	13%	11%	15%	14%
				df				df					a	
Boy, aged 16-17	224	202	22	78	44	53	49	122	101	48	166	70	88	52
	7%	7%	5%	8%	5%	7%	6%	7%	6%	7%	6%	7%	6%	9%
				bd										b
Girl, aged 3-4	224	199	25	50	50	47	75	100	122	24	189	83	74	34
	7%	7%	6%	5%	6%	7%	9%	6%	8%	4%	7%	8%	5%	6%
							ae		ae		a	b		
Girl, aged 5-7	336	281	54	81	92	72	87	172	159	44	275	113	131	60
	10%	10%	12%	9%	11%	10%	10%	10%	10%	7%	11%	11%	9%	10%
											a			
Girl, aged 8-11	447	393	55	121	122	83	121	243	203	86	345	152	191	71
	13%	13%	13%	13%	15%	12%	14%	14%	13%	13%	13%	15%	14%	12%
Girl, aged 12-15	447	384	63	133	94	87	129	228	217	100	329	133	179	81
	13%	13%	15%	14%	11%	12%	15%	13%	14%	15%	13%	13%	13%	14%
Girl, aged 16-17	224	191	32	63	52	50	58	115	108	59	160	70	105	33
	7%	7%	7%	7%	6%	7%	7%	7%	7%	9%	6%	7%	7%	6%
										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.

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	3355	609	759	812	769	404	1662	1691	371	1650	1231
Effective Weighted Sample	2657	389	595	682	635	377	1302	1356	231	1297	1055
Total	3355	447	671	895	895	447	1678	1678	265	1565	1425
Boy	1678	224	335	447	447	224	1678	-	135	785	718
	50%	50%	50%	50%	50%	50%	100%	-%	51%	50%	50%
							b				
Girl	1678	224	336	447	447	224	-	1678	130	780	707
	50%	50%	50%	50%	50%	50%	-%	100%	49%	50%	50%
								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.

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	3355	295	314	360	399	410	402	393	376	204	200	2109	469	450	325
Effective Weighted Sample	2657	177	215	277	322	342	340	320	315	191	186	1962	415	364	251
Total	3355	224	224	335	336	447	447	447	447	224	224	2758	299	166	133
Boy	1678	224	-	335	-	447	-	447	-	224	-	1378	149	83	67
	50%	100%	-%	100%	-%	100%	-%	100%	-%	100%	-%	50%	50%	50%	51%
		bdfhj		bdfhj		bdfhj		bdfhj		bdfhj					
Girl	1678	-	224	-	336	-	447	-	447	-	224	1380	150	82	65
	50%	-%	100%	-%	100%	-%	100%	-%	100%	-%	100%	50%	50%	50%	49%
			acegi		acegi		acegi		acegi		acegi				

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.

GENDER OF CHILD

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	3355	2927	426	968	915	641	815	1883	1456	631	2597	1016	1410	583
Effective Weighted Sample	2657	2329	329	798	714	506	646	1511	1151	506	2047	801	1126	466
Total	3355	2919	436	939	824	705	872	1764	1577	653	2561	1033	1410	574
Boy	1678	1471	207	491	415	366	401	906	767	340	1264	482	729	295
	50%	50%	47%	52%	50%	52%	46%	51%	49%	52%	49%	47%	52%	51%
				d		d		d					a	
Girl	1678	1448	229	448	409	339	471	858	810	313	1297	551	681	279
	50%	50%	53%	48%	50%	48%	54%	49%	51%	48%	51%	53%	48%	49%
							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.

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	3355	609	759	812	769	404	1662	1691	371	1650	1231
Effective Weighted Sample	2657	389	595	682	635	377	1302	1356	231	1297	1055
Total	3355	447	671	895	895	447	1678	1678	265	1565	1425
WhatsApp	1801	112	211	477	670	331	861	940	56	624	1073
	54%	25%	31%	53%	75%	74%	51%	56%	21%	40%	75%
			a	ab	abc	abc		a		a	ab
Snapchat	1155	38	86	231	503	297	484	671	19	282	810
	34%	8%	13%	26%	56%	66%	29%	40%	7%	18%	57%
			a	ab	abc	abcd		a		a	ab
FaceTime	1077	86	158	258	370	205	462	614	50	405	587
	32%	19%	24%	29%	41%	46%	28%	37%	19%	26%	41%
				ab	abc	abc		a		a	ab
(Facebook) Messenger	918	61	107	186	328	236	420	498	35	284	558
	27%	14%	16%	21%	37%	53%	25%	30%	13%	18%	39%
				ab	abc	abcd		a			ab
Instagram (Direct)	912	18	70	130	401	293	400	512	14	177	678
	27%	4%	10%	14%	45%	65%	24%	31%	5%	11%	48%
			a	ab	abc	abcd		a		a	ab
iMessage (by Apple)	497	13	45	113	203	122	202	295	7	138	338
	15%	3%	7%	13%	23%	27%	12%	18%	3%	9%	24%
			a	ab	abc	abc		a		a	ab
Microsoft Teams	456	15	52	128	170	91	214	242	5	158	278
	14%	3%	8%	14%	19%	20%	13%	14%	2%	10%	20%
			a	ab	abc	abc				a	ab
Zoom	437	18	61	125	147	86	197	240	9	170	247
	13%	4%	9%	14%	16%	19%	12%	14%	3%	11%	17%
			a	ab	ab	abc		a		a	ab
Skype	319	24	52	93	80	69	146	173	12	141	156
	10%	5%	8%	10%	9%	15%	9%	10%	5%	9%	11%
				a	a	abcd				a	a
Discord	269	8	20	73	101	67	167	102	3	72	179
	8%	2%	3%	8%	11%	15%	10%	6%	1%	5%	13%
				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	3355	609	759	812	769	404	1662	1691	371	1650	1231
Effective Weighted Sample	2657	389	595	682	635	377	1302	1356	231	1297	1055
Total	3355	447	671	895	895	447	1678	1678	265	1565	1425
Telegram	112	5	18	25	34	31	66	46	2	41	66
	3%	1%	3%	3%	4%	7%	4%	3%	1%	3%	5%
					a	abcd					ab
Imo	63	4	15	16	19	9	33	30	1	33	29
	2%	1%	2%	2%	2%	2%	2%	2%	1%	2%	2%
Kik	59	7	12	11	15	14	34	25	4	23	31
	2%	1%	2%	1%	2%	3%	2%	1%	1%	2%	2%
						c					
Omegle	50	2	3	18	12	15	29	21	1	21	27
	1%	*%	*%	2%	1%	3%	2%	1%	*%	1%	2%
				ab		abd					
Signal	48	1	2	14	20	12	22	26	*	14	33
	1%	*%	*%	2%	2%	3%	1%	2%	*%	1%	2%
				ab	ab	ab					ab
Child sends messages or makes video/ voice calls on other apps/ sites	87	7	11	40	22	6	45	42	2	53	29
	3%	2%	2%	4%	2%	1%	3%	2%	1%	3%	2%
				abde						a	
Child does not send messages or make video or voice calls on ANY apps/ sites	685	226	286	143	25	4	352	332	151	481	31
	20%	51%	43%	16%	3%	1%	21%	20%	57%	31%	2%
		bcde	cde	de	e				bc	c	
Don't know	18	7	2	7	2	1	8	10	2	12	3
	1%	1%	*%	1%	*%	*%	*%	1%	1%	1%	*%
		bd								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	3355	609	759	812	769	404	1662	1691	371	1650	1231
Effective Weighted Sample	2657	389	595	682	635	377	1302	1356	231	1297	1055
Total	3355	447	671	895	895	447	1678	1678	265	1565	1425
SUMMARY											
ANY APPS/ SITES USED TO SEND MESSAGES OR TO MAKE VIDEO OR VOICE CALLS	2652	215	383	745	868	442	1318	1335	111	1072	1391
	79%	48%	57%	83%	97%	99%	79%	80%	42%	68%	98%
			a	ab	abc	abc				a	ab
Base for stats	3355	447	671	895	895	447	1678	1678	265	1565	1425
Mean number of apps/ sites (out of 17 WAVE 1/ out of 16 WAVE 2)	2.5	.9	1.4	2.2	3.5	4.2	2.3	2.7	.8	1.7	3.6
			a	ab	abc	abcd		a		a	ab
Standard deviation	2.31	1.41	1.96	2.07	2.14	2.26	2.19	2.40	1.40	2.01	2.21
Standard error	.04	.06	.07	.07	.08	.11	.05	.06	.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.

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	3355	295	314	360	399	410	402	393	376	204	200	2109	469	450	325
Effective Weighted Sample	2657	177	215	277	322	342	340	320	315	191	186	1962	415	364	251
Total	3355	224	224	335	336	447	447	447	447	224	224	2758	299	166	133
WhatsApp	1801	65	47	102	109	223	253	315	356	156	175	1514	142	82	63
	54%	29%	21%	30%	32%	50%	57%	70%	79%	70%	78%	55%	48%	49%	48%
				b	b	abcd	abcd	abcdef	abcdefgi	abcdef	abcdef	bcd			
Snapchat	1155	20	18	39	47	96	135	202	301	127	170	942	110	60	43
	34%	9%	8%	12%	14%	21%	30%	45%	67%	57%	76%	34%	37%	36%	33%
					b	abcd	abcde	abcdef	abcdefgi	abcdefg	abcdefghi				
FaceTime	1077	52	34	78	80	110	148	148	222	74	131	892	95	49	41
	32%	23%	15%	23%	24%	25%	33%	33%	50%	33%	59%	32%	32%	29%	31%
			b		b	b	abcde	abcde	abcdefgi	abcde	abcdefghi				
(Facebook) Messenger	918	31	30	49	58	88	98	148	180	104	132	741	85	52	40
	27%	14%	14%	15%	17%	20%	22%	33%	40%	47%	59%	27%	29%	31%	30%
							abc	abcdef	abcdef	abcdefg	abcdefghi				
Instagram (Direct)	912	11	7	37	34	59	70	167	234	126	166	767	73	43	29
	27%	5%	3%	11%	10%	13%	16%	37%	52%	57%	74%	28%	24%	26%	22%
				ab	ab	ab	abd	abcdef	abcdefg	abcdefg	abcdefghi	d			
iMessage (by Apple)	497	10	3	25	20	52	61	66	137	48	74	410	43	27	18
	15%	5%	1%	8%	6%	12%	14%	15%	31%	21%	33%	15%	14%	16%	13%
				b	b	abd	abcd	abcd	abcdefgi	abcdef	abcdefgi				
Microsoft Teams	456	10	5	22	29	60	69	76	94	45	46	371	51	25	10
	14%	5%	2%	7%	9%	13%	15%	17%	21%	20%	20%	13%	17%	15%	7%
				b	b	abc	abcd	abcd	abcde	abcde	abcde	d	ad	d	
Zoom	437	12	6	22	39	56	70	71	76	36	49	369	36	14	19
	13%	5%	3%	6%	12%	12%	16%	16%	17%	16%	22%	13%	12%	8%	14%
					abc	abc	abc	abc	abc	abc	abcde	c			c
Skype	319	13	11	23	30	43	50	33	47	34	35	278	15	13	12
	10%	6%	5%	7%	9%	10%	11%	7%	11%	15%	16%	10%	5%	8%	9%
						b	ab		b	abcdg	abcdeg	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.

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	3355	295	314	360	399	410	402	393	376	204	200	2109	469	450	325
Effective Weighted Sample	2657	177	215	277	322	342	340	320	315	191	186	1962	415	364	251
Total	3355	224	224	335	336	447	447	447	447	224	224	2758	299	166	133
Discord	269	6	2	11	9	41	32	63	38	46	21	225	21	9	14
	8%	3%	1%	3%	3%	9%	7%	14%	9%	20%	10%	8%	7%	5%	11%
						abcd	abcd	abcdefh	abcd	abcdefhj	abcd				c
Telegram	112	2	3	8	10	14	11	20	14	23	8	97	5	5	5
	3%	1%	1%	2%	3%	3%	2%	4%	3%	10%	4%	4%	2%	3%	4%
								ab		abcdefghj					
Imo	63	4	*	7	8	8	9	7	12	7	2	56	2	3	2
	2%	2%	*%	2%	2%	2%	2%	2%	3%	3%	1%	2%	1%	2%	2%
				b	b				b	b					
Kik	59	5	1	7	5	4	7	6	9	12	2	50	2	4	4
	2%	2%	1%	2%	2%	1%	2%	1%	2%	5%	1%	2%	1%	2%	3%
										bcdefghj				b	b
Omegle	50	1	1	2	1	10	8	5	7	11	4	45	1	2	3
	1%	*%	1%	1%	*%	2%	2%	1%	2%	5%	2%	2%	*%	1%	2%
						d				abcdfgh					b
Signal	48	*	*	1	1	5	9	6	13	9	2	40	3	3	2
	1%	*%	*%	*%	*%	1%	2%	1%	3%	4%	1%	1%	1%	2%	2%
									abcd	abcde					
Child sends messages or makes video/ voice calls on other apps/ sites	87	5	2	5	6	18	22	13	9	4	3	73	6	4	3
	3%	2%	1%	1%	2%	4%	5%	3%	2%	2%	1%	3%	2%	3%	3%
						bc	bcdhj								
Child does not send messages or make video or voice calls on ANY apps/ sites	685	102	124	147	139	82	61	17	8	4	-	548	68	35	34
	20%	46%	55%	44%	41%	18%	14%	4%	2%	2%	-%	20%	23%	21%	26%
		efghij	cdefghij	efghij	efghij	ghij	ghij	j							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.

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	3355	295	314	360	399	410	402	393	376	204	200	2109	469	450	325
Effective Weighted Sample	2657	177	215	277	322	342	340	320	315	191	186	1962	415	364	251
Total	3355	224	224	335	336	447	447	447	447	224	224	2758	299	166	133
Don't know	18	2	4	1	1	3	4	2	-	-	1	13	1	2	2
	1%	1%	2%	*%	*%	1%	1%	*%	-%	-%	*%	*%	*%	1%	2%
			h												a

SUMMARY

ANY APPS/ SITES USED TO SEND MESSAGES OR TO MAKE VIDEO OR VOICE CALLS	2652	119	96	187	195	363	382	429	439	220	223	2197	230	130	97
	79%	53%	43%	56%	58%	81%	85%	96%	98%	98%	100%	80%	77%	78%	73%
		b		b	b	abcd	abcd	abcdef	abcdef	abcdef	abcdefg	d			
Base for stats	3355	224	224	335	336	447	447	447	447	224	224	2758	299	166	133
Mean number of apps/ sites (out of 17 WAVE 1/ out of 16 WAVE 2)	2.5	1.1	.8	1.3	1.4	2.0	2.4	3.0	3.9	3.9	4.6	2.5	2.3	2.4	2.3
		b		b	ab	abcd	abcde	abcdef	abcdefg	abcdefg	abcdefghi				
Standard deviation	2.31	1.55	1.25	1.80	2.11	1.93	2.19	2.04	2.14	2.53	1.90	2.31	2.14	2.29	2.64
Standard error	.04	.09	.07	.10	.11	.10	.11	.10	.11	.18	.13	.05	.10	.11	.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.

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	3355	2927	426	968	915	641	815	1883	1456	631	2597	1016	1410	583
Effective Weighted Sample	2657	2329	329	798	714	506	646	1511	1151	506	2047	801	1126	466
Total	3355	2919	436	939	824	705	872	1764	1577	653	2561	1033	1410	574
WhatsApp	1801	1580	220	533	457	361	442	990	802	377	1362	525	791	318
	54%	54%	51%	57%	55%	51%	51%	56%	51%	58%	53%	51%	56%	55%
				df				df					a	
Snapchat	1155	1014	141	354	255	239	305	609	543	265	839	366	477	196
	34%	35%	32%	38%	31%	34%	35%	35%	34%	41%	33%	35%	34%	34%
				b						b				
FaceTime	1077	933	143	335	268	241	228	603	470	227	818	301	459	224
	32%	32%	33%	36%	32%	34%	26%	34%	30%	35%	32%	29%	33%	39%
				df	d	d		df						ab
(Facebook) Messenger	918	815	103	296	164	214	241	460	455	206	678	287	382	169
	27%	28%	24%	31%	20%	30%	28%	26%	29%	32%	26%	28%	27%	29%
				be		b	b	b	b	b				
Instagram (Direct)	912	803	109	330	173	203	202	503	406	230	655	276	383	173
	27%	28%	25%	35%	21%	29%	23%	29%	26%	35%	26%	27%	27%	30%
				bcdef		bd		bd	b	b				
iMessage (by Apple)	497	445	51	164	112	105	113	275	218	110	377	146	207	103
	15%	15%	12%	17%	14%	15%	13%	16%	14%	17%	15%	14%	15%	18%
				bdf										
Microsoft Teams	456	404	52	149	131	78	97	280	175	106	336	129	195	87
	14%	14%	12%	16%	16%	11%	11%	16%	11%	16%	13%	12%	14%	15%
				cdf	cdf			cdf						
Zoom	437	400	36	179	109	73	74	288	147	84	339	109	187	104
	13%	14%	8%	19%	13%	10%	8%	16%	9%	13%	13%	11%	13%	18%
		b		bcdf	df			cdf						ab
Skype	319	288	31	144	66	54	55	210	108	66	240	83	138	74
	10%	10%	7%	15%	8%	8%	6%	12%	7%	10%	9%	8%	10%	13%
				bcdef				bcdf						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 2 - SEPTEMBER-OCTOBER 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	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	3355	2927	426	968	915	641	815	1883	1456	631	2597	1016	1410	583
Effective Weighted Sample	2657	2329	329	798	714	506	646	1511	1151	506	2047	801	1126	466
Total	3355	2919	436	939	824	705	872	1764	1577	653	2561	1033	1410	574
Discord	269	252	18	101	59	48	58	160	106	88	172	83	121	44
	8%	9%	4%	11%	7%	7%	7%	9%	7%	13%	7%	8%	9%	8%
		b		bcdf				f		b				
Telegram	112	107	5	62	16	19	16	77	35	27	84	30	45	27
	3%	4%	1%	7%	2%	3%	2%	4%	2%	4%	3%	3%	3%	5%
		b		bcdef				bdf						
Imo	63	59	4	36	6	8	12	42	21	21	39	20	27	9
	2%	2%	1%	4%	1%	1%	1%	2%	1%	3%	2%	2%	2%	2%
				bcdef				bf		b				
Kik	59	58	2	30	14	10	6	44	16	14	38	12	34	12
	2%	2%	*%	3%	2%	1%	1%	2%	1%	2%	1%	1%	2%	2%
		b		cdf				df						
Omegle	50	48	2	25	9	6	7	34	13	20	27	8	25	12
	1%	2%	*%	3%	1%	1%	1%	2%	1%	3%	1%	1%	2%	2%
				bcdf				f		b				a
Signal	48	44	4	23	8	7	8	31	16	10	34	10	21	10
	1%	1%	1%	2%	1%	1%	1%	2%	1%	2%	1%	1%	1%	2%
				bdf										
Child sends messages or makes video/ voice calls on other apps/ sites	87	77	10	31	20	19	17	51	36	15	69	28	40	15
	3%	3%	2%	3%	2%	3%	2%	3%	2%	2%	3%	3%	3%	3%
Child does not send messages or make video or voice calls on ANY apps/ sites	685	568	117	144	175	155	205	319	360	104	546	241	257	94
	20%	19%	27%	15%	21%	22%	23%	18%	23%	16%	21%	23%	18%	16%
			a		a	a	ae		ae		a	bc		

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	3355	2927	426	968	915	641	815	1883	1456	631	2597	1016	1410	583
Effective Weighted Sample	2657	2329	329	798	714	506	646	1511	1151	506	2047	801	1126	466
Total	3355	2919	436	939	824	705	872	1764	1577	653	2561	1033	1410	574
Don't know	18	17	1	3	2	4	9	5	13	4	13	5	6	*
	1%	1%	*%	*%	*%	1%	1%	*%	1%	1%	*%	1%	*%	*%
							be							

SUMMARY

ANY APPS/ SITES USED TO SEND MESSAGES OR TO MAKE VIDEO OR VOICE CALLS

	Total	URBAN	RURAL	AB	C1	C2	DE	ABC1	C2DE	ANY	NONE	MOST	POTEN-TIALLY	LEAST
	2652	2334	318	792	648	546	658	1440	1204	545	2002	787	1147	479
	79%	80%	73%	84%	79%	78%	75%	82%	76%	83%	78%	76%	81%	83%
		b		bcdf				cdf		b			a	a
Base for stats	3355	2919	436	939	824	705	872	1764	1577	653	2561	1033	1410	574
Mean number of apps/ sites (out of 17 WAVE 1/ out of 16 WAVE 2)	2.5	2.5	2.1	3.0	2.3	2.4	2.2	2.6	2.3	2.9	2.4	2.3	2.5	2.7
		b		bcdef		d		bcdf		b				ab
Standard deviation	2.31	2.32	2.19	2.55	2.06	2.24	2.19	2.36	2.22	2.37	2.28	2.23	2.30	2.38
Standard error	.04	.04	.11	.08	.07	.09	.08	.05	.06	.09	.04	.07	.06	.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.

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	3355	609	759	812	769	404	1662	1691	371	1650	1231
Effective Weighted Sample	2657	389	595	682	635	377	1302	1356	231	1297	1055
Total	3355	447	671	895	895	447	1678	1678	265	1565	1425
YouTube	2813	356	564	748	758	387	1408	1404	208	1312	1215
	84%	80%	84%	84%	85%	86%	84%	84%	79%	84%	85%
					a	a					a
TikTok	1358	50	163	339	527	278	580	778	29	448	831
	40%	11%	24%	38%	59%	62%	35%	46%	11%	29%	58%
			a	ab	abc	abc		a		a	ab
Instagram	783	36	74	115	345	213	339	444	20	184	543
	23%	8%	11%	13%	39%	48%	20%	26%	7%	12%	38%
				a	abc	abcd		a			ab
Snapchat	703	24	61	126	316	176	302	401	15	169	497
	21%	5%	9%	14%	35%	39%	18%	24%	6%	11%	35%
			a	ab	abc	abc		a		a	ab
Facebook (inc. Facebook Gaming)	565	28	72	94	224	146	279	286	17	157	365
	17%	6%	11%	11%	25%	33%	17%	17%	7%	10%	26%
			a	a	abc	abcd					ab
Twitch	268	9	22	64	112	60	171	97	3	80	175
	8%	2%	3%	7%	13%	13%	10%	6%	1%	5%	12%
				ab	abc	abc	b			a	ab
Vimeo	108	1	19	24	35	29	56	52	*	38	63
	3%	*%	3%	3%	4%	6%	3%	3%	*%	2%	4%
			a	a	a	abc				a	ab
Dailymotion	72	9	8	24	20	11	36	36	4	35	31
	2%	2%	1%	3%	2%	2%	2%	2%	1%	2%	2%
GoNoodle	61	6	14	23	8	9	30	31	2	37	22
	2%	1%	2%	3%	1%	2%	2%	2%	1%	2%	2%
				d							
Triller	57	3	10	10	19	15	30	27	2	16	39
	2%	1%	1%	1%	2%	3%	2%	2%	1%	1%	3%
					a	abc					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.

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	3355	609	759	812	769	404	1662	1691	371	1650	1231
Effective Weighted Sample	2657	389	595	682	635	377	1302	1356	231	1297	1055
Total	3355	447	671	895	895	447	1678	1678	265	1565	1425
Dubsmash	48	2	9	14	17	6	25	23	2	18	25
	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%	2%
Imgur	40	1	5	10	19	4	22	18	1	12	26
	1%	*%	1%	1%	2%	1%	1%	1%	*%	1%	2%
					ab						b
Byte	34	*	6	11	10	5	18	16	*	14	18
	1%	*%	1%	1%	1%	1%	1%	1%	*%	1%	1%
				a	a	a					
Fruitlab	32	2	7	11	6	7	23	10	2	14	14
	1%	*%	1%	1%	1%	2%	1%	1%	1%	1%	1%
							b				
GROM social	32	1	7	12	6	6	16	16	1	14	17
	1%	*%	1%	1%	1%	1%	1%	1%	*%	1%	1%
						a					
Child watches videos on other apps/sites	82	19	32	16	4	11	38	44	13	50	18
	2%	4%	5%	2%	*%	3%	2%	3%	5%	3%	1%
		cd	cd	d		d			c	c	
Child does not watch videos on ANY apps/ sites	181	50	48	51	23	9	86	95	31	109	33
	5%	11%	7%	6%	3%	2%	5%	6%	12%	7%	2%
		bcde	de	de					bc	c	
Don't know	8	1	2	1	2	2	3	4	-	4	4
	*%	*%	*%	*%	*%	*%	*%	*%	-%	*%	*%
SUMMARY											
ANY APPS/ SITES USED TO WATCH VIDEOS	3166	396	621	843	870	437	1588	1578	234	1452	1388
	94%	89%	93%	94%	97%	98%	95%	94%	88%	93%	97%
			a	a	abc	abc				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 2 - SEPTEMBER-OCTOBER 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	3355	609	759	812	769	404	1662	1691	371	1650	1231
Total	3355	447	671	895	895	447	1678	1678	265	1565	1425
Base for stats	3355	447	671	895	895	447	1678	1678	265	1565	1425
Mean number of apps/ sites (out of 16)	2.1	1.2	1.6	1.8	2.7	3.1	2.0	2.2	1.2	1.7	2.7
			a	ab	abc	abcd		a		a	ab
Standard deviation	1.66	.91	1.46	1.43	1.70	1.98	1.64	1.69	.91	1.39	1.80
Standard error	.03	.04	.05	.05	.06	.10	.04	.04	.05	.03	.05

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	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	3355	295	314	360	399	410	402	393	376	204	200	2109	469	450	325
Effective Weighted Sample	2657	177	215	277	322	342	340	320	315	191	186	1962	415	364	251
Total	3355	224	224	335	336	447	447	447	447	224	224	2758	299	166	133
YouTube	2813	178	178	277	287	380	367	384	375	189	198	2306	257	141	109
	84%	80%	80%	82%	86%	85%	82%	86%	84%	85%	88%	84%	86%	85%	82%
											ab				
TikTok	1358	25	25	78	84	146	194	222	306	109	169	1104	134	65	55
	40%	11%	11%	23%	25%	33%	43%	50%	68%	49%	76%	40%	45%	39%	41%
				ab	ab	abcd	abcde	abcde	abcdefgi	abcde	abcdefgi				
Instagram	783	19	17	36	38	54	61	144	201	87	126	656	66	33	27
	23%	9%	8%	11%	11%	12%	14%	32%	45%	39%	56%	24%	22%	20%	21%
							b	abcdef	abcdefg	abcdef	abcdefghi				
Snapchat	703	12	12	27	34	55	71	126	190	81	95	565	72	37	30
	21%	5%	5%	8%	10%	12%	16%	28%	43%	36%	42%	20%	24%	22%	23%
					b	ab	abcd	abcdef	abcdefg	abcdef	abcdefg				
Facebook (inc. Facebook Gaming)	565	20	9	34	38	44	50	108	115	73	73	467	51	25	23
	17%	9%	4%	10%	11%	10%	11%	24%	26%	33%	33%	17%	17%	15%	17%
		b		b	b	b	b	abcdef	abcdef	abcdefg	abcdefg				
Twitch	268	7	2	15	7	42	22	72	41	35	25	216	26	12	14
	8%	3%	1%	4%	2%	9%	5%	16%	9%	16%	11%	8%	9%	7%	11%
				b		abcdf	b	abcdefh	abcdf	abcdefh	abcdf				
Vimeo	108	*	*	9	10	14	10	22	13	11	18	90	8	4	6
	3%	*%	*%	3%	3%	3%	2%	5%	3%	5%	8%	3%	3%	2%	4%
				ab	ab	ab	ab	ab	ab	ab	abcdefh				
Dailymotion	72	8	1	2	6	11	12	8	11	6	4	63	5	1	3
	2%	4%	1%	1%	2%	3%	3%	2%	3%	3%	2%	2%	2%	1%	3%
		bc					c			bc		c			c
GoNoodle	61	2	4	5	9	12	12	3	6	9	1	45	7	3	6
	2%	1%	2%	2%	3%	3%	3%	1%	1%	4%	*%	2%	2%	2%	4%
					g	g	g			aghj					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.

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 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	3355	295	314	360	399	410	402	393	376	204	200	2109	469	450	325
Effective Weighted Sample	2657	177	215	277	322	342	340	320	315	191	186	1962	415	364	251
Total	3355	224	224	335	336	447	447	447	447	224	224	2758	299	166	133
Triller	57	2	*	4	5	4	7	8	11	11	4	46	2	5	3
	2%	1%	*%	1%	2%	1%	1%	2%	2%	5%	2%	2%	1%	3%	3%
									b	abcdefg				b	b
Dubsmash	48	2	*	6	3	7	7	4	12	6	-	41	3	1	3
	1%	1%	*%	2%	1%	2%	2%	1%	3%	3%	-%	1%	1%	*%	2%
									bj	bj					c
Imgur	40	1	1	3	2	6	4	10	9	3	1	29	7	1	3
	1%	*%	*%	1%	1%	1%	1%	2%	2%	1%	1%	1%	2%	*%	2%
													c		c
Byte	34	-	*	2	5	6	5	6	4	4	1	27	5	-	3
	1%	-%	*%	1%	1%	1%	1%	1%	1%	2%	1%	1%	2%	-%	2%
										a			c		c
Fruitlab	32	1	1	5	1	8	3	3	3	5	1	26	1	2	3
	1%	*%	*%	2%	*%	2%	1%	1%	1%	2%	1%	1%	*%	1%	2%
										d					
GROM social	32	1	-	4	3	3	9	2	5	6	-	25	3	1	3
	1%	*%	-%	1%	1%	1%	2%	*%	1%	3%	-%	1%	1%	1%	2%
							b			abegj					
Child watches videos on other apps/sites	82	12	7	14	18	5	11	1	3	6	5	66	7	4	6
	2%	6%	3%	4%	5%	1%	3%	*%	1%	3%	2%	2%	2%	2%	4%
		egh	gh	egh	egh		g			gh	g				
Child does not watch videos on ANY apps/ sites	181	21	29	27	21	23	28	10	13	5	3	146	16	10	10
	5%	9%	13%	8%	6%	5%	6%	2%	3%	2%	2%	5%	5%	6%	7%
		ghij	defghij	ghij	ghij	j	ghij								
Don't know	8	1	-	-	2	-	1	-	2	2	-	6	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.

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
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	3355	295	314	360	399	410	402	393	376	204	200	2109	469	450	325
Effective Weighted Sample	2657	177	215	277	322	342	340	320	315	191	186	1962	415	364	251
Total	3355	224	224	335	336	447	447	447	447	224	224	2758	299	166	133
SUMMARY															
ANY APPS/ SITES USED TO WATCH VIDEOS	3166	202	195	309	312	425	419	437	432	216	220	2606	282	156	123
	94%	90%	87%	92%	93%	95%	94%	98%	97%	97%	98%	94%	94%	94%	92%
					b	ab	b	abcdf	abcd	abc	abcdef				
Base for stats	3355	224	224	335	336	447	447	447	447	224	224	2758	299	166	133
Mean number of apps/ sites (out of 16)	2.1	1.3	1.2	1.6	1.6	1.8	1.9	2.5	2.9	2.9	3.2	2.1	2.2	2.0	2.2
				ab	ab	abc	abcd	abcdef	abcdefg	abcdefg	abcdefgh				
Standard deviation	1.66	1.00	.81	1.32	1.58	1.38	1.49	1.64	1.74	2.27	1.63	1.64	1.63	1.57	2.27
Standard error	.03	.06	.05	.07	.08	.07	.07	.08	.09	.16	.12	.04	.08	.07	.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.

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	3355	2927	426	968	915	641	815	1883	1456	631	2597	1016	1410	583
Effective Weighted Sample	2657	2329	329	798	714	506	646	1511	1151	506	2047	801	1126	466
Total	3355	2919	436	939	824	705	872	1764	1577	653	2561	1033	1410	574
YouTube	2813	2465	348	770	707	587	738	1476	1325	563	2148	878	1179	480
	84%	84%	80%	82%	86%	83%	85%	84%	84%	86%	84%	85%	84%	84%
		b			a									
TikTok	1358	1209	148	381	292	304	374	673	679	306	1010	447	574	224
	40%	41%	34%	41%	35%	43%	43%	38%	43%	47%	39%	43%	41%	39%
		b		b		be	be		be	b				
Instagram	783	718	65	309	151	154	165	460	319	198	552	246	318	160
	23%	25%	15%	33%	18%	22%	19%	26%	20%	30%	22%	24%	23%	28%
		b		bcdef				bdf		b				b
Snapchat	703	637	66	241	150	138	169	391	307	183	490	223	288	137
	21%	22%	15%	26%	18%	20%	19%	22%	20%	28%	19%	22%	20%	24%
		b		bcdf				b		b				
Facebook (inc. Facebook Gaming)	565	520	45	209	105	120	128	314	248	140	402	170	244	113
	17%	18%	10%	22%	13%	17%	15%	18%	16%	21%	16%	16%	17%	20%
		b		bcdef		b		b		b				
Twitch	268	247	21	113	58	50	43	170	93	75	182	73	119	56
	8%	8%	5%	12%	7%	7%	5%	10%	6%	12%	7%	7%	8%	10%
		b		bcdf				bdf		b				
Vimeo	108	101	7	68	12	17	11	79	29	34	65	22	55	25
	3%	3%	2%	7%	1%	2%	1%	5%	2%	5%	3%	2%	4%	4%
				bcdef				bcdf		b			a	a
Dailymotion	72	67	5	39	10	12	10	49	23	20	45	14	41	13
	2%	2%	1%	4%	1%	2%	1%	3%	1%	3%	2%	1%	3%	2%
				bcdf				bdf					a	
GoNoodle	61	54	7	32	19	7	3	51	10	19	37	16	26	14
	2%	2%	2%	3%	2%	1%	*%	3%	1%	3%	1%	2%	2%	3%
				cdf	df			cdf		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.

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	3355	2927	426	968	915	641	815	1883	1456	631	2597	1016	1410	583
Effective Weighted Sample	2657	2329	329	798	714	506	646	1511	1151	506	2047	801	1126	466
Total	3355	2919	436	939	824	705	872	1764	1577	653	2561	1033	1410	574
Triller	57	56	*	38	3	12	4	41	16	13	37	19	21	12
	2%	2%	*%	4%	*%	2%	*%	2%	1%	2%	1%	2%	2%	2%
		b		bcdef		bd		bdf						
Dubsmash	48	46	2	30	5	7	5	34	12	15	27	11	24	5
	1%	2%	*%	3%	1%	1%	1%	2%	1%	2%	1%	1%	2%	1%
				bcdf				bdf		b				
Imgur	40	38	2	25	6	4	4	31	9	15	23	8	23	6
	1%	1%	*%	3%	1%	1%	*%	2%	1%	2%	1%	1%	2%	1%
				bcdf				df		b				
Byte	34	34	-	24	5	2	1	29	3	13	18	6	16	10
	1%	1%	-%	3%	1%	*%	*%	2%	*%	2%	1%	1%	1%	2%
		b		bcdf				bcdf		b				a
Fruitlab	32	31	1	22	5	3	2	26	6	10	19	2	22	6
	1%	1%	*%	2%	1%	*%	*%	1%	*%	1%	1%	*%	2%	1%
				bcdf				df					a	
GROM social	32	30	1	19	5	7	1	24	8	9	19	7	16	6
	1%	1%	*%	2%	1%	1%	*%	1%	*%	1%	1%	1%	1%	1%
				bdf		d		df						
Child watches videos on other apps/sites	82	70	12	33	10	15	22	44	37	17	57	24	34	18
	2%	2%	3%	4%	1%	2%	2%	2%	2%	3%	2%	2%	2%	3%
				b										
Child does not watch videos on ANY apps/sites	181	135	46	39	50	39	50	89	89	12	158	48	73	26
	5%	5%	11%	4%	6%	5%	6%	5%	6%	2%	6%	5%	5%	5%
			a								a			
Don't know	8	4	4	3	3	1	1	6	2	-	4	2	1	2
	*%	*%	1%	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%
			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.

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	3355	2927	426	968	915	641	815	1883	1456	631	2597	1016	1410	583
Effective Weighted Sample	2657	2329	329	798	714	506	646	1511	1151	506	2047	801	1126	466
Total	3355	2919	436	939	824	705	872	1764	1577	653	2561	1033	1410	574
SUMMARY														
ANY APPS/ SITES USED TO WATCH VIDEOS	3166	2780	386	897	771	665	821	1669	1486	640	2399	983	1336	545
	94%	95%	89%	96%	94%	94%	94%	95%	94%	98%	94%	95%	95%	95%
		b								b				
Base for stats	3355	2919	436	939	824	705	872	1764	1577	653	2561	1033	1410	574
Mean number of apps/ sites (out of 16)	2.1	2.2	1.7	2.5	1.9	2.0	1.9	2.2	2.0	2.5	2.0	2.1	2.1	2.2
		b		bcdef		b		bcdf		b				
Standard deviation	1.66	1.70	1.30	2.02	1.37	1.65	1.38	1.78	1.51	1.74	1.60	1.55	1.73	1.73
Standard error	.03	.03	.06	.07	.05	.07	.05	.04	.04	.07	.03	.05	.05	.07

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	3355	609	759	812	769	404	1662	1691	371	1650	1231
Effective Weighted Sample	2657	389	595	682	635	377	1302	1356	231	1297	1055
Total	3355	447	671	895	895	447	1678	1678	265	1565	1425
Yes	931	37	115	251	368	161	448	483	21	330	547
	28%	8%	17%	28%	41%	36%	27%	29%	8%	21%	38%
			a	ab	abc	abc				a	ab
No	2408	409	552	637	525	285	1224	1184	243	1227	872
	72%	91%	82%	71%	59%	64%	73%	71%	92%	78%	61%
		bcde	cde	de					bc	c	
Don't know	16	1	4	6	3	1	5	11	1	8	7
	*%	*%	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 2 - SEPTEMBER-OCTOBER 2021.

Table 10

All interviewing conducted 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	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	3355	295	314	360	399	410	402	393	376	204	200	2109	469	450	325
Effective Weighted Sample	2657	177	215	277	322	342	340	320	315	191	186	1962	415	364	251
Total	3355	224	224	335	336	447	447	447	447	224	224	2758	299	166	133
Yes	931	23	14	59	55	123	128	171	197	72	90	766	89	43	34
	28%	10%	6%	18%	16%	28%	29%	38%	44%	32%	40%	28%	30%	26%	26%
				ab	b	abcd	abcd	abcdef	abcdefi	abcd	abcdef				
No	2408	199	210	274	278	323	314	277	248	151	134	1980	208	122	99
	72%	89%	94%	82%	83%	72%	70%	62%	55%	68%	60%	72%	70%	73%	74%
		cefghij	cdefghij	efghij	efghij	ghj	ghj			h					
Don't know	16	1	-	2	2	1	6	-	3	1	-	12	2	2	-
	*%	1%	-%	1%	1%	*%	1%	-%	1%	*%	-%	*%	1%	1%	-%
							g								

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 2 - SEPTEMBER-OCTOBER 2021.

Table 10

All interviewing conducted 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	3355	2927	426	968	915	641	815	1883	1456	631	2597	1016	1410	583
Effective Weighted Sample	2657	2329	329	798	714	506	646	1511	1151	506	2047	801	1126	466
Total	3355	2919	436	939	824	705	872	1764	1577	653	2561	1033	1410	574
Yes	931	851	80	328	181	182	238	509	420	267	625	315	377	174
	28%	29%	18%	35%	22%	26%	27%	29%	27%	41%	24%	30%	27%	30%
		b		bcdef			b	b	b	b				
No	2408	2056	352	610	641	518	627	1252	1145	377	1930	711	1028	400
	72%	70%	81%	65%	78%	73%	72%	71%	73%	58%	75%	69%	73%	70%
			a		adef	a	a	a	a		a			
Don't know	16	12	4	1	3	5	7	4	12	9	5	7	5	-
	*%	*%	1%	*%	*%	1%	1%	*%	1%	1%	*%	1%	*%	-%
							ae		ae	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.

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	868	45	120	233	323	147	418	450	27	327	484
Effective Weighted Sample	713	30	95	195	260	137	338	375	18	266	404
Total	931	37	115	251	368	161	448	483	21	330	547
TikTok	584	**	67	152	250	99	225	358	**	198	356
	63%	**	59%	61%	68%	61%	50%	74% a	**	60%	65%
YouTube	389	**	59	112	133	69	233	155	**	154	211
	42%	**	51% d	45%	36%	43%	52% b	32%	**	47% c	39%
Snapchat	363	**	38	69	160	83	138	224	**	102	243
	39%	**	33%	28%	43% c	52% bc	31%	46% a	**	31%	44% b
Instagram	332	**	37	55	139	95	140	192	**	81	227
	36%	**	32%	22%	38% c	59% bcd	31%	40% a	**	24%	42% b
Facebook (inc. Facebook Gaming)	213	**	41	45	69	48	110	103	**	81	117
	23%	**	36% cd	18%	19%	30% cd	24%	21%	**	24%	21%
Twitch	67	**	9	22	21	15	49	18	**	24	38
	7%	**	8%	9%	6%	9%	11% b	4%	**	7%	7%
Triller	43	**	9	13	11	5	23	20	**	18	21
	5%	**	8%	5%	3%	3%	5%	4%	**	5%	4%
Dubsmash	35	**	8	11	9	7	19	16	**	17	16
	4%	**	7%	4%	2%	4%	4%	3%	**	5%	3%
Vimeo	28	**	3	9	4	8	14	14	**	11	15
	3%	**	3%	4%	1%	5% d	3%	3%	**	3%	3%
Dailymotion	27	**	7	5	10	5	13	13	**	9	17
	3%	**	6%	2%	3%	3%	3%	3%	**	3%	3%

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 2 - SEPTEMBER-OCTOBER 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	868	45	120	233	323	147	418	450	27	327	484
Effective Weighted Sample	713	30	95	195	260	137	338	375	18	266	404
Total	931	37	115	251	368	161	448	483	21	330	547
Fruitlab	25	**	2	10	4	6	16	9	**	9	13
	3%	**	2%	4% d	1%	4%	3%	2%	**	3%	2%
GoNoodle	23	**	2	11	5	4	17	6	**	10	12
	2%	**	1%	5% d	1%	3%	4% b	1%	**	3%	2%
Imgur	22	**	4	6	6	6	15	8	**	6	15
	2%	**	3%	2%	2%	4%	3%	2%	**	2%	3%
GROM social	22	**	5	7	3	6	15	7	**	11	11
	2%	**	4% d	3%	1%	4% d	3%	1%	**	3%	2%
Byte	21	**	2	8	2	5	14	6	**	6	11
	2%	**	2%	3% d	1%	3% d	3%	1%	**	2%	2%
Child uploads videos to other apps/ sites	11	**	1	7	1	1	8	3	**	7	4
	1%	**	1%	3% d	*%	1%	2%	1%	**	2%	1%
Don't know	4	**	*	3	-	-	2	2	**	3	*
	*%	**	*%	1%	-%	-%	*%	*%	**	1%	*%
SUMMARY											
ANY APPS/ SITES USED TO UPLOAD VIDEOS ONLINE	927	**	114	248	368	161	446	481	**	327	546
	100%	**	100%	99%	100%	100%	100%	100%	**	99%	100%
Base for stats	931	**	115	251	368	161	448	483	**	330	547
Mean number of apps/ sites (out of 16)	2.4	**	2.6 c	2.2	2.3	2.9 cd	2.3	2.4	**	2.2	2.4
Standard deviation	1.84	**	2.00	1.66	1.48	2.46	1.97	1.71	**	1.74	1.88

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 2 - SEPTEMBER-OCTOBER 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	868	45	120	233	323	147	418	450	27	327	484
Total	931	37	115	251	368	161	448	483	21	330	547
Standard error	.06	**	.18	.11	.08	.20	.10	.08	**	.10	.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.

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	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	868	30	15	60	60	114	119	148	175	66	81	572	120	103	73
Effective Weighted Sample	713	19	11	47	48	94	101	118	142	62	75	530	110	87	64
Total	931	23	14	59	55	123	128	171	197	72	90	766	89	43	34
TikTok	584	**	**	**	**	56	96	90	160	**	**	469	61	30	**
	63%	**	**	**	**	46%	75% eg	53%	81% eg	**	**	61%	69%	71%	**
YouTube	389	**	**	**	**	62	49	87	47	**	**	322	27	20	**
	42%	**	**	**	**	51% h	39% h	51% h	24%	**	**	42% b	31%	46% b	**
Snapchat	363	**	**	**	**	31	38	52	108	**	**	296	36	17	**
	39%	**	**	**	**	26%	30%	30%	55% efg	**	**	39%	41%	40%	**
Instagram	332	**	**	**	**	26	29	51	88	**	**	282	21	16	**
	36%	**	**	**	**	21%	23%	30%	45% efg	**	**	37% b	24%	38% b	**
Facebook (inc. Facebook Gaming)	213	**	**	**	**	27	18	29	40	**	**	179	15	10	**
	23%	**	**	**	**	22%	14%	17%	20%	**	**	23%	17%	23%	**
Twitch	67	**	**	**	**	16	6	15	6	**	**	56	4	4	**
	7%	**	**	**	**	13% h	5%	9%	3%	**	**	7%	5%	9%	**
Triller	43	**	**	**	**	8	5	4	7	**	**	37	2	2	**
	5%	**	**	**	**	6%	4%	3%	4%	**	**	5%	3%	5%	**
Dubsmash	35	**	**	**	**	3	7	5	4	**	**	31	1	1	**
	4%	**	**	**	**	3%	6%	3%	2%	**	**	4%	2%	3%	**
Vimeo	28	**	**	**	**	6	4	1	4	**	**	19	2	4	**
	3%	**	**	**	**	4% g	3%	*%	2%	**	**	3%	2%	8% a	**
Dailymotion	27	**	**	**	**	1	3	4	5	**	**	24	*	*	**
	3%	**	**	**	**	1%	3%	3%	3%	**	**	3%	*%	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.

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	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	868	30	15	60	60	114	119	148	175	66	81	572	120	103	73
Effective Weighted Sample	713	19	11	47	48	94	101	118	142	62	75	530	110	87	64
Total	931	23	14	59	55	123	128	171	197	72	90	766	89	43	34
Fruitlab	25	**	**	**	**	3	7	3	1	**	**	19	2	2	**
	3%	**	**	**	**	3%	5% h	2%	1%	**	**	2%	2%	5%	**
GoNoodle	23	**	**	**	**	9	3	2	3	**	**	15	5	1	**
	2%	**	**	**	**	7% gh	2%	1%	1%	**	**	2%	5%	2%	**
Imgur	22	**	**	**	**	2	4	4	2	**	**	15	4	3	**
	2%	**	**	**	**	2%	3%	2%	1%	**	**	2%	4%	6% a	**
GROM social	22	**	**	**	**	4	3	2	1	**	**	17	1	1	**
	2%	**	**	**	**	3%	2%	1%	1%	**	**	2%	2%	3%	**
Byte	21	**	**	**	**	3	4	1	1	**	**	16	2	2	**
	2%	**	**	**	**	3%	3%	1%	1%	**	**	2%	3%	4%	**
Child uploads videos to other apps/ sites	11	**	**	**	**	6	1	-	1	**	**	8	1	-	**
	1%	**	**	**	**	5% gh	1%	-%	*%	**	**	1%	1%	-%	**
Don't know	4	**	**	**	**	1	2	-	-	**	**	-	2	1	**
	*%	**	**	**	**	1%	1%	-%	-%	**	**	-%	3% a	3% a	**
SUMMARY															
ANY APPS/ SITES USED TO UPLOAD VIDEOS ONLINE	927	**	**	**	**	122	126	171	197	**	**	766	86	42	**
	100%	**	**	**	**	99%	99%	100%	100%	**	**	100% bc	97%	97%	**
Base for stats	931	**	**	**	**	123	128	171	197	**	**	766	89	43	**
Mean number of apps/ sites (out of 16)	2.4	**	**	**	**	2.1	2.2	2.1	2.4 g	**	**	2.4	2.1	2.6 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	868	30	15	60	60	114	119	148	175	66	81	572	120	103	73
Total	931	23	14	59	55	123	128	171	197	72	90	766	89	43	34
Standard deviation	1.84	**	**	**	**	1.48	1.82	1.37	1.56	**	**	1.78	1.64	2.02	**
Standard error	.06	**	**	**	**	.14	.17	.11	.12	**	**	.07	.15	.20	**

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 2 - SEPTEMBER-OCTOBER 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	868	795	73	311	185	159	211	496	370	247	588	295	358	155
Effective Weighted Sample	713	653	60	260	153	128	174	412	302	203	481	240	295	131
Total	931	851	80	328	181	182	238	509	420	267	625	315	377	174
TikTok	584	525	**	194	98	122	168	291	290	167	396	213	240	93
	63%	62%	**	59%	54%	67%	70%	57%	69%	62%	63%	68%	64%	53%
						be	abe		abe			c	c	
YouTube	389	352	**	148	79	89	72	227	161	119	250	122	169	73
	42%	41%	**	45%	44%	49%	30%	45%	38%	44%	40%	39%	45%	42%
				d	d	df		d						
Snapchat	363	339	**	140	65	69	87	205	156	100	245	128	136	71
	39%	40%	**	43%	36%	38%	36%	40%	37%	37%	39%	41%	36%	41%
Instagram	332	310	**	152	49	66	64	201	130	105	215	98	137	72
	36%	36%	**	46%	27%	36%	27%	39%	31%	39%	34%	31%	36%	41%
				bdf				bdf						
Facebook (inc. Facebook Gaming)	213	206	**	111	28	39	33	139	72	77	125	59	98	46
	23%	24%	**	34%	15%	21%	14%	27%	17%	29%	20%	19%	26%	26%
				bcdf				bdf		b			a	
Twitch	67	63	**	36	8	15	8	44	23	23	42	22	28	14
	7%	7%	**	11%	4%	8%	3%	9%	5%	9%	7%	7%	8%	8%
				bdf				d						
Triller	43	42	**	34	3	2	4	37	6	15	25	3	24	14
	5%	5%	**	10%	1%	1%	2%	7%	2%	5%	4%	1%	6%	8%
				bcdf				bcdf					a	a
Dubsmash	35	34	**	19	6	4	6	25	10	15	15	4	16	10
	4%	4%	**	6%	3%	2%	3%	5%	2%	6%	2%	1%	4%	5%
				f						b			a	a
Vimeo	28	28	**	15	3	8	2	18	10	11	15	7	18	3
	3%	3%	**	5%	2%	4%	1%	4%	2%	4%	2%	2%	5%	2%
				d										

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	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	868	795	73	311	185	159	211	496	370	247	588	295	358	155
Effective Weighted Sample	713	653	60	260	153	128	174	412	302	203	481	240	295	131
Total	931	851	80	328	181	182	238	509	420	267	625	315	377	174
Dailymotion	27	27	**	16	3	8	*	19	8	10	13	7	15	5
	3%	3%	**	5%	2%	4%	*%	4%	2%	4%	2%	2%	4%	3%
				d		d		d						
Fruitlab	25	24	**	14	6	2	3	20	5	9	13	3	13	7
	3%	3%	**	4%	3%	1%	1%	4%	1%	4%	2%	1%	3%	4%
				f				f						
GoNoodle	23	23	**	16	2	2	4	18	6	10	12	1	13	7
	2%	3%	**	5%	1%	1%	2%	3%	1%	4%	2%	*%	3%	4%
				bf									a	a
Imgur	22	22	**	16	2	3	1	18	5	4	14	6	11	5
	2%	3%	**	5%	1%	2%	1%	4%	1%	2%	2%	2%	3%	3%
				bdf				df						
GROM social	22	22	**	17	4	1	1	21	2	9	11	4	12	6
	2%	3%	**	5%	2%	1%	*%	4%	*%	3%	2%	1%	3%	3%
				cdf				df						
Byte	21	21	**	17	1	3	*	18	3	7	9	4	13	4
	2%	2%	**	5%	*%	1%	*%	4%	1%	3%	1%	1%	3%	2%
				bdf				bdf						
Child uploads videos to other apps/ sites	11	10	**	4	1	1	5	5	5	2	9	1	6	2
	1%	1%	**	1%	1%	1%	2%	1%	1%	1%	1%	*%	2%	1%
Don't know	4	4	**	*	*	2	1	1	3	*	3	3	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.

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	868	795	73	311	185	159	211	496	370	247	588	295	358	155
Effective Weighted Sample	713	653	60	260	153	128	174	412	302	203	481	240	295	131
Total	931	851	80	328	181	182	238	509	420	267	625	315	377	174
SUMMARY														
ANY APPS/ SITES USED TO UPLOAD VIDEOS ONLINE	927	847	**	328	180	180	237	508	417	267	623	312	377	174
	100%	100%	**	100%	100%	99%	100%	100%	99%	100%	100%	99%	100%	100%
Base for stats	931	851	**	328	181	182	238	509	420	267	625	315	377	174
Mean number of apps/ sites (out of 16)	2.4	2.4	**	2.9	2.0	2.4	1.9	2.6	2.1	2.6	2.3	2.2	2.5	2.5
				bcdef		bd		bdf		b			a	
Standard deviation	1.84	1.89	**	2.23	1.42	1.78	1.33	2.03	1.55	1.77	1.80	1.50	2.11	1.76
Standard error	.06	.07	**	.13	.10	.14	.09	.09	.08	.11	.07	.09	.11	.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.

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	3355	609	759	812	769	404	1662	1691	371	1650	1231
Effective Weighted Sample	2657	389	595	682	635	377	1302	1356	231	1297	1055
Total	3355	447	671	895	895	447	1678	1678	265	1565	1425
TikTok	584	15	67	152	250	99	225	358	8	198	356
	17%	3%	10%	17%	28%	22%	13%	21%	3%	13%	25%
			a	ab	abce	abc		a		a	ab
YouTube	389	16	59	112	133	69	233	155	10	154	211
	12%	4%	9%	12%	15%	15%	14%	9%	4%	10%	15%
			a	ab	ab	ab	b			a	ab
Snapchat	363	12	38	69	160	83	138	224	7	102	243
	11%	3%	6%	8%	18%	19%	8%	13%	3%	7%	17%
			a	a	abc	abc		a		a	ab
Instagram	332	6	37	55	139	95	140	192	6	81	227
	10%	1%	6%	6%	16%	21%	8%	11%	2%	5%	16%
			a	a	abc	abcd		a		a	ab
Facebook (inc. Facebook Gaming)	213	10	41	45	69	48	110	103	8	81	117
	6%	2%	6%	5%	8%	11%	7%	6%	3%	5%	8%
			a	a	a	abc					ab
Twitch	67	1	9	22	21	15	49	18	1	24	38
	2%	*%	1%	2%	2%	3%	3%	1%	*%	2%	3%
			a	a	a	ab	b				ab
Triller	43	5	9	13	11	5	23	20	4	18	21
	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%
Dubsmash	35	1	8	11	9	7	19	16	1	17	16
	1%	*%	1%	1%	1%	2%	1%	1%	*%	1%	1%
						a					
Vimeo	28	3	3	9	4	8	14	14	2	11	15
	1%	1%	1%	1%	*%	2%	1%	1%	1%	1%	1%
						bd					
Dailymotion	27	*	7	5	10	5	13	13	*	9	17
	1%	*%	1%	1%	1%	1%	1%	1%	*%	1%	1%
					a	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.

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	3355	609	759	812	769	404	1662	1691	371	1650	1231
Effective Weighted Sample	2657	389	595	682	635	377	1302	1356	231	1297	1055
Total	3355	447	671	895	895	447	1678	1678	265	1565	1425
Fruitlab	25	2	2	10	4	6	16	9	2	9	13
	1%	*%	*%	1%	*%	1%	1%	1%	1%	1%	1%
						b					
GoNoodle	23	1	2	11	5	4	17	6	1	10	12
	1%	*%	*%	1%	1%	1%	1%	*%	*%	1%	1%
				b							
Imgur	22	1	4	6	6	6	15	8	1	6	15
	1%	*%	1%	1%	1%	1%	1%	*%	*%	*%	1%
						a					b
GROM social	22	1	5	7	3	6	15	7	1	11	11
	1%	*%	1%	1%	*%	1%	1%	*%	*%	1%	1%
Byte	21	3	2	8	2	5	14	6	4	6	11
	1%	1%	*%	1%	*%	1%	1%	*%	1%	*%	1%
Child uploads videos to other apps/ sites	11	-	1	7	1	1	8	3	-	7	4
	*%	-%	*%	1%	*%	*%	*%	*%	-%	*%	*%
				d							
Don't know	4	1	*	3	-	-	2	2	1	3	*
	*%	*%	*%	*%	-%	-%	*%	*%	*%	*%	*%
SUMMARY											
ANY APPS/ SITES USED TO UPLOAD VIDEOS ONLINE	927	36	114	248	368	161	446	481	20	327	546
	28%	8%	17%	28%	41%	36%	27%	29%	7%	21%	38%
			a	ab	abc	abc				a	ab
DO NOT UPLOAD VIDEOS ONLINE	2424	411	556	644	527	286	1230	1194	244	1235	879
	72%	92%	83%	72%	59%	64%	73%	71%	92%	79%	62%
		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.

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	3355	609	759	812	769	404	1662	1691	371	1650	1231
Total	3355	447	671	895	895	447	1678	1678	265	1565	1425
Base for stats	3355	447	671	895	895	447	1678	1678	265	1565	1425
Mean number of apps/ sites (out of 16)	.7	.2	.4	.6	.9	1.0	.6	.7	.2	.5	.9
			a	ab	abc	abc				a	ab
Standard deviation	1.44	.83	1.27	1.31	1.46	2.02	1.45	1.42	1.03	1.22	1.66
Standard error	.02	.03	.05	.05	.05	.10	.04	.03	.05	.03	.05

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 2 - SEPTEMBER-OCTOBER 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

		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	3355	295	314	360	399	410	402	393	376	204	200	2109	469	450	325
Effective Weighted Sample	2657	177	215	277	322	342	340	320	315	191	186	1962	415	364	251
Total	3355	224	224	335	336	447	447	447	447	224	224	2758	299	166	133
TikTok	584	11	4	32	35	56	96	90	160	36	64	469	61	30	24
	17%	5%	2%	10%	10%	13%	21%	20%	36%	16%	28%	17%	20%	18%	18%
				b	ab	ab	abcde	abcde	abcdefgi	abc	abcdegi				
YouTube	389	10	5	31	28	62	49	87	47	43	26	322	27	20	19
	12%	5%	2%	9%	8%	14%	11%	19%	10%	19%	12%	12%	9%	12%	14%
				b	b	abd	ab	abcdfhj	ab	abcdfhj	ab				b
Snapchat	363	7	5	15	22	31	38	52	108	32	51	296	36	17	14
	11%	3%	2%	5%	7%	7%	8%	12%	24%	14%	23%	11%	12%	10%	10%
					b	b	ab	abcde	abcdefgi	abcdef	abcdefgi				
Instagram	332	5	1	16	21	26	29	51	88	42	53	282	21	16	13
	10%	2%	*%	5%	6%	6%	7%	11%	20%	19%	24%	10%	7%	10%	10%
				b	ab	b	ab	abcdef	abcdefg	abcdefg	abcdefg	b			
Facebook (inc. Facebook Gaming)	213	8	2	19	21	27	18	29	40	26	22	179	15	10	9
	6%	3%	1%	6%	6%	6%	4%	7%	9%	12%	10%	6%	5%	6%	7%
				b	b	b	b	b	abf	abcdefg	abf				
Twitch	67	1	-	6	3	16	6	15	6	12	3	56	4	4	4
	2%	*%	-%	2%	1%	4%	1%	3%	1%	5%	1%	2%	1%	2%	3%
				b		abd		abd		abcdfhj					
Triller	43	3	1	3	6	8	5	4	7	4	1	37	2	2	2
	1%	1%	1%	1%	2%	2%	1%	1%	2%	2%	*%	1%	1%	1%	2%
Dubsmash	35	1	-	4	4	3	7	5	4	6	1	31	1	1	1
	1%	*%	-%	1%	1%	1%	2%	1%	1%	3%	*%	1%	*%	1%	1%
							b			b					
Vimeo	28	1	2	1	3	6	4	1	4	5	3	19	2	4	3
	1%	1%	1%	*%	1%	1%	1%	*%	1%	2%	1%	1%	1%	2%	2%
										cg				a	a
Dailymotion	27	*	-	2	4	1	3	4	5	5	-	24	*	*	2
	1%	*%	-%	1%	1%	*%	1%	1%	1%	2%	-%	1%	*%	*%	1%
										abej					b

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 2 - SEPTEMBER-OCTOBER 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	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	3355	295	314	360	399	410	402	393	376	204	200	2109	469	450	325
Effective Weighted Sample	2657	177	215	277	322	342	340	320	315	191	186	1962	415	364	251
Total	3355	224	224	335	336	447	447	447	447	224	224	2758	299	166	133
Fruitlab	25	2	-	1	1	3	7	3	1	6	-	19	2	2	2
	1%	1%	-%	*%	*%	1%	2%	1%	*%	3% bcdeghj	-%	1%	1%	1%	1%
GoNoodle	23	1	-	*	1	9	3	2	3	4	-	15	5	1	3
	1%	1%	-%	*%	*%	2% bc	1%	*%	1%	2% bc	-%	1%	2% a	*%	2% a
Imgur	22	1	-	2	2	2	4	4	2	6	-	15	4	3	2
	1%	*%	-%	1%	1%	*%	1%	1%	*%	3% abcdehj	-%	1%	1%	2% a	1%
GROM social	22	1	-	2	2	4	3	2	1	6	-	17	1	1	2
	1%	*%	-%	1%	1%	1%	1%	*%	*%	3% bfghj	-%	1%	*%	1%	2%
Byte	21	3	-	2	1	3	4	1	1	5	-	16	2	2	1
	1%	1%	-%	*%	*%	1%	1%	*%	*%	2% bdghj	-%	1%	1%	1%	1%
Child uploads videos to other apps/ sites	11	-	-	1	1	6	1	-	1	1	-	8	1	-	1
	*%	-%	-%	*%	*%	1% g	*%	-%	*%	1%	-%	*%	*%	-%	1%
Don't know	4	1	-	-	*	1	2	-	-	-	-	-	2	1	1
	*%	*%	-%	-%	*%	*%	*%	-%	-%	-%	-%	-%	1% a	1% a	*% a
SUMMARY															
ANY APPS/ SITES USED TO UPLOAD VIDEOS ONLINE	927	22	14	59	55	122	126	171	197	72	90	766	86	42	34
	28%	10%	6%	18% ab	16% ab	27% abcd	28% abcd	38% abcdef	44% abcdefi	32% abcd	40% abcdef	28%	29%	25%	25%

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

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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	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	3355	295	314	360	399	410	402	393	376	204	200	2109	469	450	325
Effective Weighted Sample	2657	177	215	277	322	342	340	320	315	191	186	1962	415	364	251
Total	3355	224	224	335	336	447	447	447	447	224	224	2758	299	166	133
DO NOT UPLOAD VIDEOS ONLINE	2424	201	210	276	280	324	320	277	250	152	134	1992	210	123	99
	72%	90%	94%	82%	84%	72%	71%	62%	56%	68%	60%	72%	70%	74%	74%
		cefghij	cdefghij	efghij	efghij	ghj	ghj			h					
Base for stats	3355	224	224	335	336	447	447	447	447	224	224	2758	299	166	133
Mean number of apps/ sites (out of 16)	.7	.2	.1	.4	.5	.6	.6	.8	1.1	1.1	1.0	.7	.6	.7	.8
		b		b	ab	abc	abc	abcde	abcdefg	abcdef	abcdef				
Standard deviation	1.44	1.10	.40	1.10	1.42	1.23	1.38	1.31	1.59	2.44	1.49	1.41	1.31	1.54	1.98
Standard error	.02	.06	.02	.06	.07	.06	.07	.07	.08	.17	.11	.03	.06	.07	.11

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

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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	3355	2927	426	968	915	641	815	1883	1456	631	2597	1016	1410	583
Effective Weighted Sample	2657	2329	329	798	714	506	646	1511	1151	506	2047	801	1126	466
Total	3355	2919	436	939	824	705	872	1764	1577	653	2561	1033	1410	574
TikTok	584	525	59	194	98	122	168	291	290	167	396	213	240	93
	17%	18%	14%	21%	12%	17%	19%	17%	18%	26%	15%	21%	17%	16%
		b		be		b	b	b	b	b		bc		
YouTube	389	352	37	148	79	89	72	227	161	119	250	122	169	73
	12%	12%	8%	16%	10%	13%	8%	13%	10%	18%	10%	12%	12%	13%
				bdf		d		bdf		b				
Snapchat	363	339	24	140	65	69	87	205	156	100	245	128	136	71
	11%	12%	5%	15%	8%	10%	10%	12%	10%	15%	10%	12%	10%	12%
		b		bcdef				b		b				
Instagram	332	310	22	152	49	66	64	201	130	105	215	98	137	72
	10%	11%	5%	16%	6%	9%	7%	11%	8%	16%	8%	10%	10%	13%
		b		bcdef		b		bdf		b				
Facebook (inc. Facebook Gaming)	213	206	7	111	28	39	33	139	72	77	125	59	98	46
	6%	7%	2%	12%	3%	5%	4%	8%	5%	12%	5%	6%	7%	8%
		b		bcdef				bdf		b				
Twitch	67	63	4	36	8	15	8	44	23	23	42	22	28	14
	2%	2%	1%	4%	1%	2%	1%	3%	1%	4%	2%	2%	2%	2%
				bdf				bd		b				
Triller	43	42	1	34	3	2	4	37	6	15	25	3	24	14
	1%	1%	*%	4%	*%	*%	*%	2%	*%	2%	1%	*%	2%	2%
				bcdef				bcdf		b			a	a
Dubsmash	35	34	1	19	6	4	6	25	10	15	15	4	16	10
	1%	1%	*%	2%	1%	1%	1%	1%	1%	2%	1%	*%	1%	2%
				bcdf					f	b				a
Vimeo	28	28	-	15	3	8	2	18	10	11	15	7	18	3
	1%	1%	-%	2%	*%	1%	*%	1%	1%	2%	1%	1%	1%	1%
				bdf						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 2 - SEPTEMBER-OCTOBER 2021.

Table 12

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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	3355	2927	426	968	915	641	815	1883	1456	631	2597	1016	1410	583
Effective Weighted Sample	2657	2329	329	798	714	506	646	1511	1151	506	2047	801	1126	466
Total	3355	2919	436	939	824	705	872	1764	1577	653	2561	1033	1410	574
Dailymotion	27	27	-	16	3	8	*	19	8	10	13	7	15	5
	1%	1%	-%	2%	*%	1%	*%	1%	1%	2%	1%	1%	1%	1%
				bdf			d	d		b				
Fruitlab	25	24	*	14	6	2	3	20	5	9	13	3	13	7
	1%	1%	*%	2%	1%	*%	*%	1%	*%	1%	*%	*%	1%	1%
				cdf				f		b				a
GoNoodle	23	23	*	16	2	2	4	18	6	10	12	1	13	7
	1%	1%	*%	2%	*%	*%	*%	1%	*%	2%	*%	*%	1%	1%
				bcdf				b		b			a	a
Imgur	22	22	*	16	2	3	1	18	5	4	14	6	11	5
	1%	1%	*%	2%	*%	*%	*%	1%	*%	1%	1%	1%	1%	1%
				bcdf				bdf						
GROM social	22	22	-	17	4	1	1	21	2	9	11	4	12	6
	1%	1%	-%	2%	*%	*%	*%	1%	*%	1%	*%	*%	1%	1%
				bcdf				cdf		b				
Byte	21	21	-	17	1	3	*	18	3	7	9	4	13	4
	1%	1%	-%	2%	*%	*%	*%	1%	*%	1%	*%	*%	1%	1%
				bcdf				bdf		b				
Child uploads videos to other apps/ sites	11	10	1	4	1	1	5	5	5	2	9	1	6	2
	*%	*%	*%	*%	*%	*%	1%	*%	*%	*%	*%	*%	*%	*%
Don't know	4	4	-	*	*	2	1	1	3	*	3	3	1	*
	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%

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

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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	3355	2927	426	968	915	641	815	1883	1456	631	2597	1016	1410	583
Effective Weighted Sample	2657	2329	329	798	714	506	646	1511	1151	506	2047	801	1126	466
Total	3355	2919	436	939	824	705	872	1764	1577	653	2561	1033	1410	574
SUMMARY														
ANY APPS/ SITES USED TO UPLOAD VIDEOS ONLINE	927	847	80	328	180	180	237	508	417	267	623	312	377	174
	28%	29%	18%	35%	22%	26%	27%	29%	26%	41%	24%	30%	27%	30%
		b		bcdef			b	b	b	b				
DO NOT UPLOAD VIDEOS ONLINE	2424	2068	356	611	644	522	634	1255	1157	386	1936	719	1033	400
	72%	71%	82%	65%	78%	74%	73%	71%	73%	59%	76%	70%	73%	70%
			a		adef	a	a	a	a		a			
Base for stats	3355	2919	436	939	824	705	872	1764	1577	653	2561	1033	1410	574
Mean number of apps/ sites (out of 16)	.7	.7	.4	1.0	.4	.6	.5	.7	.6	1.0	.5	.7	.7	.7
		b		bcdef		b		bdf	b	b				
Standard deviation	1.44	1.50	.88	1.91	1.05	1.38	1.10	1.59	1.23	1.69	1.31	1.30	1.56	1.49
Standard error	.02	.03	.04	.06	.03	.05	.04	.04	.03	.07	.03	.04	.04	.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.

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	3355	609	759	812	769	404	1662	1691	371	1650	1231
Effective Weighted Sample	2657	389	595	682	635	377	1302	1356	231	1297	1055
Total	3355	447	671	895	895	447	1678	1678	265	1565	1425
CHILD USES YOUTUBE TO WATCH VIDEOS	2813	356	564	748	758	387	1408	1404	208	1312	1215
	84%	80%	84%	84%	85%	86%	84%	84%	79%	84%	85%
					a	a					a
CHILD USES YOUTUBE TO UPLOAD THEIR OWN VIDEOS	389	16	59	112	133	69	233	155	10	154	211
	12%	4%	9%	12%	15%	15%	14%	9%	4%	10%	15%
			a	ab	ab	ab	b			a	ab
CHILD USES YOUTUBE FOR EITHER OF THESE	2855	363	574	756	773	390	1433	1423	212	1330	1233
	85%	81%	86%	85%	86%	87%	85%	85%	80%	85%	87%
					a	a					a
CHILD DOES NOT USE YOUTUBE TO WATCH OR UPLOAD THEIR OWN VIDEOS	500	85	97	139	121	58	245	255	53	235	192
	15%	19%	14%	15%	14%	13%	15%	15%	20%	15%	13%
		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 2 - SEPTEMBER-OCTOBER 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

						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	3355	295	314	360	399	410	402	393	376	204	200	2109	469	450	325
Effective Weighted Sample	2657	177	215	277	322	342	340	320	315	191	186	1962	415	364	251
Total	3355	224	224	335	336	447	447	447	447	224	224	2758	299	166	133
CHILD USES YOUTUBE TO WATCH VIDEOS	2813	178	178	277	287	380	367	384	375	189	198	2306	257	141	109
	84%	80%	80%	82%	86%	85%	82%	86%	84%	85%	88% ab	84%	86%	85%	82%
CHILD USES YOUTUBE TO UPLOAD THEIR OWN VIDEOS	389	10	5	31	28	62	49	87	47	43	26	322	27	20	19
	12%	5%	2%	9% b	8% b	14% abd	11% ab	19% abcdfhj	10% ab	19% abcdfhj	12% ab	12%	9%	12%	14% b
CHILD USES YOUTUBE FOR EITHER OF THESE	2855	183	180	282	292	384	372	393	380	191	199	2343	260	142	111
	85%	82%	80%	84%	87% b	86%	83%	88% b	85%	85%	89% b	85%	87%	86%	83%
CHILD DOES NOT USE YOUTUBE TO WATCH OR UPLOAD THEIR OWN VIDEOS	500	41	44	54	43	63	75	54	67	33	25	415	39	24	22
	15%	18%	20% dgj	16%	13%	14%	17%	12%	15%	15%	11%	15%	13%	14%	17%

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 2 - SEPTEMBER-OCTOBER 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	3355	2927	426	968	915	641	815	1883	1456	631	2597	1016	1410	583
Effective Weighted Sample	2657	2329	329	798	714	506	646	1511	1151	506	2047	801	1126	466
Total	3355	2919	436	939	824	705	872	1764	1577	653	2561	1033	1410	574
CHILD USES YOUTUBE TO WATCH VIDEOS	2813	2465	348	770	707	587	738	1476	1325	563	2148	878	1179	480
	84%	84%	80%	82%	86%	83%	85%	84%	84%	86%	84%	85%	84%	84%
		b			a									
CHILD USES YOUTUBE TO UPLOAD THEIR OWN VIDEOS	389	352	37	148	79	89	72	227	161	119	250	122	169	73
	12%	12%	8%	16%	10%	13%	8%	13%	10%	18%	10%	12%	12%	13%
				bdf		d		bdf		b				
CHILD USES YOUTUBE FOR EITHER OF THESE	2855	2505	350	786	716	599	743	1502	1342	576	2173	890	1199	486
	85%	86%	80%	84%	87%	85%	85%	85%	85%	88%	85%	86%	85%	85%
		b												
CHILD DOES NOT USE YOUTUBE TO WATCH OR UPLOAD THEIR OWN VIDEOS	500	414	86	154	108	105	130	262	235	77	388	143	211	88
	15%	14%	20%	16%	13%	15%	15%	15%	15%	12%	15%	14%	15%	15%
			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 2 - SEPTEMBER-OCTOBER 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	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	1835	489	656	690	-	-	895	940	289	1414	99
Effective Weighted Sample	1396	312	510	580	-	-	671	727	178	1110	86
Total	1692	363	574	756	-	-	848	844	212	1330	122
Uses YouTube Kids app/ site	801	231	342	229	**	**	364	437	137	621	**
	47%	64%	60%	30%	**	**	43%	52%	65%	47%	**
		c	c					a	b		
Uses 'main' YouTube app/ site	1194	216	364	615	**	**	627	567	117	960	**
	71%	59%	63%	81%	**	**	74%	67%	55%	72%	**
				ab			b			a	
Don't know	14	1	2	10	**	**	6	7	1	9	**
	1%	*%	*%	1%	**	**	1%	1%	1%	1%	**
SUMMARY											
ONLY USES YOUTUBE KIDS APP/ SITE	484	146	208	131	**	**	215	270	93	362	**
	29%	40%	36%	17%	**	**	25%	32%	44%	27%	**
		c	c					a	b		
ONLY USES MAIN YOUTUBE APP/ SITE	877	130	230	517	**	**	478	399	73	700	**
	52%	36%	40%	68%	**	**	56%	47%	34%	53%	**
				ab			b			a	
USES BOTH	317	86	134	97	**	**	150	168	44	259	**
	19%	24%	23%	13%	**	**	18%	20%	21%	19%	**
		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.

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
						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	1835	234	255	307	349	354	336	-	-	-	-	1078	277	280	200
Effective Weighted Sample	1396	142	173	234	279	296	284	-	-	-	-	1004	248	258	187
Total	1692	183	180	282	292	384	372	-	-	-	-	1381	157	88	66
Uses YouTube Kids app/ site	801	106	125	151	190	107	122	**	**	**	**	649	73	45	34
	47%	58%	70%	54%	65%	28%	33%	**	**	**	**	47%	47%	51%	51%
		ef	acef	ef	cef										
Uses 'main' YouTube app/ site	1194	121	94	190	175	317	298	**	**	**	**	979	110	60	45
	71%	66%	52%	67%	60%	82%	80%	**	**	**	**	71%	71%	68%	68%
		b		b		abcd	abcd								
Don't know	14	1	-	1	1	4	6	**	**	**	**	11	1	1	*
	1%	1%	-%	*%	*%	1%	2%	**	**	**	**	1%	1%	1%	1%
SUMMARY															
ONLY USES YOUTUBE KIDS APP/ SITE	484	60	86	91	116	63	68	**	**	**	**	391	45	27	21
	29%	33%	48%	32%	40%	16%	18%	**	**	**	**	28%	29%	31%	32%
		ef	acef	ef	ef										
ONLY USES MAIN YOUTUBE APP/ SITE	877	75	55	130	100	273	244	**	**	**	**	721	82	42	32
	52%	41%	30%	46%	34%	71%	66%	**	**	**	**	52%	52%	48%	49%
		b		bd		abcd	abcd								
USES BOTH	317	46	40	60	74	44	54	**	**	**	**	258	28	18	12
	19%	25%	22%	21%	25%	11%	14%	**	**	**	**	19%	18%	20%	19%
		ef	ef	ef	ef										

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	1835	1609	226	485	532	339	473	1017	812	313	1459	580	768	311
Effective Weighted Sample	1396	1230	166	386	403	258	355	789	613	241	1107	439	586	240
Total	1692	1483	209	431	443	347	465	875	812	316	1313	555	698	274
Uses YouTube Kids app/ site	801	705	96	235	214	158	192	449	350	142	627	247	321	152
	47%	48%	46%	55% cdf	48%	45%	41%	51% df	43%	45%	48%	44%	46%	55% ab
Uses 'main' YouTube app/ site	1194	1045	149	274	316	251	350	590	601	224	929	394	515	173
	71%	70%	71%	63%	71% a	72% a	75% ae	67%	74% ae	71%	71%	71% c	74% c	63%
Don't know	14	11	3	4	4	*	5	8	5	5	9	5	6	2
	1%	1%	1%	1%	1%	*%	1%	1%	1%	2%	1%	1%	1%	1%
SUMMARY														
ONLY USES YOUTUBE KIDS APP/ SITE	484	427	57	153	123	96	111	277	206	86	375	156	177	99
	29%	29%	27%	36% bcdf	28%	28%	24%	32% df	25%	27%	29%	28%	25%	36% ab
ONLY USES MAIN YOUTUBE APP/ SITE	877	767	110	192	225	189	268	417	457	169	677	304	371	120
	52%	52%	53%	44%	51%	54% a	58% ae	48%	56% ae	54%	52%	55% c	53% c	44%
USES BOTH	317	278	39	82	91	62	81	173	143	55	252	90	144	53
	19%	19%	19%	19%	20%	18%	18%	20%	18%	18%	19%	16%	21%	19%

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	3355	609	759	812	769	404	1662	1691	371	1650	1231
Effective Weighted Sample	2657	389	595	682	635	377	1302	1356	231	1297	1055
Total	3355	447	671	895	895	447	1678	1678	265	1565	1425
YouTube (Live)	1324	110	200	336	440	238	724	600	60	512	712
	39%	25%	30%	38%	49%	53%	43%	36%	23%	33%	50%
				ab	abc	abc	b			a	ab
TikTok (LIVE)	913	27	81	227	380	198	388	524	16	261	602
	27%	6%	12%	25%	42%	44%	23%	31%	6%	17%	42%
			a	ab	abc	abc		a		a	ab
Instagram (Live)	672	23	54	100	294	200	283	388	15	147	481
	20%	5%	8%	11%	33%	45%	17%	23%	6%	9%	34%
				a	abc	abcd		a			ab
Facebook (Live)	470	27	49	77	180	137	245	225	18	121	312
	14%	6%	7%	9%	20%	31%	15%	13%	7%	8%	22%
					abc	abcd					ab
Twitch	277	7	26	75	107	61	180	97	5	85	176
	8%	2%	4%	8%	12%	14%	11%	6%	2%	5%	12%
			a	ab	abc	abc	b			a	ab
Monkey	59	8	13	17	11	9	41	17	6	26	26
	2%	2%	2%	2%	1%	2%	2%	1%	2%	2%	2%
							b				
YouNow	42	2	9	7	15	11	27	16	1	15	26
	1%	*%	1%	1%	2%	2%	2%	1%	1%	1%	2%
						ac					
Child watches live streamed videos on other apps/ sites	44	12	11	9	7	5	26	18	8	22	14
	1%	3%	2%	1%	1%	1%	2%	1%	3%	1%	1%
		cd							c		
Child does not watch live streamed videos on ANY apps/ sites	1373	291	394	402	195	91	672	701	175	841	321
	41%	65%	59%	45%	22%	20%	40%	42%	66%	54%	23%
		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.

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	3355	609	759	812	769	404	1662	1691	371	1650	1231
Effective Weighted Sample	2657	389	595	682	635	377	1302	1356	231	1297	1055
Total	3355	447	671	895	895	447	1678	1678	265	1565	1425
Don't know	75	9	15	26	22	2	39	35	8	38	26
	2%	2%	2%	3%	3%	*%	2%	2%	3%	2%	2%
			e	e	e						
SUMMARY											
ANY LIVE STREAMING APPS/ SITES USED TO WATCH LIVE STREAM VIDEOS	1907	147	263	467	677	355	967	941	82	686	1079
	57%	33%	39%	52%	76%	79%	58%	56%	31%	44%	76%
			a	ab	abc	abc				a	ab
Base for stats	3355	447	671	895	895	447	1678	1678	265	1565	1425
Mean number of apps/ sites (out of 8)	1.1	.5	.7	.9	1.6	1.9	1.1	1.1	.5	.8	1.6
			a	ab	abc	abcd				a	ab
Standard deviation	1.32	.88	1.07	1.21	1.33	1.47	1.34	1.29	.95	1.13	1.37
Standard error	.02	.04	.04	.04	.05	.07	.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 2 - SEPTEMBER-OCTOBER 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	3355	295	314	360	399	410	402	393	376	204	200	2109	469	450	325
Effective Weighted Sample	2657	177	215	277	322	342	340	320	315	191	186	1962	415	364	251
Total	3355	224	224	335	336	447	447	447	447	224	224	2758	299	166	133
YouTube (Live)	1324	59	51	115	85	176	160	243	198	132	106	1083	121	59	61
	39%	26%	23%	34%	25%	39%	36%	54%	44%	59%	48%	39%	40%	36%	46%
				bd		abd	abd	abcdefh	abcdf	abcdefhj	abcdf				c
TikTok (LIVE)	913	16	11	39	42	99	127	154	226	81	118	743	91	44	35
	27%	7%	5%	12%	12%	22%	28%	34%	51%	36%	53%	27%	31%	26%	26%
				b	b	abcd	abcd	abcde	abcdefgi	abcde	abcdefgi				
Instagram (Live)	672	14	10	22	32	49	51	110	184	88	112	569	52	28	23
	20%	6%	4%	7%	10%	11%	11%	25%	41%	40%	50%	21%	17%	17%	18%
					b	b	abc	abcdef	abcdefg	abcdefg	abcdefgi				
Facebook (Live)	470	13	14	24	26	42	35	94	86	72	65	391	31	25	23
	14%	6%	6%	7%	8%	9%	8%	21%	19%	32%	29%	14%	10%	15%	17%
								abcdef	abcdef	abcdefgh	abcdefgh	b		b	b
Twitch	277	7	*	19	7	40	35	72	36	43	18	225	28	11	14
	8%	3%	*%	6%	2%	9%	8%	16%	8%	19%	8%	8%	9%	6%	11%
		b		bd	b	abd	abd	abcdefhj	abd	abcdefhj	abd				
Monkey	59	5	3	8	5	13	4	7	4	8	1	49	3	3	4
	2%	2%	2%	2%	2%	3%	1%	2%	1%	4%	*%	2%	1%	2%	3%
						j				fhj					
YouNow	42	1	*	4	4	4	3	9	6	9	2	34	2	3	3
	1%	1%	*%	1%	1%	1%	1%	2%	1%	4%	1%	1%	1%	2%	2%
										abdef					
Child watches live streamed videos on other apps/ sites	44	7	5	7	4	5	4	2	4	5	-	35	6	1	2
	1%	3%	2%	2%	1%	1%	1%	1%	1%	2%	-%	1%	2%	*%	2%
		gj								j					
Child does not watch live streamed videos on ANY apps/ sites	1373	140	151	183	211	201	201	100	95	47	44	1119	123	77	54
	41%	63%	67%	55%	63%	45%	45%	22%	21%	21%	20%	41%	41%	46%	41%
		efghij	cefghij	efghij	cefghij	ghij	ghij							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.

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	3355	295	314	360	399	410	402	393	376	204	200	2109	469	450	325
Effective Weighted Sample	2657	177	215	277	322	342	340	320	315	191	186	1962	415	364	251
Total	3355	224	224	335	336	447	447	447	447	224	224	2758	299	166	133
Don't know	75	6	4	6	9	13	13	15	8	-	2	59	8	4	3
	2%	3%	2%	2%	3%	3%	3%	3%	2%	-%	1%	2%	3%	2%	3%
		i			i	i	i	i							

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	1907	78	69	147	116	233	233	332	345	177	178	1580	167	86	75
	57%	35%	31%	44%	35%	52%	52%	74%	77%	79%	80%	57%	56%	52%	57%
				bd		abcd	abcd	abcdef	abcdef	abcdef	abcdef	c			
Base for stats	3355	224	224	335	336	447	447	447	447	224	224	2758	299	166	133
Mean number of apps/ sites (out of 8)	1.1	.5	.4	.7	.6	1.0	.9	1.5	1.7	2.0	1.9	1.1	1.1	1.0	1.2
				ab	b	abcd	abcd	abcdef	abcdef	abcdefgh	abcdefg				
Standard deviation	1.32	1.00	.75	1.05	1.08	1.23	1.20	1.34	1.32	1.60	1.34	1.31	1.26	1.32	1.57
Standard error	.02	.06	.04	.06	.05	.06	.06	.07	.07	.11	.09	.03	.06	.06	.09

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	3355	2927	426	968	915	641	815	1883	1456	631	2597	1016	1410	583
Effective Weighted Sample	2657	2329	329	798	714	506	646	1511	1151	506	2047	801	1126	466
Total	3355	2919	436	939	824	705	872	1764	1577	653	2561	1033	1410	574
YouTube (Live)	1324	1175	149	414	296	274	333	710	608	291	991	424	562	217
	39%	40%	34%	44%	36%	39%	38%	40%	39%	45%	39%	41%	40%	38%
		b		bdf				b		b				
TikTok (LIVE)	913	821	91	299	170	195	242	469	437	231	652	306	377	155
	27%	28%	21%	32%	21%	28%	28%	27%	28%	35%	25%	30%	27%	27%
		b		be		b	b	b	b	b				
Instagram (Live)	672	613	59	253	130	138	146	383	284	164	484	222	278	123
	20%	21%	13%	27%	16%	20%	17%	22%	18%	25%	19%	22%	20%	21%
		b		bcdef				bdf		b				
Facebook (Live)	470	431	39	206	68	105	92	273	197	126	324	132	201	105
	14%	15%	9%	22%	8%	15%	11%	16%	12%	19%	13%	13%	14%	18%
		b		bcdef		bd		bdf		b	b			ab
Twitch	277	253	24	104	68	51	52	171	103	82	186	83	124	56
	8%	9%	5%	11%	8%	7%	6%	10%	7%	13%	7%	8%	9%	10%
		b		cdf				df		b				
Monkey·	59	52	7	34	10	11	4	44	15	13	41	8	35	13
	2%	2%	1%	4%	1%	1%	*%	3%	1%	2%	2%	1%	3%	2%
				bcdf				df					a	a
YouNow	42	40	2	30	5	5	2	35	7	12	28	9	23	9
	1%	1%	1%	3%	1%	1%	*%	2%	*%	2%	1%	1%	2%	2%
				bcdf				bcdf						
Child watches live streamed videos on other apps/ sites	44	40	4	17	9	10	7	27	17	12	29	12	21	10
	1%	1%	1%	2%	1%	1%	1%	2%	1%	2%	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 2 - SEPTEMBER-OCTOBER 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	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	3355	2927	426	968	915	641	815	1883	1456	631	2597	1016	1410	583
Effective Weighted Sample	2657	2329	329	798	714	506	646	1511	1151	506	2047	801	1126	466
Total	3355	2919	436	939	824	705	872	1764	1577	653	2561	1033	1410	574
Child does not watch live streamed videos on ANY apps/ sites	1373	1150	223	310	393	291	373	703	664	215	1098	403	564	241
	41%	39%	51%	33%	48%	41%	43%	40%	42%	33%	43%	39%	40%	42%
			a		acef	a	a	a	a		a			
Don't know	75	62	13	14	17	21	23	30	44	6	55	20	35	9
	2%	2%	3%	1%	2%	3%	3%	2%	3%	1%	2%	2%	2%	1%
									a					
SUMMARY														
ANY LIVE STREAMING APPS/ SITES USED TO WATCH LIVE STREAM VIDEOS	1907	1707	201	616	415	392	477	1031	869	432	1408	611	812	324
	57%	58%	46%	66%	50%	56%	55%	58%	55%	66%	55%	59%	58%	57%
		b		bcdef				b	b	b				
Base for stats	3355	2919	436	939	824	705	872	1764	1577	653	2561	1033	1410	574
Mean number of apps/ sites (out of 8)	1.1	1.2	.9	1.4	.9	1.1	1.0	1.2	1.1	1.4	1.1	1.2	1.1	1.2
		b		bcdef		b		bdf	b	b				
Standard deviation	1.32	1.33	1.21	1.48	1.16	1.33	1.19	1.37	1.25	1.40	1.28	1.27	1.35	1.39
Standard error	.02	.02	.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 2 - SEPTEMBER-OCTOBER 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	3355	609	759	812	769	404	1662	1691	371	1650	1231
Effective Weighted Sample	2657	389	595	682	635	377	1302	1356	231	1297	1055
Total	3355	447	671	895	895	447	1678	1678	265	1565	1425
Yes	470	27	71	118	162	92	247	223	17	171	262
	14%	6%	11%	13%	18%	21%	15%	13%	7%	11%	18%
			a	a	abc	abc				a	ab
No	2858	417	597	766	724	354	1420	1438	247	1380	1151
	85%	93%	89%	86%	81%	79%	85%	86%	93%	88%	81%
		bcde	de	de					bc	c	
Don't know	27	3	3	11	8	1	11	17	*	14	12
	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.

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
						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	3355	295	314	360	399	410	402	393	376	204	200	2109	469	450	325
Effective Weighted Sample	2657	177	215	277	322	342	340	320	315	191	186	1962	415	364	251
Total	3355	224	224	335	336	447	447	447	447	224	224	2758	299	166	133
Yes	470	20	8	36	34	65	52	76	86	50	42	401	31	23	15
	14%	9%	3%	11%	10%	15%	12%	17%	19%	22%	19%	15%	10%	14%	11%
		b		b	b	b	b	abcd	abcdf	abcdef	abcdf	b			
No	2858	201	216	296	300	380	385	369	355	172	182	2336	264	141	117
	85%	90%	97%	88%	90%	85%	86%	83%	79%	77%	81%	85%	88%	85%	88%
		ghij	acdefghij	ghij	ghij	i	hi								
Don't know	27	3	-	3	1	2	10	2	6	1	-	21	3	2	1
	1%	1%	-%	1%	*%	*%	2%	*%	1%	1%	-%	1%	1%	1%	1%
							bdej								

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.

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	3355	2927	426	968	915	641	815	1883	1456	631	2597	1016	1410	583
Effective Weighted Sample	2657	2329	329	798	714	506	646	1511	1151	506	2047	801	1126	466
Total	3355	2919	436	939	824	705	872	1764	1577	653	2561	1033	1410	574
Yes	470	435	35	213	73	101	83	286	184	169	271	154	192	93
	14%	15%	8%	23%	9%	14%	9%	16%	12%	26%	11%	15%	14%	16%
		b		bcdef		bd		bdf		b				
No	2858	2466	392	723	750	597	775	1473	1372	476	2277	867	1208	480
	85%	84%	90%	77%	91%	85%	89%	84%	87%	73%	89%	84%	86%	84%
			a		acef	a	ace	a	ae		a			
Don't know	27	18	9	4	2	6	14	5	20	8	13	12	10	1
	1%	1%	2%	*%	*%	1%	2%	*%	1%	1%	1%	1%	1%	*%
			a				abe		abe			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 2 - SEPTEMBER-OCTOBER 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	3355	609	759	812	769	404	1662	1691	371	1650	1231
Effective Weighted Sample	2657	389	595	682	635	377	1302	1356	231	1297	1055
Total	3355	447	671	895	895	447	1678	1678	265	1565	1425
TikTok (LIVE)	228	10	36	44	86	54	101	127	8	70	137
	7%	2%	5%	5%	10%	12%	6%	8%	3%	4%	10%
			a	a	abc	abc					ab
YouTube (Live)	226	11	40	58	64	53	131	95	6	81	124
	7%	2%	6%	6%	7%	12%	8%	6%	2%	5%	9%
			a	a	a	abcd	b				ab
Instagram (Live)	218	11	27	47	85	48	108	110	6	72	132
	6%	2%	4%	5%	10%	11%	6%	7%	2%	5%	9%
				a	abc	abc					ab
Facebook (Live)	180	9	28	45	58	40	104	77	9	63	100
	5%	2%	4%	5%	6%	9%	6%	5%	3%	4%	7%
				a	a	abc					ab
Twitch	84	*	12	23	23	25	54	30	*	31	51
	3%	*%	2%	3%	3%	6%	3%	2%	*%	2%	4%
			a	a	a	abcd	b			a	ab
Monkey	44	5	11	14	7	9	25	20	5	21	19
	1%	1%	2%	2%	1%	2%	1%	1%	2%	1%	1%
YouNow	24	1	2	8	7	6	16	8	1	6	17
	1%	*%	*%	1%	1%	1%	1%	*%	*%	*%	1%
						b					b
Child posts or shares their own live streamed videos on other apps/ sites	7	2	2	*	*	1	4	3	1	3	2
	*%	1%	*%	*%	*%	*%	*%	*%	*%	*%	*%
Don't know	8	2	*	4	2	-	4	4	*	6	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.

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	3355	609	759	812	769	404	1662	1691	371	1650	1231
Effective Weighted Sample	2657	389	595	682	635	377	1302	1356	231	1297	1055
Total	3355	447	671	895	895	447	1678	1678	265	1565	1425
SUMMARY											
ANY LIVE STREAMING APPS/ SITES USED TO POST OR SHARE LIVE STREAM VIDEOS	470	27	71	118	162	92	247	223	17	171	262
	14%	6%	11%	13%	18%	21%	15%	13%	7%	11%	18%
			a	a	abc	abc				a	ab
Base for stats	3355	447	671	895	895	447	1678	1678	265	1565	1425
Mean number of apps/ sites (out of 8)	.3	.1	.2	.3	.4	.5	.3	.3	.1	.2	.4
			a	a	abc	abcd				a	ab
Standard deviation	.90	.55	.82	.83	.92	1.29	.95	.86	.65	.77	1.05
Standard error	.02	.02	.03	.03	.03	.06	.02	.02	.03	.02	.03

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	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	3355	295	314	360	399	410	402	393	376	204	200	2109	469	450	325
Effective Weighted Sample	2657	177	215	277	322	342	340	320	315	191	186	1962	415	364	251
Total	3355	224	224	335	336	447	447	447	447	224	224	2758	299	166	133
TikTok (LIVE)	228	9	*	19	17	25	19	26	60	22	32	191	15	14	8
	7%	4%	*%	6%	5%	6%	4%	6%	13%	10%	14%	7%	5%	9%	6%
		b		b	b	b	b	b	abcdefg	abdf	abcdefg			b	
YouTube (Live)	226	8	3	20	20	29	29	37	26	37	16	191	13	10	12
	7%	4%	1%	6%	6%	6%	7%	8%	6%	17%	7%	7%	4%	6%	9%
				b	b	b	b	ab	b	abcdefghj	b	b			b
Instagram (Live)	218	7	4	14	13	24	23	37	49	27	21	186	13	9	10
	6%	3%	2%	4%	4%	5%	5%	8%	11%	12%	9%	7%	4%	5%	7%
						b	b	abcd	abcdef	abcdef	abcd				
Facebook (Live)	180	7	2	13	16	29	16	30	28	25	16	154	10	8	9
	5%	3%	1%	4%	5%	6%	3%	7%	6%	11%	7%	6%	3%	5%	7%
				b	b	b	b	b	b	abcdf	b				b
Twitch	84	*	-	6	6	12	11	16	7	19	6	74	1	4	4
	3%	*%	-%	2%	2%	3%	2%	4%	2%	9%	2%	3%	*%	2%	3%
				b	b	ab	ab	ab	b	abcdefghj	ab	b		b	b
Monkey	44	4	1	6	5	7	7	3	4	5	3	37	3	2	2
	1%	2%	1%	2%	1%	2%	2%	1%	1%	2%	2%	1%	1%	1%	2%
YouNow	24	1	-	1	1	4	4	5	2	5	1	18	1	3	2
	1%	1%	-%	*%	*%	1%	1%	1%	*%	2%	*%	1%	*%	2%	2%
										bcdh					
Child posts or shares their own live streamed videos on other apps/ sites	7	1	1	1	1	-	*	*	-	1	-	6	-	*	1
	*%	1%	1%	*%	*%	-%	*%	*%	-%	1%	-%	*%	-%	*%	1%
Don't know	8	2	-	*	-	2	2	-	2	-	-	6	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.

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
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	a	b	c	d
Unweighted total	3355	295	314	360	399	410	402	393	376	204	200	2109	469	450	325
Effective Weighted Sample	2657	177	215	277	322	342	340	320	315	191	186	1962	415	364	251
Total	3355	224	224	335	336	447	447	447	447	224	224	2758	299	166	133
SUMMARY															
ANY LIVE STREAMING APPS/ SITES USED TO POST OR SHARE LIVE STREAM VIDEOS	470	20	8	36	34	65	52	76	86	50	42	401	31	23	15
	14%	9%	3%	11%	10%	15%	12%	17%	19%	22%	19%	15%	10%	14%	11%
		b		b	b	b	b	abcd	abcdf	abcdef	abcdf	b			
Base for stats	3355	224	224	335	336	447	447	447	447	224	224	2758	299	166	133
Mean number of apps/ sites (out of 8)	.3	.2	.1	.2	.2	.3	.2	.3	.4	.6	.4	.3	.2	.3	.4
		b		b	b	ab	b	ab	abcdf	abcdefgh	abcdf	b		b	b
Standard deviation	.90	.71	.29	.80	.84	.85	.81	.87	.98	1.48	1.06	.91	.68	.90	1.20
Standard error	.02	.04	.02	.04	.04	.04	.04	.04	.05	.10	.07	.02	.03	.04	.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 2 - SEPTEMBER-OCTOBER 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	3355	2927	426	968	915	641	815	1883	1456	631	2597	1016	1410	583
Effective Weighted Sample	2657	2329	329	798	714	506	646	1511	1151	506	2047	801	1126	466
Total	3355	2919	436	939	824	705	872	1764	1577	653	2561	1033	1410	574
TikTok (LIVE)	228	215	13	110	26	52	41	135	93	72	140	74	91	43
	7%	7%	3%	12%	3%	7%	5%	8%	6%	11%	5%	7%	6%	8%
		b		bcdef		bd		bd	b	b				
YouTube (Live)	226	216	10	111	35	43	36	146	80	90	121	72	90	47
	7%	7%	2%	12%	4%	6%	4%	8%	5%	14%	5%	7%	6%	8%
		b		bcdef				bdf		b				
Instagram (Live)	218	204	14	113	29	38	37	143	75	75	131	71	88	50
	6%	7%	3%	12%	4%	5%	4%	8%	5%	11%	5%	7%	6%	9%
		b		bcdef				bcdf		b				
Facebook (Live)	180	174	7	109	17	31	24	126	54	75	94	48	77	49
	5%	6%	2%	12%	2%	4%	3%	7%	3%	12%	4%	5%	5%	9%
		b		bcdef		b		bcdf		b				ab
Twitch	84	78	6	50	7	12	15	57	27	32	44	29	36	17
	3%	3%	1%	5%	1%	2%	2%	3%	2%	5%	2%	3%	3%	3%
				bcdef				bdf		b				
Monkey	44	44	-	28	3	8	6	31	14	19	19	14	24	6
	1%	2%	-%	3%	*%	1%	1%	2%	1%	3%	1%	1%	2%	1%
		b		bcdf				b		b				
YouNow	24	24	-	17	3	3	1	20	4	6	16	4	11	9
	1%	1%	-%	2%	*%	*%	*%	1%	*%	1%	1%	*%	1%	2%
				bcdf				df						a
Child posts or shares their own live streamed videos on other apps/ sites	7	7	-	*	1	4	2	1	6	2	5	4	2	-
	*%	*%	-%	*%	*%	1%	*%	*%	*%	*%	*%	*%	*%	-%
						e								

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

		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	3355	2927	426	968	915	641	815	1883	1456	631	2597	1016	1410	583
Effective Weighted Sample	2657	2329	329	798	714	506	646	1511	1151	506	2047	801	1126	466
Total	3355	2919	436	939	824	705	872	1764	1577	653	2561	1033	1410	574
Don't know	8	8	*	2	3	2	1	5	3	1	7	2	4	-
	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	-%
SUMMARY														
ANY LIVE STREAMING APPS/ SITES USED TO POST OR SHARE LIVE STREAM VIDEOS	470	435	35	213	73	101	83	286	184	169	271	154	192	93
	14%	15%	8%	23%	9%	14%	9%	16%	12%	26%	11%	15%	14%	16%
		b		bcdef		bd		bdf		b				
Base for stats	3355	2919	436	939	824	705	872	1764	1577	653	2561	1033	1410	574
Mean number of apps/ sites (out of 8)	.3	.3	.1	.6	.1	.3	.2	.4	.2	.6	.2	.3	.3	.4
		b		bcdef		bd		bcdf		b				
Standard deviation	.90	.95	.44	1.27	.54	.80	.71	1.02	.75	1.15	.79	.89	.91	1.04
Standard error	.02	.02	.02	.04	.02	.03	.02	.02	.02	.05	.02	.03	.02	.04

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	3355	609	759	812	769	404	1662	1691	371	1650	1231
Effective Weighted Sample	2657	389	595	682	635	377	1302	1356	231	1297	1055
Total	3355	447	671	895	895	447	1678	1678	265	1565	1425
TikTok	1362	41	122	346	577	276	608	754	20	411	883
	41%	9%	18%	39%	64%	62%	36%	45%	7%	26%	62%
			a	ab	abc	abc		a		a	ab
Snapchat	1150	24	66	212	532	316	482	668	13	243	850
	34%	5%	10%	24%	59%	71%	29%	40%	5%	16%	60%
			a	ab	abc	abcd		a		a	ab
Instagram	1126	28	63	161	539	335	491	635	17	206	856
	34%	6%	9%	18%	60%	75%	29%	38%	6%	13%	60%
				ab	abc	abcd		a		a	ab
Facebook	916	24	67	156	381	288	432	484	15	196	665
	27%	5%	10%	17%	43%	64%	26%	29%	6%	13%	47%
			a	ab	abc	abcd				a	ab
Twitter	407	10	26	61	165	144	205	202	7	73	300
	12%	2%	4%	7%	18%	32%	12%	12%	3%	5%	21%
				ab	abc	abcd					ab
Pinterest	306	5	24	49	143	85	91	215	3	64	231
	9%	1%	4%	6%	16%	19%	5%	13%	1%	4%	16%
			a	a	abc	abc		a		a	ab
Reddit	159	3	9	22	84	40	100	59	2	25	127
	5%	1%	1%	3%	9%	9%	6%	3%	1%	2%	9%
				a	abc	abc	b				ab
PopJam	114	15	19	40	25	16	55	60	6	60	47
	3%	3%	3%	4%	3%	4%	3%	4%	2%	4%	3%
Tumblr	85	5	11	15	29	25	43	43	4	26	53
	3%	1%	2%	2%	3%	6%	3%	3%	1%	2%	4%
					a	abc					b
Wink	64	1	11	24	18	10	33	31	*	28	32
	2%	*%	2%	3%	2%	2%	2%	2%	*%	2%	2%
			a	a	a	a					a

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 2 - SEPTEMBER-OCTOBER 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	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	3355	609	759	812	769	404	1662	1691	371	1650	1231
Effective Weighted Sample	2657	389	595	682	635	377	1302	1356	231	1297	1055
Total	3355	447	671	895	895	447	1678	1678	265	1565	1425
YuBo	51	*	10	16	17	7	30	21	*	20	28
	2%	*%	1%	2%	2%	2%	2%	1%	*%	1%	2%
			a	a	a	a					a
GoBubble	43	4	8	11	14	5	27	16	2	20	21
	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%
Momio	38	3	8	11	5	10	23	15	*	19	14
	1%	1%	1%	1%	1%	2%	1%	1%	*%	1%	1%
						d					
Whisper	36	*	8	15	4	8	17	19	*	19	16
	1%	*%	1%	2%	*%	2%	1%	1%	*%	1%	1%
			a	ad		ad					
Child uses other social media apps/ sites	50	9	7	15	15	5	22	28	3	22	23
	1%	2%	1%	2%	2%	1%	1%	2%	1%	1%	2%
Child does not use ANY social media apps/ sites	1234	357	448	344	72	13	663	570	216	868	122
	37%	80%	67%	38%	8%	3%	40%	34%	82%	55%	9%
		bcde	cde	de	e		b		bc	c	
Don't know	34	4	11	11	4	3	14	20	3	21	7
	1%	1%	2%	1%	*%	1%	1%	1%	1%	1%	*%
			d							c	
SUMMARY											
ANY SOCIAL MEDIA APPS/ SITES USED	2088	86	212	540	818	431	1000	1087	46	676	1297
	62%	19%	32%	60%	91%	96%	60%	65%	17%	43%	91%
			a	ab	abc	abcd		a		a	ab
Base for stats	3355	447	671	895	895	447	1678	1678	265	1565	1425

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	3355	609	759	812	769	404	1662	1691	371	1650	1231
Total	3355	447	671	895	895	447	1678	1678	265	1565	1425
Mean number of apps/ sites (out of 15)	1.8	.4	.7	1.3	2.8	3.5	1.6	1.9	.3	.9	2.9
			a	ab	abc	abcd		a		a	ab
Standard deviation	1.96	1.01	1.45	1.57	1.78	1.98	1.90	2.00	1.02	1.49	1.89
Standard error	.03	.04	.05	.05	.06	.10	.05	.05	.05	.04	.05

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 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	3355	295	314	360	399	410	402	393	376	204	200	2109	469	450	325
Effective Weighted Sample	2657	177	215	277	322	342	340	320	315	191	186	1962	415	364	251
Total	3355	224	224	335	336	447	447	447	447	224	224	2758	299	166	133
TikTok	1362	26	14	61	61	156	190	258	319	106	170	1128	119	64	50
	41%	12%	6%	18%	18%	35%	42%	58%	71%	47%	76%	41%	40%	39%	38%
				b	b	abcd	abcde	abcdefi	abcdefgi	abcde	abcdefgi				
Snapchat	1150	16	9	29	37	81	131	221	311	136	180	937	109	59	45
	34%	7%	4%	9%	11%	18%	29%	49%	70%	61%	81%	34%	37%	36%	34%
				b	b	abcd	abcde	abcdef	abcdefgi	abcdefg	abcdefghi				
Instagram	1126	14	14	31	33	66	95	232	306	148	187	941	97	50	39
	34%	6%	6%	9%	10%	15%	21%	52%	68%	66%	84%	34%	33%	30%	29%
						abc	abcde	abcdef	abcdefg	abcdefg	abcdefghi				
Facebook	916	14	10	30	37	74	82	177	204	138	150	756	78	40	43
	27%	6%	5%	9%	11%	17%	18%	40%	46%	62%	67%	27%	26%	24%	32%
					b	abcd	abcd	abcdef	abcdef	abcdefgh	abcdefgh				c
Twitter	407	6	4	13	13	38	24	81	84	67	77	328	42	19	18
	12%	3%	2%	4%	4%	8%	5%	18%	19%	30%	34%	12%	14%	11%	14%
						abcd	b	abcdef	abcdef	abcdefgh	abcdefgh				
Pinterest	306	3	2	13	11	16	34	39	104	20	65	259	19	15	13
	9%	1%	1%	4%	3%	3%	8%	9%	23%	9%	29%	9%	7%	9%	10%
				b	b	b	abde	abcde	abcdefgi	abcde	abcdefgi				
Reddit	159	3	-	3	7	16	7	53	31	25	14	130	14	6	9
	5%	1%	-%	1%	2%	3%	2%	12%	7%	11%	6%	5%	5%	4%	7%
					b	bc		abcdefhj	abcdef	abcdef	abcdf				
PopJam	114	11	4	10	9	15	25	10	15	10	6	99	7	4	5
	3%	5%	2%	3%	3%	3%	6%	2%	3%	4%	3%	4%	2%	2%	3%
							bg								
Tumblr	85	4	2	3	8	8	7	13	16	16	9	65	10	4	6
	3%	2%	1%	1%	2%	2%	2%	3%	4%	7%	4%	2%	3%	2%	5%
									bc	abcdefg	bc				a

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 2 - SEPTEMBER-OCTOBER 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

		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	3355	295	314	360	399	410	402	393	376	204	200	2109	469	450	325
Effective Weighted Sample	2657	177	215	277	322	342	340	320	315	191	186	1962	415	364	251
Total	3355	224	224	335	336	447	447	447	447	224	224	2758	299	166	133
Wink	64	1	1	7	5	12	12	7	11	7	3	52	5	2	5
	2%	*%	*%	2%	1%	3%	3%	1%	2%	3%	1%	2%	2%	1%	3%
						ab	ab		b	ab					
YuBo	51	*	-	4	5	11	5	7	10	7	1	44	2	3	3
	2%	*%	-%	1%	2%	2%	1%	2%	2%	3%	*%	2%	1%	2%	2%
						ab			b	abj					
GoBubble	43	1	3	6	2	6	5	9	5	5	-	37	2	1	3
	1%	*%	1%	2%	1%	1%	1%	2%	1%	2%	-%	1%	1%	1%	2%
										j					
Momio	38	2	1	4	4	6	5	4	1	7	3	31	2	2	3
	1%	1%	1%	1%	1%	1%	1%	1%	*%	3%	2%	1%	1%	1%	2%
										bh					
Whisper	36	*	-	3	5	4	11	1	3	8	-	31	*	1	3
	1%	*%	-%	1%	2%	1%	2%	*%	1%	3%	-%	1%	*%	1%	2%
							abgj			abceghj					b
Child uses other social media apps/ sites	50	4	4	1	6	5	10	10	5	2	3	41	5	3	1
	1%	2%	2%	*%	2%	1%	2%	2%	1%	1%	1%	1%	2%	2%	1%
							c								
Child does not use ANY social media apps/ sites	1234	171	185	226	222	197	147	57	16	12	1	1002	116	62	53
	37%	77%	83%	67%	66%	44%	33%	13%	3%	5%	*%	36%	39%	38%	40%
		cdefghij	cdefghij	efghij	efghij	fghij	ghij	hij	j	j					
Don't know	34	3	1	2	9	5	6	1	3	2	1	26	4	1	3
	1%	2%	*%	1%	3%	1%	1%	*%	1%	1%	*%	1%	1%	1%	2%
					bg										

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
						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	3355	295	314	360	399	410	402	393	376	204	200	2109	469	450	325
Effective Weighted Sample	2657	177	215	277	322	342	340	320	315	191	186	1962	415	364	251
Total	3355	224	224	335	336	447	447	447	447	224	224	2758	299	166	133
SUMMARY															
ANY SOCIAL MEDIA APPS/ SITES															
USED	2088	49	38	107	105	245	295	390	428	210	222	1729	179	102	77
	62%	22%	17%	32%	31%	55%	66%	87%	96%	94%	99%	63%	60%	62%	58%
				ab	ab	abcd	abcde	abcdef	abcdefg	abcdefg	abcdefghi				
Base for stats	3355	224	224	335	336	447	447	447	447	224	224	2758	299	166	133
Mean number of apps/ sites (out of 15)	1.8	.5	.3	.6	.7	1.1	1.4	2.5	3.2	3.1	3.9	1.8	1.7	1.6	1.8
			b		b	ab	abcd	abcde	abcdef	abcdefg	abcdefg	abcdefghi			
Standard deviation	1.96	1.16	.83	1.28	1.61	1.51	1.60	1.80	1.70	2.29	1.54	1.94	1.89	2.03	2.44
Standard error	.03	.07	.05	.07	.08	.07	.08	.09	.09	.16	.11	.04	.09	.10	.14

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 2 - SEPTEMBER-OCTOBER 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	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	3355	2927	426	968	915	641	815	1883	1456	631	2597	1016	1410	583
Effective Weighted Sample	2657	2329	329	798	714	506	646	1511	1151	506	2047	801	1126	466
Total	3355	2919	436	939	824	705	872	1764	1577	653	2561	1033	1410	574
TikTok	1362	1216	145	386	308	285	377	693	662	319	998	456	585	213
	41%	42%	33%	41%	37%	40%	43%	39%	42%	49%	39%	44%	41%	37%
		b					b		b	b		c		
Snapchat	1150	1007	143	350	259	238	299	608	537	267	841	358	485	197
	34%	34%	33%	37%	31%	34%	34%	34%	34%	41%	33%	35%	34%	34%
				b						b				
Instagram	1126	1000	127	391	236	231	263	627	494	277	818	346	474	208
	34%	34%	29%	42%	29%	33%	30%	36%	31%	42%	32%	34%	34%	36%
				bcdef				bdf		b				
Facebook	916	814	102	312	185	211	204	497	414	212	667	275	402	168
	27%	28%	23%	33%	22%	30%	23%	28%	26%	32%	26%	27%	28%	29%
				bdef		bd		bd		b				
Twitter	407	372	35	162	78	81	83	240	164	104	281	114	183	74
	12%	13%	8%	17%	9%	12%	9%	14%	10%	16%	11%	11%	13%	13%
		b		bcdef				bdf		b				
Pinterest	306	272	35	118	64	68	53	182	121	85	209	85	130	57
	9%	9%	8%	13%	8%	10%	6%	10%	8%	13%	8%	8%	9%	10%
				bdf		d		df		b				
Reddit	159	153	6	71	36	26	25	107	50	40	113	40	75	30
	5%	5%	1%	8%	4%	4%	3%	6%	3%	6%	4%	4%	5%	5%
		b		bcdf				cdf						
PopJam	114	105	10	53	21	12	27	74	39	30	78	35	51	19
	3%	4%	2%	6%	3%	2%	3%	4%	2%	5%	3%	3%	4%	3%
				bcdf				cf						
Tumblr	85	81	4	46	14	10	15	60	25	33	48	19	42	19
	3%	3%	1%	5%	2%	1%	2%	3%	2%	5%	2%	2%	3%	3%
				bcdf				bcdf		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 2 - SEPTEMBER-OCTOBER 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	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	3355	2927	426	968	915	641	815	1883	1456	631	2597	1016	1410	583
Effective Weighted Sample	2657	2329	329	798	714	506	646	1511	1151	506	2047	801	1126	466
Total	3355	2919	436	939	824	705	872	1764	1577	653	2561	1033	1410	574
Wink	64	61	2	31	11	16	6	42	22	23	40	11	34	15
	2%	2%	1%	3%	1%	2%	1%	2%	1%	4%	2%	1%	2%	3%
				bdf			d	d		b			a	a
YuBo	51	50	1	32	5	11	4	37	15	17	29	14	25	9
	2%	2%	*%	3%	1%	2%	*%	2%	1%	3%	1%	1%	2%	2%
				bcdf				bdf		b				
GoBubble	43	42	1	27	7	7	2	34	9	15	24	8	23	11
	1%	1%	*%	3%	1%	1%	*%	2%	1%	2%	1%	1%	2%	2%
				bcdf				df		b				
Momio	38	38	-	27	7	4	*	34	5	10	26	10	15	12
	1%	1%	-%	3%	1%	1%	*%	2%	*%	2%	1%	1%	1%	2%
		b		bcdf	d			cdf						
Whisper	36	36	-	28	1	5	1	30	6	11	20	8	23	5
	1%	1%	-%	3%	*%	1%	*%	2%	*%	2%	1%	1%	2%	1%
		b		bcdef				bdf		b				
Child uses other social media apps/ sites	50	45	5	16	10	7	17	26	24	17	33	12	23	13
	1%	2%	1%	2%	1%	1%	2%	1%	2%	3%	1%	1%	2%	2%
										b				
Child does not use ANY social media apps/ sites	1234	1027	207	279	349	253	346	627	600	183	991	391	473	208
	37%	35%	47%	30%	42%	36%	40%	36%	38%	28%	39%	38%	34%	36%
			a		ace	a	a	a	a		a			
Don't know	34	28	6	4	9	8	13	13	21	3	24	11	12	4
	1%	1%	1%	*%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%
							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.

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	3355	2927	426	968	915	641	815	1883	1456	631	2597	1016	1410	583
Effective Weighted Sample	2657	2329	329	798	714	506	646	1511	1151	506	2047	801	1126	466
Total	3355	2919	436	939	824	705	872	1764	1577	653	2561	1033	1410	574
SUMMARY														
ANY SOCIAL MEDIA APPS/ SITES USED	2088	1864	223	656	467	443	513	1124	957	467	1546	631	925	361
	62%	64%	51%	70%	57%	63%	59%	64%	61%	72%	60%	61%	66%	63%
		b		bcdef		b		bd		b			a	
Base for stats	3355	2919	436	939	824	705	872	1764	1577	653	2561	1033	1410	574
Mean number of apps/ sites (out of 15)	1.8	1.8	1.4	2.2	1.5	1.7	1.6	1.9	1.6	2.2	1.7	1.7	1.8	1.8
		b		bcdef		b		bdf		b				
Standard deviation	1.96	1.98	1.78	2.23	1.76	1.91	1.78	2.05	1.84	2.11	1.89	1.91	1.98	1.99
Standard error	.03	.04	.09	.07	.06	.08	.06	.05	.05	.08	.04	.06	.05	.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.

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	3355	609	759	812	769	404	1662	1691	371	1650	1231
Effective Weighted Sample	2657	389	595	682	635	377	1302	1356	231	1297	1055
Total	3355	447	671	895	895	447	1678	1678	265	1565	1425
USE APPS/ SITES TO SEND MESSAGES OR MAKE VOICE OR VIDEO CALLS	2652	215	383	745	868	442	1318	1335	111	1072	1391
	79%	48%	57%	83%	97%	99%	79%	80%	42%	68%	98%
			a	ab	abc	abc				a	ab
WATCH OR POST VIDEOS ON VIDEO SHARING PLATFORM APPS/ SITES	3173	398	621	845	872	437	1590	1583	234	1456	1392
	95%	89%	93%	94%	97%	98%	95%	94%	88%	93%	98%
				a	abc	abc				a	ab
WATCH OR POST CONTENT LIVE STREAM VIDEO APPS/ SITES	1920	147	264	472	681	355	973	947	83	693	1083
	57%	33%	39%	53%	76%	79%	58%	56%	31%	44%	76%
			a	ab	abc	abc				a	ab
USE SOCIAL MEDIA APPS/ SITES	2088	86	212	540	818	431	1000	1087	46	676	1297
	62%	19%	32%	60%	91%	96%	60%	65%	17%	43%	91%
			a	ab	abc	abcd		a		a	ab
ANY OF THESE	3258	416	636	866	893	446	1631	1627	245	1496	1424
	97%	93%	95%	97%	100%	100%	97%	97%	92%	96%	100%
				a	abc	abc				a	ab
ALL OF THESE	1575	69	160	364	636	347	771	804	38	469	1015
	47%	15%	24%	41%	71%	78%	46%	48%	14%	30%	71%
			a	ab	abc	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.

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	3355	295	314	360	399	410	402	393	376	204	200	2109	469	450	325
Effective Weighted Sample	2657	177	215	277	322	342	340	320	315	191	186	1962	415	364	251
Total	3355	224	224	335	336	447	447	447	447	224	224	2758	299	166	133
USE APPS/ SITES TO SEND MESSAGES OR MAKE VOICE OR VIDEO CALLS	2652	119	96	187	195	363	382	429	439	220	223	2197	230	130	97
	79%	53%	43%	56%	58%	81%	85%	96%	98%	98%	100%	80%	77%	78%	73%
		b		b	b	abcd	abcd	abcdef	abcdef	abcdef	abcdefg	d			
WATCH OR POST VIDEOS ON VIDEO SHARING PLATFORM APPS/ SITES	3173	203	195	309	312	425	420	437	435	217	220	2611	284	156	123
	95%	91%	87%	92%	93%	95%	94%	98%	97%	97%	98%	95%	95%	94%	92%
					b	b	b	abcdf	abcdf	abc	abcdef				
WATCH OR POST CONTENT LIVE STREAM VIDEO APPS/ SITES	1920	78	69	148	116	238	235	333	348	177	178	1588	169	87	76
	57%	35%	31%	44%	35%	53%	52%	74%	78%	79%	80%	58%	57%	52%	57%
				abd		abcd	abcd	abcdef	abcdef	abcdef	abcdef				
USE SOCIAL MEDIA APPS/ SITES	2088	49	38	107	105	245	295	390	428	210	222	1729	179	102	77
	62%	22%	17%	32%	31%	55%	66%	87%	96%	94%	99%	63%	60%	62%	58%
				ab	ab	abcd	abcde	abcdef	abcdefg	abcdefg	abcdefghi				
ANY OF THESE	3258	213	203	315	321	435	432	446	447	223	224	2681	290	160	127
	97%	95%	91%	94%	96%	97%	96%	100%	100%	100%	100%	97%	97%	97%	96%
					b	bc	b	abcdef	abcdef	abcdf	abcdef				
ALL OF THESE	1575	41	27	81	79	175	188	303	333	172	176	1304	136	73	63
	47%	18%	12%	24%	24%	39%	42%	68%	74%	77%	78%	47%	45%	44%	47%
				b	b	abcd	abcd	abcdef	abcdef	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 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	3355	2927	426	968	915	641	815	1883	1456	631	2597	1016	1410	583
Effective Weighted Sample	2657	2329	329	798	714	506	646	1511	1151	506	2047	801	1126	466
Total	3355	2919	436	939	824	705	872	1764	1577	653	2561	1033	1410	574
USE APPS/ SITES TO SEND MESSAGES OR MAKE VOICE OR VIDEO CALLS	2652	2334	318	792	648	546	658	1440	1204	545	2002	787	1147	479
	79%	80%	73%	84%	79%	78%	75%	82%	76%	83%	78%	76%	81%	83%
		b		bcdf				cdf		b			a	a
WATCH OR POST VIDEOS ON VIDEO SHARING PLATFORM APPS/ SITES	3173	2785	388	898	775	668	821	1673	1489	641	2404	985	1338	546
	95%	95%	89%	96%	94%	95%	94%	95%	94%	98%	94%	95%	95%	95%
		b								b				
WATCH OR POST CONTENT LIVE STREAM VIDEO APPS/ SITES	1920	1716	204	619	420	394	479	1039	873	437	1414	613	820	326
	57%	59%	47%	66%	51%	56%	55%	59%	55%	67%	55%	59%	58%	57%
		b		bcdef				b		b				
USE SOCIAL MEDIA APPS/ SITES	2088	1864	223	656	467	443	513	1124	957	467	1546	631	925	361
	62%	64%	51%	70%	57%	63%	59%	64%	61%	72%	60%	61%	66%	63%
		b		bcdef		b		bd		b			a	
ANY OF THESE	3258	2844	414	913	798	689	846	1711	1535	647	2480	1006	1380	554
	97%	97%	95%	97%	97%	98%	97%	97%	97%	99%	97%	97%	98%	97%
		b								b				
ALL OF THESE	1575	1427	148	545	326	330	368	871	697	375	1144	488	677	288
	47%	49%	34%	58%	40%	47%	42%	49%	44%	57%	45%	47%	48%	50%
		b		bcdef		b		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.

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	1976	102	228	532	723	391	962	1014	56	701	1148
Effective Weighted Sample	1641	68	176	444	596	365	787	854	38	562	982
Total	2154	86	212	585	835	434	1034	1119	46	715	1320
Strongly disagree	132	5	18	49	45	16	46	86	**	58	71
	6%	5%	9%	8%	5%	4%	4%	8%	**	8%	5%
			e	e				a		c	
Slightly disagree	310	14	37	94	129	36	146	164	**	116	179
	14%	16%	18%	16%	15%	8%	14%	15%	**	16%	14%
			e	e	e						
Neither agree nor disagree	639	24	47	190	238	140	304	335	**	211	388
	30%	28%	22%	33%	28%	32%	29%	30%	**	29%	29%
				b		b					
Slightly agree	683	29	52	160	280	162	320	363	**	195	449
	32%	33%	24%	27%	34%	37%	31%	32%	**	27%	34%
					bc	bc					b
Strongly agree	366	14	51	90	134	75	205	160	**	129	219
	17%	17%	24%	15%	16%	17%	20%	14%	**	18%	17%
			cd				b				
Don't know	24	1	6	2	9	5	12	11	**	7	13
	1%	1%	3%	*%	1%	1%	1%	1%	**	1%	1%
			c								
SUMMARY CODES											
TOTAL DISAGREE	442	18	56	143	174	52	192	249	**	173	250
	21%	21%	26%	24%	21%	12%	19%	22%	**	24%	19%
		e	e	e	e					c	
TOTAL AGREE	1049	43	103	251	415	238	525	524	**	324	668
	49%	50%	49%	43%	50%	55%	51%	47%	**	45%	51%
					c	c					b
TOTAL NEITHER/ DON'T KNOW	663	25	54	192	247	145	316	346	**	218	401
	31%	29%	25%	33%	30%	33%	31%	31%	**	30%	30%

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

	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	1976	53	49	114	114	245	287	357	366	193	198	1329	247	241	159
Effective Weighted Sample	1641	35	34	84	92	201	243	290	306	180	184	1239	228	197	124
Total	2154	49	38	107	105	264	322	402	433	212	222	1784	185	106	79
Strongly disagree	132	**	**	11	7	10	39	18	27	5	10	111	11	6	4
	6%	**	**	10% ei	7%	4%	12% eghij	4%	6%	3%	5%	6%	6%	6%	4%
Slightly disagree	310	**	**	21	16	49	45	52	77	18	18	251	28	16	14
	14%	**	**	20% ij	15%	18% ij	14%	13%	18% ij	9%	8%	14%	15%	16%	18%
Neither agree nor disagree	639	**	**	22	25	84	106	120	118	63	77	538	50	35	16
	30%	**	**	21%	24%	32% c	33%	30%	27%	30%	35% c	30% d	27%	33% d	21%
Slightly agree	683	**	**	27	25	74	86	125	156	77	85	551	70	34	29
	32%	**	**	25%	24%	28%	27%	31%	36% df	36% df	38% cdef	31%	38% a	32%	36%
Strongly agree	366	**	**	24	27	46	44	82	53	45	31	311	26	13	16
	17%	**	**	23% h	26% fhj	18%	14%	20% fh	12%	21% fh	14%	17%	14%	13%	20%
Don't know	24	**	**	2	5	*	1	6	3	4	1	22	1	*	*
	1%	**	**	1%	5% efhj	*%	*%	2%	1%	2%	1%	1%	*%	*%	*%
SUMMARY CODES															
TOTAL DISAGREE	442	**	**	32	24	59	84	70	104	24	28	362	40	23	18
	21%	**	**	30% gij	22% ij	22% ij	26% gij	17%	24% gij	11%	13%	20%	21%	21%	23%
TOTAL AGREE	1049	**	**	51	52	120	130	206	209	122	115	862	96	47	44
	49%	**	**	48%	49%	46%	41%	51% f	48%	58% efh	52% f	48%	52%	45%	56% c
TOTAL NEITHER/ DON'T KNOW	663	**	**	24	30	85	107	127	121	67	78	560	50	36	17
	31%	**	**	22%	28%	32%	33%	31%	28%	31%	35% c	31%	27%	34% d	21% d

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 2 - SEPTEMBER-OCTOBER 2021.

Table 22

All interviewing conducted 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	1976	1770	206	650	477	384	459	1127	843	429	1479	586	880	341
Effective Weighted Sample	1641	1472	170	545	397	317	384	943	701	363	1222	487	735	284
Total	2154	1919	234	670	487	455	534	1157	989	481	1594	646	959	369
Strongly disagree	132	114	18	29	33	30	37	62	67	27	99	40	56	18
	6%	6%	8%	4%	7%	7%	7%	5%	7%	6%	6%	6%	6%	5%
Slightly disagree	310	273	37	95	66	66	84	160	150	86	213	99	135	47
	14%	14%	16%	14%	13%	15%	16%	14%	15%	18%	13%	15%	14%	13%
										b				
Neither agree nor disagree	639	555	84	140	152	135	208	292	343	142	467	213	266	85
	30%	29%	36%	21%	31%	30%	39%	25%	35%	29%	29%	33%	28%	23%
					ae	a	abce		ae			c		
Slightly agree	683	614	70	228	174	131	150	401	281	126	538	190	336	121
	32%	32%	30%	34%	36%	29%	28%	35%	28%	26%	34%	29%	35%	33%
				f	df			df			a		a	
Strongly agree	366	342	24	177	58	87	44	235	131	93	262	98	159	95
	17%	18%	10%	26%	12%	19%	8%	20%	13%	19%	16%	15%	17%	26%
		b		bcdef		bdf		bdf	d					ab
Don't know	24	22	2	2	5	6	10	7	17	6	16	6	7	3
	1%	1%	1%	*%	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%
							ae		ae					
SUMMARY CODES														
TOTAL DISAGREE	442	387	55	124	98	96	121	222	217	113	312	139	191	65
	21%	20%	23%	18%	20%	21%	23%	19%	22%	24%	20%	22%	20%	18%
TOTAL AGREE	1049	956	94	405	232	218	195	636	412	220	800	288	495	216
	49%	50%	40%	60%	48%	48%	36%	55%	42%	46%	50%	45%	52%	59%
		b		bcdef	d	d		bcdf					a	ab
TOTAL NEITHER/ DON'T KNOW	663	577	86	142	157	141	219	299	360	148	482	219	273	88
	31%	30%	37%	21%	32%	31%	41%	26%	36%	31%	30%	34%	28%	24%
					ae	a	abce	a	ae			bc		

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	3355	609	759	812	769	404	1662	1691	371	1650	1231
Effective Weighted Sample	2657	389	595	682	635	377	1302	1356	231	1297	1055
Total	3355	447	671	895	895	447	1678	1678	265	1565	1425
Yes – there is a minimum age requirement	2786	372	549	742	744	379	1377	1409	220	1294	1190
	83%	83%	82%	83%	83%	85%	82%	84%	83%	83%	84%
No – there is not a minimum age requirement	197	27	36	54	49	30	100	97	13	95	84
	6%	6%	5%	6%	5%	7%	6%	6%	5%	6%	6%
Don't know	372	49	86	98	101	38	201	172	32	175	151
	11%	11%	13%	11%	11%	8%	12%	10%	12%	11%	11%
			e								

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 2 - SEPTEMBER-OCTOBER 2021.

Table 23

All interviewing conducted 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	3355	295	314	360	399	410	402	393	376	204	200	2109	469	450	325
Effective Weighted Sample	2657	177	215	277	322	342	340	320	315	191	186	1962	415	364	251
Total	3355	224	224	335	336	447	447	447	447	224	224	2758	299	166	133
Yes – there is a minimum age requirement	2786 83%	187 83%	185 83%	268 80%	281 84%	371 83%	371 83%	369 83%	375 84%	181 81%	198 88% c	2281 83%	253 85%	141 85%	110 83%
No – there is not a minimum age requirement	197 6%	14 6%	13 6%	15 4%	21 6%	27 6%	28 6%	27 6%	22 5%	18 8%	13 6%	171 6% b	8 3%	10 6% b	8 6% b
Don't know	372 11%	23 10%	26 12%	52 16% dj	34 10%	49 11%	49 11%	51 11%	50 11%	24 11%	13 6%	305 11%	38 13%	15 9%	15 11%

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	3355	2927	426	968	915	641	815	1883	1456	631	2597	1016	1410	583
Effective Weighted Sample	2657	2329	329	798	714	506	646	1511	1151	506	2047	801	1126	466
Total	3355	2919	436	939	824	705	872	1764	1577	653	2561	1033	1410	574
Yes – there is a minimum age requirement	2786	2405	381	801	672	579	722	1473	1301	562	2119	893	1132	486
	83%	82%	87%	85%	82%	82%	83%	84%	83%	86%	83%	86%	80%	85%
			a									b		b
No – there is not a minimum age requirement	197	185	11	51	53	49	43	105	92	44	143	54	102	24
	6%	6%	3%	5%	6%	7%	5%	6%	6%	7%	6%	5%	7%	4%
		b											c	
Don't know	372	329	44	87	99	76	108	186	184	46	299	87	176	64
	11%	11%	10%	9%	12%	11%	12%	11%	12%	7%	12%	8%	13%	11%
											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.

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	2811	521	623	676	650	341	1371	1440	318	1371	1041
Effective Weighted Sample	2222	328	488	569	535	318	1073	1150	195	1078	890
Total	2786	372	549	742	744	379	1377	1409	220	1294	1190
Age under 10	64	10	26	26	2	-	31	33	6	53	2
	2%	3%	5%	4%	*%	-%	2%	2%	3%	4%	*%
		de	de	de					c	c	
Aged 10	77	6	17	35	16	4	39	39	4	50	22
	3%	2%	3%	5%	2%	1%	3%	3%	2%	4%	2%
				ade						c	
Aged 11	60	11	13	25	9	2	33	27	4	32	22
	2%	3%	2%	3%	1%	1%	2%	2%	2%	2%	2%
		e		de							
Aged 12	323	53	62	74	110	25	171	153	28	145	143
	12%	14%	11%	10%	15%	7%	12%	11%	13%	11%	12%
		e	e		ce						
Aged 13	1191	127	201	330	361	172	548	642	87	510	563
	43%	34%	37%	44%	48%	45%	40%	46%	40%	39%	47%
				ab	ab	ab		a			b
Aged 14	252	37	43	51	73	48	113	138	22	103	120
	9%	10%	8%	7%	10%	13%	8%	10%	10%	8%	10%
						bc					
Aged 15	94	12	12	21	33	16	54	40	7	30	56
	3%	3%	2%	3%	4%	4%	4%	3%	3%	2%	5%
					b						b
Aged 16	445	75	97	111	89	72	239	206	42	224	163
	16%	20%	18%	15%	12%	19%	17%	15%	19%	17%	14%
		cd	d			d				c	
Aged 17	33	2	4	2	6	19	24	9	2	6	24
	1%	*%	1%	*%	1%	5%	2%	1%	1%	*%	2%
						abcd	b				b
Aged 18 or over	106	20	33	24	19	10	60	46	9	59	35
	4%	5%	6%	3%	3%	3%	4%	3%	4%	5%	3%
		d	cde								

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 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	2811	521	623	676	650	341	1371	1440	318	1371	1041
Effective Weighted Sample	2222	328	488	569	535	318	1073	1150	195	1078	890
Total	2786	372	549	742	744	379	1377	1409	220	1294	1190
Don't know	141	20	42	42	27	11	65	76	9	83	39
	5%	5%	8%	6%	4%	3%	5%	5%	4%	6%	3%
			de								c
SUMMARY											
AWARE OF MINIMUM AGE REQUIREMENT	2786	372	549	742	744	379	1377	1409	220	1294	1190
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
AWARE AND GIVES THE CORRECT AGE (13)	1191	127	201	330	361	172	548	642	87	510	563
	43%	34%	37%	44%	48%	45%	40%	46%	40%	39%	47%
				ab	ab	ab		a			b
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	524	79	117	160	137	31	273	251	43	280	190
	19%	21%	21%	22%	18%	8%	20%	18%	20%	22%	16%
		e	e	e	e					c	
AWARE BUT GIVES AN AGE OF 14 OR OLDER	930	145	189	210	220	166	490	440	82	422	398
	33%	39%	34%	28%	30%	44%	36%	31%	37%	33%	33%
		cd	c			bcd	b				
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	1595	244	348	412	384	207	829	767	133	785	627
	57%	66%	63%	56%	52%	55%	60%	54%	60%	61%	53%
		cde	cde				b				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 who say there is a minimum age requirement to have a social media profile

	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	2811	248	273	288	335	338	338	332	318	165	176	1753	399	388	271
Effective Weighted Sample	2222	148	185	222	269	284	285	269	267	154	164	1632	352	316	207
Total	2786	187	185	268	281	371	371	369	375	181	198	2281	253	141	110
Age under 10	64	2	8	14	12	14	13	2	-	-	-	56	3	3	2
	2%	1%	4%	5%	4%	4%	3%	*%	-%	-%	-%	2%	1%	2%	2%
			ghij	aghij	aghij	ghij	ghij								
Aged 10	77	3	2	5	12	17	17	10	6	3	1	64	8	4	2
	3%	2%	1%	2%	4%	5%	5%	3%	2%	2%	*%	3%	3%	2%	2%
					j	bhj	bhj								
Aged 11	60	8	3	7	5	13	12	4	5	1	1	47	7	3	3
	2%	4%	2%	3%	2%	4%	3%	1%	1%	*%	1%	2%	3%	2%	2%
		i				i									
Aged 12	323	30	23	37	24	31	43	59	51	12	12	263	36	13	11
	12%	16%	12%	14%	9%	8%	11%	16%	14%	7%	6%	12%	14%	9%	10%
		deij		eij				deij	ij				c		
Aged 13	1191	56	71	92	110	157	172	165	195	78	94	977	103	58	52
	43%	30%	38%	34%	39%	42%	46%	45%	52%	43%	48%	43%	41%	41%	47%
						a	ac	ac	abcde	a	ac				
Aged 14	252	18	19	19	23	22	30	30	43	24	24	191	33	18	9
	9%	10%	10%	7%	8%	6%	8%	8%	11%	13%	12%	8%	13%	13%	8%
									e	ce	e		a	a	
Aged 15	94	5	6	8	4	14	8	19	14	8	8	81	6	4	3
	3%	3%	3%	3%	1%	4%	2%	5%	4%	4%	4%	4%	3%	3%	2%
								df							
Aged 16	445	39	37	49	49	68	44	50	39	34	38	365	38	24	18
	16%	21%	20%	18%	17%	18%	12%	14%	10%	19%	19%	16%	15%	17%	16%
		fh	fh	fh	h	fh				fh	fh				
Aged 17	33	2	-	3	1	1	1	6	-	12	7	30	1	2	-
	1%	1%	-%	1%	*%	*%	*%	2%	-%	7%	3%	1%	*%	1%	-%
								h		abcdefgh	bdefh				
Aged 18 or over	106	13	6	18	15	14	10	9	10	5	5	90	6	6	4
	4%	7%	3%	7%	5%	4%	3%	2%	3%	3%	2%	4%	2%	4%	4%
		fgh		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.

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
						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	2811	248	273	288	335	338	338	332	318	165	176	1753	399	388	271
Effective Weighted Sample	2222	148	185	222	269	284	285	269	267	154	164	1632	352	316	207
Total	2786	187	185	268	281	371	371	369	375	181	198	2281	253	141	110
Don't know	141	10	10	16	25	20	22	15	12	4	7	116	12	8	6
	5%	5%	6%	6%	9% ghij	5%	6%	4%	3%	2%	3%	5%	5%	6%	6%

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
AWARE OF MINIMUM AGE REQUIREMENT	2786	187	185	268	281	371	371	369	375	181	198	2281	253	141	110
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
AWARE AND GIVES THE CORRECT AGE (13)	1191	56	71	92	110	157	172	165	195	78	94	977	103	58	52
	43%	30%	38%	34%	39%	42% a	46% ac	45% ac	52% abcde	43% a	48% ac	43%	41%	41%	47%
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	524	43	36	64	53	76	85	75	62	16	15	430	54	22	18
	19%	23% ij	19% ij	24% hij	19% ij	20% ij	23% ij	20% ij	17% ij	9%	7%	19%	21%	16%	16%
AWARE BUT GIVES AN AGE OF 14 OR OLDER	930	78	68	97	92	118	92	114	106	84	82	758	84	54	34
	33%	42% efgh	37% f	36% f	33% f	32%	25%	31%	28%	46% cdefgh	41% efgh	33%	33%	38%	31%
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	1595	131	114	177	171	214	199	204	180	104	103	1304	150	84	58
	57%	70% efghij	62% h	66% fghj	61% h	58% h	54%	55%	48%	57%	52%	57%	59%	59%	53%

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	2811	2443	368	827	764	530	678	1591	1208	550	2165	879	1148	500
Effective Weighted Sample	2222	1939	285	684	591	419	535	1274	954	441	1703	693	916	396
Total	2786	2405	381	801	672	579	722	1473	1301	562	2119	893	1132	486
Age under 10	64 2%	62 3% b	2 1%	33 4% bdf	10 1%	13 2%	8 1%	43 3% d	21 2%	18 3%	41 2%	19 2%	27 2%	13 3%
Aged 10	77 3%	73 3%	4 1%	35 4% df	18 3%	13 2%	11 2%	53 4% df	24 2%	18 3%	55 3%	21 2%	32 3%	15 3%
Aged 11	60 2%	52 2%	7 2%	16 2%	9 1%	18 3%	15 2%	25 2%	33 3%	14 2%	42 2%	18 2%	24 2%	13 3%
Aged 12	323 12%	275 11%	48 13%	117 15% bdf	73 11%	62 11%	71 10%	189 13%	133 10%	56 10%	253 12%	107 12%	131 12%	54 11%
Aged 13	1191 43%	1003 42%	187 49% a	296 37%	323 48% ace	242 42%	322 45% a	619 42% a	564 43% a	239 42%	914 43%	394 44%	489 43%	198 41%
Aged 14	252 9%	225 9%	26 7%	60 8%	62 9%	61 11%	69 10%	122 8%	130 10%	53 10%	190 9%	82 9%	104 9%	47 10%
Aged 15	94 3%	89 4% b	5 1%	44 5% cdf	23 3%	11 2%	17 2%	67 5% cdf	27 2%	22 4%	66 3%	23 3%	47 4%	18 4%
Aged 16	445 16%	375 16%	70 18%	105 13%	104 15%	101 17% a	134 19% ae	208 14%	235 18% ae	86 15%	346 16%	142 16%	176 16%	69 14%
Aged 17	33 1%	32 1%	1 *%	22 3% bcdf	3 *%	4 1%	4 1%	25 2% bdf	8 1%	9 2%	22 1%	4 *%	11 1%	15 3% ab
Aged 18 or over	106 4%	95 4%	11 3%	35 4%	20 3%	31 5% d	20 3%	55 4%	51 4%	22 4%	80 4%	35 4%	39 3%	25 5%

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 2 - SEPTEMBER-OCTOBER 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	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	2811	2443	368	827	764	530	678	1591	1208	550	2165	879	1148	500
Effective Weighted Sample	2222	1939	285	684	591	419	535	1274	954	441	1703	693	916	396
Total	2786	2405	381	801	672	579	722	1473	1301	562	2119	893	1132	486
Don't know	141	122	19	38	28	24	51	66	75	25	111	47	51	20
	5%	5%	5%	5%	4%	4%	7% be	4%	6%	4%	5%	5%	4%	4%
SUMMARY														
AWARE OF MINIMUM AGE REQUIREMENT	2786	2405	381	801	672	579	722	1473	1301	562	2119	893	1132	486
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
AWARE AND GIVES THE CORRECT AGE (13)	1191	1003	187	296	323	242	322	619	564	239	914	394	489	198
	43%	42%	49% a	37%	48% ace	42%	45% a	42% a	43% a	42%	43%	44%	43%	41%
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	524	463	62	200	110	106	106	310	212	106	391	165	214	94
	19%	19%	16%	25% bcdef	16%	18%	15%	21% bdf	16%	19%	18%	18%	19%	19%
AWARE BUT GIVES AN AGE OF 14 OR OLDER	930	817	113	266	211	208	243	478	451	192	703	286	378	174
	33%	34%	30%	33%	31%	36%	34%	32%	35%	34%	33%	32%	33%	36%
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	1595	1402	194	505	349	337	400	854	737	324	1205	499	643	288
	57%	58% b	51%	63% bdef	52%	58% b	55%	58% b	57%	58%	57%	56%	57%	59%

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	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	3355	609	759	812	769	404	1662	1691	371	1650	1231
Effective Weighted Sample	2657	389	595	682	635	377	1302	1356	231	1297	1055
Total	3355	447	671	895	895	447	1678	1678	265	1565	1425
Age under 10	64	10	26	26	2	-	31	33	6	53	2
	2%	2%	4%	3%	*%	-%	2%	2%	2%	3%	*%
		de	de	de					c	c	
Aged 10	77	6	17	35	16	4	39	39	4	50	22
	2%	1%	2%	4%	2%	1%	2%	2%	2%	3%	2%
				ade						c	
Aged 11	60	11	13	25	9	2	33	27	4	32	22
	2%	2%	2%	3%	1%	*%	2%	2%	2%	2%	2%
		e		de							
Aged 12	323	53	62	74	110	25	171	153	28	145	143
	10%	12%	9%	8%	12%	6%	10%	9%	10%	9%	10%
		e	e		ce						
Aged 13	1191	127	201	330	361	172	548	642	87	510	563
	35%	28%	30%	37%	40%	38%	33%	38%	33%	33%	40%
				ab	ab	ab		a			b
Aged 14	252	37	43	51	73	48	113	138	22	103	120
	8%	8%	6%	6%	8%	11%	7%	8%	8%	7%	8%
						bc					
Aged 15	94	12	12	21	33	16	54	40	7	30	56
	3%	3%	2%	2%	4%	4%	3%	2%	3%	2%	4%
					b						b
Aged 16	445	75	97	111	89	72	239	206	42	224	163
	13%	17%	15%	12%	10%	16%	14%	12%	16%	14%	11%
		d	d			d				c	
Aged 17	33	2	4	2	6	19	24	9	2	6	24
	1%	*%	1%	*%	1%	4%	1%	1%	1%	*%	2%
						abcd	b				b
Aged 18 or over	106	20	33	24	19	10	60	46	9	59	35
	3%	4%	5%	3%	2%	2%	4%	3%	3%	4%	2%
		d	cde								

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 3-4	5-7	8-11	12-15	16-17	CHILD'S GENDER MALE	FEMALE	SCHOOL YEAR PRE-SCHOOL	PRIMARY	SECONDARY
Significance Level: 95%		a	b	c	d	e	a	b	a	b	c
Unweighted total	3355	609	759	812	769	404	1662	1691	371	1650	1231
Effective Weighted Sample	2657	389	595	682	635	377	1302	1356	231	1297	1055
Total	3355	447	671	895	895	447	1678	1678	265	1565	1425
Don't know	141	20	42	42	27	11	65	76	9	83	39
	4%	4%	6%	5%	3%	2%	4%	5%	3%	5%	3%
			de								c
SUMMARY											
AWARE OF MINIMUM AGE REQUIREMENT	2786	372	549	742	744	379	1377	1409	220	1294	1190
	83%	83%	82%	83%	83%	85%	82%	84%	83%	83%	84%
AWARE AND GIVES THE CORRECT AGE (13)	1191	127	201	330	361	172	548	642	87	510	563
	35%	28%	30%	37%	40%	38%	33%	38%	33%	33%	40%
				ab	ab	ab		a			b
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	524	79	117	160	137	31	273	251	43	280	190
	16%	18%	17%	18%	15%	7%	16%	15%	16%	18%	13%
		e	e	e	e					c	
AWARE BUT GIVES AN AGE OF 14 OR OLDER	930	145	189	210	220	166	490	440	82	422	398
	28%	32%	28%	23%	25%	37%	29%	26%	31%	27%	28%
		cd				bcd					
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	1595	244	348	412	384	207	829	767	133	785	627
	48%	55%	52%	46%	43%	46%	49%	46%	50%	50%	44%
		cde	cd							c	
SAY THERE IS NO MINIMUM AGE REQUIREMENT	197	27	36	54	49	30	100	97	13	95	84
	6%	6%	5%	6%	5%	7%	6%	6%	5%	6%	6%

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	3355	609	759	812	769	404	1662	1691	371	1650	1231
Effective Weighted Sample	2657	389	595	682	635	377	1302	1356	231	1297	1055
Total	3355	447	671	895	895	447	1678	1678	265	1565	1425
DON'T KNOW WHETHER THERE IS A MINIMUM AGE REQUIREMENT	372	49	86	98	101	38	201	172	32	175	151
	11%	11%	13%	11%	11%	8%	12%	10%	12%	11%	11%
			e								

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 2 - SEPTEMBER-OCTOBER 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 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	3355	295	314	360	399	410	402	393	376	204	200		2109	469	450	325
Effective Weighted Sample	2657	177	215	277	322	342	340	320	315	191	186		1962	415	364	251
Total	3355	224	224	335	336	447	447	447	447	224	224		2758	299	166	133
Age under 10	64	2	8	14	12	14	13	2	-	-	-		56	3	3	2
	2%	1%	3%	4%	4%	3%	3%	*%	-%	-%	-%		2%	1%	2%	2%
			ghij	aghij	aghij	ghij	ghij									
Aged 10	77	3	2	5	12	17	17	10	6	3	1		64	8	4	2
	2%	2%	1%	2%	3%	4%	4%	2%	1%	1%	*%		2%	3%	2%	1%
					j	bj	bj									
Aged 11	60	8	3	7	5	13	12	4	5	1	1		47	7	3	3
	2%	3%	1%	2%	2%	3%	3%	1%	1%	*%	1%		2%	2%	2%	2%
		i				i										
Aged 12	323	30	23	37	24	31	43	59	51	12	12		263	36	13	11
	10%	14%	10%	11%	7%	7%	10%	13%	11%	6%	6%		10%	12%	8%	8%
		deij		ij				deij	ij					c		
Aged 13	1191	56	71	92	110	157	172	165	195	78	94		977	103	58	52
	35%	25%	32%	27%	33%	35%	38%	37%	44%	35%	42%		35%	35%	35%	39%
						ac	ac	ac	abcdei	a	abcd					
Aged 14	252	18	19	19	23	22	30	30	43	24	24		191	33	18	9
	8%	8%	8%	6%	7%	5%	7%	7%	10%	11%	11%		7%	11%	11%	7%
									e	ce	ce			a	a	
Aged 15	94	5	6	8	4	14	8	19	14	8	8		81	6	4	3
	3%	2%	3%	2%	1%	3%	2%	4%	3%	3%	4%		3%	2%	2%	2%
								d								
Aged 16	445	39	37	49	49	68	44	50	39	34	38		365	38	24	18
	13%	17%	16%	15%	14%	15%	10%	11%	9%	15%	17%		13%	13%	14%	13%
		fh	fh	h	h	fh				h	fh					
Aged 17	33	2	-	3	1	1	1	6	-	12	7		30	1	2	-
	1%	1%	-%	1%	*%	*%	*%	1%	-%	6%	3%		1%	*%	1%	-%
								h		abcdefgh	bdefh					
Aged 18 or over	106	13	6	18	15	14	10	9	10	5	5		90	6	6	4
	3%	6%	3%	5%	4%	3%	2%	2%	2%	2%	2%		3%	2%	4%	3%
		fgh		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.

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	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	3355	295	314	360	399	410	402	393	376	204	200	2109	469	450	325
Effective Weighted Sample	2657	177	215	277	322	342	340	320	315	191	186	1962	415	364	251
Total	3355	224	224	335	336	447	447	447	447	224	224	2758	299	166	133
Don't know	141	10	10	16	25	20	22	15	12	4	7	116	12	8	6
	4%	4%	5%	5%	8% ghij	5%	5%	3%	3%	2%	3%	4%	4%	5%	5%
SUMMARY															
AWARE OF MINIMUM AGE REQUIREMENT	2786	187	185	268	281	371	371	369	375	181	198	2281	253	141	110
	83%	83%	83%	80%	84%	83%	83%	83%	84%	81%	88% c	83%	85%	85%	83%
AWARE AND GIVES THE CORRECT AGE (13)	1191	56	71	92	110	157	172	165	195	78	94	977	103	58	52
	35%	25%	32%	27%	33%	35% ac	38% ac	37% ac	44% abcdei	35% a	42% abcd	35%	35%	35%	39%
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	524	43	36	64	53	76	85	75	62	16	15	430	54	22	18
	16%	19% ij	16% ij	19% ij	16% ij	17% ij	19% ij	17% ij	14% ij	7%	7%	16%	18%	13%	13%
AWARE BUT GIVES AN AGE OF 14 OR OLDER	930	78	68	97	92	118	92	114	106	84	82	758	84	54	34
	28%	35% efgh	30% f	29% f	27% f	26%	21%	26%	24%	37% cdefgh	37% defgh	27%	28%	32%	25%
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	1595	131	114	177	171	214	199	204	180	104	103	1304	150	84	58
	48%	58% efghij	51% h	53% fh	51% h	48%	44%	46%	40%	46%	46%	47%	50%	50%	44%
SAY THERE IS NO MINIMUM AGE REQUIREMENT	197	14	13	15	21	27	28	27	22	18	13	171	8	10	8
	6%	6%	6%	4%	6%	6%	6%	6%	5%	8%	6%	6% b	3%	6% b	6% 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.

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	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	3355	295	314	360	399	410	402	393	376	204	200	2109	469	450	325
Effective Weighted Sample	2657	177	215	277	322	342	340	320	315	191	186	1962	415	364	251
Total	3355	224	224	335	336	447	447	447	447	224	224	2758	299	166	133
DON'T KNOW WHETHER THERE IS A MINIMUM AGE REQUIREMENT	372	23	26	52	34	49	49	51	50	24	13	305	38	15	15
	11%	10%	12%	16%	10%	11%	11%	11%	11%	11%	6%	11%	13%	9%	11%
				dj					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.

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	3355	2927	426	968	915	641	815	1883	1456	631	2597	1016	1410	583
Effective Weighted Sample	2657	2329	329	798	714	506	646	1511	1151	506	2047	801	1126	466
Total	3355	2919	436	939	824	705	872	1764	1577	653	2561	1033	1410	574
Age under 10	64	62	2	33	10	13	8	43	21	18	41	19	27	13
	2%	2%	*%	4%	1%	2%	1%	2%	1%	3%	2%	2%	2%	2%
		b		bdf				bdf						
Aged 10	77	73	4	35	18	13	11	53	24	18	55	21	32	15
	2%	2%	1%	4%	2%	2%	1%	3%	2%	3%	2%	2%	2%	3%
				df				df						
Aged 11	60	52	7	16	9	18	15	25	33	14	42	18	24	13
	2%	2%	2%	2%	1%	3%	2%	1%	2%	2%	2%	2%	2%	2%
Aged 12	323	275	48	117	73	62	71	189	133	56	253	107	131	54
	10%	9%	11%	12%	9%	9%	8%	11%	8%	9%	10%	10%	9%	9%
				bcdf				f						
Aged 13	1191	1003	187	296	323	242	322	619	564	239	914	394	489	198
	35%	34%	43%	32%	39%	34%	37%	35%	36%	37%	36%	38%	35%	34%
			a		a		a							
Aged 14	252	225	26	60	62	61	69	122	130	53	190	82	104	47
	8%	8%	6%	6%	7%	9%	8%	7%	8%	8%	7%	8%	7%	8%
Aged 15	94	89	5	44	23	11	17	67	27	22	66	23	47	18
	3%	3%	1%	5%	3%	2%	2%	4%	2%	3%	3%	2%	3%	3%
		b		cdf				cdf						
Aged 16	445	375	70	105	104	101	134	208	235	86	346	142	176	69
	13%	13%	16%	11%	13%	14%	15%	12%	15%	13%	13%	14%	12%	12%
							ae		ae					
Aged 17	33	32	1	22	3	4	4	25	8	9	22	4	11	15
	1%	1%	*%	2%	*%	1%	*%	1%	*%	1%	1%	*%	1%	3%
				bcdf				bdf						ab
Aged 18 or over	106	95	11	35	20	31	20	55	51	22	80	35	39	25
	3%	3%	3%	4%	2%	4%	2%	3%	3%	3%	3%	3%	3%	4%
						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 2 - SEPTEMBER-OCTOBER 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	3355	2927	426	968	915	641	815	1883	1456	631	2597	1016	1410	583
Effective Weighted Sample	2657	2329	329	798	714	506	646	1511	1151	506	2047	801	1126	466
Total	3355	2919	436	939	824	705	872	1764	1577	653	2561	1033	1410	574
Don't know	141	122	19	38	28	24	51	66	75	25	111	47	51	20
	4%	4%	4%	4%	3%	3%	6% be	4%	5%	4%	4%	5%	4%	3%
SUMMARY														
AWARE OF MINIMUM AGE REQUIREMENT	2786	2405	381	801	672	579	722	1473	1301	562	2119	893	1132	486
	83%	82%	87% a	85%	82%	82%	83%	84%	83%	86%	83%	86% b	80%	85% b
AWARE AND GIVES THE CORRECT AGE (13)	1191	1003	187	296	323	242	322	619	564	239	914	394	489	198
	35%	34%	43% a	32%	39% a	34%	37% a	35%	36%	37%	36%	38%	35%	34%
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	524	463	62	200	110	106	106	310	212	106	391	165	214	94
	16%	16%	14%	21% bcdef	13%	15%	12%	18% bdf	13%	16%	15%	16%	15%	16%
AWARE BUT GIVES AN AGE OF 14 OR OLDER	930	817	113	266	211	208	243	478	451	192	703	286	378	174
	28%	28%	26%	28%	26%	29%	28%	27%	29%	29%	27%	28%	27%	30%
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	1595	1402	194	505	349	337	400	854	737	324	1205	499	643	288
	48%	48%	44%	54% bcdef	42%	48%	46%	48% b	47%	50%	47%	48%	46%	50%
SAY THERE IS NO MINIMUM AGE REQUIREMENT	197	185	11	51	53	49	43	105	92	44	143	54	102	24
	6%	6% b	3%	5%	6%	7%	5%	6%	6%	7%	6%	5%	7% c	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 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	3355	2927	426	968	915	641	815	1883	1456	631	2597	1016	1410	583
Effective Weighted Sample	2657	2329	329	798	714	506	646	1511	1151	506	2047	801	1126	466
Total	3355	2919	436	939	824	705	872	1764	1577	653	2561	1033	1410	574
DON'T KNOW WHETHER THERE IS A MINIMUM AGE REQUIREMENT	372	329	44	87	99	76	108	186	184	46	299	87	176	64
	11%	11%	10%	9%	12%	11%	12%	11%	12%	7%	12%	8%	13%	11%
											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.

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	3355	609	759	812	769	404	1662	1691	371	1650	1231
Effective Weighted Sample	2657	389	595	682	635	377	1302	1356	231	1297	1055
Total	3355	447	671	895	895	447	1678	1678	265	1565	1425
Strongly disagree	1015	206	283	270	163	93	481	534	130	573	281
	30%	46%	42%	30%	18%	21%	29%	32%	49%	37%	20%
		cde	cde	de					bc	c	
Slightly disagree	594	89	119	142	157	87	314	279	57	270	253
	18%	20%	18%	16%	18%	20%	19%	17%	22%	17%	18%
Neither agree nor disagree	573	53	95	158	181	86	289	284	28	250	278
	17%	12%	14%	18%	20%	19%	17%	17%	11%	16%	20%
				a	ab	ab				a	ab
Slightly agree	791	67	96	232	266	131	386	405	37	310	424
	24%	15%	14%	26%	30%	29%	23%	24%	14%	20%	30%
				ab	ab	ab				a	ab
Strongly agree	326	26	65	77	111	47	180	146	9	140	166
	10%	6%	10%	9%	12%	11%	11%	9%	3%	9%	12%
			a		ac	a				a	ab
Don't know	56	7	13	16	17	3	27	29	4	23	22
	2%	1%	2%	2%	2%	1%	2%	2%	1%	1%	2%
SUMMARY CODES											
TOTAL DISAGREE	1609	294	402	412	320	181	796	813	187	842	534
	48%	66%	60%	46%	36%	40%	47%	48%	71%	54%	37%
		cde	cde	d					bc	c	
TOTAL AGREE	1117	93	161	309	377	178	566	551	46	450	591
	33%	21%	24%	35%	42%	40%	34%	33%	17%	29%	41%
				ab	abc	ab				a	ab
TOTAL NEITHER/ DON'T KNOW	629	60	108	174	198	89	316	313	32	273	301
	19%	13%	16%	19%	22%	20%	19%	19%	12%	17%	21%
				a	ab	a				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.

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
						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	3355	295	314	360	399	410	402	393	376	204	200	2109	469	450	325
Effective Weighted Sample	2657	177	215	277	322	342	340	320	315	191	186	1962	415	364	251
Total	3355	224	224	335	336	447	447	447	447	224	224	2758	299	166	133
Strongly disagree	1015	103	103	129	154	136	134	75	87	38	56	846	83	45	40
	30%	46%	46%	38%	46%	31%	30%	17%	19%	17%	25%	31%	28%	27%	31%
		efghij	efghij	efghij	efghij	ghi	ghi				g				
Slightly disagree	594	41	48	74	45	74	68	87	70	39	49	481	54	36	23
	18%	18%	21%	22%	13%	16%	15%	19%	16%	17%	22%	17%	18%	22%	17%
			d	dfh				d			d			a	
Neither agree nor disagree	573	22	31	53	42	74	85	96	85	45	41	489	41	26	18
	17%	10%	14%	16%	13%	16%	19%	21%	19%	20%	18%	18%	14%	16%	13%
						a	ad	abd	ad	ad	a	b			
Slightly agree	791	38	29	42	54	109	123	123	143	74	57	627	88	41	34
	24%	17%	13%	13%	16%	24%	27%	27%	32%	33%	25%	23%	30%	25%	26%
						bcd	abcd	abcd	abcde	abcde	bcd		a		
Strongly agree	326	18	8	33	32	45	33	58	53	27	20	270	26	15	15
	10%	8%	4%	10%	10%	10%	7%	13%	12%	12%	9%	10%	9%	9%	12%
				b	b	b		bf	bf	b	b				
Don't know	56	2	5	5	8	10	6	9	9	1	2	45	7	2	2
	2%	1%	2%	2%	2%	2%	1%	2%	2%	1%	1%	2%	2%	1%	2%
SUMMARY CODES															
TOTAL DISAGREE	1609	144	151	203	199	210	202	162	157	76	104	1327	137	81	63
	48%	64%	67%	61%	59%	47%	45%	36%	35%	34%	47%	48%	46%	49%	48%
		efghij	efghij	efghij	efghij	ghi	ghi				ghi				
TOTAL AGREE	1117	56	37	75	86	153	156	180	196	101	76	897	114	56	50
	33%	25%	17%	22%	26%	34%	35%	40%	44%	45%	34%	33%	38%	34%	37%
		b			b	abcd	abcd	abcd	abcdefj	abcdefj	bcd		a		
TOTAL NEITHER/ DON'T KNOW	629	24	36	58	50	84	90	104	94	46	43	534	48	28	20
	19%	11%	16%	17%	15%	19%	20%	23%	21%	21%	19%	19%	16%	17%	15%
						a	a	abd	ad	a	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.

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	3355	2927	426	968	915	641	815	1883	1456	631	2597	1016	1410	583
Effective Weighted Sample	2657	2329	329	798	714	506	646	1511	1151	506	2047	801	1126	466
Total	3355	2919	436	939	824	705	872	1764	1577	653	2561	1033	1410	574
Strongly disagree	1015	850	165	259	250	208	293	509	501	168	813	343	383	175
	30%	29%	38%	28%	30%	30%	34%	29%	32%	26%	32%	33%	27%	31%
			a				ae		a		a	b		
Slightly disagree	594	516	78	150	183	120	140	333	261	129	439	167	274	93
	18%	18%	18%	16%	22%	17%	16%	19%	17%	20%	17%	16%	19%	16%
					acdf									
Neither agree nor disagree	573	503	70	138	127	131	177	264	307	111	424	178	242	72
	17%	17%	16%	15%	15%	19%	20%	15%	19%	17%	17%	17%	17%	13%
							abe		abe			c	c	
Slightly agree	791	708	83	230	199	160	197	430	357	158	616	238	355	141
	24%	24%	19%	25%	24%	23%	23%	24%	23%	24%	24%	23%	25%	24%
		b												
Strongly agree	326	300	27	155	46	73	51	201	124	79	230	93	135	82
	10%	10%	6%	17%	6%	10%	6%	11%	8%	12%	9%	9%	10%	14%
		b		bcdef		bd		bdf		b				ab
Don't know	56	42	14	7	20	12	15	27	27	7	39	15	22	10
	2%	1%	3%	1%	2%	2%	2%	2%	2%	1%	2%	1%	2%	2%
			a		a									
SUMMARY CODES														
TOTAL DISAGREE	1609	1366	243	409	433	329	433	842	762	298	1252	510	657	269
	48%	47%	56%	44%	52%	47%	50%	48%	48%	46%	49%	49%	47%	47%
			a		ace		a		a					
TOTAL AGREE	1117	1008	109	385	245	233	248	631	481	237	846	331	489	222
	33%	35%	25%	41%	30%	33%	28%	36%	31%	36%	33%	32%	35%	39%
		b		bcdef				bdf						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 2 - SEPTEMBER-OCTOBER 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	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	3355	2927	426	968	915	641	815	1883	1456	631	2597	1016	1410	583
Effective Weighted Sample	2657	2329	329	798	714	506	646	1511	1151	506	2047	801	1126	466
Total	3355	2919	436	939	824	705	872	1764	1577	653	2561	1033	1410	574
TOTAL NEITHER/ DON'T KNOW	629	545	84	145	146	143	191	291	334	118	463	192	264	83
	19%	19%	19%	15%	18%	20%	22%	17%	21%	18%	18%	19%	19%	14%
						a	ae		ae					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.

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	3355	609	759	812	769	404	1662	1691	371	1650	1231
Effective Weighted Sample	2657	389	595	682	635	377	1302	1356	231	1297	1055
Total	3355	447	671	895	895	447	1678	1678	265	1565	1425
YouTube	2980	375	597	792	808	409	1510	1471	221	1382	1295
	89%	84%	89%	89%	90%	91%	90%	88%	83%	88%	91%
			a	a	a	a				a	ab
TikTok	1681	69	195	424	663	330	759	922	38	552	1028
	50%	15%	29%	47%	74%	74%	45%	55%	14%	35%	72%
			a	ab	abc	abc		a		a	ab
Instagram	1279	46	107	201	575	350	578	701	26	291	910
	38%	10%	16%	22%	64%	78%	34%	42%	10%	19%	64%
			a	ab	abc	abcd		a		a	ab
Snapchat	1261	41	89	241	562	328	535	726	22	297	894
	38%	9%	13%	27%	63%	73%	32%	43%	8%	19%	63%
			a	ab	abc	abcd		a		a	ab
Facebook	1092	51	107	194	435	304	537	554	30	278	741
	33%	11%	16%	22%	49%	68%	32%	33%	11%	18%	52%
			a	ab	abc	abcd				a	ab
Twitter	407	10	26	61	165	144	205	202	7	73	300
	12%	2%	4%	7%	18%	32%	12%	12%	3%	5%	21%
				ab	abc	abcd					ab
Twitch	400	13	41	97	162	87	256	144	6	122	257
	12%	3%	6%	11%	18%	19%	15%	9%	2%	8%	18%
			a	ab	abc	abc	b			a	ab
Pinterest	306	5	24	49	143	85	91	215	3	64	231
	9%	1%	4%	6%	16%	19%	5%	13%	1%	4%	16%
			a	a	abc	abc		a		a	ab
Reddit	159	3	9	22	84	40	100	59	2	25	127
	5%	1%	1%	3%	9%	9%	6%	3%	1%	2%	9%
				a	abc	abc	b				ab
Vimeo	120	3	20	29	38	30	61	59	2	45	67
	4%	1%	3%	3%	4%	7%	4%	4%	1%	3%	5%
			a	a	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.

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	3355	609	759	812	769	404	1662	1691	371	1650	1231
Effective Weighted Sample	2657	389	595	682	635	377	1302	1356	231	1297	1055
Total	3355	447	671	895	895	447	1678	1678	265	1565	1425
PopJam	114	15	19	40	25	16	55	60	6	60	47
	3%	3%	3%	4%	3%	4%	3%	4%	2%	4%	3%
Dailymotion	87	10	13	27	26	12	43	44	4	41	41
	3%	2%	2%	3%	3%	3%	3%	3%	2%	3%	3%
Tumblr	85	5	11	15	29	25	43	43	4	26	53
	3%	1%	2%	2%	3%	6%	3%	3%	1%	2%	4%
					a	abc					b
Monkey	82	9	20	24	16	13	51	30	6	37	37
	2%	2%	3%	3%	2%	3%	3%	2%	2%	2%	3%
							b				
Triller	77	6	15	17	24	15	44	33	5	26	45
	2%	1%	2%	2%	3%	3%	3%	2%	2%	2%	3%
											b
GoNoodle	70	6	15	30	10	9	39	31	2	42	26
	2%	1%	2%	3%	1%	2%	2%	2%	1%	3%	2%
				ad							
Dubsmash	65	3	11	20	21	8	35	29	3	26	33
	2%	1%	2%	2%	2%	2%	2%	2%	1%	2%	2%
					a						
Wink	64	1	11	24	18	10	33	31	*	28	32
	2%	*%	2%	3%	2%	2%	2%	2%	*%	2%	2%
			a	a	a	a					a
Imgur	52	2	6	12	23	8	31	21	2	13	35
	2%	*%	1%	1%	3%	2%	2%	1%	1%	1%	2%
					ab						b
YuBo	51	*	10	16	17	7	30	21	*	20	28
	2%	*%	1%	2%	2%	2%	2%	1%	*%	1%	2%
			a	a	a	a					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.

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	3355	609	759	812	769	404	1662	1691	371	1650	1231
Effective Weighted Sample	2657	389	595	682	635	377	1302	1356	231	1297	1055
Total	3355	447	671	895	895	447	1678	1678	265	1565	1425
YouNow	51	2	9	12	17	11	32	19	2	17	32
	2%	*%	1%	1%	2%	2%	2%	1%	1%	1%	2%
					a	a					b
Byte	47	3	8	18	12	7	29	19	4	18	24
	1%	1%	1%	2%	1%	1%	2%	1%	2%	1%	2%
Fruitlab	46	3	8	19	8	8	30	16	3	20	21
	1%	1%	1%	2%	1%	2%	2%	1%	1%	1%	1%
GoBubble	43	4	8	11	14	5	27	16	2	20	21
	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%
GROM social	40	1	9	15	9	6	22	17	1	20	19
	1%	*%	1%	2%	1%	1%	1%	1%	*%	1%	1%
				a							
Momio	38	3	8	11	5	10	23	15	*	19	14
	1%	1%	1%	1%	1%	2%	1%	1%	*%	1%	1%
						d					
Whisper	36	*	8	15	4	8	17	19	*	19	16
	1%	*%	1%	2%	*%	2%	1%	1%	*%	1%	1%
			a	ad		ad					
NONE OF THESE	171	52	56	50	7	5	82	89	32	116	13
	5%	12%	8%	6%	1%	1%	5%	5%	12%	7%	1%
		cde	cde	de					bc	c	
Base for stats	3355	447	671	895	895	447	1678	1678	265	1565	1425
Mean number of apps/ sites (out of 27)	3.2	1.5	2.1	2.7	4.4	5.1	3.1	3.3	1.5	2.3	4.5
			a	ab	abc	abcd				a	ab
Standard deviation	2.81	1.79	2.49	2.64	2.42	3.14	2.88	2.74	1.94	2.45	2.77
Standard error	.05	.07	.09	.09	.09	.16	.07	.07	.10	.06	.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.

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	3355	295	314	360	399	410	402	393	376	204	200	2109	469	450	325
Effective Weighted Sample	2657	177	215	277	322	342	340	320	315	191	186	1962	415	364	251
Total	3355	224	224	335	336	447	447	447	447	224	224	2758	299	166	133
YouTube	2980	190	185	296	301	407	385	413	395	204	205	2454	265	147	116
	89%	85%	83%	88%	90%	91%	86%	92%	88%	91%	92%	89%	89%	88%	87%
					b	abf		abf		b	ab				
TikTok	1681	37	32	101	94	184	240	299	364	138	191	1388	154	76	62
	50%	16%	14%	30%	28%	41%	54%	67%	81%	62%	85%	50%	52%	46%	46%
				ab	ab	abcd	abcde	abcdef	abcdefgi	abcde	abcdefgi				
Instagram	1279	23	23	55	52	94	107	252	324	154	196	1069	108	56	45
	38%	10%	10%	16%	15%	21%	24%	56%	72%	69%	88%	39%	36%	34%	34%
				b		ab	abcd	abcdef	abcdefg	abcdefg	abcdefghi				
Snapchat	1261	22	18	39	50	98	143	231	330	144	184	1029	118	67	47
	38%	10%	8%	12%	15%	22%	32%	52%	74%	65%	82%	37%	40%	40%	36%
					b	abcd	abcde	abcdef	abcdefgi	abcdefg	abcdefghi				
Facebook	1092	29	22	55	52	99	95	212	223	143	161	902	94	48	48
	33%	13%	10%	16%	16%	22%	21%	47%	50%	64%	72%	33%	32%	29%	36%
				b		abd	ab	abcdef	abcdef	abcdefgh	abcdefgh				
Twitter	407	6	4	13	13	38	24	81	84	67	77	328	42	19	18
	12%	3%	2%	4%	4%	8%	5%	18%	19%	30%	34%	12%	14%	11%	14%
						abcd	b	abcdef	abcdef	abcdefgh	abcdefgh				
Twitch	400	10	3	29	13	60	37	102	60	56	31	329	36	16	19
	12%	4%	1%	9%	4%	13%	8%	23%	13%	25%	14%	12%	12%	9%	14%
		b		bd		abdf	bd	abcdefhj	abdf	abcdefhj	abdf				
Pinterest	306	3	2	13	11	16	34	39	104	20	65	259	19	15	13
	9%	1%	1%	4%	3%	3%	8%	9%	23%	9%	29%	9%	7%	9%	10%
				b	b	b	abde	abcde	abcdefgi	abcde	abcdefgi				
Reddit	159	3	-	3	7	16	7	53	31	25	14	130	14	6	9
	5%	1%	-%	1%	2%	3%	2%	12%	7%	11%	6%	5%	5%	4%	7%
					b	bc		abcdefhj	abcdef	abcdef	abcdf				

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	3355	295	314	360	399	410	402	393	376	204	200	2109	469	450	325
Effective Weighted Sample	2657	177	215	277	322	342	340	320	315	191	186	1962	415	364	251
Total	3355	224	224	335	336	447	447	447	447	224	224	2758	299	166	133
Vimeo	120	2	2	10	10	16	13	22	15	11	19	99	9	5	7
	4%	1%	1%	3%	3%	4%	3%	5%	3%	5%	8%	4%	3%	3%	5%
						ab		ab	ab	ab	abcdefh				
PopJam	114	11	4	10	9	15	25	10	15	10	6	99	7	4	5
	3%	5%	2%	3%	3%	3%	6%	2%	3%	4%	3%	4%	2%	2%	3%
							bg								
Dailymotion	87	8	1	5	8	12	15	10	15	7	4	76	5	1	4
	3%	4%	1%	1%	2%	3%	3%	2%	3%	3%	2%	3%	2%	1%	3%
		b					b		b	b		c			c
Tumblr	85	4	2	3	8	8	7	13	16	16	9	65	10	4	6
	3%	2%	1%	1%	2%	2%	2%	3%	4%	7%	4%	2%	3%	2%	5%
									bc	abcdefg	bc				a
Monkey	82	5	3	12	8	16	8	8	7	9	4	68	5	5	4
	2%	2%	2%	3%	2%	4%	2%	2%	2%	4%	2%	2%	2%	3%	3%
Triller	77	4	1	8	7	10	7	10	15	11	4	64	4	5	3
	2%	2%	1%	2%	2%	2%	1%	2%	3%	5%	2%	2%	1%	3%	3%
									b	bf				b	
GoNoodle	70	2	4	5	9	18	12	5	6	9	1	51	9	4	6
	2%	1%	2%	2%	3%	4%	3%	1%	1%	4%	*%	2%	3%	2%	5%
					j	aghj				aghj					a
Dubsmash	65	3	*	7	4	10	10	8	13	7	1	55	5	2	3
	2%	1%	*%	2%	1%	2%	2%	2%	3%	3%	*%	2%	2%	1%	2%
						b	b		b	bj					
Wink	64	1	1	7	5	12	12	7	11	7	3	52	5	2	5
	2%	*%	*%	2%	1%	3%	3%	1%	2%	3%	1%	2%	2%	1%	3%
						ab	ab		b	ab					
Imgur	52	1	1	4	2	6	7	13	10	6	1	37	9	3	3
	2%	1%	*%	1%	1%	1%	1%	3%	2%	3%	1%	1%	3%	2%	2%
								bd		bd			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.

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	3355	295	314	360	399	410	402	393	376	204	200	2109	469	450	325
Effective Weighted Sample	2657	177	215	277	322	342	340	320	315	191	186	1962	415	364	251
Total	3355	224	224	335	336	447	447	447	447	224	224	2758	299	166	133
YuBo	51	*	-	4	5	11	5	7	10	7	1	44	2	3	3
	2%	*%	-%	1%	2%	2% ab	1%	2%	2% b	3% abj	*%	2%	1%	2%	2%
YouNow	51	2	*	4	4	7	5	10	7	9	2	41	3	4	3
	2%	1%	*%	1%	1%	2%	1%	2% b	2%	4% abdf	1%	1%	1%	2%	2%
Byte	47	3	*	3	5	9	8	7	4	5	1	37	6	2	3
	1%	1%	*%	1%	1%	2%	2%	2%	1%	2% b	1%	1%	2%	1%	2%
Fruitlab	46	2	1	7	1	11	9	4	4	6	1	37	3	3	3
	1%	1%	*%	2%	*%	2% d	2%	1%	1%	3% bd	1%	1%	1%	2%	2%
GoBubble	43	1	3	6	2	6	5	9	5	5	-	37	2	1	3
	1%	*%	1%	2%	1%	1%	1%	2%	1%	2% j	-%	1%	1%	1%	2%
GROM social	40	1	-	6	3	5	10	4	5	6	-	32	3	1	3
	1%	*%	-%	2% b	1%	1%	2% bj	1%	1%	3% bj	-%	1%	1%	1%	2%
Momio	38	2	1	4	4	6	5	4	1	7	3	31	2	2	3
	1%	1%	1%	1%	1%	1%	1%	1%	*%	3% bh	2%	1%	1%	1%	2%
Whisper	36	*	-	3	5	4	11	1	3	8	-	31	*	1	3
	1%	*%	-%	1%	2%	1%	2% abgj	*%	1%	3% abceghj	-%	1%	*%	1%	2% b
NONE OF THESE	171	25	27	29	28	20	30	4	3	4	1	137	15	8	10
	5%	11% eghij	12% efghij	9% eghij	8% eghij	4% ghj	7% ghij	1%	1%	2%	*%	5%	5%	5%	8%
Base for stats	3355	224	224	335	336	447	447	447	447	224	224	2758	299	166	133

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	3355	295	314	360	399	410	402	393	376	204	200	2109	469	450	325
Total	3355	224	224	335	336	447	447	447	447	224	224	2758	299	166	133
Mean number of apps/ sites (out of 27)	3.2	1.7	1.4	2.1 ab	2.1 ab	2.7 abcd	2.8 abcd	4.1 abcdef	4.6 abcdefg	4.9 abcdefg	5.3 abcdefgh	3.2	3.1	3.0	3.4
Standard deviation	2.81	2.14	1.34	2.32	2.64	2.56	2.72	2.43	2.37	3.94	2.05	2.75	2.66	2.99	4.02
Standard error	.05	.12	.08	.12	.13	.13	.14	.12	.12	.28	.14	.06	.12	.14	.22

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	3355	2927	426	968	915	641	815	1883	1456	631	2597	1016	1410	583
Effective Weighted Sample	2657	2329	329	798	714	506	646	1511	1151	506	2047	801	1126	466
Total	3355	2919	436	939	824	705	872	1764	1577	653	2561	1033	1410	574
YouTube	2980	2617	364	829	746	619	774	1576	1393	599	2269	930	1255	507
	89%	90%	83%	88%	91%	88%	89%	89%	88%	92%	89%	90%	89%	88%
		b								b				
TikTok	1681	1497	183	501	366	356	452	867	808	386	1229	542	730	271
	50%	51%	42%	53%	44%	50%	52%	49%	51%	59%	48%	52%	52%	47%
		b		b		b	b	b	b	b				
Instagram	1279	1142	137	471	261	251	291	732	542	312	925	387	543	245
	38%	39%	31%	50%	32%	36%	33%	42%	34%	48%	36%	37%	38%	43%
		b		bcdef				bcdf		b				
Snapchat	1261	1115	146	398	281	256	321	679	577	302	909	389	530	225
	38%	38%	33%	42%	34%	36%	37%	38%	37%	46%	35%	38%	38%	39%
				bcdf				b		b				
Facebook	1092	980	112	394	215	236	241	608	477	261	786	317	486	205
	33%	34%	26%	42%	26%	34%	28%	34%	30%	40%	31%	31%	34%	36%
		b		bcdef		bd		bdf	b	b				
Twitter	407	372	35	162	78	81	83	240	164	104	281	114	183	74
	12%	13%	8%	17%	9%	12%	9%	14%	10%	16%	11%	11%	13%	13%
		b		bcdef				bdf		b				
Twitch	400	370	29	167	91	69	68	258	137	118	261	109	183	85
	12%	13%	7%	18%	11%	10%	8%	15%	9%	18%	10%	11%	13%	15%
		b		bcdef	d			bcdf		b				a
Pinterest	306	272	35	118	64	68	53	182	121	85	209	85	130	57
	9%	9%	8%	13%	8%	10%	6%	10%	8%	13%	8%	8%	9%	10%
				bdf			d	df		b				
Reddit	159	153	6	71	36	26	25	107	50	40	113	40	75	30
	5%	5%	1%	8%	4%	4%	3%	6%	3%	6%	4%	4%	5%	5%
		b		bcdf				cdf		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	3355	2927	426	968	915	641	815	1883	1456	631	2597	1016	1410	583
Effective Weighted Sample	2657	2329	329	798	714	506	646	1511	1151	506	2047	801	1126	466
Total	3355	2919	436	939	824	705	872	1764	1577	653	2561	1033	1410	574
Vimeo	120	113	7	73	14	20	12	87	32	40	70	25	62	27
	4%	4%	2%	8%	2%	3%	1%	5%	2%	6%	3%	2%	4%	5%
		b		bcdef				bdf		b			a	a
PopJam	114	105	10	53	21	12	27	74	39	30	78	35	51	19
	3%	4%	2%	6%	3%	2%	3%	4%	2%	5%	3%	3%	4%	3%
				bcdf				cf						
Dailymotion	87	82	5	46	12	18	10	58	28	27	53	18	51	14
	3%	3%	1%	5%	1%	3%	1%	3%	2%	4%	2%	2%	4%	3%
				bcdf				bdf		b			a	
Tumblr	85	81	4	46	14	10	15	60	25	33	48	19	42	19
	3%	3%	1%	5%	2%	1%	2%	3%	2%	5%	2%	2%	3%	3%
				bcdf				bcdf		b				
Monkey	82	75	7	48	10	15	9	58	24	28	46	20	45	15
	2%	3%	1%	5%	1%	2%	1%	3%	2%	4%	2%	2%	3%	3%
				bcdef				bdf		b				
Triller	77	76	1	54	5	12	6	59	18	22	46	20	34	18
	2%	3%	*%	6%	1%	2%	1%	3%	1%	3%	2%	2%	2%	3%
		b		bcdef		b		bdf		b				
GoNoodle	70	63	7	39	19	7	6	57	13	24	41	16	31	18
	2%	2%	2%	4%	2%	1%	1%	3%	1%	4%	2%	2%	2%	3%
				bcdf	df			cdf		b				
Dubsmash	65	63	2	39	7	9	7	46	17	23	34	14	31	12
	2%	2%	*%	4%	1%	1%	1%	3%	1%	4%	1%	1%	2%	2%
		b		bcdef				bdf		b				
Wink	64	61	2	31	11	16	6	42	22	23	40	11	34	15
	2%	2%	1%	3%	1%	2%	1%	2%	1%	4%	2%	1%	2%	3%
				bdf		d		d		b			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.

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	3355	2927	426	968	915	641	815	1883	1456	631	2597	1016	1410	583
Effective Weighted Sample	2657	2329	329	798	714	506	646	1511	1151	506	2047	801	1126	466
Total	3355	2919	436	939	824	705	872	1764	1577	653	2561	1033	1410	574
Imgur	52	49	3	34	7	6	4	41	10	18	29	12	26	11
	2%	2%	1%	4%	1%	1%	1%	2%	1%	3%	1%	1%	2%	2%
				bcdf				bcdf		b				
YuBo	51	50	1	32	5	11	4	37	15	17	29	14	25	9
	2%	2%	*%	3%	1%	2%	*%	2%	1%	3%	1%	1%	2%	2%
				bcdf				bdf		b				
YouNow	51	49	2	34	7	7	3	41	10	15	34	10	27	13
	2%	2%	1%	4%	1%	1%	*%	2%	1%	2%	1%	1%	2%	2%
				bcdf				bcdf						
Byte	47	47	-	36	6	3	1	41	5	18	24	8	25	13
	1%	2%	-%	4%	1%	*%	*%	2%	*%	3%	1%	1%	2%	2%
		b		bcdef				bcdf		b				a
Fruitlab	46	45	1	29	8	5	4	37	9	16	27	4	30	11
	1%	2%	*%	3%	1%	1%	*%	2%	1%	2%	1%	*%	2%	2%
				bcdf				cdf		b			a	a
GoBubble	43	42	1	27	7	7	2	34	9	15	24	8	23	11
	1%	1%	*%	3%	1%	1%	*%	2%	1%	2%	1%	1%	2%	2%
				bcdf				df		b				
GROM social	40	38	1	25	6	7	1	32	8	13	22	8	20	9
	1%	1%	*%	3%	1%	1%	*%	2%	*%	2%	1%	1%	1%	2%
				bcdf				df		b				
Momio	38	38	-	27	7	4	*	34	5	10	26	10	15	12
	1%	1%	-%	3%	1%	1%	*%	2%	*%	2%	1%	1%	1%	2%
		b		bcdf	d			cdf						
Whisper	36	36	-	28	1	5	1	30	6	11	20	8	23	5
	1%	1%	-%	3%	*%	1%	*%	2%	*%	2%	1%	1%	2%	1%
		b		bcdef				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.

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	3355	2927	426	968	915	641	815	1883	1456	631	2597	1016	1410	583
Effective Weighted Sample	2657	2329	329	798	714	506	646	1511	1151	506	2047	801	1126	466
Total	3355	2919	436	939	824	705	872	1764	1577	653	2561	1033	1410	574
NONE OF THESE	171	129	42	47	44	33	44	91	77	14	141	47	64	30
	5%	4%	10%	5%	5%	5%	5%	5%	5%	2%	6%	5%	5%	5%
			a								a			
Base for stats	3355	2919	436	939	824	705	872	1764	1577	653	2561	1033	1410	574
Mean number of apps/ sites (out of 27)	3.2	3.3	2.5	4.1	2.8	3.0	2.8	3.5	2.9	4.0	3.0	3.1	3.3	3.4
		b		bcdef			d	bcdf		b			a	a
Standard deviation	2.81	2.90	2.00	3.62	2.28	2.59	2.15	3.13	2.36	3.10	2.63	2.54	2.99	2.96
Standard error	.05	.05	.10	.12	.08	.10	.08	.07	.06	.12	.05	.08	.08	.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.

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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	3355	609	759	812	769	404	1662	1691	371	1650	1231
Effective Weighted Sample	2657	389	595	682	635	377	1302	1356	231	1297	1055
Total	3355	447	671	895	895	447	1678	1678	265	1565	1425
TikTok	1061	22	68	259	494	217	429	632	9	284	732
	32%	5%	10%	29%	55%	49%	26%	38%	3%	18%	51%
			a	ab	abce	abc		a		a	ab
YouTube	977	62	145	245	352	173	532	444	39	362	541
	29%	14%	22%	27%	39%	39%	32%	26%	15%	23%	38%
			a	ab	abc	abc	b			a	ab
Instagram	963	13	47	116	480	306	410	553	7	142	769
	29%	3%	7%	13%	54%	69%	24%	33%	3%	9%	54%
			a	ab	abc	abcd		a		a	ab
Snapchat	943	6	45	160	456	277	387	556	3	173	729
	28%	1%	7%	18%	51%	62%	23%	33%	1%	11%	51%
			a	ab	abc	abcd		a		a	ab
Facebook	844	19	59	136	356	273	401	443	10	174	622
	25%	4%	9%	15%	40%	61%	24%	26%	4%	11%	44%
			a	ab	abc	abcd				a	ab
Twitter	294	7	15	38	127	107	149	145	4	46	226
	9%	1%	2%	4%	14%	24%	9%	9%	1%	3%	16%
				ab	abc	abcd					ab
Twitch	162	3	11	35	73	41	101	61	2	40	111
	5%	1%	2%	4%	8%	9%	6%	4%	1%	3%	8%
				ab	abc	abc	b				ab
Pinterest	153	-	8	19	82	44	42	111	-	23	124
	5%	-%	1%	2%	9%	10%	2%	7%	-%	1%	9%
			a	a	abc	abc		a			ab
Reddit	74	*	4	11	37	22	47	28	-	12	59
	2%	*%	1%	1%	4%	5%	3%	2%	-%	1%	4%
				a	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 2 - SEPTEMBER-OCTOBER 2021.

Table 28

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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	3355	609	759	812	769	404	1662	1691	371	1650	1231
Effective Weighted Sample	2657	389	595	682	635	377	1302	1356	231	1297	1055
Total	3355	447	671	895	895	447	1678	1678	265	1565	1425
PopJam	71	6	12	27	18	8	31	40	2	40	29
	2%	1%	2%	3%	2%	2%	2%	2%	1%	3%	2%
Tumblr	35	*	3	3	15	14	17	18	*	5	29
	1%	*%	*%	*%	2%	3%	1%	1%	*%	*%	2%
					abc	abc					ab
Monkey	31	3	9	8	4	7	17	13	2	14	13
	1%	1%	1%	1%	*%	2%	1%	1%	1%	1%	1%
						d					
Wink	30	-	4	13	4	9	18	12	-	13	15
	1%	-%	1%	1%	*%	2%	1%	1%	-%	1%	1%
				a		ad					
Vimeo	28	1	5	7	5	9	17	12	1	11	17
	1%	*%	1%	1%	1%	2%	1%	1%	*%	1%	1%
						ad					
Dubsmash	21	-	3	8	6	4	10	12	-	8	12
	1%	-%	*%	1%	1%	1%	1%	1%	-%	1%	1%
						a					
Triller	21	1	6	4	4	6	10	11	1	10	10
	1%	*%	1%	*%	*%	1%	1%	1%	*%	1%	1%
						a					
YuBo	20	-	3	5	9	4	11	10	-	6	15
	1%	-%	*%	1%	1%	1%	1%	1%	-%	*%	1%
					a						b
GoNoodle	20	1	1	11	2	4	12	7	1	13	6
	1%	*%	*%	1%	*%	1%	1%	*%	*%	1%	*%
				bd							
Byte	18	1	2	7	4	5	12	7	1	6	10
	1%	*%	*%	1%	*%	1%	1%	*%	*%	*%	1%

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		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
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Total	3355	447	671	895	895	447	1678	1678	265	1565	1425
YouNow	17	1	2	*	4	9	12	5	1	2	13
	1%	*%	*%	*%	*%	2% abcd	1%	*%	1%	*%	1% b
Fruitlab	16	-	2	6	1	7	8	8	-	7	9
	*%	-%	*%	1%	*%	2% abd	*%	*%	-%	*%	1%
Dailymotion	15	1	4	5	3	3	9	6	1	7	7
	*%	*%	1%	1%	*%	1%	1%	*%	1%	*%	1%
Imgur	15	1	3	4	3	5	10	6	1	5	9
	*%	*%	*%	*%	*%	1%	1%	*%	*%	*%	1%
Momio	11	-	3	4	-	4	8	3	-	6	5
	*%	-%	1%	*%	-%	1% ad	*%	*%	-%	*%	*%
GROM social	10	1	1	2	1	5	7	3	1	3	7
	*%	*%	*%	*%	*%	1% bcd	*%	*%	*%	*%	*%
GoBubble	10	-	2	2	2	4	8	2	-	3	7
	*%	-%	*%	*%	*%	1% a	*%	*%	-%	*%	1%
Whisper	10	-	2	2	1	5	5	5	-	4	6
	*%	-%	*%	*%	*%	1% ad	*%	*%	-%	*%	*%
Child does not have a profile on ANY of these	1087	295	391	317	64	21	570	517	174	770	123
	32%	66% bcde	58% cde	35% de	7%	5%	34%	31%	66% bc	49% c	9%

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

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	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	3355	609	759	812	769	404	1662	1691	371	1650	1231
Effective Weighted Sample	2657	389	595	682	635	377	1302	1356	231	1297	1055
Total	3355	447	671	895	895	447	1678	1678	265	1565	1425
Don't know	61	3	7	31	15	4	37	23	2	26	28
	2%	1%	1%	3%	2%	1%	2%	1%	1%	2%	2%
				abde							

SUMMARY

CHILD DOES NOT USE ANY OF THESE APPS/ SITES	171	52	56	50	7	5	82	89	32	116	13
	5%	12%	8%	6%	1%	1%	5%	5%	12%	7%	1%
		cde	cde	de					bc	c	
CHILD HAS A PROFILE ON ANY OF THESE	2037	98	217	496	808	417	989	1048	57	652	1262
	61%	22%	32%	55%	90%	93%	59%	62%	21%	42%	89%
			a	ab	abc	abc				a	ab
CHILD AGED 3-12 HAS A PROFILE ON ANY OF THESE	994	98	217	496	183	-	483	511	57	652	270
	30%	22%	32%	55%	21%	-%	29%	30%	21%	42%	19%
		e	ade	abde	e					ac	
Base for stats	3355	447	671	895	895	447	1678	1678	265	1565	1425
Mean number of apps/ sites (out of 27)	1.7	.3	.7	1.3	2.8	3.5	1.6	1.9	.3	.9	2.9
			a	ab	abc	abcd		a		a	ab
Standard deviation	2.19	.82	1.67	1.70	1.99	2.79	2.20	2.17	.86	1.62	2.32
Standard error	.04	.03	.06	.06	.07	.14	.05	.05	.04	.04	.07

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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	3355	295	314	360	399	410	402	393	376	204	200		2109	469	450	325
Effective Weighted Sample	2657	177	215	277	322	342	340	320	315	191	186		1962	415	364	251
Total	3355	224	224	335	336	447	447	447	447	224	224		2758	299	166	133
TikTok	1061	13	9	30	38	102	157	198	296	86	131		861	110	46	43
	32%	6%	4%	9%	11%	23%	35%	44%	66%	39%	59%		31%	37%	28%	33%
				b	ab	abcd	abcde	abcdef	abcdefgi	abcde	abcdefgi			ac		
YouTube	977	30	32	66	80	130	115	207	145	100	73		806	88	41	42
	29%	13%	14%	20%	24%	29%	26%	46%	32%	45%	33%		29%	29%	25%	31%
				ab	abc	ab		abcdefhj	abcd	abcdefhj	abcd					
Instagram	963	5	8	17	30	52	64	204	277	133	174		804	84	43	31
	29%	2%	4%	5%	9%	12%	14%	46%	62%	59%	78%		29%	28%	26%	24%
					ab	abc	abcd	abcdef	abcdefg	abcdefg	abcdefghi					
Snapchat	943	3	3	24	21	64	96	178	278	119	158		749	102	53	39
	28%	1%	1%	7%	6%	14%	21%	40%	62%	53%	71%		27%	34%	32%	29%
				ab	ab	abcd	abcde	abcdef	abcdefgi	abcdefg	abcdefgi			a		
Facebook	844	14	5	29	30	73	63	158	198	127	147		692	76	38	39
	25%	6%	2%	9%	9%	16%	14%	35%	44%	57%	66%		25%	25%	23%	29%
		b		b	b	abcd	abcd	abcdef	abcdefg	abcdefgh	abcdefgh					
Twitter	294	4	3	6	9	26	12	61	66	52	55		237	31	12	14
	9%	2%	1%	2%	3%	6%	3%	14%	15%	23%	25%		9%	10%	7%	11%
						abcf		abcdef	abcdef	abcdefgh	abcdefgh					
Twitch	162	2	1	4	7	25	10	45	28	26	15		126	19	6	12
	5%	1%	*%	1%	2%	6%	2%	10%	6%	12%	7%		5%	6%	4%	9%
						abcdf		abcdef	abcdf	abcdefh	abcdf					ac
Pinterest	153	-	-	3	5	8	11	20	61	10	34		124	9	10	11
	5%	-%	-%	1%	2%	2%	2%	5%	14%	5%	15%		4%	3%	6%	8%
						b	ab	abcde	abcdefgi	abcd	abcdefgi					ab
Reddit	74	*	-	*	4	8	3	23	15	16	6		56	9	3	6
	2%	*%	-%	*%	1%	2%	1%	5%	3%	7%	3%		2%	3%	2%	4%
						bc		abcdef	abcf	abcdefhj	abc					a

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	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	3355	295	314	360	399	410	402	393	376	204	200	2109	469	450	325
Effective Weighted Sample	2657	177	215	277	322	342	340	320	315	191	186	1962	415	364	251
Total	3355	224	224	335	336	447	447	447	447	224	224	2758	299	166	133
PopJam	71	5	1	6	7	10	17	5	13	5	2	62	4	2	4
	2%	2%	*%	2%	2%	2%	4% bg	1%	3% b	2%	1%	2%	1%	1%	3%
Tumblr	35	*	-	-	3	2	2	7	8	9	5	21	8	2	4
	1%	*%	-%	-%	1%	*%	*%	2% c	2% bc	4% abcdef	2% abcef	1%	3% a	1%	3% a
Monkey	31	1	1	3	6	6	2	1	2	5	2	25	2	3	1
	1%	1%	1%	1%	2%	1%	1%	*%	1%	2% g	1%	1%	1%	2%	1%
Wink	30	-	-	1	3	9	4	2	2	6	3	23	2	1	3
	1%	-%	-%	*%	1%	2% abg	1%	*%	1%	3% abcgh	1%	1%	1%	1%	3% abc
Vimeo	28	1	-	3	3	5	2	2	4	6	4	19	3	3	3
	1%	*%	-%	1%	1%	1%	*%	*%	1%	3% bfg	2% b	1%	1%	2% a	2% a
Dubsmash	21	-	-	-	3	3	5	2	4	4	-	20	-	*	1
	1%	-%	-%	-%	1%	1%	1%	1%	1%	2% abc	-%	1%	-%	*%	1%
Triller	21	1	-	2	4	2	2	-	4	6	-	16	1	1	3
	1%	*%	-%	*%	1% g	*%	*%	-%	1%	3% bcefgj	-%	1%	*%	*%	2% ab
YuBo	20	-	-	2	2	4	1	2	6	3	1	18	1	1	1
	1%	-%	-%	*%	1%	1%	*%	*%	1%	1%	*%	1%	*%	*%	1%
GoNoodle	20	1	-	*	1	7	4	-	2	4	-	15	3	*	2
	1%	*%	-%	*%	*%	2% bcg	1%	-%	*%	2% bcg	-%	1%	1%	*%	1%
Byte	18	1	-	-	2	4	2	3	2	4	1	15	1	2	1
	1%	*%	-%	-%	*%	1%	1%	1%	*%	2% bc	1%	1%	*%	1%	1%

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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	3355	295	314	360	399	410	402	393	376	204	200	2109	469	450	325
Effective Weighted Sample	2657	177	215	277	322	342	340	320	315	191	186	1962	415	364	251
Total	3355	224	224	335	336	447	447	447	447	224	224	2758	299	166	133
YouNow	17	1	*	1	1	-	*	3	1	6	2	12	*	2	2
	1%	*%	*%	*%	*%	-%	*%	1%	*%	3% bcdefh	1%	*%	*%	1% ab	1%
Fruitlab	16	-	-	1	1	2	4	-	1	5	1	11	2	1	2
	*%	-%	-%	*%	*%	*%	1%	-%	*%	2% abcdegh	1%	*%	1%	1%	1% a
Dailymotion	15	1	-	1	3	2	3	2	1	3	-	13	-	1	2
	*%	1%	-%	*%	1%	*%	1%	*%	*%	1%	-%	*%	-%	*%	2% ab
Imgur	15	1	-	2	1	1	2	-	3	5	-	10	3	1	1
	*%	*%	-%	1%	*%	*%	1%	-%	1%	2% bdegj	-%	*%	1%	1%	1%
Momio	11	-	-	2	1	3	1	-	-	3	1	9	-	1	1
	*%	-%	-%	1%	*%	1%	*%	-%	-%	1% gh	*%	*%	-%	1%	1%
GROM social	10	1	-	-	1	*	1	-	1	5	-	6	1	1	2
	*%	*%	-%	-%	*%	*%	*%	-%	*%	2% bcdefghj	-%	*%	*%	1%	1% a
GoBubble	10	-	-	1	1	1	*	1	1	4	-	7	-	1	2
	*%	-%	-%	*%	*%	*%	*%	*%	*%	2% abfh	-%	*%	-%	1%	2% ab
Whisper	10	-	-	-	2	-	2	-	1	5	-	7	-	1	2
	*%	-%	-%	-%	1%	-%	*%	-%	*%	2% abceghj	-%	*%	-%	1%	1% ab
Child does not have a profile on ANY of these	1087	144	150	193	197	173	144	43	21	15	5	891	92	59	44
	32%	65% efghij	67% cefghij	58% efghij	59% efghij	39% ghij	32% ghij	10% hj	5%	7% j	2%	32%	31%	36%	33%

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

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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	3355	295	314	360	399	410	402	393	376	204	200	2109	469	450	325
Effective Weighted Sample	2657	177	215	277	322	342	340	320	315	191	186	1962	415	364	251
Total	3355	224	224	335	336	447	447	447	447	224	224	2758	299	166	133
Don't know	61	1	1	5	3	20	11	10	5	1	4	51	6	3	1
	2%	1%	1%	1%	1%	5%	2%	2%	1%	*%	2%	2%	2%	2%	1%
						abcdhi									

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
CHILD DOES NOT USE ANY OF THESE APPS/ SITES	171	25	27	29	28	20	30	4	3	4	1	137	15	8	10
	5%	11%	12%	9%	8%	4%	7%	1%	1%	2%	*%	5%	5%	5%	8%
		eghij	efghij	eghij	eghij	ghj	ghij								
CHILD HAS A PROFILE ON ANY OF THESE	2037	53	45	109	108	234	262	390	419	204	214	1678	186	96	78
	61%	24%	20%	32%	32%	52%	59%	87%	94%	91%	96%	61%	62%	58%	58%
				ab	ab	abcd	abcd	abcdef	abcdefg	abcdef	abcdefg				
CHILD AGED 3-12 HAS A PROFILE ON ANY OF THESE	994	53	45	109	108	234	262	88	96	-	-	820	94	47	34
	30%	24%	20%	32%	32%	52%	59%	20%	21%	-%	-%	30%	31%	28%	25%
		ij	ij	abghij	abghij	abcdghij	abcdghij	ij	ij						
Base for stats	3355	224	224	335	336	447	447	447	447	224	224	2758	299	166	133
Mean number of apps/ sites (out of 27)	1.7	.4	.3	.6	.8	1.2	1.3	2.5	3.2	3.4	3.6	1.7	1.9	1.7	2.1
				ab	ab	abcd	abcd	abcdef	abcdefg	abcdefg	abcdefgh				a
Standard deviation	2.19	.92	.70	1.20	2.04	1.74	1.65	1.87	2.05	3.47	1.88	2.12	2.14	2.35	3.28
Standard error	.04	.05	.04	.06	.10	.09	.08	.09	.11	.24	.13	.05	.10	.11	.18

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

	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	3355	2927	426	968	915	641	815	1883	1456	631	2597	1016	1410	583
Effective Weighted Sample	2657	2329	329	798	714	506	646	1511	1151	506	2047	801	1126	466
Total	3355	2919	436	939	824	705	872	1764	1577	653	2561	1033	1410	574
TikTok	1061	954	107	302	219	232	303	521	535	261	768	355	456	170
	32%	33%	25%	32%	27%	33%	35%	30%	34%	40%	30%	34%	32%	30%
		b		b			be		be	b				
YouTube	977	875	102	298	234	202	237	531	438	246	691	296	418	171
	29%	30%	23%	32%	28%	29%	27%	30%	28%	38%	27%	29%	30%	30%
		b								b				
Instagram	963	848	115	343	203	194	220	546	413	238	702	285	406	185
	29%	29%	26%	37%	25%	28%	25%	31%	26%	36%	27%	28%	29%	32%
				bcdef				bdf		b				
Snapchat	943	828	114	279	204	206	250	483	456	222	690	305	393	161
	28%	28%	26%	30%	25%	29%	29%	27%	29%	34%	27%	29%	28%	28%
				b					b	b				
Facebook	844	754	90	293	168	190	187	461	377	214	601	244	371	160
	25%	26%	21%	31%	20%	27%	21%	26%	24%	33%	23%	24%	26%	28%
		b		bdef		bd		bd		b				
Twitter	294	270	24	123	56	58	54	179	112	85	195	79	131	58
	9%	9%	5%	13%	7%	8%	6%	10%	7%	13%	8%	8%	9%	10%
		b		bcdef				bdf		b				
Twitch	162	153	9	67	35	29	28	102	57	58	98	49	69	32
	5%	5%	2%	7%	4%	4%	3%	6%	4%	9%	4%	5%	5%	6%
		b		bcdf				df		b				
Pinterest	153	136	17	63	32	32	23	95	54	48	101	35	65	32
	5%	5%	4%	7%	4%	4%	3%	5%	3%	7%	4%	3%	5%	6%
				bdf				df		b				
Reddit	74	71	3	37	15	9	13	52	21	24	47	13	38	18
	2%	2%	1%	4%	2%	1%	1%	3%	1%	4%	2%	1%	3%	3%
		b		bcdf				cdf		b			a	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 2 - SEPTEMBER-OCTOBER 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	3355	2927	426	968	915	641	815	1883	1456	631	2597	1016	1410	583
Effective Weighted Sample	2657	2329	329	798	714	506	646	1511	1151	506	2047	801	1126	466
Total	3355	2919	436	939	824	705	872	1764	1577	653	2561	1033	1410	574
PopJam	71	63	8	28	14	8	21	42	28	21	50	24	30	10
	2%	2%	2%	3% c	2%	1%	2%	2%	2%	3%	2%	2%	2%	2%
Tumblr	35	33	2	20	6	2	7	26	9	11	24	8	17	9
	1%	1%	*%	2% bcdf	1%	*%	1%	2% cf	1%	2%	1%	1%	1%	2%
Monkey	31	29	1	15	4	10	2	19	12	12	18	8	17	4
	1%	1%	*%	2% bd	*%	1%	*% d	1%	1%	2% b	1%	1%	1%	1%
Wink	30	28	2	17	3	9	2	19	11	13	17	6	15	9
	1%	1%	*%	2% bdf	*%	1%	*% d	1% d	1%	2% b	1%	1%	1%	1%
Vimeo	28	25	4	18	4	5	2	21	7	13	15	5	19	4
	1%	1%	1%	2% bdf	*%	1%	*%	1% df	*%	2% b	1%	*%	1% a	1%
Dubsmash	21	20	1	12	2	3	4	15	7	8	9	*	10	5
	1%	1%	*%	1% bf	*%	*%	*%	1%	*%	1% b	*%	*%	1% a	1% a
Triller	21	21	-	14	3	1	3	16	4	8	11	2	8	8
	1%	1%	-%	1% bcdf	*%	*%	*%	1% f	*%	1%	*%	*%	1%	1% a
YuBo	20	20	-	7	4	6	4	10	10	8	13	5	12	1
	1%	1%	-%	1%	*%	1%	*%	1%	1%	1%	*%	*%	1%	*%
GoNoodle	20	18	2	11	4	2	3	15	5	11	8	4	14	*
	1%	1%	*%	1% f	*%	*%	*%	1%	*%	2% b	*%	*%	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.

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	3355	2927	426	968	915	641	815	1883	1456	631	2597	1016	1410	583
Effective Weighted Sample	2657	2329	329	798	714	506	646	1511	1151	506	2047	801	1126	466
Total	3355	2919	436	939	824	705	872	1764	1577	653	2561	1033	1410	574
Byte	18	18	-	15	2	*	*	16	1	9	10	2	11	3
	1%	1%	-%	2%	*%	*%	*%	1%	*%	1%	*%	*%	1%	*%
				bcdf				cdf		b				
YouNow	17	17	-	12	3	2	*	14	2	5	11	3	8	5
	1%	1%	-%	1%	*%	*%	*%	1%	*%	1%	*%	*%	1%	1%
				bdf				df						
Fruitlab	16	16	-	11	2	2	*	13	3	3	12	2	11	2
	*%	1%	-%	1%	*%	*%	*%	1%	*%	*%	*%	*%	1%	*%
				df				df						
Dailymotion	15	15	-	11	-	3	1	11	4	4	11	3	10	2
	*%	1%	-%	1%	-%	*%	*%	1%	*%	1%	*%	*%	1%	*%
				bdf				b						
Imgur	15	15	-	9	3	2	1	12	3	6	8	5	6	4
	*%	1%	-%	1%	*%	*%	*%	1%	*%	1%	*%	*%	*%	1%
				df										
Momio	11	11	-	7	2	2	*	9	2	4	7	-	8	3
	*%	*%	-%	1%	*%	*%	*%	*%	*%	1%	*%	-%	1%	*%
				df									a	
GROM social	10	10	-	6	2	1	*	9	2	3	5	2	7	1
	*%	*%	-%	1%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
				df										
GoBubble	10	10	-	8	-	1	2	8	2	4	7	1	9	-
	*%	*%	-%	1%	-%	*%	*%	*%	*%	1%	*%	*%	1%	-%
				bf										
Whisper	10	10	-	7	1	*	1	9	1	2	8	3	7	-
	*%	*%	-%	1%	*%	*%	*%	*%	*%	*%	*%	*%	*%	-%
				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 2 - SEPTEMBER-OCTOBER 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	3355	2927	426	968	915	641	815	1883	1456	631	2597	1016	1410	583
Effective Weighted Sample	2657	2329	329	798	714	506	646	1511	1151	506	2047	801	1126	466
Total	3355	2919	436	939	824	705	872	1764	1577	653	2561	1033	1410	574
Child does not have a profile on ANY of these	1087	927	160	246	308	225	305	554	530	156	890	347	443	173
	32%	32%	37%	26%	37%	32%	35%	31%	34%	24%	35%	34%	31%	30%
					ae	a	a	a	a		a			
Don't know	61	48	13	10	19	10	22	29	32	6	42	17	22	7
	2%	2%	3%	1%	2%	1%	3%	2%	2%	1%	2%	2%	2%	1%
							a							
SUMMARY														
CHILD DOES NOT USE ANY OF THESE APPS/ SITES	171	129	42	47	44	33	44	91	77	14	141	47	64	30
	5%	4%	10%	5%	5%	5%	5%	5%	5%	2%	6%	5%	5%	5%
			a								a			
CHILD HAS A PROFILE ON ANY OF THESE	2037	1815	222	637	453	436	501	1091	937	476	1488	622	880	364
	61%	62%	51%	68%	55%	62%	57%	62%	59%	73%	58%	60%	62%	63%
		b		bcdef		b		b		b				
CHILD AGED 3-12 HAS A PROFILE ON ANY OF THESE	994	907	88	312	230	197	250	542	447	236	719	311	446	166
	30%	31%	20%	33%	28%	28%	29%	31%	28%	36%	28%	30%	32%	29%
		b		bcf						b				
Base for stats	3355	2919	436	939	824	705	872	1764	1577	653	2561	1033	1410	574
Mean number of apps/ sites (out of 27)	1.7	1.8	1.4	2.2	1.5	1.7	1.6	1.8	1.6	2.4	1.6	1.7	1.8	1.8
		b		bcdef			b		bdf	b				
Standard deviation	2.19	2.23	1.82	2.67	1.86	2.07	1.88	2.35	1.97	2.35	2.14	1.99	2.35	2.13
Standard error	.04	.04	.09	.09	.06	.08	.07	.05	.05	.09	.04	.06	.06	.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.

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	947	113	238	450	146	-	470	477	69	646	216
Effective Weighted Sample	755	76	186	376	122	-	369	386	46	519	182
Total	994	98	217	496	183	-	483	511	57	652	270
My child set up these profiles themself	304	10	42	158	94	**	155	149	**	161	138
	31%	10%	20%	32%	51%	**	32%	29%	**	25%	51%
				ab	abc						b
My child set up these profiles with help from someone else	409	32	87	219	71	**	199	210	**	285	99
	41%	33%	40%	44%	39%	**	41%	41%	**	44%	37%
Someone else set up these profiles for my child	246	52	79	104	12	**	115	131	**	180	27
	25%	53%	36%	21%	7%	**	24%	26%	**	28%	10%
		bcd	cd	d							c
Don't know	35	4	9	15	7	**	14	20	**	26	6
	4%	4%	4%	3%	4%	**	3%	4%	**	4%	2%

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 2 - SEPTEMBER-OCTOBER 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

	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	947	59	54	117	121	219	231	75	71	-	-	594	139	125	89
Effective Weighted Sample	755	38	39	89	97	180	196	64	60	-	-	557	126	120	83
Total	994	53	45	109	108	234	262	88	96	-	-	820	94	47	34
My child set up these profiles themself	304	**	**	23	19	81	77	**	**	**	**	250	28	17	**
	31%	**	**	21%	18%	35% cd	29% d	**	**	**	**	31%	30%	36%	**
My child set up these profiles with help from someone else	409	**	**	44	42	101	118	**	**	**	**	343	37	17	**
	41%	**	**	41%	39%	43%	45%	**	**	**	**	42%	39%	37%	**
Someone else set up these profiles for my child	246	**	**	37	41	47	58	**	**	**	**	197	26	12	**
	25%	**	**	34% ef	38% ef	20%	22%	**	**	**	**	24%	28%	27%	**
Don't know	35	**	**	4	5	5	10	**	**	**	**	30	3	*	**
	4%	**	**	4%	5%	2%	4%	**	**	**	**	4%	3%	*%	**

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 2 - SEPTEMBER-OCTOBER 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

	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	947	857	90	305	232	174	232	537	406	214	697	295	427	158
Effective Weighted Sample	755	687	68	251	183	139	181	434	320	172	555	233	341	128
Total	994	907	88	312	230	197	250	542	447	236	719	311	446	166
My child set up these profiles themself	304	283	**	122	61	55	65	183	120	75	212	85	139	63
	31%	31%	**	39% bcdf	26%	28%	26%	34% f	27%	32%	30%	27%	31%	38% a
My child set up these profiles with help from someone else	409	373	**	122	97	86	104	219	190	111	289	140	193	55
	41%	41%	**	39%	42%	44%	42%	40%	43%	47%	40%	45% c	43% c	33%
Someone else set up these profiles for my child	246	220	**	61	66	48	69	127	117	49	190	79	99	45
	25%	24%	**	19%	29% a	24%	28% a	23%	26%	21%	26%	26%	22%	27%
Don't know	35	31	**	8	6	8	12	14	20	*	28	6	15	3
	4%	3%	**	2%	3%	4%	5%	3%	4%	*%	4% a	2%	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.

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	3355	609	759	812	769	404	1662	1691	371	1650	1231
Effective Weighted Sample	2657	389	595	682	635	377	1302	1356	231	1297	1055
Total	3355	447	671	895	895	447	1678	1678	265	1565	1425
Netflix	2743	349	509	741	753	391	1318	1425	202	1255	1208
	82%	78%	76%	83%	84%	87%	79%	85%	76%	80%	85%
				b	ab	ab		a			ab
Disney+	1828	286	388	507	440	206	834	994	161	925	692
	54%	64%	58%	57%	49%	46%	50%	59%	61%	59%	49%
		cde	de	de				a	c	c	
Amazon Prime Video	1601	186	298	405	467	245	782	818	101	707	753
	48%	42%	44%	45%	52%	55%	47%	49%	38%	45%	53%
					abc	abc				a	ab
NOW TV	428	44	76	114	118	77	219	209	24	181	211
	13%	10%	11%	13%	13%	17%	13%	12%	9%	12%	15%
						abc					ab
Apple TV +	234	13	32	62	87	41	122	112	8	88	133
	7%	3%	5%	7%	10%	9%	7%	7%	3%	6%	9%
				a	ab	ab					ab
Britbox	110	6	17	28	40	19	70	40	6	41	62
	3%	1%	3%	3%	4%	4%	4%	2%	2%	3%	4%
					a	a	b				b
Crunchyroll	103	4	12	25	39	23	51	51	3	31	64
	3%	1%	2%	3%	4%	5%	3%	3%	1%	2%	4%
					a	ab	abc				ab
Hayu	77	5	13	15	24	20	37	40	4	25	42
	2%	1%	2%	2%	3%	5%	2%	2%	1%	2%	3%
						abc					b
Any other paid-for on-demand television services	30	3	3	12	11	1	11	19	*	17	13
	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.

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	3355	609	759	812	769	404	1662	1691	371	1650	1231
Effective Weighted Sample	2657	389	595	682	635	377	1302	1356	231	1297	1055
Total	3355	447	671	895	895	447	1678	1678	265	1565	1425
No - they do not watch any of these	226	42	70	48	51	16	135	90	30	115	70
	7%	9%	10%	5%	6%	3%	8%	5%	11%	7%	5%
		cde	cde				b		bc	c	
Don't know	16	1	4	9	2	-	7	9	-	12	4
	*%	*%	1%	1%	*%	-%	*%	1%	-%	1%	*%
SUMMARY											
CHILD WATCHES ANY OF THESE SVOD SERVICES	3114	405	597	838	842	432	1536	1578	235	1438	1351
	93%	91%	89%	94%	94%	97%	92%	94%	89%	92%	95%
				b	ab	ab		a			ab
Base for stats	3355	447	671	895	895	447	1678	1678	265	1565	1425
Mean number of services (out of 9)	2.1	2.0	2.0	2.1	2.2	2.3	2.1	2.2	1.9	2.1	2.2
				ab	ab	abc		a		a	ab
Standard deviation	1.22	1.14	1.21	1.20	1.21	1.35	1.26	1.18	1.19	1.18	1.26
Standard error	.02	.05	.04	.04	.04	.07	.03	.03	.06	.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 2 - SEPTEMBER-OCTOBER 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
						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	3355	295	314	360	399	410	402	393	376	204	200	2109	469	450	325
Effective Weighted Sample	2657	177	215	277	322	342	340	320	315	191	186	1962	415	364	251
Total	3355	224	224	335	336	447	447	447	447	224	224	2758	299	166	133
Netflix	2743	173	177	253	256	367	374	344	409	182	209	2244	247	142	110
	82%	77%	79%	75%	76%	82%	84%	77%	92%	81%	93%	81%	83%	86%	83%
						c	cdg		abcdefgi		abcdefgi			a	
Disney+	1828	133	153	176	212	248	259	194	246	83	123	1495	169	92	73
	54%	59%	69%	53%	63%	55%	58%	43%	55%	37%	55%	54%	57%	55%	55%
		gi	cefghij	gi	ceghi	gi	gi		gi		gi				
Amazon Prime Video	1601	85	100	151	147	200	204	220	247	126	119	1322	136	77	65
	48%	38%	45%	45%	44%	45%	46%	49%	55%	56%	53%	48%	46%	46%	49%
								a	abcdef	abcdef	ad				
NOW TV	428	22	22	36	40	65	49	56	61	40	37	355	33	22	17
	13%	10%	10%	11%	12%	15%	11%	13%	14%	18%	17%	13%	11%	13%	13%
										abcf	b				
Apple TV +	234	4	8	14	18	28	33	48	39	28	13	202	12	13	7
	7%	2%	4%	4%	5%	6%	7%	11%	9%	12%	6%	7%	4%	8%	5%
						a	a	abcde	abc	abcdej	a	b		b	
Britbox	110	5	1	6	11	21	8	25	15	14	5	91	8	6	6
	3%	2%	*%	2%	3%	5%	2%	6%	3%	6%	2%	3%	3%	3%	4%
					b	bf		bcf	b	abcf					
Crunchyroll	103	3	1	8	4	14	11	13	26	14	10	86	9	3	5
	3%	1%	*%	2%	1%	3%	2%	3%	6%	6%	4%	3%	3%	2%	4%
						b		b	abcdf	abcdf	bd				
Hayu	77	5	-	7	6	6	9	8	16	10	10	60	6	5	7
	2%	2%	-%	2%	2%	1%	2%	2%	4%	5%	4%	2%	2%	3%	5%
		b		b	b		b	b	b	be	be				ab
Any other paid-for on-demand television services	30	1	1	*	3	5	8	5	6	-	1	24	4	1	*
	1%	1%	1%	*%	1%	1%	2%	1%	1%	-%	*%	1%	1%	1%	*%
							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 2 - SEPTEMBER-OCTOBER 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

						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	3355	295	314	360	399	410	402	393	376	204	200	2109	469	450	325
Effective Weighted Sample	2657	177	215	277	322	342	340	320	315	191	186	1962	415	364	251
Total	3355	224	224	335	336	447	447	447	447	224	224	2758	299	166	133
No - they do not watch any of these	226	20	21	37	32	31	17	40	11	7	9	190	17	8	10
	7%	9%	10%	11%	10%	7%	4%	9%	2%	3%	4%	7%	6%	5%	8%
		fhi	fhij	fhij	fhij	h		fhij							
Don't know	16	1	-	1	3	2	6	2	-	-	-	14	1	*	1
	*%	*%	-%	*%	1%	1%	1%	*%	-%	-%	-%	1%	*%	*%	1%
							h								
SUMMARY															
CHILD WATCHES ANY OF THESE SVOD SERVICES	3114	203	202	297	300	414	425	406	436	217	215	2553	281	158	121
	93%	91%	90%	88%	89%	92%	95%	91%	98%	97%	96%	93%	94%	95%	92%
							bcdg		abcdeg	abcdeg	abcdg				
Base for stats	3355	224	224	335	336	447	447	447	447	224	224	2758	299	166	133
Mean number of services (out of 9)	2.1	1.9	2.1	1.9	2.1	2.1	2.1	2.0	2.4	2.2	2.4	2.1	2.1	2.2	2.2
						ac	ac		abcdefg	ac	abcdefg				
Standard deviation	1.22	1.13	1.16	1.16	1.26	1.26	1.13	1.26	1.14	1.48	1.21	1.22	1.11	1.28	1.43
Standard error	.02	.07	.07	.06	.06	.06	.06	.06	.06	.10	.09	.03	.05	.06	.08

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	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	3355	2927	426	968	915	641	815	1883	1456	631	2597	1016	1410	583
Effective Weighted Sample	2657	2329	329	798	714	506	646	1511	1151	506	2047	801	1126	466
Total	3355	2919	436	939	824	705	872	1764	1577	653	2561	1033	1410	574
Netflix	2743	2394	349	749	675	577	733	1424	1309	543	2092	870	1149	461
	82%	82%	80%	80%	82%	82%	84%	81%	83%	83%	82%	84%	81%	80%
							a							
Disney+	1828	1604	224	535	438	383	466	973	848	387	1382	563	775	327
	54%	55%	51%	57%	53%	54%	53%	55%	54%	59%	54%	54%	55%	57%
										b				
Amazon Prime Video	1601	1388	213	518	419	302	357	937	660	349	1196	467	681	324
	48%	48%	49%	55%	51%	43%	41%	53%	42%	54%	47%	45%	48%	57%
				cdf	cdf			cdf		b				ab
NOW TV	428	376	53	138	91	90	107	229	197	115	293	147	175	79
	13%	13%	12%	15%	11%	13%	12%	13%	12%	18%	11%	14%	12%	14%
				b						b				
Apple TV +	234	218	16	131	48	40	15	180	55	65	163	52	106	58
	7%	7%	4%	14%	6%	6%	2%	10%	3%	10%	6%	5%	8%	10%
		b		bcdef	df	df		bcdf	d	b			a	a
Britbox	110	102	8	66	13	18	13	78	31	33	67	26	60	20
	3%	4%	2%	7%	2%	3%	1%	4%	2%	5%	3%	3%	4%	3%
				bcdef				bdf		b			a	
Crunchyroll	103	99	4	55	14	18	17	68	35	38	60	35	42	22
	3%	3%	1%	6%	2%	3%	2%	4%	2%	6%	2%	3%	3%	4%
		b		bcdef				bdf		b				
Hayu	77	76	1	49	9	9	10	58	19	30	43	22	36	16
	2%	3%	*%	5%	1%	1%	1%	3%	1%	5%	2%	2%	3%	3%
		b		bcdef				bcdf		b				
Any other paid-for on-demand television services	30	27	3	15	4	7	5	18	12	3	28	7	16	6
	1%	1%	1%	2%	*%	1%	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.

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	3355	2927	426	968	915	641	815	1883	1456	631	2597	1016	1410	583
Effective Weighted Sample	2657	2329	329	798	714	506	646	1511	1151	506	2047	801	1126	466
Total	3355	2919	436	939	824	705	872	1764	1577	653	2561	1033	1410	574
No - they do not watch any of these	226	186	39	42	56	51	75	98	126	29	189	69	89	31
	7%	6%	9%	4%	7%	7%	9%	6%	8%	4%	7%	7%	6%	5%
					a	a	ae		ae		a			
Don't know	16	15	*	-	2	8	4	2	12	2	9	5	4	1
	*%	1%	*%	-%	*%	1%	1%	*%	1%	*%	*%	*%	*%	*%
						ae	a		ae					
SUMMARY														
CHILD WATCHES ANY OF THESE SVOD SERVICES	3114	2717	396	897	766	645	793	1664	1438	623	2364	960	1318	541
	93%	93%	91%	96%	93%	92%	91%	94%	91%	95%	92%	93%	93%	94%
				bcdf				cdf		b				
Base for stats	3355	2919	436	939	824	705	872	1764	1577	653	2561	1033	1410	574
Mean number of services (out of 9)	2.1	2.2	2.0	2.4	2.1	2.0	2.0	2.2	2.0	2.4	2.1	2.1	2.2	2.3
		b		bcdef				bcdf		b				ab
Standard deviation	1.22	1.23	1.14	1.37	1.14	1.19	1.12	1.27	1.15	1.24	1.20	1.18	1.25	1.19
Standard error	.02	.02	.06	.04	.04	.05	.04	.03	.03	.05	.02	.04	.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.

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	3081	501	693	785	725	377	1552	1529	294	1538	1162
Effective Weighted Sample	2452	322	538	660	600	352	1227	1226	183	1209	997
Total	3105	372	602	866	847	419	1583	1522	209	1460	1351
Creative and building games (e.g. Roblox, Minecraft)	1582	146	340	519	409	169	792	790	77	822	650
	51%	39%	56%	60%	48%	40%	50%	52%	37%	56%	48%
			ade	ade	ae					ac	a
Playing against multiple people/ teams (e.g. Fortnite, Fall Guys, Among Us)	1148	30	141	390	420	167	705	443	10	473	632
	37%	8%	23%	45%	50%	40%	45%	29%	5%	32%	47%
			a	ab	abe	ab	b			a	ab
Action/adventure (Super Mario Odyssey, Legend of Zelda: Breath of the Wild, Subway Surfer)	1043	96	214	312	273	148	615	428	40	527	446
	34%	26%	35%	36%	32%	35%	39%	28%	19%	36%	33%
			a	a	a	a	b			a	a
Puzzles or quizzes (e.g. Trivia 360, Sudoku, Candy Crush)	1010	130	166	287	278	149	340	670	76	461	437
	33%	35%	28%	33%	33%	36%	21%	44%	37%	32%	32%
		b		b		b		a			
Playing in a virtual world (e.g. Animal Crossing, World of Warcraft, Sims)	984	55	141	336	317	134	436	548	28	442	486
	32%	15%	23%	39%	37%	32%	28%	36%	13%	30%	36%
			a	abe	ab	ab		a		a	ab
Shooters (e.g. Star Wars: Battlefront, Call of Duty)	770	15	74	208	296	177	567	203	6	241	493
	25%	4%	12%	24%	35%	42%	36%	13%	3%	17%	37%
			a	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	3081	501	693	785	725	377	1552	1529	294	1538	1162
Effective Weighted Sample	2452	322	538	660	600	352	1227	1226	183	1209	997
Total	3105	372	602	866	847	419	1583	1522	209	1460	1351
Sports (e.g. FIFA, NBA, Rocket League)	740	26	85	209	290	129	575	165	14	261	448
	24%	7%	14%	24%	34%	31%	36%	11%	7%	18%	33%
			a	ab	abc	abc	b			a	ab
Playing against one other person (e.g. Words with Friends, Online chess)	614	25	55	194	230	109	329	285	7	229	363
	20%	7%	9%	22%	27%	26%	21%	19%	3%	16%	27%
				ab	ab	ab				a	ab
Fitness and dance (e.g. Wii Fit, Just Dance etc.)	586	38	104	202	163	79	169	417	16	295	254
	19%	10%	17%	23%	19%	19%	11%	27%	8%	20%	19%
			a	ab	a	a		a		a	a
Simulation experience (e.g. flying a plane)	406	50	77	111	105	62	246	160	27	185	183
	13%	14%	13%	13%	12%	15%	16%	10%	13%	13%	14%
							b				
Other type of games	120	66	30	9	6	10	56	64	33	66	20
	4%	18%	5%	1%	1%	2%	4%	4%	16%	5%	1%
		bcde	cde			d			bc	c	
Don't know	59	17	18	13	4	7	24	35	14	29	12
	2%	5%	3%	2%	*%	2%	1%	2%	7%	2%	1%
		cde	d						bc	c	
Base for stats	3105	372	602	866	847	419	1583	1522	209	1460	1351
Mean number of types (out of 11)	2.9	1.8	2.4	3.2	3.3	3.2	3.1	2.7	1.6	2.7	3.3
			a	ab	ab	ab	b			a	ab
Standard deviation	1.90	1.26	1.66	1.95	1.93	2.02	1.92	1.86	1.15	1.80	1.98
Standard error	.03	.06	.06	.07	.07	.10	.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
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	3081	229	272	337	356	403	382	384	341	199	178	1946	438	403	294
Effective Weighted Sample	2452	141	185	256	285	336	324	313	287	186	166	1811	388	326	229
Total	3105	179	193	308	294	440	426	438	409	219	200	2550	281	153	121
Creative and building games (e.g. Roblox, Minecraft)	1582	80	65	173	167	259	260	190	219	90	79	1284	155	84	60
	51%	45%	34%	56%	57%	59%	61%	43%	54%	41%	39%	50%	55%	55%	50%
		b		abgij	abgij	abgij	abgij	b	bgij						
Playing against multiple people/ teams (e.g. Fortnite, Fall Guys, Among Us)	1148	18	12	92	49	228	162	254	166	113	53	933	121	53	41
	37%	10%	6%	30%	17%	52%	38%	58%	41%	52%	27%	37%	43%	35%	34%
				abd	b	abcdfhj	abcdj	abcdfhj	abcdj	abcdfhj	abd		acd		
Action/adventure (Super Mario Odyssey, Legend of Zelda: Breath of the Wild, Subway Surfer)	1043	53	42	124	90	189	123	156	117	92	56	848	102	44	49
	34%	30%	22%	40%	30%	43%	29%	36%	29%	42%	28%	33%	36%	28%	41%
				abdfhj	b	abdfhj		b		abdfhj			c		ac
Puzzles or quizzes (e.g. Trivia 360, Sudoku, Candy Crush)	1010	61	69	61	105	95	192	86	192	37	111	827	100	44	38
	33%	34%	36%	20%	36%	21%	45%	20%	47%	17%	56%	32%	36%	29%	32%
		cegi	cegi		cegi		abcdegi		abcdegi		abcdefgi				
Playing in a virtual world (e.g. Animal Crossing, World of Warcraft, Sims)	984	24	32	57	84	150	187	146	171	60	74	798	95	50	40
	32%	13%	16%	18%	29%	34%	44%	33%	42%	27%	37%	31%	34%	33%	33%
					abc	abc	abcdegi	abc	abcdegi	abc	abci				
Shooters (e.g. Star Wars: Battlefront, Call of Duty)	770	8	7	54	20	156	52	218	78	131	46	633	62	44	31
	25%	5%	4%	17%	7%	35%	12%	50%	19%	60%	23%	25%	22%	29%	25%
				abd		abcdfhj	abd	abcdefhj	abdf	abcdefghj	abdf			b	

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 2 - SEPTEMBER-OCTOBER 2021.

Table 31

All interviewing conducted 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
						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	3081	229	272	337	356	403	382	384	341	199	178	1946	438	403	294
Effective Weighted Sample	2452	141	185	256	285	336	324	313	287	186	166	1811	388	326	229
Total	3105	179	193	308	294	440	426	438	409	219	200	2550	281	153	121
Sports (e.g. FIFA, NBA, Rocket League)	740	22	4	61	24	166	43	223	67	103	27	615	65	35	25
	24%	12%	2%	20%	8%	38%	10%	51%	16%	47%	13%	24%	23%	23%	21%
		b		bdf	b	abcdfhj	b	abcdefhj	bdf	abcdefhj	b				
Playing against one other person (e.g. Words with Friends, Online chess)	614	14	11	23	32	104	90	133	98	55	54	508	56	28	22
	20%	8%	6%	8%	11%	24%	21%	30%	24%	25%	27%	20%	20%	19%	18%
					b	abcd	abcd	abcdf	abcd	abcd	abcd				
Fitness and dance (e.g. Wii Fit, Just Dance etc.)	586	12	26	39	65	71	131	32	131	16	63	481	48	28	28
	19%	7%	14%	13%	22%	16%	31%	7%	32%	7%	32%	19%	17%	19%	23%
			ag	g	abcgi	agi	abcdegi		abcdegi		abcdegi				
Simulation experience (e.g. flying a plane)	406	28	23	44	33	64	47	70	35	40	22	346	26	22	12
	13%	15%	12%	14%	11%	15%	11%	16%	9%	18%	11%	14%	9%	14%	10%
		h		h		h		h		dfh		b		b	
Other type of games	120	28	38	13	16	6	3	3	3	6	4	95	13	7	6
	4%	16%	20%	4%	6%	1%	1%	1%	1%	3%	2%	4%	4%	4%	5%
		cdefghij	cdefghij	efgh	efgh										
Don't know	59	5	12	12	6	5	8	*	4	1	6	48	4	5	2
	2%	3%	6%	4%	2%	1%	2%	*%	1%	1%	3%	2%	1%	3%	2%
		g	defghi	eghi	g		g				g				
Base for stats	3105	179	193	308	294	440	426	438	409	219	200	2550	281	153	121
Mean number of types (out of 11)	2.9	1.9	1.7	2.4	2.3	3.4	3.0	3.4	3.1	3.4	2.9	2.9	3.0	2.9	2.9
		b		ab	ab	abcdfj	abcd	abcdfhj	abcd	abcdfj	abcd				
Standard deviation	1.90	1.29	1.22	1.57	1.75	2.00	1.88	1.96	1.87	2.01	2.00	1.89	1.84	2.06	2.03
Standard error	.03	.09	.07	.09	.09	.10	.10	.10	.10	.14	.15	.04	.09	.10	.12

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 2 - SEPTEMBER-OCTOBER 2021.

Table 31

All interviewing conducted 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	3081	2699	382	894	849	591	736	1743	1327	600	2372	943	1316	532
Effective Weighted Sample	2452	2158	296	738	665	468	589	1402	1056	481	1882	746	1057	423
Total	3105	2710	395	874	765	654	800	1639	1453	618	2363	963	1327	521
Creative and building games (e.g. Roblox, Minecraft)	1582 51%	1375 51%	208 53%	409 47%	419 55% a	326 50%	422 53% a	827 50%	748 51%	331 54%	1202 51%	499 52%	687 52%	247 47%
Playing against multiple people/ teams (e.g. Fortnite, Fall Guys, Among Us)	1148 37%	1012 37%	136 34%	326 37%	280 37%	221 34%	316 39%	605 37%	537 37%	264 43% b	847 36%	377 39%	475 36%	195 37%
Action/adventure (Super Mario Odyssey, Legend of Zelda: Breath of the Wild, Subway Surfer)	1043 34%	940 35% b	103 26%	339 39% bcdf	238 31%	212 32%	250 31%	576 35%	462 32%	223 36%	795 34%	308 32%	450 34%	193 37%
Puzzles or quizzes (e.g. Trivia 360, Sudoku, Candy Crush)	1010 33%	897 33%	113 29%	286 33%	239 31%	231 35%	250 31%	525 32%	481 33%	213 34%	766 32%	329 34%	439 33%	160 31%
Playing in a virtual world (e.g. Animal Crossing, World of Warcraft, Sims)	984 32%	849 31%	135 34%	287 33%	252 33%	184 28%	257 32%	539 33%	441 30%	227 37% b	727 31%	299 31%	411 31%	187 36%
Shooters (e.g. Star Wars: Battlefront, Call of Duty)	770 25%	693 26% b	77 19%	261 30% bcdf	166 22%	158 24%	181 23%	427 26% b	339 23%	184 30% b	565 24%	238 25%	320 24%	146 28%

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	3081	2699	382	894	849	591	736	1743	1327	600	2372	943	1316	532
Effective Weighted Sample	2452	2158	296	738	665	468	589	1402	1056	481	1882	746	1057	423
Total	3105	2710	395	874	765	654	800	1639	1453	618	2363	963	1327	521
Sports (e.g. FIFA, NBA, Rocket League)	740 24%	665 25% b	75 19%	272 31% bcdef	164 21%	152 23%	150 19%	436 27% bdf	302 21%	130 21%	580 25%	210 22%	321 24%	152 29% ab
Playing against one other person (e.g. Words with Friends, Online chess)	614 20%	562 21% b	52 13%	205 23% bcf	137 18%	111 17%	160 20%	342 21%	271 19%	141 23%	447 19%	203 21%	238 18%	105 20%
Fitness and dance (e.g. Wii Fit, Just Dance etc.)	586 19%	500 18%	85 22%	192 22% cdf	151 20%	103 16%	137 17%	342 21% cf	240 17%	154 25% b	416 18%	194 20%	239 18%	99 19%
Simulation experience (e.g. flying a plane)	406 13%	370 14% b	35 9%	149 17% cdf	102 13% d	78 12%	76 9%	251 15% df	154 11%	91 15%	298 13%	118 12%	169 13%	87 17% ab
Other type of games	120 4%	97 4%	23 6%	26 3%	34 4%	19 3%	41 5% a	60 4%	60 4%	20 3%	94 4%	33 3%	52 4%	20 4%
Don't know	59 2%	50 2%	9 2%	3 *%	13 2% a	9 1%	33 4% abce	16 1%	42 3% ae	13 2%	32 1%	20 2%	21 2%	4 1%
Base for stats	3105	2710	395	874	765	654	800	1639	1453	618	2363	963	1327	521
Mean number of types (out of 11)	2.9	2.9 b	2.6	3.1 bcdf	2.8	2.7	2.8	3.0 bcdf	2.8	3.2 b	2.9	2.9	2.9	3.1 b
Standard deviation	1.90	1.92	1.76	2.02	1.80	1.79	1.92	1.92	1.86	1.98	1.86	1.91	1.88	1.89
Standard error	.03	.04	.09	.07	.06	.07	.07	.05	.05	.08	.04	.06	.05	.08

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 2 - SEPTEMBER-OCTOBER 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	3081	501	693	785	725	377	1552	1529	294	1538	1162
Effective Weighted Sample	2452	322	538	660	600	352	1227	1226	183	1209	997
Total	3105	372	602	866	847	419	1583	1522	209	1460	1351
Yes	1912	74	247	614	660	317	1078	834	38	775	1047
	62%	20%	41%	71%	78%	76%	68%	55%	18%	53%	77%
			a	ab	abc	ab	b			a	ab
No	1157	293	352	231	184	97	491	666	169	660	297
	37%	79%	58%	27%	22%	23%	31%	44%	81%	45%	22%
		bcde	cde	d				a	bc	c	
Don't know	36	4	4	20	3	5	14	21	2	25	7
	1%	1%	1%	2%	*%	1%	1%	1%	1%	2%	1%
				bd						c	

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 2 - SEPTEMBER-OCTOBER 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 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	3081	229	272	337	356	403	382	384	341	199	178	1946	438	403	294
Effective Weighted Sample	2452	141	185	256	285	336	324	313	287	186	166	1811	388	326	229
Total	3105	179	193	308	294	440	426	438	409	219	200	2550	281	153	121
Yes	1912	38	37	139	107	330	285	374	285	197	120	1580	168	94	70
	62%	21%	19%	45%	37%	75%	67%	85%	70%	90%	60%	62%	60%	62%	58%
				abd	ab	abcdfj	abcd	abcdefhj	abcdj	abcdefhj	abcd				
No	1157	139	154	165	186	103	128	64	120	20	77	945	108	58	46
	37%	78%	80%	54%	63%	24%	30%	15%	29%	9%	38%	37%	39%	38%	38%
		cdefghij	cdefghij	efghij	cefghij	gi	gi		gi		eghi				
Don't know	36	3	2	3	*	7	13	-	3	2	3	25	5	1	4
	1%	1%	1%	1%	*%	2%	3%	-%	1%	1%	1%	1%	2%	1%	3%
						g	dgh				g				ac

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 2 - SEPTEMBER-OCTOBER 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	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	3081	2699	382	894	849	591	736	1743	1327	600	2372	943	1316	532
Effective Weighted Sample	2452	2158	296	738	665	468	589	1402	1056	481	1882	746	1057	423
Total	3105	2710	395	874	765	654	800	1639	1453	618	2363	963	1327	521
Yes	1912 62%	1695 63% b	218 55%	588 67% bcdf	454 59%	381 58%	481 60%	1042 64% cf	861 59%	436 71% b	1403 59%	595 62%	820 62%	341 65%
No	1157 37%	985 36%	172 43% a	282 32%	303 40% a	264 40% a	304 38% a	585 36%	569 39% a	174 28%	937 40% a	361 38%	489 37%	175 34%
Don't know	36 1%	30 1%	6 2%	4 *%	8 1%	9 1%	14 2%	12 1%	23 2% ae	8 1%	23 1%	7 1%	18 1%	5 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.

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	3355	609	759	812	769	404	1662	1691	371	1650	1231
Effective Weighted Sample	2657	389	595	682	635	377	1302	1356	231	1297	1055
Total	3355	447	671	895	895	447	1678	1678	265	1565	1425
Yes	1912	74	247	614	660	317	1078	834	38	775	1047
	57%	17%	37%	69%	74%	71%	64%	50%	14%	50%	73%
			a	ab	abc	ab	b			a	ab
No	1157	293	352	231	184	97	491	666	169	660	297
	34%	66%	52%	26%	21%	22%	29%	40%	64%	42%	21%
		bcde	cde	d				a	bc	c	
Don't know	36	4	4	20	3	5	14	21	2	25	7
	1%	1%	1%	2%	*%	1%	1%	1%	1%	2%	1%
				bd						c	
CHILD DOES NOT PLAY GAMES	250	76	69	29	48	29	94	156	56	105	74
	7%	17%	10%	3%	5%	6%	6%	9%	21%	7%	5%
		bcde	cde			c		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 2 - SEPTEMBER-OCTOBER 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	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	3355	295	314	360	399	410	402	393	376	204	200	2109	469	450	325
Effective Weighted Sample	2657	177	215	277	322	342	340	320	315	191	186	1962	415	364	251
Total	3355	224	224	335	336	447	447	447	447	224	224	2758	299	166	133
Yes	1912	38	37	139	107	330	285	374	285	197	120	1580	168	94	70
	57%	17%	16%	42%	32%	74%	64%	84%	64%	88%	54%	57%	56%	57%	53%
				abd	ab	abcdfhj	abcdj	abcdefhj	abcdj	abcdefhj	abcd				
No	1157	139	154	165	186	103	128	64	120	20	77	945	108	58	46
	34%	62%	69%	49%	56%	23%	29%	14%	27%	9%	34%	34%	36%	35%	35%
		cefghij	cdefghij	efghij	efghij	gi	gi		gi		egi				
Don't know	36	3	2	3	*	7	13	-	3	2	3	25	5	1	4
	1%	1%	1%	1%	*%	2%	3%	-%	1%	1%	1%	1%	2%	1%	3%
						dg	dgh				g				ac
CHILD DOES NOT PLAY GAMES	250	45	31	28	41	7	21	9	39	5	24	207	18	13	12
	7%	20%	14%	8%	12%	2%	5%	2%	9%	2%	11%	8%	6%	8%	9%
		cdefghij	cefgi	egi	efgi		e		efgi		efgi				

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 2 - SEPTEMBER-OCTOBER 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	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	3355	2927	426	968	915	641	815	1883	1456	631	2597	1016	1410	583
Effective Weighted Sample	2657	2329	329	798	714	506	646	1511	1151	506	2047	801	1126	466
Total	3355	2919	436	939	824	705	872	1764	1577	653	2561	1033	1410	574
Yes	1912 57%	1695 58% b	218 50%	588 63% bcdf	454 55%	381 54%	481 55%	1042 59% cf	861 55%	436 67% b	1403 55%	595 58%	820 58%	341 59%
No	1157 34%	985 34%	172 39% a	282 30%	303 37% a	264 38% a	304 35% a	585 33%	569 36% a	174 27%	937 37% a	361 35%	489 35%	175 31%
Don't know	36 1%	30 1%	6 1%	4 *%	8 1%	9 1%	14 2% ae	12 1%	23 1% ae	8 1%	23 1%	7 1%	18 1%	5 1%
CHILD DOES NOT PLAY GAMES	250 7%	209 7%	41 9%	66 7%	59 7%	51 7%	73 8%	125 7%	123 8%	35 5%	198 8%	70 7%	83 6%	53 9% 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 2 - SEPTEMBER-OCTOBER 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	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	1780	93	275	553	574	285	1018	762	51	770	907
Effective Weighted Sample	1467	62	212	466	469	266	830	637	32	621	773
Total	1912	74	247	614	660	317	1078	834	38	775	1047
Playing on their own - against the games console/ computer or other device	1254	**	156	387	435	223	756	498	**	497	696
	66%	**	63%	63%	66%	70%	70%	60%	**	64%	66%
						c	b				
Playing with or against someone they know/ that they have met in person	1363	**	130	455	526	224	804	559	**	508	803
	71%	**	53%	74%	80%	71%	75%	67%	**	66%	77%
				b	bce	b	b				b
Playing with or against someone they do not know/ they have not met in person	667	**	62	186	269	137	408	259	**	218	414
	35%	**	25%	30%	41%	43%	38%	31%	**	28%	40%
					bc	bc	b				b
Don't know	25	**	4	13	4	2	2	23	**	15	7
	1%	**	2%	2%	1%	1%	*%	3%	**	2%	1%
				d				a		c	

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 2 - SEPTEMBER-OCTOBER 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

							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	1780	49	44	152	123	307	246	332	242	178	107	1175	233	219	153
Effective Weighted Sample	1467	30	33	115	97	254	212	268	201	167	99	1099	216	183	118
Total	1912	38	37	139	107	330	285	374	285	197	120	1580	168	94	70
Playing on their own - against the games console/ computer or other device	1254	**	**	89	67	232	155	260	175	147	76	1040	110	58	46
	66%	**	**	64%	62%	70%	54%	69%	61%	75%	63%	66%	66%	62%	65%
						fh		f		cdfhj					
Playing with or against someone they know/ that they have met in person	1363	**	**	78	52	257	198	315	212	140	84	1120	121	71	51
	71%	**	**	56%	48%	78%	70%	84%	74%	71%	70%	71%	72%	76%	72%
						cdf	cd	cdfhij	cd	cd	cd				
Playing with or against someone they do not know/ they have not met in person	667	**	**	40	22	108	79	157	112	99	38	558	56	28	25
	35%	**	**	29%	21%	33%	28%	42%	39%	50%	32%	35%	33%	30%	35%
						d		cdef	df	cdefhj					
Don't know	25	**	**	1	3	-	13	1	3	-	2	23	1	1	-
	1%	**	**	*%	3%	-%	5%	*%	1%	-%	2%	1%	1%	1%	-%
					egi		ceghi				e				

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	1780	1592	188	568	464	322	418	1032	740	401	1320	548	766	320
Effective Weighted Sample	1467	1311	157	476	379	266	346	856	612	330	1085	453	634	265
Total	1912	1695	218	588	454	381	481	1042	861	436	1403	595	820	341
Playing on their own - against the games console/ computer or other device	1254 66%	1133 67% b	121 55%	404 69%	285 63%	239 63%	322 67%	688 66%	561 65%	286 66%	909 65%	376 63%	542 66%	235 69%
Playing with or against someone they know/ that they have met in person	1363 71%	1216 72%	147 68%	427 73%	336 74%	265 70%	328 68%	763 73%	593 69%	303 69%	1018 73%	409 69%	582 71%	262 77% a
Playing with or against someone they do not know/ they have not met in person	667 35%	585 35%	82 38%	193 33%	151 33%	129 34%	188 39% e	343 33%	317 37%	170 39%	483 34%	221 37%	265 32%	137 40% b
Don't know	25 1%	17 1%	8 4% a	6 1%	4 1%	1 *%	11 2% c	10 1%	12 1%	4 1%	16 1%	5 1%	8 1%	5 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 2 - SEPTEMBER-OCTOBER 2021.

Table 35

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

QP27/ G3C. Do you play games online with your child/ with your parents at all? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child plays games online (WAVE 2 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	1780	93	275	553	574	285	1018	762	51	770	907
Effective Weighted Sample	1467	62	212	466	469	266	830	637	32	621	773
Total	1912	74	247	614	660	317	1078	834	38	775	1047
Yes	963	**	171	347	264	121	521	442	**	490	413
	50%	**	69%	57%	40%	38%	48%	53%	**	63%	39%
			cde	de						c	
No	947	**	76	264	396	196	555	392	**	282	634
	50%	**	31%	43%	60%	62%	52%	47%	**	36%	61%
				b	bc	bc					b
Don't know	3	**	-	3	-	-	1	1	**	3	-
	*%	**	-%	*%	-%	-%	*%	*%	**	*%	-%

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 2 - SEPTEMBER-OCTOBER 2021.

Table 35

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

QP27/ G3C. Do you play games online with your child/ with your parents at all? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child plays games online (WAVE 2 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	1780	49	44	152	123	307	246	332	242	178	107	1175	233	219	153
Effective Weighted Sample	1467	30	33	115	97	254	212	268	201	167	99	1099	216	183	118
Total	1912	38	37	139	107	330	285	374	285	197	120	1580	168	94	70
Yes	963	**	**	100	71	183	164	136	128	70	51	795	85	51	32
	50%	**	**	72% efghij	66% ghij	56% ghij	58% ghij	36%	45%	35%	43%	50%	51%	54%	45%
No	947	**	**	39	36	145	119	238	158	127	69	783	82	43	38
	50%	**	**	28%	34%	44% c	42% c	64% cdef	55% cdef	65% cdef	57% cdef	50%	49%	46%	55%
Don't know	3	**	**	-	-	1	1	-	-	-	-	2	-	-	*
	*%	**	**	-%	-%	*%	*%	-%	-%	-%	-%	*%	-%	-%	1%

(CHILD'S AGE AND GENDER columns: MALE 3-4 through FEMALE 16-17; NATION columns: 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.

QP27/ G3C. Do you play games online with your child/ with your parents at all? (RESPONSES FROM PARENT FOR 3-7 YEAR OLDS AND FROM CHILDREN AGED 8-17) (MULTI CODE)

Base : Those whose child plays games online (WAVE 2 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	1780	1592	188	568	464	322	418	1032	740	401	1320	548	766	320
Effective Weighted Sample	1467	1311	157	476	379	266	346	856	612	330	1085	453	634	265
Total	1912	1695	218	588	454	381	481	1042	861	436	1403	595	820	341
Yes	963	871	92	327	214	188	234	541	421	232	679	309	395	185
	50%	51%	42%	56%	47%	49%	49%	52%	49%	53%	48%	52%	48%	54%
		b		bdf										
No	947	821	126	260	239	193	247	499	440	204	722	285	422	156
	50%	48%	58%	44%	53%	51%	51%	48%	51%	47%	51%	48%	52%	46%
			a		a		a		a					
Don't know	3	3	-	1	2	-	-	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.

QC43. When you play games online, do you ever chat through the game to other people who are playing, through messaging or using a headset? (SINGLE CODE)

Base : Children aged 8-17 who play games online (WAVE 2 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	1412	-	-	553	574	285	817	595	-	463	907
Effective Weighted Sample	1196	-	-	466	469	266	686	511	-	388	773
Total	1591	-	-	614	660	317	901	690	-	500	1047
Yes	1198	**	**	427	518	253	718	481	**	335	826
	75%	**	**	69%	79%	80%	80%	70%	**	67%	79%
					c	c	b				b
No	385	**	**	186	135	64	180	204	**	163	215
	24%	**	**	30%	21%	20%	20%	30%	**	33%	21%
				de				a		c	
Don't know	8	**	**	2	6	-	3	6	**	2	6
	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.

QC43. When you play games online, do you ever chat through the game to other people who are playing, through messaging or using a headset? (SINGLE CODE)

Base : Children aged 8-17 who play games online (WAVE 2 ONLY)

			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	1412	-	-	-	-	307	246	332	242	178	107	964	176	161	111
Effective Weighted Sample	1196	-	-	-	-	254	212	268	201	167	99	904	168	137	88
Total	1591	-	-	-	-	330	285	374	285	197	120	1318	138	77	58
Yes	1198	**	**	**	**	239	188	309	209	169	85	994	101	58	46
	75%	**	**	**	**	73%	66%	83% efhj	73%	86% efhj	70%	75%	73%	76%	79%
No	385	**	**	**	**	90	96	63	73	28	36	318	36	18	12
	24%	**	**	**	**	27% gi	34% gi	17%	25% gi	14%	30% gi	24%	26%	24%	21%
Don't know	8	**	**	**	**	1	1	2	4	-	-	6	2	-	-
	1%	**	**	**	**	*%	*%	1%	1%	-%	-%	*%	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 2 - SEPTEMBER-OCTOBER 2021.

Table 36

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

QC43. When you play games online, do you ever chat through the game to other people who are playing, through messaging or using a headset? (SINGLE CODE)

Base : Children aged 8-17 who play games online (WAVE 2 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	1412	1263	149	459	358	261	328	817	589	331	1039	419	606	267
Effective Weighted Sample	1196	1069	128	394	302	221	279	696	500	279	881	354	519	226
Total	1591	1409	182	498	370	321	395	868	716	375	1162	477	682	297
Yes	1198 75%	1056 75%	142 78%	386 78%	267 72%	249 78%	290 73%	653 75%	539 75%	299 80%	860 74%	355 74%	524 77%	229 77%
No	385 24%	345 24%	40 22%	110 22%	102 28%	69 21%	103 26%	212 24%	171 24%	73 20%	296 25% a	117 24%	155 23%	68 23%
Don't know	8 1%	8 1%	1 *%	2 *%	- -%	3 1%	3 1%	2 *%	6 1%	3 1%	6 *%	5 1%	2 *%	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.

QC44. Who do you chat to through the game when you play games online? (MULTI CODE)

Base : Children aged 8-17 who play games online and ever chat through the game to other players through messaging or using a headset (WAVE 2 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	1063	-	-	384	450	229	652	411	-	313	715
Effective Weighted Sample	898	-	-	323	365	213	545	353	-	262	606
Total	1198	-	-	427	518	253	718	481	-	335	826
People I am friends with/ people that I know outside of the game	1058	**	**	377	462	220	649	410	**	293	735
	88%	**	**	88%	89%	87%	90%	85%	**	87%	89%
							b				
People that I only know through playing the game	525	**	**	152	231	141	319	205	**	120	378
	44%	**	**	36%	45%	56%	44%	43%	**	36%	46%
					c	cd					b
Don't know	8	**	**	4	2	2	4	4	**	4	4
	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 2 - SEPTEMBER-OCTOBER 2021.

Table 37

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

QC44. Who do you chat to through the game when you play games online? (MULTI CODE)

Base : Children aged 8-17 who play games online and ever chat through the game to other players through messaging or using a headset (WAVE 2 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	1063	-	-	-	-	224	160	275	175	153	76	725	130	121	87
Effective Weighted Sample	898	-	-	-	-	185	139	219	146	144	70	679	124	102	69
Total	1198	-	-	-	-	239	188	309	209	169	85	994	101	58	46
People I am friends with/ people that I know outside of the game	1058	**	**	**	**	224	152	277	185	147	**	877	89	52	**
	88%	**	**	**	**	94% fi	81%	90% f	89%	87%	**	88%	88%	88%	**
People that I only know through playing the game	525	**	**	**	**	74	78	146	85	99	**	442	41	21	**
	44%	**	**	**	**	31%	41%	47% e	41%	59% efgh	**	44%	40%	36%	**
Don't know	8	**	**	**	**	1	3	2	*	1	**	6	1	1	**
	1%	**	**	**	**	*%	2%	1%	*%	*%	**	1%	1%	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 2 - SEPTEMBER-OCTOBER 2021.

Table 37

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

QC44. Who do you chat to through the game when you play games online? (MULTI CODE)

Base : Children aged 8-17 who play games online and ever chat through the game to other players through messaging or using a headset (WAVE 2 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	1063	949	114	354	263	206	235	617	441	266	767	314	465	202
Effective Weighted Sample	898	799	99	304	217	173	202	521	376	224	647	266	396	171
Total	1198	1056	142	386	267	249	290	653	539	299	860	355	524	229
People I am friends with/ people that I know outside of the game	1058	932	126	338	244	219	253	582	472	262	766	304	463	212
	88%	88%	89%	87%	91%	88%	87%	89%	88%	88%	89%	86%	88%	92% a
People that I only know through playing the game	525	474	51	194	95	105	128	289	234	155	345	164	221	98
	44%	45%	36%	50% b	36%	42%	44%	44% b	43%	52% b	40%	46%	42%	43%
Don't know	8	7	1	2	3	*	1	6	1	1	5	3	2	2
	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.

QC44. Who do you chat to through the game when you play games online? (MULTI CODE)

Base : Children aged 8-17 who play games online (WAVE 2 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	1412	-	-	553	574	285	817	595	-	463	907
Effective Weighted Sample	1196	-	-	466	469	266	686	511	-	388	773
Total	1591	-	-	614	660	317	901	690	-	500	1047
People I am friends with/ people that I know outside of the game	1058	**	**	377	462	220	649	410	**	293	735
	67%	**	**	61%	70%	69%	72%	59%	**	59%	70%
					c	c	b				b
People that I only know through playing the game	525	**	**	152	231	141	319	205	**	120	378
	33%	**	**	25%	35%	45%	35%	30%	**	24%	36%
					c	cd	b				b
Don't know	8	**	**	4	2	2	4	4	**	4	4
	1%	**	**	1%	*%	1%	*%	1%	**	1%	*%
DO NOT CHAT THROUGH THE GAME WHEN PLAYING GAMES ONLINE	393	**	**	188	142	64	183	210	**	165	221
	25%	**	**	31%	21%	20%	20%	30%	**	33%	21%
				de				a		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.

QC44. Who do you chat to through the game when you play games online? (MULTI CODE)

Base : Children aged 8-17 who play games online (WAVE 2 ONLY)

						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	1412	-	-	-	-	307	246	332	242	178	107	964	176	161	111
Effective Weighted Sample	1196	-	-	-	-	254	212	268	201	167	99	904	168	137	88
Total	1591	-	-	-	-	330	285	374	285	197	120	1318	138	77	58
People I am friends with/ people that I know outside of the game	1058	**	**	**	**	224	152	277	185	147	72	877	89	52	41
	67%	**	**	**	**	68% f	54%	74% fhj	65% f	75% fhj	60%	67%	64%	67%	71%
People that I only know through playing the game	525	**	**	**	**	74	78	146	85	99	42	442	41	21	22
	33%	**	**	**	**	23%	27%	39% efh	30%	50% efghj	35% e	34%	29%	27%	37%
Don't know	8	**	**	**	**	1	3	2	*	1	1	6	1	1	-
	1%	**	**	**	**	*%	1%	*%	*%	*%	1%	*%	1%	1%	-%
DO NOT CHAT THROUGH THE GAME WHEN PLAYING GAMES ONLINE	393	**	**	**	**	90	97	65	77	28	36	324	38	18	12
	25%	**	**	**	**	27% gi	34% gi	17%	27% gi	14%	30% gi	25%	27%	24%	21%

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 2 - SEPTEMBER-OCTOBER 2021.

Table 38

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

QC44. Who do you chat to through the game when you play games online? (MULTI CODE)

Base : Children aged 8-17 who play games online (WAVE 2 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	1412	1263	149	459	358	261	328	817	589	331	1039	419	606	267
Effective Weighted Sample	1196	1069	128	394	302	221	279	696	500	279	881	354	519	226
Total	1591	1409	182	498	370	321	395	868	716	375	1162	477	682	297
People I am friends with/ people that I know outside of the game	1058	932	126	338	244	219	253	582	472	262	766	304	463	212
	67%	66%	69%	68%	66%	68%	64%	67%	66%	70%	66%	64%	68%	71%
People that I only know through playing the game	525	474	51	194	95	105	128	289	234	155	345	164	221	98
	33%	34%	28%	39%	26%	33%	33%	33%	33%	41%	30%	34%	32%	33%
				b					b	b				
Don't know	8	7	1	2	3	*	1	6	1	1	5	3	2	2
	1%	1%	*%	*%	1%	*%	*%	1%	*%	*%	*%	1%	*%	1%
DO NOT CHAT THROUGH THE GAME WHEN PLAYING GAMES ONLINE	393	353	40	112	102	72	105	214	177	76	302	122	157	68
	25%	25%	22%	22%	28%	22%	27%	25%	25%	20%	26%	26%	23%	23%

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 2 - SEPTEMBER-OCTOBER 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	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	1985	-	-	812	769	404	1007	978	-	688	1231
Effective Weighted Sample	1687	-	-	682	635	377	850	838	-	576	1055
Total	2237	-	-	895	895	447	1118	1118	-	743	1425
YoLo	168	**	**	49	72	47	78	89	**	38	123
	7%	**	**	5%	8%	10% c	7%	8%	**	5%	9% b
Ask.fm	127	**	**	45	56	26	79	49	**	35	88
	6%	**	**	5%	6%	6%	7% b	4%	**	5%	6%
Tellonym	119	**	**	37	55	27	60	58	**	32	83
	5%	**	**	4%	6%	6%	5%	5%	**	4%	6%
Piksa	62	**	**	23	23	16	40	22	**	17	43
	3%	**	**	3%	3%	4%	4% b	2%	**	2%	3%
I use other Q and A apps/ sites	50	**	**	20	18	12	27	22	**	16	31
	2%	**	**	2%	2%	3%	2%	2%	**	2%	2%
I do not use any of these	1805	**	**	742	704	358	883	922	**	618	1133
	81%	**	**	83% d	79%	80%	79%	82%	**	83%	79%
Don't know	91	**	**	43	35	13	51	39	**	37	52
	4%	**	**	5%	4%	3%	5%	4%	**	5%	4%
SUMMARY											
ANY OF THESE APPS OR SITES	341	**	**	109	155	77	184	157	**	88	240
	15%	**	**	12%	17% c	17% c	16%	14%	**	12%	17% b
Base for stats	2237	**	**	895	895	447	1118	1118	**	743	1425
Mean number of apps/ sites (out of 5)	.2	**	**	.2	.3	.3 c	.3	.2	**	.2	.3 b
Standard deviation	.64	**	**	.59	.63	.76	.68	.60	**	.57	.67
Standard error	.01	**	**	.02	.02	.04	.02	.02	**	.02	.02

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 2 - SEPTEMBER-OCTOBER 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	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	1985	-	-	-	-	410	402	393	376	204	200	1361	242	222	160
Effective Weighted Sample	1687	-	-	-	-	342	340	320	315	191	186	1277	230	189	131
Total	2237	-	-	-	-	447	447	447	447	224	224	1853	193	105	86
YoLo	168	**	**	**	**	27	22	26	46	26	21	139	16	7	5
	7%	**	**	**	**	6%	5%	6%	10% efg	11% efg	9% f	8%	8%	7%	6%
Ask.fm	127	**	**	**	**	30	15	30	27	19	7	104	9	7	8
	6%	**	**	**	**	7% f	3%	7%	6%	8% fj	3%	6%	5%	6%	9%
Tellonym	119	**	**	**	**	17	20	24	31	19	8	108	4	4	3
	5%	**	**	**	**	4%	4%	5%	7%	9% efj	4%	6% b	2%	4%	3%
Piksa	62	**	**	**	**	11	12	14	9	15	1	50	5	3	3
	3%	**	**	**	**	2%	3%	3% j	2%	7% efhj	*%	3%	3%	3%	4%
I use other Q and A apps/ sites	50	**	**	**	**	9	10	10	7	7	5	43	2	2	3
	2%	**	**	**	**	2%	2%	2%	2%	3%	2%	2%	1%	1%	4%
I do not use any of these	1805	**	**	**	**	368	375	347	357	168	190	1485	161	89	70
	81%	**	**	**	**	82%	84% gi	78%	80%	75%	85% i	80%	83%	85%	81%
Don't know	91	**	**	**	**	19	24	22	13	10	3	74	7	5	5
	4%	**	**	**	**	4%	5% j	5% j	3%	4%	1%	4%	4%	4%	5%
SUMMARY															
ANY OF THESE APPS OR SITES	341	**	**	**	**	61	48	78	78	46	32	294	25	12	12
	15%	**	**	**	**	14%	11%	17% f	17% f	20% ef	14%	16%	13%	11%	14%
Base for stats	2237	**	**	**	**	447	447	447	447	224	224	1853	193	105	86
Mean number of apps/ sites (out of 5)	.2	**	**	**	**	.2	.2	.2	.3 f	.4 efgj	.2	.2	.2	.2	.3

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 2 - SEPTEMBER-OCTOBER 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	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	1985	-	-	-	-	410	402	393	376	204	200	1361	242	222	160
Total	2237	-	-	-	-	447	447	447	447	224	224	1853	193	105	86
Standard deviation	.64	**	**	**	**	.60	.57	.58	.67	.93	.51	.63	.55	.76	.79
Standard error	.01	**	**	**	**	.03	.03	.03	.03	.07	.04	.02	.04	.05	.06

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	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	1985	1748	237	629	514	371	465	1143	836	427	1491	583	855	363
Effective Weighted Sample	1687	1487	201	541	435	316	399	976	715	364	1265	495	735	308
Total	2237	1956	281	671	536	456	566	1207	1022	485	1668	668	963	403
YoLo	168	158	9	97	12	29	28	109	57	66	96	47	74	36
	7%	8%	3%	14%	2%	6%	5%	9%	6%	14%	6%	7%	8%	9%
		b		bcdef		b	b	bdf	b	b				
Ask.fm	127	125	3	84	17	15	11	101	26	36	83	25	63	35
	6%	6%	1%	13%	3%	3%	2%	8%	3%	7%	5%	4%	7%	9%
		b		bcdef				bcdf					a	a
Tellonym	119	111	8	67	16	27	7	84	34	42	71	29	61	20
	5%	6%	3%	10%	3%	6%	1%	7%	3%	9%	4%	4%	6%	5%
		b		bcdef		d		bdf	d	b				
Piksa	62	62	-	48	7	6	1	55	7	20	39	10	32	20
	3%	3%	-%	7%	1%	1%	*%	5%	1%	4%	2%	1%	3%	5%
		b		bcdef				bcdf					a	a
I use other Q and A apps/ sites	50	44	6	23	5	11	9	28	20	19	28	17	16	14
	2%	2%	2%	3%	1%	2%	2%	2%	2%	4%	2%	3%	2%	4%
				b						b				
I do not use any of these	1805	1562	242	474	477	360	490	952	850	343	1409	547	776	318
	81%	80%	86%	71%	89%	79%	87%	79%	83%	71%	85%	82%	81%	79%
			a		acef	a	ace	a	ae		a			
Don't know	91	75	16	15	17	27	31	32	57	23	52	29	31	10
	4%	4%	6%	2%	3%	6%	5%	3%	6%	5%	3%	4%	3%	3%
						ae	ae		ae					
SUMMARY														
ANY OF THESE APPS OR SITES	341	319	22	182	42	69	46	223	114	119	207	93	156	74
	15%	16%	8%	27%	8%	15%	8%	19%	11%	25%	12%	14%	16%	18%
		b		bcdef		bd		bdf		b				
Base for stats	2237	1956	281	671	536	456	566	1207	1022	485	1668	668	963	403

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

		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	1985	1748	237	629	514	371	465	1143	836	427	1491	583	855	363
Total	2237	1956	281	671	536	456	566	1207	1022	485	1668	668	963	403
Mean number of apps/ sites (out of 5)	.2	.3	.1	.5	.1	.2	.1	.3	.1	.4	.2	.2	.3	.3
		b		bcdef		bd		bcdf		b				a
Standard deviation	.64	.67	.34	.93	.41	.49	.36	.76	.43	.76	.58	.54	.68	.76
Standard error	.01	.02	.02	.04	.02	.03	.02	.02	.01	.04	.02	.02	.02	.04

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 2 - SEPTEMBER-OCTOBER 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	1985	-	-	812	769	404	1007	978	-	688	1231
Effective Weighted Sample	1687	-	-	682	635	377	850	838	-	576	1055
Total	2237	-	-	895	895	447	1118	1118	-	743	1425
Yes – there is a minimum age requirement	1655	**	**	617	675	363	791	864	**	516	1087
	74%	**	**	69%	75%	81%	71%	77%	**	69%	76%
					c	cd		a			b
No – there is not a minimum age requirement	116	**	**	44	48	23	64	52	**	40	72
	5%	**	**	5%	5%	5%	6%	5%	**	5%	5%
Don't know	466	**	**	233	171	62	264	202	**	187	266
	21%	**	**	26%	19%	14%	24%	18%	**	25%	19%
				de	e		b			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.

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

		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	1985	-	-	-	-	410	402	393	376	204	200	1361	242	222	160
Effective Weighted Sample	1687	-	-	-	-	342	340	320	315	191	186	1277	230	189	131
Total	2237	-	-	-	-	447	447	447	447	224	224	1853	193	105	86
Yes – there is a minimum age requirement	1655	**	**	**	**	294	323	322	353	175	188	1361	156	74	64
	74%	**	**	**	**	66%	72%	72%	79% efg	78% e	84% efg	73%	81% ac	70%	75%
No – there is not a minimum age requirement	116	**	**	**	**	23	21	25	24	16	7	104	4	3	5
	5%	**	**	**	**	5%	5%	6%	5%	7%	3%	6% b	2%	3%	6% b
Don't know	466	**	**	**	**	130	103	101	70	33	29	389	33	28	17
	21%	**	**	**	**	29% hij	23% hij	23% hij	16%	15%	13%	21%	17%	27% b	19%

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 2 - SEPTEMBER-OCTOBER 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	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	1985	1748	237	629	514	371	465	1143	836	427	1491	583	855	363
Effective Weighted Sample	1687	1487	201	541	435	316	399	976	715	364	1265	495	735	308
Total	2237	1956	281	671	536	456	566	1207	1022	485	1668	668	963	403
Yes – there is a minimum age requirement	1655 74%	1441 74%	214 76%	493 74%	396 74%	336 74%	425 75%	889 74%	760 74%	375 77%	1218 73%	524 78% b	697 72%	294 73%
No – there is not a minimum age requirement	116 5%	105 5%	10 4%	45 7% d	25 5%	26 6%	19 3%	71 6%	45 4%	30 6%	83 5%	33 5%	57 6%	17 4%
Don't know	466 21%	410 21%	57 20%	132 20%	115 21%	94 21%	123 22%	247 20%	217 21%	80 16%	366 22% a	111 17%	209 22% a	92 23% 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	1985	-	-	812	769	404	1007	978	-	688	1231
Effective Weighted Sample	1687	-	-	682	635	377	850	838	-	576	1055
Total	2237	-	-	895	895	447	1118	1118	-	743	1425
Age under 10	30	**	**	24	5	1	15	15	**	23	7
	1%	**	**	3% de	1%	*%	1%	1%	**	3% c	1%
Aged 10	81	**	**	46	28	7	35	45	**	43	36
	4%	**	**	5% e	3%	2%	3%	4%	**	6% c	3%
Aged 11	61	**	**	40	16	6	27	35	**	27	34
	3%	**	**	4% de	2%	1%	2%	3%	**	4%	2%
Aged 12	226	**	**	69	124	33	125	101	**	54	164
	10%	**	**	8%	14% ce	7%	11%	9%	**	7%	12% b
Aged 13	640	**	**	185	314	142	267	373	**	153	467
	29%	**	**	21%	35% c	32% c	24%	33% a	**	21%	33% b
Aged 14	165	**	**	52	62	51	74	91	**	42	118
	7%	**	**	6%	7%	11% cd	7%	8%	**	6%	8%
Aged 15	82	**	**	25	26	31	42	40	**	20	57
	4%	**	**	3%	3%	7% cd	4%	4%	**	3%	4%
Aged 16	222	**	**	107	60	55	129	93	**	88	128
	10%	**	**	12% d	7%	12% d	12% b	8%	**	12%	9%
Aged 17	14	**	**	3	-	11	13	2	**	2	10
	1%	**	**	*%	-%	3% cd	1% b	*%	**	*%	1%
Aged 18 or older	35	**	**	18	7	10	13	22	**	15	18
	2%	**	**	2%	1%	2% d	1%	2%	**	2%	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.

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	1985	-	-	812	769	404	1007	978	-	688	1231
Effective Weighted Sample	1687	-	-	682	635	377	850	838	-	576	1055
Total	2237	-	-	895	895	447	1118	1118	-	743	1425
Don't know	98	**	**	49	34	15	51	47	**	49	47
	4%	**	**	6%	4%	3%	5%	4%	**	7%	3%
										c	
SUMMARY											
AWARE OF MINIMUM AGE REQUIREMENT	1655	**	**	617	675	363	791	864	**	516	1087
	74%	**	**	69%	75%	81%	71%	77%	**	69%	76%
					c	cd		a			b
AWARE AND GIVES THE CORRECT AGE (13)	640	**	**	185	314	142	267	373	**	153	467
	29%	**	**	21%	35%	32%	24%	33%	**	21%	33%
					c	c		a			b
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	398	**	**	178	172	48	202	196	**	146	242
	18%	**	**	20%	19%	11%	18%	18%	**	20%	17%
				e	e						
AWARE BUT GIVES AN AGE OF 14 OR OLDER	518	**	**	205	155	159	271	248	**	168	331
	23%	**	**	23%	17%	35%	24%	22%	**	23%	23%
				d		cd					
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	1015	**	**	432	361	221	524	491	**	363	620
	45%	**	**	48%	40%	49%	47%	44%	**	49%	43%
				d		d				c	
SAY THERE IS NO MINIMUM AGE REQUIREMENT	116	**	**	44	48	23	64	52	**	40	72
	5%	**	**	5%	5%	5%	6%	5%	**	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.

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	1985	-	-	812	769	404	1007	978	-	688	1231
Effective Weighted Sample	1687	-	-	682	635	377	850	838	-	576	1055
Total	2237	-	-	895	895	447	1118	1118	-	743	1425
DON'T KNOW WHETHER THERE IS A MINIMUM AGE REQUIREMENT	466	**	**	233	171	62	264	202	**	187	266
	21%	**	**	26%	19%	14%	24%	18%	**	25%	19%
				de	e		b			c	

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 2 - SEPTEMBER-OCTOBER 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	1985	-	-	-	-	410	402	393	376	204	200	1361	242	222	160
Effective Weighted Sample	1687	-	-	-	-	342	340	320	315	191	186	1277	230	189	131
Total	2237	-	-	-	-	447	447	447	447	224	224	1853	193	105	86
Age under 10	30	**	**	**	**	11	14	4	2	1	-	28	1	1	1
	1%	**	**	**	**	2% hj	3% ghij	1%	*%	*%	-%	1%	*%	1%	1%
Aged 10	81	**	**	**	**	19	27	14	14	3	4	65	9	3	3
	4%	**	**	**	**	4%	6% ij	3%	3%	1%	2%	4%	5%	3%	4%
Aged 11	61	**	**	**	**	18	21	6	10	2	4	49	4	6	2
	3%	**	**	**	**	4% g	5% gi	1%	2%	1%	2%	3%	2%	6% ab	3%
Aged 12	226	**	**	**	**	33	35	72	52	20	14	184	26	10	7
	10%	**	**	**	**	7%	8%	16% efij	12% j	9%	6%	10%	13%	9%	8%
Aged 13	640	**	**	**	**	77	107	131	183	59	83	532	53	26	29
	29%	**	**	**	**	17%	24% e	29% e	41% efgi	26% e	37% efi	29%	27%	24%	34%
Aged 14	165	**	**	**	**	25	28	27	35	23	28	130	19	8	8
	7%	**	**	**	**	5%	6%	6%	8%	10% e	12% efg	7%	10%	8%	9%
Aged 15	82	**	**	**	**	13	12	12	13	17	14	69	8	2	3
	4%	**	**	**	**	3%	3%	3%	3%	8% efgh	6% fg	4%	4%	2%	4%
Aged 16	222	**	**	**	**	67	40	34	26	28	27	188	19	8	8
	10%	**	**	**	**	15% fgh	9%	8%	6%	13% h	12% h	10%	10%	7%	9%
Aged 17	14	**	**	**	**	3	-	-	-	10	2	13	1	1	-
	1%	**	**	**	**	1%	-%	-%	-%	4% efghj	1%	1%	*%	1%	-%
Aged 18 or older	35	**	**	**	**	6	12	3	4	4	6	25	6	4	*
	2%	**	**	**	**	1%	3% g	1%	1%	2%	3% g	1%	3%	4% a	*%

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 2 - SEPTEMBER-OCTOBER 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
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	a	b	c	d
Unweighted total	1985	-	-	-	-	410	402	393	376	204	200	1361	242	222	160
Effective Weighted Sample	1687	-	-	-	-	342	340	320	315	191	186	1277	230	189	131
Total	2237	-	-	-	-	447	447	447	447	224	224	1853	193	105	86
Don't know	98	**	**	**	**	24	26	20	14	8	7	79	12	6	3
	4%	**	**	**	**	5%	6%	4%	3%	3%	3%	4%	6%	5%	3%
SUMMARY															
AWARE OF MINIMUM AGE REQUIREMENT	1655	**	**	**	**	294	323	322	353	175	188	1361	156	74	64
	74%	**	**	**	**	66%	72%	72%	79% efg	78% e	84% efg	73%	81% ac	70%	75%
AWARE AND GIVES THE CORRECT AGE (13)	640	**	**	**	**	77	107	131	183	59	83	532	53	26	29
	29%	**	**	**	**	17%	24% e	29% e	41% efgi	26% e	37% efi	29%	27%	24%	34%
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	398	**	**	**	**	81	97	95	77	26	21	325	40	20	13
	18%	**	**	**	**	18% j	22% ij	21% ij	17% j	12%	10%	18%	21%	19%	15%
AWARE BUT GIVES AN AGE OF 14 OR OLDER	518	**	**	**	**	113	92	75	79	82	77	425	52	22	19
	23%	**	**	**	**	25% gh	21%	17%	18%	37% efgh	34% efgh	23%	27%	21%	22%
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	1015	**	**	**	**	217	215	190	171	116	105	829	104	48	35
	45%	**	**	**	**	49% h	48% h	43%	38%	52% gh	47% h	45%	54% ad	46%	40%
SAY THERE IS NO MINIMUM AGE REQUIREMENT	116	**	**	**	**	23	21	25	24	16	7	104	4	3	5
	5%	**	**	**	**	5%	5%	6%	5%	7%	3%	6% b	2%	3%	6% b

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 2 - SEPTEMBER-OCTOBER 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		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	1985	-	-	-	-	410	402	393	376	204	200		1361	242	222	160
Effective Weighted Sample	1687	-	-	-	-	342	340	320	315	191	186		1277	230	189	131
Total	2237	-	-	-	-	447	447	447	447	224	224		1853	193	105	86
DON'T KNOW WHETHER THERE IS A MINIMUM AGE REQUIREMENT	466	**	**	**	**	130	103	101	70	33	29		389	33	28	17
	21%	**	**	**	**	29% hij	23% hij	23% hij	16%	15%	13%		21%	17%	27% b	19%

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 2 - SEPTEMBER-OCTOBER 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	1985	1748	237	629	514	371	465	1143	836	427	1491	583	855	363
Effective Weighted Sample	1687	1487	201	541	435	316	399	976	715	364	1265	495	735	308
Total	2237	1956	281	671	536	456	566	1207	1022	485	1668	668	963	403
Age under 10	30	30	*	17	5	4	4	22	8	16	13	11	9	8
	1%	2%	*%	3% df	1%	1%	1%	2%	1%	3% b	1%	2%	1%	2%
Aged 10	81	71	10	24	17	21	19	41	39	16	57	23	44	12
	4%	4%	3%	4%	3%	5%	3%	3%	4%	3%	3%	3%	5%	3%
Aged 11	61	53	8	19	19	10	13	38	23	21	38	20	25	14
	3%	3%	3%	3%	4%	2%	2%	3%	2%	4% b	2%	3%	3%	4%
Aged 12	226	194	31	81	46	47	52	127	99	48	168	74	91	40
	10%	10%	11%	12%	8%	10%	9%	10%	10%	10%	10%	11%	9%	10%
Aged 13	640	536	104	155	180	126	174	335	300	141	479	212	268	102
	29%	27%	37% a	23%	34% ae	28%	31% a	28% a	29% a	29%	29%	32%	28%	25%
Aged 14	165	150	15	42	42	37	43	85	80	44	117	57	65	27
	7%	8%	5%	6%	8%	8%	8%	7%	8%	9%	7%	8%	7%	7%
Aged 15	82	80	2	41	11	8	22	52	30	19	60	17	39	24
	4%	4% b	1%	6% bcf	2%	2%	4%	4% bc	3%	4%	4%	3%	4%	6% a
Aged 16	222	193	29	66	43	49	65	108	114	40	171	75	88	41
	10%	10%	10%	10%	8%	11%	11%	9%	11%	8%	10%	11%	9%	10%
Aged 17	14	14	-	10	*	3	1	10	4	8	6	1	5	7
	1%	1%	-%	1% bd	*%	1%	*%	1%	*%	2% b	*%	*%	1%	2% a
Aged 18 or older	35	31	3	15	6	7	6	21	13	6	27	12	10	7
	2%	2%	1%	2%	1%	2%	1%	2%	1%	1%	2%	2%	1%	2%

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

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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	1985	1748	237	629	514	371	465	1143	836	427	1491	583	855	363
Effective Weighted Sample	1687	1487	201	541	435	316	399	976	715	364	1265	495	735	308
Total	2237	1956	281	671	536	456	566	1207	1022	485	1668	668	963	403
Don't know	98	88	10	23	26	23	27	49	50	15	82	25	51	11
	4%	5%	4%	3%	5%	5%	5%	4%	5%	3%	5%	4%	5%	3%
SUMMARY														
AWARE OF MINIMUM AGE REQUIREMENT	1655	1441	214	493	396	336	425	889	760	375	1218	524	697	294
	74%	74%	76%	74%	74%	74%	75%	74%	74%	77%	73%	78%	72%	73%
												b		
AWARE AND GIVES THE CORRECT AGE (13)	640	536	104	155	180	126	174	335	300	141	479	212	268	102
	29%	27%	37%	23%	34%	28%	31%	28%	29%	29%	29%	32%	28%	25%
			a		ae		a	a	a					
AWARE BUT GIVES AN AGE OF 12 OR YOUNGER	398	348	50	141	87	82	87	228	170	101	276	127	170	75
	18%	18%	18%	21%	16%	18%	15%	19%	17%	21%	17%	19%	18%	19%
				df										
AWARE BUT GIVES AN AGE OF 14 OR OLDER	518	468	50	174	103	105	137	277	242	118	381	161	209	106
	23%	24%	18%	26%	19%	23%	24%	23%	24%	24%	23%	24%	22%	26%
				b										
AWARE BUT GIVES AN INCORRECT AGE OR DOES NOT KNOW THE AGE	1015	905	110	338	216	210	251	554	461	234	738	313	430	192
	45%	46%	39%	50%	40%	46%	44%	46%	45%	48%	44%	47%	45%	48%
				b				b						
SAY THERE IS NO MINIMUM AGE REQUIREMENT	116	105	10	45	25	26	19	71	45	30	83	33	57	17
	5%	5%	4%	7%	5%	6%	3%	6%	4%	6%	5%	5%	6%	4%
				d										

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

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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	1985	1748	237	629	514	371	465	1143	836	427	1491	583	855	363
Effective Weighted Sample	1687	1487	201	541	435	316	399	976	715	364	1265	495	735	308
Total	2237	1956	281	671	536	456	566	1207	1022	485	1668	668	963	403
DON'T KNOW WHETHER THERE IS A MINIMUM AGE REQUIREMENT	466	410	57	132	115	94	123	247	217	80	366	111	209	92
	21%	21%	20%	20%	21%	21%	22%	20%	21%	16%	22%	17%	22%	23%
											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	1584	-	-	486	709	389	762	822	-	399	1128
Effective Weighted Sample	1349	-	-	408	584	363	641	707	-	333	966
Total	1789	-	-	540	818	431	845	945	-	433	1297
I share, comment, post or 'like' things on these sites/ apps	1077	**	**	251	523	303	470	606	**	200	831
	60%	**	**	46%	64%	70%	56%	64%	**	46%	64%
					c	cd		a			b
I only really read things on these sites/ apps	647	**	**	249	274	124	342	306	**	198	437
	36%	**	**	46%	33%	29%	40%	32%	**	46%	34%
				de			b			c	
Don't know	65	**	**	40	21	4	33	32	**	35	28
	4%	**	**	7%	3%	1%	4%	3%	**	8%	2%
				de						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

	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	1584	-	-	-	-	225	261	346	363	191	198		1092	194	176	122
Effective Weighted Sample	1349	-	-	-	-	185	222	280	303	179	184		1020	184	147	98
Total	1789	-	-	-	-	245	295	390	428	210	222		1479	157	86	67
I share, comment, post or 'like' things on these sites/ apps	1077	**	**	**	**	114	137	219	303	137	166		890	97	54	36
	60%	**	**	**	**	46%	47%	56%	71%	65%	75%		60%	62%	63%	53%
								ef	efg	ef	efgi					
I only really read things on these sites/ apps	647	**	**	**	**	115	134	157	117	70	55		535	53	30	30
	36%	**	**	**	**	47%	46%	40%	27%	33%	25%		36%	33%	35%	44%
						hij	hij	hj								
Don't know	65	**	**	**	**	16	23	13	8	3	1		54	7	2	2
	4%	**	**	**	**	7%	8%	3%	2%	1%	*%		4%	5%	2%	3%
						hij	ghij	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.

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	1584	1414	170	527	377	307	367	904	674	355	1179	461	697	287
Effective Weighted Sample	1349	1204	145	453	321	262	315	773	576	305	1001	391	602	243
Total	1789	1590	200	563	395	382	442	958	824	407	1320	525	793	322
I share, comment, post or 'like' things on these sites/ apps	1077	962	115	365	219	218	269	584	487	279	766	322	471	188
	60%	61%	57%	65%	55%	57%	61%	61%	59%	68%	58%	61%	59%	58%
				bc						b				
I only really read things on these sites/ apps	647	572	75	188	163	146	150	352	296	112	514	179	294	126
	36%	36%	38%	33%	41%	38%	34%	37%	36%	27%	39%	34%	37%	39%
					a						a			
Don't know	65	55	10	10	13	18	22	23	41	17	40	24	28	8
	4%	3%	5%	2%	3%	5%	5%	2%	5%	4%	3%	5%	4%	2%
						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.

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	1985	-	-	812	769	404	1007	978	-	688	1231
Effective Weighted Sample	1687	-	-	682	635	377	850	838	-	576	1055
Total	2237	-	-	895	895	447	1118	1118	-	743	1425
USES ANY SOCIAL MEDIA APPS/ SITES	1789	**	**	540	818	431	845	945	**	433	1297
	80%	**	**	60%	91%	96%	76%	84%	**	58%	91%
					c	cd		a			b
USES ANY MESSAGING/ VOICE OR VIDEO CALLING APPS OR SITES	2055	**	**	745	868	442	1011	1044	**	599	1391
	92%	**	**	83%	97%	99%	90%	93%	**	81%	98%
					c	c		a			b
EITHER OF THESE	2092	**	**	769	879	445	1027	1065	**	619	1406
	94%	**	**	86%	98%	99%	92%	95%	**	83%	99%
					c	c		a			b
NEITHER OF THESE	144	**	**	126	16	2	91	54	**	124	19
	6%	**	**	14%	2%	1%	8%	5%	**	17%	1%
				de			b			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.

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
													NATION		
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	a	b	c	d
Unweighted total	1985	-	-	-	-	410	402	393	376	204	200	1361	242	222	160
Effective Weighted Sample	1687	-	-	-	-	342	340	320	315	191	186	1277	230	189	131
Total	2237	-	-	-	-	447	447	447	447	224	224	1853	193	105	86
USES ANY SOCIAL MEDIA APPS/ SITES	1789	**	**	**	**	245	295	390	428	210	222	1479	157	86	67
	80%	**	**	**	**	55%	66%	87%	96%	94%	99%	80%	81%	82%	79%
							e	ef	efg	efg	efghi				
USES ANY MESSAGING/ VOICE OR VIDEO CALLING APPS OR SITES	2055	**	**	**	**	363	382	429	439	220	223	1702	181	95	76
	92%	**	**	**	**	81%	85%	96%	98%	98%	100%	92%	94%	91%	89%
								ef	ef	ef	efg				
EITHER OF THESE	2092	**	**	**	**	371	397	435	444	221	224	1733	184	97	78
	94%	**	**	**	**	83%	89%	97%	99%	99%	100%	94%	96%	93%	91%
						e	ef	ef	ef	efg					
NEITHER OF THESE	144	**	**	**	**	76	50	12	4	2	-	120	9	8	8
	6%	**	**	**	**	17%	11%	3%	1%	1%	-%	6%	4%	7%	9%
						fghij	ghij	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.

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	1985	1748	237	629	514	371	465	1143	836	427	1491	583	855	363
Effective Weighted Sample	1687	1487	201	541	435	316	399	976	715	364	1265	495	735	308
Total	2237	1956	281	671	536	456	566	1207	1022	485	1668	668	963	403
USES ANY SOCIAL MEDIA APPS/ SITES	1789	1590	200	563	395	382	442	958	824	407	1320	525	793	322
	80%	81%	71%	84%	74%	84%	78%	79%	81%	84%	79%	79%	82%	80%
		b		bde		b		b	b	b				
USES ANY MESSAGING/ VOICE OR VIDEO CALLING APPS OR SITES	2055	1799	256	621	494	422	511	1115	933	451	1526	609	891	378
	92%	92%	91%	93%	92%	93%	90%	92%	91%	93%	92%	91%	92%	94%
EITHER OF THESE	2092	1836	257	633	501	428	523	1134	951	460	1554	617	910	382
	94%	94%	92%	94%	93%	94%	92%	94%	93%	95%	93%	92%	94%	95%
NEITHER OF THESE	144	121	24	37	36	28	43	73	71	26	114	51	53	21
	6%	6%	8%	6%	7%	6%	8%	6%	7%	5%	7%	8%	6%	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.

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	1851	-	-	692	757	402	924	927	-	571	1216
Effective Weighted Sample	1577	-	-	583	625	375	779	797	-	479	1042
Total	2092	-	-	769	879	445	1027	1065	-	619	1406
All the time	325	**	**	134	130	61	170	155	**	108	210
	16%	**	**	17%	15%	14%	17%	15%	**	18%	15%
Most of the time	863	**	**	263	405	195	360	503	**	213	622
	41%	**	**	34%	46%	44%	35%	47%	**	34%	44%
					c	c		a			b
Sometimes	782	**	**	304	305	173	421	361	**	244	511
	37%	**	**	40%	35%	39%	41%	34%	**	39%	36%
							b				
Never	42	**	**	23	11	8	28	14	**	17	22
	2%	**	**	3%	1%	2%	3%	1%	**	3%	2%
				d			b				
Don't know	80	**	**	45	27	7	49	31	**	36	41
	4%	**	**	6%	3%	2%	5%	3%	**	6%	3%
				de							c
SUMMARY											
ALL OR MOST OF THE TIME	1188	**	**	396	535	257	530	658	**	322	832
	57%	**	**	52%	61%	58%	52%	62%	**	52%	59%
					c			a			b
EVER	1970	**	**	700	840	430	951	1020	**	566	1343
	94%	**	**	91%	96%	97%	93%	96%	**	91%	95%
					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.

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

		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	1851	-	-	-	-	339	353	383	374	202	200	1275	230	203	143
Effective Weighted Sample	1577	-	-	-	-	283	301	311	313	189	186	1195	218	172	116
Total	2092	-	-	-	-	371	397	435	444	221	224	1733	184	97	78
All the time	325	**	**	**	**	68	66	66	64	35	26	266	28	17	13
	16%	**	**	**	**	18%	17%	15%	14%	16%	12%	15%	15%	18%	17%
Most of the time	863	**	**	**	**	114	148	162	243	83	112	709	85	39	30
	41%	**	**	**	**	31%	37%	37%	55% efgi	38%	50% efgi	41%	46%	40%	38%
Sometimes	782	**	**	**	**	152	152	175	131	95	79	656	62	36	28
	37%	**	**	**	**	41% h	38% h	40% h	29%	43% h	35%	38%	34%	37%	36%
Never	42	**	**	**	**	14	9	9	2	5	3	36	2	1	3
	2%	**	**	**	**	4% h	2%	2%	1%	2%	1%	2%	1%	1%	3%
Don't know	80	**	**	**	**	23	23	23	4	3	4	66	7	3	4
	4%	**	**	**	**	6% hij	6% hij	5% hi	1%	1%	2%	4%	4%	3%	5%
SUMMARY															
ALL OR MOST OF THE TIME	1188	**	**	**	**	182	214	229	307	119	138	976	113	57	43
	57%	**	**	**	**	49%	54%	53%	69% efgi	54%	62% eg	56%	61%	58%	55%
EVER	1970	**	**	**	**	334	366	403	437	213	217	1632	175	93	71
	94%	**	**	**	**	90%	92%	93%	99% efg	96% e	97% ef	94%	95%	95%	92%

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.

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	1851	1633	218	595	476	348	426	1071	774	401	1388	536	804	345
Effective Weighted Sample	1577	1392	185	512	404	296	368	915	664	344	1179	457	692	292
Total	2092	1836	257	633	501	428	523	1134	951	460	1554	617	910	382
All the time	325	295	30	150	59	57	59	209	116	88	224	79	148	76
	16%	16%	12%	24%	12%	13%	11%	18%	12%	19%	14%	13%	16%	20%
				bcdef				bcdf		b				a
Most of the time	863	762	101	268	210	174	207	479	381	187	654	265	391	151
	41%	42%	39%	42%	42%	41%	40%	42%	40%	41%	42%	43%	43%	40%
Sometimes	782	675	107	184	188	175	233	372	408	164	585	237	329	133
	37%	37%	42%	29%	38%	41%	44%	33%	43%	36%	38%	38%	36%	35%
					a	ae	ae		ae					
Never	42	39	3	14	13	6	9	27	15	9	29	13	19	7
	2%	2%	1%	2%	3%	1%	2%	2%	2%	2%	2%	2%	2%	2%
Don't know	80	65	15	17	30	16	16	47	32	12	62	24	23	15
	4%	4%	6%	3%	6%	4%	3%	4%	3%	3%	4%	4%	3%	4%
					af									
SUMMARY														
ALL OR MOST OF THE TIME	1188	1057	130	419	269	231	265	688	496	275	878	344	539	227
	57%	58%	51%	66%	54%	54%	51%	61%	52%	60%	56%	56%	59%	59%
				bcdef				bcdf						
EVER	1970	1732	238	603	458	406	498	1060	904	439	1462	581	868	360
	94%	94%	93%	95%	91%	95%	95%	94%	95%	96%	94%	94%	95%	94%
				b			b		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 2 - SEPTEMBER-OCTOBER 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	1851	-	-	692	757	402	924	927	-	571	1216
Effective Weighted Sample	1577	-	-	583	625	375	779	797	-	479	1042
Total	2092	-	-	769	879	445	1027	1065	-	619	1406
All the time	490	**	**	154	220	116	220	270	**	125	354
	23%	**	**	20%	25%	26%	21%	25%	**	20%	25%
					c	c					b
Most of the time	776	**	**	248	344	183	349	427	**	200	552
	37%	**	**	32%	39%	41%	34%	40%	**	32%	39%
					c	c		a			b
Sometimes	643	**	**	258	256	129	341	302	**	211	406
	31%	**	**	34%	29%	29%	33%	28%	**	34%	29%
							b			c	
Never	95	**	**	49	36	11	61	34	**	35	58
	5%	**	**	6%	4%	2%	6%	3%	**	6%	4%
				e			b				
Don't know	88	**	**	60	24	5	56	32	**	49	37
	4%	**	**	8%	3%	1%	5%	3%	**	8%	3%
				de			b			c	
SUMMARY											
ALL OR MOST OF THE TIME	1266	**	**	402	564	300	569	697	**	325	905
	61%	**	**	52%	64%	67%	55%	65%	**	53%	64%
					c	c		a			b
EVER	1908	**	**	660	820	429	910	998	**	536	1311
	91%	**	**	86%	93%	96%	89%	94%	**	87%	93%
					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.

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	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
Significance Level: 95%															
Unweighted total	1851	-	-	-	-	339	353	383	374	202	200	1275	230	203	143
Effective Weighted Sample	1577	-	-	-	-	283	301	311	313	189	186	1195	218	172	116
Total	2092	-	-	-	-	371	397	435	444	221	224	1733	184	97	78
All the time	490	**	**	**	**	78	76	85	135	57	59	408	40	25	18
	23%	**	**	**	**	21%	19%	20%	30% efg	26%	26%	24%	22%	25%	24%
Most of the time	776	**	**	**	**	111	138	155	190	83	100	626	82	38	30
	37%	**	**	**	**	30%	35%	36%	43% ef	38%	45% efg	36%	44% a	39%	38%
Sometimes	643	**	**	**	**	121	136	150	105	69	60	545	49	29	20
	31%	**	**	**	**	33% h	34% h	35% h	24%	31%	27%	31%	26%	30%	26%
Never	95	**	**	**	**	29	20	25	10	7	4	83	4	4	5
	5%	**	**	**	**	8% hj	5%	6% hj	2%	3%	2%	5%	2%	4%	6%
Don't know	88	**	**	**	**	33	27	20	4	4	1	72	10	2	5
	4%	**	**	**	**	9% ghij	7% hij	5% hj	1%	2%	1%	4%	5%	2%	6%
SUMMARY															
ALL OR MOST OF THE TIME	1266	**	**	**	**	189	214	240	324	141	159	1034	121	63	48
	61%	**	**	**	**	51%	54%	55%	73% efgi	64% ef	71% efg	60%	66%	65%	62%
EVER	1908	**	**	**	**	310	350	390	429	210	219	1579	170	91	68
	91%	**	**	**	**	84% e	88%	90% e	97% efg	95% efg	98% efg	91%	92%	94%	88%

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	1851	1633	218	595	476	348	426	1071	774	401	1388	536	804	345
Effective Weighted Sample	1577	1392	185	512	404	296	368	915	664	344	1179	457	692	292
Total	2092	1836	257	633	501	428	523	1134	951	460	1554	617	910	382
All the time	490 23%	439 24%	51 20%	201 32% bcdef	100 20%	93 22%	96 18%	301 27% bdf	188 20%	111 24%	371 24%	156 25%	198 22%	111 29% b
Most of the time	776 37%	677 37%	98 38%	227 36%	181 36%	168 39%	195 37%	408 36%	363 38%	174 38%	585 38%	216 35%	371 41% a	134 35%
Sometimes	643 31%	569 31%	74 29%	172 27%	164 33%	138 32%	168 32%	337 30%	306 32%	135 29%	468 30%	192 31%	269 30%	104 27%
Never	95 5%	80 4%	15 6%	17 3%	23 5%	15 4%	39 7% ace	40 4%	54 6% ae	27 6%	63 4%	30 5%	36 4%	19 5%
Don't know	88 4%	71 4%	18 7% a	15 2%	32 6% a	14 3%	26 5% a	47 4%	40 4%	14 3%	67 4%	24 4%	35 4%	14 4%
SUMMARY														
ALL OR MOST OF THE TIME	1266 61%	1116 61%	150 58%	428 68% bdf	282 56%	261 61%	290 56%	710 63% bd	551 58%	285 62%	956 62%	372 60%	570 63%	245 64%
EVER	1908 91% b	1685 92% b	223 87%	600 95% bdf	446 89%	399 93%	459 88% d	1046 92% d	857 90%	419 91%	1424 92%	564 91%	839 92%	349 91%

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	1851	-	-	692	757	402	924	927	-	571	1216
Effective Weighted Sample	1577	-	-	583	625	375	779	797	-	479	1042
Total	2092	-	-	769	879	445	1027	1065	-	619	1406
All the time	322	**	**	108	138	76	152	170	**	84	225
	15%	**	**	14%	16%	17%	15%	16%	**	14%	16%
Most of the time	466	**	**	151	202	113	225	241	**	125	325
	22%	**	**	20%	23%	25%	22%	23%	**	20%	23%
						c					
Sometimes	831	**	**	262	373	197	381	450	**	207	602
	40%	**	**	34%	42%	44%	37%	42%	**	33%	43%
					c	c		a			b
Never	247	**	**	109	96	42	140	108	**	79	161
	12%	**	**	14%	11%	9%	14%	10%	**	13%	11%
				e			b				
Don't know	226	**	**	139	69	18	130	96	**	124	93
	11%	**	**	18%	8%	4%	13%	9%	**	20%	7%
				de	e		b			c	
SUMMARY											
ALL OR MOST OF THE TIME	788	**	**	259	340	189	377	411	**	209	550
	38%	**	**	34%	39%	42%	37%	39%	**	34%	39%
						c					b
EVER	1619	**	**	521	713	386	758	862	**	416	1152
	77%	**	**	68%	81%	87%	74%	81%	**	67%	82%
					c	cd		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 2 - SEPTEMBER-OCTOBER 2021.

Table 46

All interviewing conducted 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

			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	1851	-	-	-	-	339	353	383	374	202	200	1275	230	203	143
Effective Weighted Sample	1577	-	-	-	-	283	301	311	313	189	186	1195	218	172	116
Total	2092	-	-	-	-	371	397	435	444	221	224	1733	184	97	78
All the time	322	**	**	**	**	49	59	68	70	35	41	266	28	17	12
	15%	**	**	**	**	13%	15%	16%	16%	16%	18%	15%	15%	18%	15%
Most of the time	466	**	**	**	**	72	79	94	108	59	54	380	46	20	20
	22%	**	**	**	**	19%	20%	22%	24%	27%	24%	22%	25%	21%	25%
Sometimes	831	**	**	**	**	119	143	168	205	95	102	701	67	36	27
	40%	**	**	**	**	32%	36%	39%	46% ef	43% e	46% ef	40%	37%	37%	35%
Never	247	**	**	**	**	62	47	56	40	21	20	197	30	9	10
	12%	**	**	**	**	17% hij	12%	13%	9%	10%	9%	11%	16% a	10%	13%
Don't know	226	**	**	**	**	70	69	49	20	11	7	190	13	14	9
	11%	**	**	**	**	19% ghij	17% ghij	11% hij	4%	5%	3%	11%	7%	14% b	12%
SUMMARY															
ALL OR MOST OF THE TIME	788	**	**	**	**	121	138	162	179	94	94	646	74	37	31
	38%	**	**	**	**	32%	35%	37%	40% e	43% e	42% e	37%	40%	38%	40%
EVER	1619	**	**	**	**	239	281	330	384	189	196	1346	141	74	58
	77%	**	**	**	**	64% e	71%	76% e	86% efg	86% efg	88% efg	78%	77%	76%	75%

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	1851	1633	218	595	476	348	426	1071	774	401	1388	536	804	345
Effective Weighted Sample	1577	1392	185	512	404	296	368	915	664	344	1179	457	692	292
Total	2092	1836	257	633	501	428	523	1134	951	460	1554	617	910	382
All the time	322	284	38	125	62	67	67	188	134	100	214	101	141	58
	15%	15%	15%	20% bdf	12%	16%	13%	17%	14%	22% b	14%	16%	16%	15%
Most of the time	466	421	45	164	94	95	113	258	208	123	324	147	197	96
	22%	23%	18%	26% b	19%	22%	22%	23%	22%	27% b	21%	24%	22%	25%
Sometimes	831	715	116	236	216	167	208	452	375	161	639	235	356	157
	40%	39%	45%	37%	43%	39%	40%	40%	39%	35%	41% a	38%	39%	41%
Never	247	221	27	64	56	60	66	120	126	45	195	70	116	43
	12%	12%	10%	10%	11%	14%	13%	11%	13%	10%	13%	11%	13%	11%
Don't know	226	195	31	44	72	40	69	116	109	30	182	64	100	28
	11%	11%	12%	7%	14% ace	9%	13% a	10% a	11% a	7%	12% a	10%	11%	7%
SUMMARY														
ALL OR MOST OF THE TIME	788	704	84	289	157	162	180	446	341	223	537	249	338	154
	38%	38%	33%	46% bcdef	31%	38%	34%	39% b	36%	49% b	35%	40%	37%	40%
EVER	1619	1420	200	525	373	329	388	898	716	384	1177	484	694	311
	77%	77%	78%	83% bcdf	74%	77%	74%	79% d	75%	84% b	76%	78%	76%	82%

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	1851	-	-	692	757	402	924	927	-	571	1216
Effective Weighted Sample	1577	-	-	583	625	375	779	797	-	479	1042
Total	2092	-	-	769	879	445	1027	1065	-	619	1406
All the time	199	**	**	60	90	49	108	90	**	53	138
	9%	**	**	8%	10%	11%	11%	8%	**	9%	10%
Most of the time	297	**	**	105	134	59	143	154	**	83	203
	14%	**	**	14%	15%	13%	14%	14%	**	13%	14%
Sometimes	1354	**	**	471	572	312	655	699	**	371	944
	65%	**	**	61%	65%	70%	64%	66%	**	60%	67%
						c					b
Never	104	**	**	53	43	8	52	51	**	42	61
	5%	**	**	7%	5%	2%	5%	5%	**	7%	4%
				e	e					c	
Don't know	138	**	**	81	40	17	69	70	**	70	61
	7%	**	**	10%	5%	4%	7%	7%	**	11%	4%
				de						c	
SUMMARY											
ALL OR MOST OF THE TIME	496	**	**	164	223	108	251	244	**	137	340
	24%	**	**	21%	25%	24%	24%	23%	**	22%	24%
EVER	1850	**	**	635	795	420	907	943	**	508	1284
	88%	**	**	83%	90%	94%	88%	89%	**	82%	91%
					c	cd					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
													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	1851	-	-	-	-	339	353	383	374	202	200	1275	230	203	143
Effective Weighted Sample	1577	-	-	-	-	283	301	311	313	189	186	1195	218	172	116
Total	2092	-	-	-	-	371	397	435	444	221	224	1733	184	97	78
All the time	199	**	**	**	**	34	26	47	43	28	21	167	15	10	7
	9%	**	**	**	**	9%	7%	11%	10%	13% f	10%	10%	8%	10%	9%
Most of the time	297	**	**	**	**	54	51	58	76	32	27	235	31	15	15
	14%	**	**	**	**	15%	13%	13%	17%	14%	12%	14%	17%	15%	20%
Sometimes	1354	**	**	**	**	223	248	285	287	148	164	1121	122	67	44
	65%	**	**	**	**	60%	62%	65%	65%	67%	74% efh	65%	66%	69% d	57%
Never	104	**	**	**	**	25	28	25	19	3	5	91	6	2	4
	5%	**	**	**	**	7% ij	7% ij	6% i	4%	1%	2%	5%	4%	2%	5%
Don't know	138	**	**	**	**	36	45	21	19	12	6	119	9	4	7
	7%	**	**	**	**	10% ghj	11% ghij	5%	4%	5%	3%	7%	5%	4%	9% c
SUMMARY															
ALL OR MOST OF THE TIME	496	**	**	**	**	88	77	104	119	60	48	402	47	25	22
	24%	**	**	**	**	24%	19%	24%	27% f	27% f	22%	23%	25%	25%	29%
EVER	1850	**	**	**	**	310	325	389	406	207	213	1523	169	92	67
	88%	**	**	**	**	84%	82%	89% ef	91% ef	94% ef	95% efg	88%	92%	94% ad	86%

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.

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	1851	1633	218	595	476	348	426	1071	774	401	1388	536	804	345
Effective Weighted Sample	1577	1392	185	512	404	296	368	915	664	344	1179	457	692	292
Total	2092	1836	257	633	501	428	523	1134	951	460	1554	617	910	382
All the time	199	185	13	74	32	47	45	106	92	72	118	76	77	36
	9%	10%	5%	12%	6%	11%	9%	9%	10%	16%	8%	12%	8%	9%
		b		b		b				b		b		
Most of the time	297	270	27	105	61	67	63	166	130	84	203	81	130	57
	14%	15%	10%	17%	12%	16%	12%	15%	14%	18%	13%	13%	14%	15%
										b				
Sometimes	1354	1174	180	377	357	255	361	734	616	272	1040	393	606	243
	65%	64%	70%	60%	71%	60%	69%	65%	65%	59%	67%	64%	67%	64%
					acef		ac				a			
Never	104	92	12	45	15	23	20	60	44	13	85	28	47	21
	5%	5%	5%	7%	3%	5%	4%	5%	5%	3%	5%	5%	5%	5%
				bd							a			
Don't know	138	114	24	33	35	36	34	68	69	19	108	39	50	24
	7%	6%	9%	5%	7%	8%	6%	6%	7%	4%	7%	6%	5%	6%
SUMMARY														
ALL OR MOST OF THE TIME	496	456	40	179	93	114	108	272	222	156	321	157	207	94
	24%	25%	16%	28%	19%	27%	21%	24%	23%	34%	21%	25%	23%	25%
		b		bd		b			b	b				
EVER	1850	1630	220	556	450	369	469	1006	838	428	1361	550	813	337
	88%	89%	86%	88%	90%	86%	90%	89%	88%	93%	88%	89%	89%	88%
										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 2 - SEPTEMBER-OCTOBER 2021.

Table 48

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

QC18. Still thinking about social media and messaging apps and sites - like Snapchat, Instagram, WhatsApp and TikTok... Which, if any, of these things do you ever do on social media or messaging apps or sites? (MULTI CODE)

Base : Children aged 12-17 who use any social media or any messaging/ voice/ video calling apps/ sites (WAVE 2 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	1159	-	-	-	757	402	585	574	-	-	1103
Effective Weighted Sample	993	-	-	-	625	375	497	497	-	-	944
Total	1324	-	-	-	879	445	656	667	-	-	1264
Send supportive messages to friends if they are having a hard time	802	**	**	**	516	286	309	493	**	**	765
	61%	**	**	**	59%	64%	47%	74% a	**	**	61%
Search out, share or discuss news stories with others on these apps and sites	503	**	**	**	326	177	257	246	**	**	477
	38%	**	**	**	37%	40%	39%	37%	**	**	38%
Follow activists and campaigners who talk about causes I care about	304	**	**	**	187	117	118	186	**	**	284
	23%	**	**	**	21%	26%	18%	28% a	**	**	22%
Write my own posts about causes I care about	280	**	**	**	173	107	110	170	**	**	265
	21%	**	**	**	20%	24%	17%	26% a	**	**	21%
Follow or interact with political parties or campaign groups e.g. Black Lives matter, the Green Party	155	**	**	**	94	61	61	94	**	**	147
	12%	**	**	**	11%	14%	9%	14% a	**	**	12%
None of these	257	**	**	**	180	77	185	72	**	**	246
	19%	**	**	**	20%	17%	28% b	11%	**	**	19%

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 2 - SEPTEMBER-OCTOBER 2021.

Table 48

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

QC18. Still thinking about social media and messaging apps and sites - like Snapchat, Instagram, WhatsApp and TikTok... Which, if any, of these things do you ever do on social media or messaging apps or sites? (MULTI CODE)

Base : Children aged 12-17 who use any social media or any messaging/ voice/ video calling apps/ sites (WAVE 2 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	1159	-	-	-	757	402	585	574	-	-	1103
Effective Weighted Sample	993	-	-	-	625	375	497	497	-	-	944
Total	1324	-	-	-	879	445	656	667	-	-	1264
Don't know	31	**	**	**	19	11	18	13	**	**	29
	2%	**	**	**	2%	3%	3%	2%	**	**	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.

QC18. Still thinking about social media and messaging apps and sites - like Snapchat, Instagram, WhatsApp and TikTok... Which, if any, of these things do you ever do on social media or messaging apps or sites? (MULTI CODE)

Base : Children aged 12-17 who use any social media or any messaging/ voice/ video calling apps/ sites (WAVE 2 ONLY)

						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	1159	-	-	-	-	-	-	383	374	202	200	815	140	122	82
Effective Weighted Sample	993	-	-	-	-	-	-	311	313	189	186	757	132	99	64
Total	1324	-	-	-	-	-	-	435	444	221	224	1094	116	63	50
Send supportive messages to friends if they are having a hard time	802	**	**	**	**	**	**	202	314	107	179	660	75	41	**
	61%	**	**	**	**	**	**	46%	71% gi	48%	80% ghi	60%	65%	65%	**
Search out, share or discuss news stories with others on these apps and sites	503	**	**	**	**	**	**	166	160	91	86	411	48	24	**
	38%	**	**	**	**	**	**	38%	36%	41%	38%	38%	42%	38%	**
Follow activists and campaigners who talk about causes I care about	304	**	**	**	**	**	**	66	122	53	64	246	30	15	**
	23%	**	**	**	**	**	**	15%	27% g	24% g	29% g	22%	26%	23%	**
Write my own posts about causes I care about	280	**	**	**	**	**	**	65	108	44	63	231	28	15	**
	21%	**	**	**	**	**	**	15%	24% g	20%	28% g	21%	24%	24%	**
Follow or interact with political parties or campaign groups e.g. Black Lives matter, the Green Party	155	**	**	**	**	**	**	38	56	23	38	120	21	7	**
	12%	**	**	**	**	**	**	9%	13%	10%	17% g	11%	18% a	12%	**
None of these	257	**	**	**	**	**	**	126	54	59	18	218	19	12	**
	19%	**	**	**	**	**	**	29% hj	12%	27% hj	8%	20%	16%	19%	**

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.

QC18. Still thinking about social media and messaging apps and sites - like Snapchat, Instagram, WhatsApp and TikTok... Which, if any, of these things do you ever do on social media or messaging apps or sites? (MULTI CODE)

Base : Children aged 12-17 who use any social media or any messaging/ voice/ video calling apps/ sites (WAVE 2 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	1159	-	-	-	-	-	-	383	374	202	200	815	140	122	82
Effective Weighted Sample	993	-	-	-	-	-	-	311	313	189	186	757	132	99	64
Total	1324	-	-	-	-	-	-	435	444	221	224	1094	116	63	50
Don't know	31	**	**	**	**	**	**	9	11	9	2	25	2	1	**
	2%	**	**	**	**	**	**	2%	2%	4%	1%	2%	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.

QC18. Still thinking about social media and messaging apps and sites - like Snapchat, Instagram, WhatsApp and TikTok... Which, if any, of these things do you ever do on social media or messaging apps or sites? (MULTI CODE)

Base : Children aged 12-17 who use any social media or any messaging/ voice/ video calling apps/ sites (WAVE 2 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	1159	1022	137	380	289	222	263	669	485	263	855	331	495	212
Effective Weighted Sample	993	876	118	328	245	191	230	573	420	226	732	285	430	181
Total	1324	1158	166	408	306	277	326	715	603	291	979	382	570	243
Send supportive messages to friends if they are having a hard time	802 61%	703 61%	99 60%	272 67% bcf	174 57%	138 50%	213 66% c	446 62% c	352 58%	201 69% b	568 58%	235 61%	348 61%	154 63%
Search out, share or discuss news stories with others on these apps and sites	503 38%	449 39%	53 32%	192 47% bcdf	111 36%	95 34%	100 31%	303 42% cdf	195 32%	122 42%	366 37%	148 39%	214 38%	100 41%
Follow activists and campaigners who talk about causes I care about	304 23%	271 23%	33 20%	124 30% bcdf	68 22%	52 19%	59 18%	191 27% cdf	111 18%	81 28% b	208 21%	76 20%	139 24%	64 26%
Write my own posts about causes I care about	280 21%	249 22%	31 19%	86 21%	59 19%	48 17%	86 26% c	145 20%	134 22%	93 32% b	175 18%	102 27% b	100 18%	52 21%
Follow or interact with political parties or campaign groups e.g. Black Lives matter, the Green Party	155 12%	142 12%	13 8%	70 17% bcdf	30 10%	22 8%	31 10%	100 14% cf	53 9%	49 17% b	101 10%	48 13%	70 12%	25 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.

QC18. Still thinking about social media and messaging apps and sites - like Snapchat, Instagram, WhatsApp and TikTok... Which, if any, of these things do you ever do on social media or messaging apps or sites? (MULTI CODE)

Base : Children aged 12-17 who use any social media or any messaging/ voice/ video calling apps/ sites (WAVE 2 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	1159	1022	137	380	289	222	263	669	485	263	855	331	495	212
Effective Weighted Sample	993	876	118	328	245	191	230	573	420	226	732	285	430	181
Total	1324	1158	166	408	306	277	326	715	603	291	979	382	570	243
None of these	257	223	33	54	64	77	63	117	140	42	205	69	110	45
	19%	19%	20%	13%	21%	28%	19%	16%	23%	14%	21%	18%	19%	18%
					a	ade			ae		a			
Don't know	31	22	8	1	9	7	14	10	20	5	23	10	8	2
	2%	2%	5%	*%	3%	2%	4%	1%	3%	2%	2%	3%	1%	1%
			a		a	a	ae		ae					

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 2 - SEPTEMBER-OCTOBER 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	1526	-	-	450	701	375	747	779	-	371	1098
Effective Weighted Sample	1297	-	-	376	577	350	628	669	-	310	938
Total	1722	-	-	496	808	417	827	895	-	401	1262
I have an account just for my parents/ family to see	333	**	**	154	125	53	162	170	**	129	196
	19%	**	**	31%	15%	13%	20%	19%	**	32%	16%
				de						c	
I have one account for my closest friends and another for everyone else	321	**	**	71	160	91	148	173	**	60	249
	19%	**	**	14%	20%	22%	18%	19%	**	15%	20%
					c	c					
I have one account that I use for the 'real' me and one that has edited/ filtered posts or photos	234	**	**	72	102	59	109	125	**	56	169
	14%	**	**	15%	13%	14%	13%	14%	**	14%	13%
I have more than one but I don't use them all	204	**	**	40	101	62	83	121	**	29	161
	12%	**	**	8%	13%	15%	10%	14%	**	7%	13%
					c	c		a			b
I have different accounts for sharing/ posting my own content and for following other people	191	**	**	39	104	48	95	95	**	33	145
	11%	**	**	8%	13%	11%	12%	11%	**	8%	12%
					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.

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	1526	-	-	450	701	375	747	779	-	371	1098
Effective Weighted Sample	1297	-	-	376	577	350	628	669	-	310	938
Total	1722	-	-	496	808	417	827	895	-	401	1262
I have separate account(s) dedicated to a hobby (e.g. skateboarding, gaming, photography etc.)	172	**	**	48	77	46	87	85	**	43	118
	10%	**	**	10%	10%	11%	11%	9%	**	11%	9%
Something else	20	**	**	4	10	6	7	13	**	4	16
	1%	**	**	1%	1%	1%	1%	1%	**	1%	1%
Don't know	36	**	**	14	17	5	17	19	**	13	23
	2%	**	**	3%	2%	1%	2%	2%	**	3%	2%
I don't have more than one profile	653	**	**	152	331	170	332	321	**	118	516
	38%	**	**	31%	41%	41%	40%	36%	**	29%	41%
					c	c					b
SUMMARY											
ANY RESPONSES RELATING TO MORE THAN ONE PROFILE	1033	**	**	330	461	242	478	555	**	270	723
	60%	**	**	67%	57%	58%	58%	62%	**	67%	57%
				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 2 - SEPTEMBER-OCTOBER 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 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	1526	-	-	-	-	219	231	344	357	184	191	1046	192	168	120
Effective Weighted Sample	1297	-	-	-	-	180	196	279	298	172	178	978	182	140	97
Total	1722	-	-	-	-	234	262	390	419	204	214	1420	155	82	66
I have an account just for my parents/ family to see	333	**	**	**	**	67	87	66	59	29	24	281	21	17	13
	19%	**	**	**	**	29% ghij	33% ghij	17%	14%	14%	11%	20%	14%	21%	20%
I have one account for my closest friends and another for everyone else	321	**	**	**	**	37	33	68	92	43	48	273	20	15	13
	19%	**	**	**	**	16%	13%	17%	22% f	21% f	22% f	19% b	13%	18%	21%
I have one account that I use for the 'real' me and one that has edited/ filtered posts or photos	234	**	**	**	**	28	44	43	60	37	22	190	23	13	8
	14%	**	**	**	**	12%	17%	11%	14%	18% gj	10%	13%	15%	16%	12%
I have more than one but I don't use them all	204	**	**	**	**	15	25	40	61	27	35	159	25	8	12
	12%	**	**	**	**	6%	10%	10%	15% e	13%	16% e	11%	16%	10%	18%
I have different accounts for sharing/ posting my own content and for following other people	191	**	**	**	**	23	15	43	62	29	18	162	11	7	10
	11%	**	**	**	**	10%	6%	11%	15% f	14% f	9%	11%	7%	9%	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.

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	1526	-	-	-	-	219	231	344	357	184	191		1046	192	168	120
Effective Weighted Sample	1297	-	-	-	-	180	196	279	298	172	178		978	182	140	97
Total	1722	-	-	-	-	234	262	390	419	204	214		1420	155	82	66
I have separate account(s) dedicated to a hobby (e.g. skateboarding, gaming, photography etc.)	172	**	**	**	**	24	24	33	44	30	16		145	13	8	5
	10%	**	**	**	**	10%	9%	8%	11%	15% gj	8%		10%	8%	10%	7%
Something else	20	**	**	**	**	3	1	2	8	3	4		15	4	1	-
	1%	**	**	**	**	1%	*%	*%	2%	1%	2%		1%	3%	1%	-%
Don't know	36	**	**	**	**	5	9	11	6	1	4		34	1	*	1
	2%	**	**	**	**	2%	3%	3% i	1%	*%	2%		2%	1%	*%	1%
I don't have more than one profile	653	**	**	**	**	79	73	174	157	80	91		520	74	35	24
	38%	**	**	**	**	34%	28%	45% ef	38% f	39% f	42% f		37%	47% a	43%	37%
SUMMARY																
ANY RESPONSES RELATING TO MORE THAN ONE PROFILE	1033	**	**	**	**	150	180	205	256	123	119		865	80	46	41
	60%	**	**	**	**	64% g	69% gj	53%	61% g	60%	56%		61% b	52%	56%	62%

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 2 - SEPTEMBER-OCTOBER 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	1526	1359	167	510	349	302	359	859	661	352	1125	450	659	287
Effective Weighted Sample	1297	1155	143	437	296	257	309	733	565	303	952	382	567	242
Total	1722	1526	197	545	364	372	433	909	806	405	1257	517	744	320
I have an account just for my parents/ family to see	333	305	28	110	74	76	71	184	147	97	219	99	136	61
	19%	20%	14%	20%	20%	20%	16%	20%	18%	24%	17%	19%	18%	19%
										b				
I have one account for my closest friends and another for everyone else	321	291	31	146	51	66	56	197	123	83	225	81	146	70
	19%	19%	16%	27%	14%	18%	13%	22%	15%	20%	18%	16%	20%	22%
				bcdef				bdf						
I have one account that I use for the 'real' me and one that has edited/ filtered posts or photos	234	212	22	94	43	50	47	137	97	57	169	71	105	46
	14%	14%	11%	17%	12%	13%	11%	15%	12%	14%	13%	14%	14%	14%
				bdf										
I have more than one but I don't use them all	204	186	17	81	29	40	52	110	92	58	142	57	93	34
	12%	12%	9%	15%	8%	11%	12%	12%	11%	14%	11%	11%	13%	11%
				b										
I have different accounts for sharing/ posting my own content and for following other people	191	173	18	102	20	25	44	122	69	60	125	54	71	55
	11%	11%	9%	19%	5%	7%	10%	13%	9%	15%	10%	10%	10%	17%
				bcdef			b	bcf		b				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.

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	1526	1359	167	510	349	302	359	859	661	352	1125	450	659	287
Effective Weighted Sample	1297	1155	143	437	296	257	309	733	565	303	952	382	567	242
Total	1722	1526	197	545	364	372	433	909	806	405	1257	517	744	320
I have separate account(s) dedicated to a hobby (e.g. skateboarding, gaming, photography etc.)	172	158	14	85	30	30	24	115	54	62	98	42	78	36
	10%	10%	7%	16% bcdf	8%	8%	6%	13% bcdf	7%	15% b	8%	8%	10%	11%
Something else	20	15	5	7	1	2	8	8	10	14	6	7	8	3
	1%	1%	2%	1%	*%	1%	2%	1%	1%	3% b	1%	1%	1%	1%
Don't know	36	31	5	4	4	12	15	8	27	10	24	16	14	2
	2%	2%	3%	1%	1%	3% ae	3% ae	1%	3% abe	2%	2%	3% c	2%	1%
I don't have more than one profile	653	569	84	166	163	130	190	329	321	126	507	200	279	119
	38%	37%	43%	31%	45% ace	35%	44% ace	36% a	40% a	31%	40% a	39%	38%	37%
SUMMARY														
ANY RESPONSES RELATING TO MORE THAN ONE PROFILE	1033	925	108	374	197	230	228	572	458	269	726	301	450	200
	60%	61%	55%	69% bdef	54%	62% d	53%	63% bdf	57%	66% b	58%	58%	61%	62%

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	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	910	-	-	293	394	223	428	482	-	243	630
Effective Weighted Sample	774	-	-	244	326	210	361	414	-	202	539
Total	1033	-	-	330	461	242	478	555	-	270	723
I have an account just for my parents/ family to see	333	**	**	154	125	53	162	170	**	129	196
	32%	**	**	47%	27%	22%	34%	31%	**	48%	27%
				de						c	
I have one account for my closest friends and another for everyone else	321	**	**	71	160	91	148	173	**	60	249
	31%	**	**	21%	35%	37%	31%	31%	**	22%	34%
					c	c					b
I have one account that I use for the 'real' me and one that has edited/ filtered posts or photos	234	**	**	72	102	59	109	125	**	56	169
	23%	**	**	22%	22%	24%	23%	23%	**	21%	23%
I have more than one but I don't use them all	204	**	**	40	101	62	83	121	**	29	161
	20%	**	**	12%	22%	26%	17%	22%	**	11%	22%
					c	c					b
I have different accounts for sharing/ posting my own content and for following other people	191	**	**	39	104	48	95	95	**	33	145
	18%	**	**	12%	23%	20%	20%	17%	**	12%	20%
					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.

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	910	-	-	293	394	223	428	482	-	243	630
Effective Weighted Sample	774	-	-	244	326	210	361	414	-	202	539
Total	1033	-	-	330	461	242	478	555	-	270	723
I have separate account(s) dedicated to a hobby (e.g. skateboarding, gaming, photography etc.)	172	**	**	48	77	46	87	85	**	43	118
	17%	**	**	15%	17%	19%	18%	15%	**	16%	16%
Something else	20	**	**	4	10	6	7	13	**	4	16
	2%	**	**	1%	2%	3%	2%	2%	**	1%	2%
SUMMARY											
ANY RESPONSES RELATING TO MORE THAN ONE PROFILE	1033	**	**	330	461	242	478	555	**	270	723
	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 2 - SEPTEMBER-OCTOBER 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
								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	910	-	-	-	-	140	153	177	217	111	112	640	101	95	74
Effective Weighted Sample	774	-	-	-	-	113	131	145	181	105	104	597	96	80	61
Total	1033	-	-	-	-	150	180	205	256	123	119	865	80	46	41
I have an account just for my parents/ family to see	333	**	**	**	**	67	87	66	59	29	24	281	21	**	**
	32%	**	**	**	**	45% ghij	48% ghij	32% j	23%	24%	20%	32%	26%	**	**
I have one account for my closest friends and another for everyone else	321	**	**	**	**	37	33	68	92	43	48	273	20	**	**
	31%	**	**	**	**	25%	19%	33% f	36% f	35% f	40% ef	32%	25%	**	**
I have one account that I use for the 'real' me and one that has edited/ filtered posts or photos	234	**	**	**	**	28	44	43	60	37	22	190	23	**	**
	23%	**	**	**	**	19%	24%	21%	23%	30% ej	18%	22%	28%	**	**
I have more than one but I don't use them all	204	**	**	**	**	15	25	40	61	27	35	159	25	**	**
	20%	**	**	**	**	10%	14%	20% e	24% ef	22% e	29% ef	18%	31% a	**	**
I have different accounts for sharing/ posting my own content and for following other people	191	**	**	**	**	23	15	43	62	29	18	162	11	**	**
	18%	**	**	**	**	16%	8%	21% f	24% f	24% f	16%	19%	14%	**	**

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
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	i	j	a	b	~c	~d
Unweighted total	910	-	-	-	-	140	153	177	217	111	112	640	101	95	74
Effective Weighted Sample	774	-	-	-	-	113	131	145	181	105	104	597	96	80	61
Total	1033	-	-	-	-	150	180	205	256	123	119	865	80	46	41
I have separate account(s) dedicated to a hobby (e.g. skateboarding, gaming, photography etc.)	172	**	**	**	**	24	24	33	44	30	16	145	13	**	**
	17%	**	**	**	**	16%	13%	16%	17%	24% f	14%	17%	16%	**	**
Something else	20	**	**	**	**	3	1	2	8	3	4	15	4	**	**
	2%	**	**	**	**	2%	*%	1%	3%	2%	3%	2%	5% a	**	**
SUMMARY															
ANY RESPONSES RELATING TO MORE THAN ONE PROFILE	1033	**	**	**	**	150	180	205	256	123	119	865	80	**	**
	100%	**	**	**	**	100%	100%	100%	100%	100%	100%	100%	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 2 - SEPTEMBER-OCTOBER 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	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	910	818	92	340	187	189	192	527	381	235	644	264	399	171
Effective Weighted Sample	774	696	78	292	158	160	164	450	325	200	547	224	343	146
Total	1033	925	108	374	197	230	228	572	458	269	726	301	450	200
I have an account just for my parents/ family to see	333	305	**	110	74	76	71	184	147	97	219	99	136	61
	32%	33%	**	30%	37%	33%	31%	32%	32%	36%	30%	33%	30%	31%
I have one account for my closest friends and another for everyone else	321	291	**	146	51	66	56	197	123	83	225	81	146	70
	31%	31%	**	39% bcdf	26%	29%	25%	34% df	27%	31%	31%	27%	32%	35%
I have one account that I use for the 'real' me and one that has edited/ filtered posts or photos	234	212	**	94	43	50	47	137	97	57	169	71	105	46
	23%	23%	**	25%	22%	22%	21%	24%	21%	21%	23%	24%	23%	23%
I have more than one but I don't use them all	204	186	**	81	29	40	52	110	92	58	142	57	93	34
	20%	20%	**	22%	15%	17%	23%	19%	20%	22%	20%	19%	21%	17%
I have different accounts for sharing/ posting my own content and for following other people	191	173	**	102	20	25	44	122	69	60	125	54	71	55
	18%	19%	**	27% bcf	10%	11%	19% bc	21% bcf	15%	22%	17%	18%	16%	28% 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.

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	910	818	92	340	187	189	192	527	381	235	644	264	399	171
Effective Weighted Sample	774	696	78	292	158	160	164	450	325	200	547	224	343	146
Total	1033	925	108	374	197	230	228	572	458	269	726	301	450	200
I have separate account(s) dedicated to a hobby (e.g. skateboarding, gaming, photography etc.)	172	158	**	85	30	30	24	115	54	62	98	42	78	36
	17%	17%	**	23% cdf	15%	13%	11%	20% cdf	12%	23% b	13%	14%	17%	18%
Something else	20	15	**	7	1	2	8	8	10	14	6	7	8	3
	2%	2%	**	2%	1%	1%	3%	1%	2%	5% b	1%	2%	2%	1%
SUMMARY														
ANY RESPONSES RELATING TO MORE THAN ONE PROFILE	1033	925	**	374	197	230	228	572	458	269	726	301	450	200
	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.

QC38A. Which one of these answers best describes what you think about this statement? "I think it is important that people can say what they want online, even if it upsets or offends other people"

Base : Children aged 12-17 who go online (WAVE 2 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	1168	-	-	-	765	403	595	573	-	-	1112
Effective Weighted Sample	1002	-	-	-	632	376	506	496	-	-	952
Total	1335	-	-	-	889	446	669	667	-	-	1276
Disagree	552	**	**	**	399	154	259	293	**	**	537
	41%	**	**	**	45% e	34%	39%	44%	**	**	42%
Neither agree nor disagree	362	**	**	**	225	137	178	184	**	**	341
	27%	**	**	**	25%	31%	27%	28%	**	**	27%
Agree	373	**	**	**	230	143	204	170	**	**	352
	28%	**	**	**	26%	32% d	30%	25%	**	**	28%
Don't know	47	**	**	**	35	13	27	20	**	**	45
	4%	**	**	**	4%	3%	4%	3%	**	**	4%

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 2 - SEPTEMBER-OCTOBER 2021.

Table 51

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

QC38A. Which one of these answers best describes what you think about this statement? "I think it is important that people can say what they want online, even if it upsets or offends other people"

Base : Children aged 12-17 who go online (WAVE 2 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	1168	-	-	-	-	-	-	391	374	204	199	822	141	121	84
Effective Weighted Sample	1002	-	-	-	-	-	-	319	313	191	185	763	133	98	66
Total	1335	-	-	-	-	-	-	445	444	224	223	1104	116	63	52
Disagree	552	**	**	**	**	**	**	193	206	66	87	458	45	28	**
	41%	**	**	**	**	**	**	43%	46%	30%	39%	41%	39%	45%	**
								i	i		i				
Neither agree nor disagree	362	**	**	**	**	**	**	110	115	68	69	304	30	17	**
	27%	**	**	**	**	**	**	25%	26%	30%	31%	28%	26%	28%	**
Agree	373	**	**	**	**	**	**	120	110	84	60	304	36	15	**
	28%	**	**	**	**	**	**	27%	25%	37%	27%	28%	31%	24%	**
										ghj					
Don't know	47	**	**	**	**	**	**	22	13	6	7	39	5	2	**
	4%	**	**	**	**	**	**	5%	3%	2%	3%	3%	4%	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.

QC38A. Which one of these answers best describes what you think about this statement? "I think it is important that people can say what they want online, even if it upsets or offends other people"

Base : Children aged 12-17 who go online (WAVE 2 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	1168	1030	138	386	291	221	265	677	486	266	860	335	497	214
Effective Weighted Sample	1002	883	119	333	246	190	232	580	422	228	737	288	432	183
Total	1335	1168	167	415	308	277	329	723	606	294	986	387	572	247
Disagree	552	471	81	161	142	119	127	303	246	113	422	126	257	117
	41%	40%	48%	39%	46%	43%	39%	42%	41%	38%	43%	33%	45% a	47% a
Neither agree nor disagree	362	306	56	86	98	74	103	184	176	79	267	109	155	53
	27%	26%	33%	21%	32% a	27%	31% a	25%	29% a	27%	27%	28%	27%	21%
Agree	373	349	25	156	55	77	85	211	161	95	261	141	137	74
	28%	30% b	15%	38% bcdef	18%	28% b	26% b	29% b	27% b	32%	26%	36% b	24%	30%
Don't know	47	41	6	13	13	8	14	26	22	8	36	11	24	4
	4%	4%	4%	3%	4%	3%	4%	4%	4%	3%	4%	3%	4%	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.

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	3355	609	759	812	769	404	1662	1691	371	1650	1231
Effective Weighted Sample	2657	389	595	682	635	377	1302	1356	231	1297	1055
Total	3355	447	671	895	895	447	1678	1678	265	1565	1425
PRE-SCHOOL	265	263	2	-	-	-	135	130	265	-	-
	8%	59%	*%	-%	-%	-%	8%	8%	100%	-%	-%
		bcde							bc		
PRIMARY	1565	180	642	743	-	-	785	780	-	1565	-
	47%	40%	96%	83%	-%	-%	47%	47%	-%	100%	-%
		de	acde	ade						ac	
SECONDARY	1425	-	-	144	877	404	718	707	-	-	1425
	42%	-%	-%	16%	98%	90%	43%	42%	-%	-%	100%
				ab	abce	abc					ab
POST-SCHOOL	26	-	-	-	-	26	11	15	-	-	-
	1%	-%	-%	-%	-%	6%	1%	1%	-%	-%	-%
						abcd					
UNKNOWN	73	4	27	8	18	17	29	45	-	-	-
	2%	1%	4%	1%	2%	4%	2%	3%	-%	-%	-%
			acd			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.

SUMMARY OF SCHOOL YEARS

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	3355	295	314	360	399	410	402	393	376	204	200		2109	469	450	325
Effective Weighted Sample	2657	177	215	277	322	342	340	320	315	191	186		1962	415	364	251
Total	3355	224	224	335	336	447	447	447	447	224	224		2758	299	166	133
PRE-SCHOOL	265	133	130	2	-	-	-	-	-	-	-		198	44	12	11
	8%	60%	58%	1%	-%	-%	-%	-%	-%	-%	-%		7%	15%	7%	8%
		cdefghij	cdefghij											acd		
PRIMARY	1565	90	90	322	320	373	370	-	-	-	-		1285	135	82	62
	47%	40%	40%	96%	95%	83%	83%	-%	-%	-%	-%		47%	45%	50%	47%
		ghij	ghij	abefghij	abefghij	abghij	abghij									
SECONDARY	1425	-	-	-	-	72	72	440	437	206	198		1197	108	69	52
	42%	-%	-%	-%	-%	16%	16%	98%	98%	92%	88%		43%	36%	41%	39%
						abcd	abcd	abcdefij	abcdefij	abcdef	abcdef		b			
POST-SCHOOL	26	-	-	-	-	-	-	-	-	11	15		22	3	-	1
	1%	-%	-%	-%	-%	-%	-%	-%	-%	5%	7%		1%	1%	-%	1%
										abcdefgh	abcdefgh					
UNKNOWN	73	1	3	11	15	3	5	8	10	6	11		56	8	3	6
	2%	*%	2%	3%	5%	1%	1%	2%	2%	3%	5%		2%	3%	2%	5%
				ae	abefg					ae	abefg					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.

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	3355	2927	426	968	915	641	815	1883	1456	631	2597	1016	1410	583
Effective Weighted Sample	2657	2329	329	798	714	506	646	1511	1151	506	2047	801	1126	466
Total	3355	2919	436	939	824	705	872	1764	1577	653	2561	1033	1410	574
PRE-SCHOOL	265	232	33	50	70	70	73	121	144	40	209	85	102	35
	8%	8%	7%	5%	9%	10%	8%	7%	9%	6%	8%	8%	7%	6%
					a	ae	a		ae					
PRIMARY	1565	1348	217	415	405	323	415	820	739	281	1231	503	668	254
	47%	46%	50%	44%	49%	46%	48%	46%	47%	43%	48%	49%	47%	44%
											a			
SECONDARY	1425	1252	173	447	337	295	341	784	635	314	1059	409	613	274
	42%	43%	40%	48%	41%	42%	39%	44%	40%	48%	41%	40%	43%	48%
				bcdf				df		b				a
POST-SCHOOL	26	22	4	8	4	7	6	12	13	7	18	10	9	4
	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%
UNKNOWN	73	64	10	19	7	9	36	27	45	11	44	26	17	7
	2%	2%	2%	2%	1%	1%	4%	2%	3%	2%	2%	3%	1%	1%
							abce		bce			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.

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	3355	609	759	812	769	404	1662	1691	371	1650	1231
Effective Weighted Sample	2657	389	595	682	635	377	1302	1356	231	1297	1055
Total	3355	447	671	895	895	447	1678	1678	265	1565	1425
WHITE											
English/ Welsh/ Scottish/ Northern Irish/ British	2773	353	546	754	757	363	1395	1378	218	1281	1194
	83%	79%	81%	84%	85%	81%	83%	82%	82%	82%	84%
				a	a						
Irish	30	4	7	9	7	4	14	17	1	16	13
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Gypsy, Traveller or Irish Traveller	2	-	2	-	-	-	2	-	-	2	-
	*%	-%	*%	-%	-%	-%	*%	-%	-%	*%	-%
Any other white background	85	13	25	17	18	12	40	45	10	42	32
	3%	3%	4%	2%	2%	3%	2%	3%	4%	3%	2%
			c								
MIXED OR MULTIPLE ETHNIC GROUPS											
White and Black Caribbean	72	15	14	14	19	10	43	29	6	37	26
	2%	3%	2%	2%	2%	2%	3%	2%	2%	2%	2%
White and Black African	33	4	6	10	9	5	8	24	2	17	13
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
								a			
White and Asian	66	10	15	19	14	9	32	34	8	32	20
	2%	2%	2%	2%	2%	2%	2%	2%	3%	2%	1%
Any other mixed/ multiple ethnic background	27	6	4	9	3	5	16	11	4	15	8
	1%	1%	1%	1%	*%	1%	1%	1%	2%	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	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	3355	609	759	812	769	404	1662	1691	371	1650	1231
Effective Weighted Sample	2657	389	595	682	635	377	1302	1356	231	1297	1055
Total	3355	447	671	895	895	447	1678	1678	265	1565	1425
ASIAN AND BRITISH ASIAN											
Indian	51	1	9	19	15	6	21	29	-	27	24
	2%	*%	1%	2%	2%	1%	1%	2%	-%	2%	2%
			a	a	a	a				a	a
Pakistani	53	10	16	12	10	6	29	24	6	25	19
	2%	2%	2%	1%	1%	1%	2%	1%	2%	2%	1%
Bangladeshi	12	3	3	2	4	-	4	8	3	4	6
	*%	1%	*%	*%	*%	-%	*%	*%	1%	*%	*%
									b		
Chinese	11	*	-	4	2	4	5	7	-	5	7
	*%	*%	-%	*%	*%	1%	*%	*%	-%	*%	*%
						b					
Any other Asian background	20	3	5	4	4	4	11	9	*	12	7
	1%	1%	1%	*%	*%	1%	1%	1%	*%	1%	1%
BLACK AND BLACK BRITISH											
Caribbean	28	5	6	5	8	4	16	12	1	12	14
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
African	48	10	8	8	14	8	19	29	3	20	25
	1%	2%	1%	1%	2%	2%	1%	2%	1%	1%	2%
Any other black/ African/ Caribbean background	8	4	-	-	*	4	2	6	-	4	2
	*%	1%	-%	-%	*%	1%	*%	*%	-%	*%	*%
		bcd				bcd					
OTHER ETHNIC GROUPS											
Arab	7	2	-	2	3	-	5	2	-	4	3
	*%	*%	-%	*%	*%	-%	*%	*%	-%	*%	*%

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 2 - SEPTEMBER-OCTOBER 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	3355	609	759	812	769	404	1662	1691	371	1650	1231
Effective Weighted Sample	2657	389	595	682	635	377	1302	1356	231	1297	1055
Total	3355	447	671	895	895	447	1678	1678	265	1565	1425
Any other ethnic background	14	3	3	5	2	1	7	7	*	8	5
	*%	1%	*%	1%	*%	*%	*%	*%	*%	1%	*%
Prefer not to say	15	2	3	2	6	2	7	7	2	3	9
	*%	*%	*%	*%	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		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	3355	295	314	360	399	410	402	393	376	204	200	2109	469	450	325
Effective Weighted Sample	2657	177	215	277	322	342	340	320	315	191	186	1962	415	364	251
Total	3355	224	224	335	336	447	447	447	447	224	224	2758	299	166	133
WHITE															
English/ Welsh/ Scottish/ Northern Irish/ British	2773	179	174	276	270	369	384	390	367	180	183	2239	276	150	108
	83%	80%	78%	82%	80%	83%	86%	87%	82%	81%	82%	81%	92%	90%	81%
							b	abdi					ad	ad	
Irish	30	2	2	2	5	6	3	4	3	-	4	13	1	-	16
	1%	1%	1%	1%	2%	1%	1%	1%	1%	-%	2%	*%	*%	-%	12%
															abc
Gypsy, Traveller or Irish Traveller	2	-	-	2	-	-	-	-	-	-	-	2	-	-	*
	*%	-%	-%	1%	-%	-%	-%	-%	-%	-%	-%	*%	-%	-%	*%
Any other white background	85	5	8	15	10	6	11	7	11	7	4	75	4	2	4
	3%	2%	4%	4%	3%	1%	2%	2%	2%	3%	2%	3%	1%	1%	3%
				eg											
MIXED OR MULTIPLE ETHNIC GROUPS															
White and Black Caribbean	72	8	7	8	7	10	4	11	8	6	4	68	1	2	*
	2%	4%	3%	2%	2%	2%	1%	2%	2%	3%	2%	2%	*%	1%	*%
		f	f									bd			
White and Black African	33	-	4	-	6	4	6	2	7	3	2	31	1	-	*
	1%	-%	2%	-%	2%	1%	1%	*%	2%	1%	1%	1%	*%	-%	*%
			c		c				c	c		c			
White and Asian	66	5	5	5	10	14	5	4	10	5	4	56	5	5	1
	2%	2%	2%	1%	3%	3%	1%	1%	2%	2%	2%	2%	2%	3%	1%
					g	g								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.

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 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	3355	295	314	360	399	410	402	393	376	204	200	2109	469	450	325
Effective Weighted Sample	2657	177	215	277	322	342	340	320	315	191	186	1962	415	364	251
Total	3355	224	224	335	336	447	447	447	447	224	224	2758	299	166	133
Any other mixed/ multiple ethnic background	27 1%	2 1%	4 2% g	3 1%	1 *%	7 2%	2 1%	- -%	3 1%	4 2%	1 *% g	22 1%	2 1%	2 1%	1 1%
ASIAN AND BRITISH ASIAN							g								
Indian	51 2%	- -%	1 *%	5 2%	4 1%	7 2%	12 3% ab	6 1%	9 2% a	3 1%	4 2%	48 2% c	2 1%	* *%	* *%
Pakistani	53 2%	8 4% g	2 1%	9 3%	7 2%	5 1%	7 2%	4 1%	5 1%	3 1%	3 1%	51 2% bcd	1 *%	1 *%	- -%
Bangladeshi	12 *%	2 1%	1 *%	- -%	3 1%	1 *%	1 *%	1 *%	3 1%	- -%	- -%	11 *%	1 *%	- -%	- -%
Chinese	11 *%	- -%	* *%	- -%	- -%	3 1%	2 *%	1 *%	2 *%	1 1%	3 1% cd	10 *%	- -%	1 1%	* *%
Any other Asian background	20 1%	3 1%	* *%	3 1%	2 1%	2 *%	3 1%	2 *%	2 *%	2 1%	1 1%	17 1%	3 1% c	- -%	- -%
BLACK AND BLACK BRITISH															
Caribbean	28 1%	- -%	5 2% af	3 1%	3 1%	4 1%	1 *%	6 1%	2 *%	3 1%	1 1%	27 1%	1 *%	* *%	- -%
African	48 1%	3 1%	7 3% e	4 1%	4 1%	4 1%	5 1%	4 1%	10 2%	5 2%	3 1%	47 2% bc	- -%	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 2 - SEPTEMBER-OCTOBER 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 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	3355	295	314	360	399	410	402	393	376	204	200	2109	469	450	325
Effective Weighted Sample	2657	177	215	277	322	342	340	320	315	191	186	1962	415	364	251
Total	3355	224	224	335	336	447	447	447	447	224	224	2758	299	166	133
Any other black/ African/ Caribbean background	8	2	2	-	-	-	-	-	*	-	4	8	-	*	-
	*%	1%	1%	-%	-%	-%	-%	-%	*%	-%	2% cdefgh	*%	-%	*%	-%
OTHER ETHNIC GROUPS															
Arab	7	2	-	-	-	2	-	1	2	-	-	7	-	-	-
	*%	1%	-%	-%	-%	*%	-%	*%	*%	-%	-%	*%	-%	-%	-%
Any other ethnic background	14	1	2	2	1	3	2	2	-	-	1	13	*	*	-
	*%	*%	1%	*%	*%	1%	*%	*%	-%	-%	1%	*%	*%	*%	-%
Prefer not to say	15	2	*	-	3	2	1	3	3	1	1	12	-	2	1
	*%	1%	*%	-%	1%	*%	*%	1%	1%	1%	*%	*%	-%	1% 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.

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	3355	2927	426	968	915	641	815	1883	1456	631	2597	1016	1410	583
Effective Weighted Sample	2657	2329	329	798	714	506	646	1511	1151	506	2047	801	1126	466
Total	3355	2919	436	939	824	705	872	1764	1577	653	2561	1033	1410	574
WHITE														
English/ Welsh/ Scottish/ Northern Irish/ British	2773	2363	409	753	683	586	742	1435	1328	552	2116	854	1179	484
	83%	81%	94%	80%	83%	83%	85%	81%	84%	84%	83%	83%	84%	84%
			a				ae		a					
Irish	30	28	2	8	7	10	5	16	15	10	19	7	16	3
	1%	1%	*%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%
Gypsy, Traveller or Irish Traveller	2	2	-	-	*	2	-	*	2	-	2	-	*	2
	*%	*%	-%	-%	*%	*%	-%	*%	*%	-%	*%	-%	*%	*%
Any other white background	85	78	7	14	13	39	19	27	58	11	69	26	37	11
	3%	3%	2%	2%	2%	5%	2%	2%	4%	2%	3%	3%	3%	2%
						abde			abe					
MIXED OR MULTIPLE ETHNIC GROUPS														
White and Black Caribbean	72	66	6	24	13	11	23	37	34	28	42	26	30	12
	2%	2%	1%	3%	2%	2%	3%	2%	2%	4%	2%	2%	2%	2%
										b				
White and Black African	33	30	3	14	6	1	12	19	13	5	27	9	18	2
	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	*%
				c			c							
White and Asian	66	61	6	23	16	13	13	40	26	9	52	24	26	10
	2%	2%	1%	2%	2%	2%	1%	2%	2%	1%	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	3355	2927	426	968	915	641	815	1883	1456	631	2597	1016	1410	583
Effective Weighted Sample	2657	2329	329	798	714	506	646	1511	1151	506	2047	801	1126	466
Total	3355	2919	436	939	824	705	872	1764	1577	653	2561	1033	1410	574
Any other mixed/ multiple ethnic background	27	26	1	6	8	3	10	14	13	2	25	9	8	6
	1%	1%	*%	1%	1%	*%	1%	1%	1%	*%	1%	1%	1%	1%
ASIAN AND BRITISH ASIAN														
Indian	51	50	1	19	24	2	6	43	8	5	45	9	23	15
	2%	2%	*%	2%	3%	*%	1%	2%	1%	1%	2%	1%	2%	3%
		b		cdf	cdf			cdf						a
Pakistani	53	53	-	13	18	10	13	30	23	5	41	25	14	4
	2%	2%	-%	1%	2%	1%	2%	2%	1%	1%	2%	2%	1%	1%
		b										bc		
Bangladeshi	12	12	-	5	3	4	1	8	5	1	10	4	7	-
	*%	*%	-%	*%	*%	1%	*%	*%	*%	*%	*%	*%	*%	-%
Chinese	11	11	-	10	1	-	1	11	1	*	11	3	1	3
	*%	*%	-%	1%	*%	-%	*%	1%	*%	*%	*%	*%	*%	1%
				bcdf				f						
Any other Asian background	20	20	-	6	3	1	10	9	11	-	18	4	7	1
	1%	1%	-%	1%	*%	*%	1%	1%	1%	-%	1%	*%	1%	*%
BLACK AND BLACK BRITISH														
Caribbean	28	28	-	9	8	6	5	17	11	6	20	10	5	7
	1%	1%	-%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%
African	48	47	1	25	12	4	5	37	9	9	36	11	23	10
	1%	2%	*%	3%	1%	1%	1%	2%	1%	1%	1%	1%	2%	2%
		b		cdf				cdf						

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	3355	2927	426	968	915	641	815	1883	1456	631	2597	1016	1410	583
Effective Weighted Sample	2657	2329	329	798	714	506	646	1511	1151	506	2047	801	1126	466
Total	3355	2919	436	939	824	705	872	1764	1577	653	2561	1033	1410	574
Any other black/ African/ Caribbean background	8	8	-	*	2	2	4	2	6	5	4	6	2	-
	*%	*%	-%	*%	*%	*%	*%	*%	*%	1% b	*%	1%	*%	-%
OTHER ETHNIC GROUPS														
Arab	7	7	-	5	2	-	-	7	-	2	5	2	-	4
	*%	*%	-%	1% f	*%	-%	-%	*% f	-%	*%	*%	*%	-%	1% b
Any other ethnic background	14	14	-	4	5	4	1	9	5	4	10	2	11	-
	*%	*%	-%	*%	1%	1%	*%	*%	*%	1%	*%	*%	1%	-%
Prefer not to say	15	14	1	2	3	7	3	4	10	-	10	1	3	-
	*%	*%	*%	*%	*%	1% ae	*%	*%	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	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	3355	609	759	812	769	404	1662	1691	371	1650	1231
Effective Weighted Sample	2657	389	595	682	635	377	1302	1356	231	1297	1055
Total	3355	447	671	895	895	447	1678	1678	265	1565	1425
Hearing? Poor hearing, partial hearing, or are deaf	73	8	17	25	14	9	34	39	7	37	28
	2%	2%	3%	3%	2%	2%	2%	2%	3%	2%	2%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	142	16	30	46	38	12	63	79	12	69	61
	4%	4%	5%	5%	4%	3%	4%	5%	5%	4%	4%
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	59	8	13	16	18	4	37	22	6	29	22
	2%	2%	2%	2%	2%	1%	2%	1%	2%	2%	2%
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	36	4	8	12	9	2	17	19	1	21	12
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Breathing? Breathlessness or chest pains	62	5	9	22	17	11	27	35	3	26	29
	2%	1%	1%	2%	2%	2%	2%	2%	1%	2%	2%

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 2 - SEPTEMBER-OCTOBER 2021.

Table 54

All interviewing conducted 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	3355	609	759	812	769	404	1662	1691	371	1650	1231
Effective Weighted Sample	2657	389	595	682	635	377	1302	1356	231	1297	1055
Total	3355	447	671	895	895	447	1678	1678	265	1565	1425
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration.	159	13	26	48	46	26	95	64	11	70	73
	5%	3%	4%	5%	5%	6%	6%	4%	4%	4%	5%
						a	b				
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	250	22	46	84	62	36	159	91	17	120	103
	7%	5%	7%	9%	7%	8%	9%	5%	6%	8%	7%
				a			b				
Their mental health? Anxiety, depression, or trauma-related conditions, for example	184	2	17	35	86	44	67	117	1	42	132
	5%	*%	3%	4%	10%	10%	4%	7%	*%	3%	9%
			a	a	abc	abc		a		a	ab
Other illnesses/ conditions which impact or limit their daily activities	62	4	17	14	18	10	31	31	3	29	30
	2%	1%	2%	2%	2%	2%	2%	2%	1%	2%	2%
Nothing – no impairments or conditions that impact or limit their daily activities	2561	368	525	675	667	326	1264	1297	209	1231	1059
	76%	82%	78%	75%	74%	73%	75%	77%	79%	79%	74%
		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.

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	3355	609	759	812	769	404	1662	1691	371	1650	1231
Effective Weighted Sample	2657	389	595	682	635	377	1302	1356	231	1297	1055
Total	3355	447	671	895	895	447	1678	1678	265	1565	1425
Don't know	53	11	12	9	15	6	30	22	10	22	19
	2%	2%	2%	1%	2%	1%	2%	1%	4%	1%	1%
									bc		
Prefer not to say	89	8	26	20	25	9	44	44	7	31	34
	3%	2%	4%	2%	3%	2%	3%	3%	3%	2%	2%
SUMMARY											
ANY IMPACTING OR LIMITING CONDITIONS	653	60	107	191	188	107	340	313	40	281	314
	19%	13%	16%	21%	21%	24%	20%	19%	15%	18%	22%
				ab	ab	ab					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	3355	295	314	360	399	410	402	393	376	204	200	2109	469	450	325
Effective Weighted Sample	2657	177	215	277	322	342	340	320	315	191	186	1962	415	364	251
Total	3355	224	224	335	336	447	447	447	447	224	224	2758	299	166	133
Hearing? Poor hearing, partial hearing, or are deaf	73	3	5	11	6	13	12	1	14	7	3	59	7	5	2
	2%	1%	2%	3%	2%	3%	3%	*%	3%	3%	1%	2%	2%	3%	1%
			g	g	g	g	g		g	g					
Eyesight? Poor vision, colour blindness, partial sight, or are blind	142	8	8	15	15	21	25	16	22	3	9	117	14	7	4
	4%	4%	4%	4%	5%	5%	6%	3%	5%	1%	4%	4%	5%	4%	3%
							i		i						
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	59	5	3	10	3	9	7	10	8	3	1	47	8	3	1
	2%	2%	1%	3%	1%	2%	2%	2%	2%	1%	*%	2%	3%	2%	1%
				j											
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	36	4	-	3	5	6	6	3	6	1	1	28	4	3	1
	1%	2%	-%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%
Breathing? Breathlessness or chest pains	62	3	1	5	4	7	14	8	9	4	7	51	5	5	2
	2%	1%	1%	2%	1%	2%	3%	2%	2%	2%	3%	2%	2%	3%	1%
							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.

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	3355	295	314	360	399	410	402	393	376	204	200		2109	469	450	325
Effective Weighted Sample	2657	177	215	277	322	342	340	320	315	191	186		1962	415	364	251
Total	3355	224	224	335	336	447	447	447	447	224	224		2758	299	166	133
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration.	159	8	5	14	12	32	16	25	21	16	10		134	14	8	3
	5%	4%	2%	4%	4%	7%	3%	6%	5%	7%	4%		5%	5%	5%	2%
						bdf				b						
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	250	16	6	29	17	51	33	35	27	27	9		203	20	15	12
	7%	7%	3%	9%	5%	11%	7%	8%	6%	12%	4%		7%	7%	9%	9%
		b		b		bdhj	b	b		bdhj						
Their mental health? Anxiety, depression, or trauma-related conditions, for example	184	2	-	8	9	15	20	32	54	11	34		154	12	11	6
	5%	1%	-%	2%	3%	3%	5%	7%	12%	5%	15%		6%	4%	7%	5%
				b	b	b	ab	abcde	abcdefgi	ab	abcdefgi					
Other illnesses/ conditions which impact or limit their daily activities	62	3	2	10	7	8	6	9	9	2	8		48	9	4	1
	2%	1%	1%	3%	2%	2%	1%	2%	2%	1%	3%		2%	3%	2%	1%
											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.

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	3355	295	314	360	399	410	402	393	376	204	200	2109	469	450	325
Effective Weighted Sample	2657	177	215	277	322	342	340	320	315	191	186	1962	415	364	251
Total	3355	224	224	335	336	447	447	447	447	224	224	2758	299	166	133
Nothing – no impairments or conditions that impact or limit their daily activities	2561	179	189	251	275	330	345	337	329	166	160	2102	225	125	109
	76%	80%	84%	75%	82%	74%	77%	75%	74%	74%	71%	76%	75%	75%	82%
			cefghij		ceghij										abc
Don't know	53	6	5	8	4	5	4	7	8	5	1	46	4	2	*
	2%	2%	2%	2%	1%	1%	1%	2%	2%	2%	*%	2%	1%	1%	*%
Prefer not to say	89	2	6	14	13	8	12	15	10	5	4	76	7	3	3
	3%	1%	3%	4%	4%	2%	3%	3%	2%	2%	2%	3%	2%	2%	2%
SUMMARY															
ANY IMPACTING OR LIMITING CONDITIONS	653	37	24	63	44	105	86	87	100	48	59	533	63	36	21
	19%	16%	11%	19%	13%	23%	19%	20%	22%	21%	26%	19%	21%	22%	16%
				b		bd	bd	bd	bd	bd	abd				

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	3355	2927	426	968	915	641	815	1883	1456	631	2597	1016	1410	583
Effective Weighted Sample	2657	2329	329	798	714	506	646	1511	1151	506	2047	801	1126	466
Total	3355	2919	436	939	824	705	872	1764	1577	653	2561	1033	1410	574
Hearing? Poor hearing, partial hearing, or are deaf	73 2%	68 2%	5 1%	28 3% b	10 1%	16 2%	19 2%	38 2%	35 2%	73 11% b	- -%	26 3%	32 2%	10 2%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	142 4%	131 4%	12 3%	39 4%	33 4%	21 3%	48 5% c	71 4%	69 4%	142 22% b	- -%	60 6% c	64 5% c	7 1%
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	59 2%	59 2% b	* *%	21 2%	12 1%	12 2%	14 2%	34 2%	26 2%	59 9% b	- -%	24 2%	23 2%	11 2%
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	36 1%	35 1%	* *%	18 2% bd	3 *%	9 1% b	6 1%	21 1% b	15 1%	36 5% b	- -%	13 1%	17 1%	4 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	3355	2927	426	968	915	641	815	1883	1456	631	2597	1016	1410	583
Effective Weighted Sample	2657	2329	329	798	714	506	646	1511	1151	506	2047	801	1126	466
Total	3355	2919	436	939	824	705	872	1764	1577	653	2561	1033	1410	574
Breathing? Breathlessness or chest pains	62	56	6	22	10	12	20	31	31	62	-	23	33	4
	2%	2%	1%	2%	1%	2%	2%	2%	2%	10%	-%	2%	2%	1%
										b		c	c	
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration.	159	147	12	36	21	32	68	57	100	159	-	63	74	11
	5%	5%	3%	4%	3%	5%	8%	3%	6%	24%	-%	6%	5%	2%
							abce		abe	b		c	c	
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	250	224	27	53	62	48	86	115	133	250	-	95	104	28
	7%	8%	6%	6%	8%	7%	10%	7%	8%	38%	-%	9%	7%	5%
							ae		a	b		c		
Their mental health? Anxiety, depression, or trauma-related conditions, for example	184	164	20	35	44	31	72	79	103	184	-	75	77	11
	5%	6%	5%	4%	5%	4%	8%	4%	7%	28%	-%	7%	5%	2%
							abce		ae	b		c	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.

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	3355	2927	426	968	915	641	815	1883	1456	631	2597	1016	1410	583
Effective Weighted Sample	2657	2329	329	798	714	506	646	1511	1151	506	2047	801	1126	466
Total	3355	2919	436	939	824	705	872	1764	1577	653	2561	1033	1410	574
Other illnesses/ conditions which impact or limit their daily activities	62	50	12	15	9	13	22	25	36	62	-	18	26	5
	2%	2%	3%	2%	1%	2%	3%	1%	2%	10%	-%	2%	2%	1%
							b			b				
Nothing – no impairments or conditions that impact or limit their daily activities	2561	2217	344	749	672	550	586	1421	1136	-	2561	745	1099	499
	76%	76%	79%	80%	82%	78%	67%	81%	72%	-%	100%	72%	78%	87%
				df	df	df		df	d		a		a	ab
Don't know	53	41	11	11	10	9	20	21	29	-	-	15	16	6
	2%	1%	3%	1%	1%	1%	2%	1%	2%	-%	-%	1%	1%	1%
							e							
Prefer not to say	89	79	10	24	12	15	35	36	49	-	-	30	12	5
	3%	3%	2%	3%	2%	2%	4%	2%	3%	-%	-%	3%	1%	1%
							be		b			bc		
SUMMARY														
ANY IMPACTING OR LIMITING CONDITIONS	653	582	71	155	130	131	231	285	362	653	-	243	283	64
	19%	20%	16%	16%	16%	19%	27%	16%	23%	100%	-%	24%	20%	11%
							abce		abce	b		c	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.

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	3355	609	759	812	769	404	1662	1691	371	1650	1231
Effective Weighted Sample	2657	389	595	682	635	377	1302	1356	231	1297	1055
Total	3355	447	671	895	895	447	1678	1678	265	1565	1425
16-24	96	40	30	7	11	7	46	50	22	49	18
	3%	9%	5%	1%	1%	2%	3%	3%	8%	3%	1%
		bcde	cde						bc	c	
25-34	930	229	297	258	123	24	470	460	139	597	172
	28%	51%	44%	29%	14%	5%	28%	27%	52%	38%	12%
		bcde	cde	de	e				bc	c	
35-44	1467	160	277	451	405	174	704	763	95	711	619
	44%	36%	41%	50%	45%	39%	42%	45%	36%	45%	43%
				abe	ae					a	a
45-54	698	11	55	156	289	186	373	324	7	172	498
	21%	3%	8%	17%	32%	42%	22%	19%	3%	11%	35%
			a	ab	abc	abcd				a	ab
55-64	130	1	6	21	50	52	61	69	*	25	97
	4%	*%	1%	2%	6%	12%	4%	4%	*%	2%	7%
				a	abc	abcd					ab
65-74	2	2	-	-	-	-	2	-	-	2	-
	*%	1%	-%	-%	-%	-%	*%	-%	-%	*%	-%
Refused	31	3	5	2	16	4	21	10	2	9	21
	1%	1%	1%	*%	2%	1%	1%	1%	1%	1%	1%
					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.

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	3355	295	314	360	399	410	402	393	376	204	200	2109	469	450	325
Effective Weighted Sample	2657	177	215	277	322	342	340	320	315	191	186	1962	415	364	251
Total	3355	224	224	335	336	447	447	447	447	224	224	2758	299	166	133
16-24	96	22	18	17	14	*	7	3	7	4	3	86	3	6	2
	3%	10%	8%	5%	4%	*%	2%	1%	2%	2%	2%	3%	1%	3%	1%
		cdefghij	efghij	efgh	efg		e		e	e	e	b		b	
25-34	930	115	114	152	145	131	127	57	66	15	9	779	77	42	32
	28%	51%	51%	45%	43%	29%	28%	13%	15%	7%	4%	28%	26%	26%	24%
		efghij	efghij	efghij	efghij	ghij	ghij	ij	ij						
35-44	1467	78	83	129	147	217	233	200	206	80	94	1186	141	78	63
	44%	35%	37%	39%	44%	49%	52%	45%	46%	36%	42%	43%	47%	47%	47%
					a	abci	abcdij	ai	abi						
45-54	698	6	5	31	25	86	70	150	139	101	85	579	64	29	26
	21%	3%	2%	9%	7%	19%	16%	34%	31%	45%	38%	21%	21%	18%	20%
				ab	ab	abcd	abcd	abcdef	abcdef	abcdefgh	abcdef				
55-64	130	-	1	5	2	12	9	23	27	21	31	101	13	10	7
	4%	-%	*%	1%	1%	3%	2%	5%	6%	9%	14%	4%	4%	6%	5%
						abd	a	abcdf	abcdef	abcdef	abcdefgh				
65-74	2	2	-	-	-	-	-	-	-	-	-	2	-	-	-
	*%	1%	-%	-%	-%	-%	-%	-%	-%	-%	-%	*%	-%	-%	-%
Refused	31	*	3	2	3	1	1	14	2	3	1	26	1	2	3
	1%	*%	1%	1%	1%	*%	*%	3%	*%	2%	*%	1%	*%	1%	2%
								acdefhj							

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

	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	3355	2927	426	968	915	641	815	1883	1456	631	2597	1016	1410	583
Effective Weighted Sample	2657	2329	329	798	714	506	646	1511	1151	506	2047	801	1126	466
Total	3355	2919	436	939	824	705	872	1764	1577	653	2561	1033	1410	574
16-24	96	92	4	21	13	17	44	34	61	21	59	38	31	5
	3%	3%	1%	2%	2%	2%	5%	2%	4%	3%	2%	4%	2%	1%
		b					abce		abe			c		
25-34	930	824	106	186	212	209	320	397	530	190	688	385	383	78
	28%	28%	24%	20%	26%	30%	37%	23%	34%	29%	27%	37%	27%	14%
					a	ae	abce		abe			bc	c	
35-44	1467	1285	182	435	388	284	354	823	638	274	1152	444	596	293
	44%	44%	42%	46%	47%	40%	41%	47%	40%	42%	45%	43%	42%	51%
				cdf	cdf			cdf						ab
45-54	698	584	114	240	173	151	132	412	283	138	533	131	315	173
	21%	20%	26%	26%	21%	21%	15%	23%	18%	21%	21%	13%	22%	30%
			a	bdf	d	d		df					a	ab
55-64	130	104	27	47	38	27	19	85	46	23	103	30	66	23
	4%	4%	6%	5%	5%	4%	2%	5%	3%	4%	4%	3%	5%	4%
			a	df	d			df					a	
65-74	2	2	-	-	-	2	-	-	2	2	-	-	2	-
	*%	*%	-%	-%	-%	*%	-%	-%	*%	*%	-%	-%	*%	-%
						e				b				
Refused	31	28	4	11	2	14	3	13	17	4	25	6	17	1
	1%	1%	1%	1%	*%	2%	*%	1%	1%	1%	1%	1%	1%	*%
						bde								

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	3355	609	759	812	769	404	1662	1691	371	1650	1231
Effective Weighted Sample	2657	389	595	682	635	377	1302	1356	231	1297	1055
Total	3355	447	671	895	895	447	1678	1678	265	1565	1425
Male	974	92	195	247	289	151	551	423	58	417	466
	29%	21%	29%	28%	32%	34%	33%	25%	22%	27%	33%
			a	a	a	ac	b				ab
Female	2369	355	474	643	602	296	1121	1248	207	1140	956
	71%	79%	71%	72%	67%	66%	67%	74%	78%	73%	67%
		bcde						a	c	c	
In another way	9	-	1	5	4	-	6	4	-	5	4
	*%	-%	*%	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.

C5. GENDER OF PARENT/ GUARDIAN INTERVIEWED (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	3355	295	314	360	399	410	402	393	376	204	200	2109	469	450	325
Effective Weighted Sample	2657	177	215	277	322	342	340	320	315	191	186	1962	415	364	251
Total	3355	224	224	335	336	447	447	447	447	224	224	2758	299	166	133
Male	974	57	36	103	92	129	118	165	124	97	54	795	88	41	49
	29%	25%	16%	31%	27%	29%	26%	37%	28%	44%	24%	29%	30%	25%	37%
		b		b	b	b	b	abdefhj	b	abcdefhj	b				abc
Female	2369	167	188	233	241	315	328	280	322	126	170	1951	210	125	83
	71%	75%	84%	69%	72%	70%	73%	63%	72%	56%	76%	71%	70%	75%	62%
		gi	acdefghij	i	gi	gi	gi		gi		gi	d	d	d	
In another way	9	-	-	-	1	3	2	2	1	-	-	9	-	-	*
	*%	-%	-%	-%	*%	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.

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	3355	2927	426	968	915	641	815	1883	1456	631	2597	1016	1410	583
Effective Weighted Sample	2657	2329	329	798	714	506	646	1511	1151	506	2047	801	1126	466
Total	3355	2919	436	939	824	705	872	1764	1577	653	2561	1033	1410	574
Male	974	874	100	422	228	190	132	650	323	185	747	213	453	244
	29%	30%	23%	45%	28%	27%	15%	37%	20%	28%	29%	21%	32%	42%
		b		bcdef	df	df		bcdf	d				a	ab
Female	2369	2033	336	516	591	510	740	1107	1249	465	1808	819	951	327
	71%	70%	77%	55%	72%	72%	85%	63%	79%	71%	71%	79%	67%	57%
			a		ae	ae	abcef	a	abce			bc	c	
In another way	9	9	-	1	5	2	-	7	2	3	6	1	5	3
	*%	*%	-%	*%	1%	*%	-%	*%	*%	*%	*%	*%	*%	1%
					d									

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.

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	3355	609	759	812	769	404	1662	1691	371	1650	1231
Effective Weighted Sample	2657	389	595	682	635	377	1302	1356	231	1297	1055
Total	3355	447	671	895	895	447	1678	1678	265	1565	1425
In full time employment	1685	195	307	436	496	251	858	827	126	733	783
	50%	44%	46%	49%	55%	56%	51%	49%	47%	47%	55%
					abc	abc					ab
In part time employment	819	114	173	229	208	95	401	418	68	404	330
	24%	25%	26%	26%	23%	21%	24%	25%	26%	26%	23%
Unemployed	167	26	45	40	34	22	66	101	17	86	53
	5%	6%	7%	4%	4%	5%	4%	6%	6%	5%	4%
			d					a		c	
A student	48	6	13	10	11	8	27	22	2	23	21
	1%	1%	2%	1%	1%	2%	2%	1%	1%	1%	1%
Full-time responsibility for home/ family	554	95	124	158	117	61	287	268	47	289	200
	17%	21%	18%	18%	13%	14%	17%	16%	18%	18%	14%
		de	de	d						c	
Retired	13	*	-	2	10	1	7	5	*	1	10
	*%	*%	-%	*%	1%	*%	*%	*%	*%	*%	1%
					abc						b
Other	56	8	6	17	16	8	25	31	3	25	26
	2%	2%	1%	2%	2%	2%	1%	2%	1%	2%	2%
Prefer not to say	13	2	3	3	2	2	6	7	2	4	3
	*%	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	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	3355	295	314	360	399	410	402	393	376	204	200	2109	469	450	325
Effective Weighted Sample	2657	177	215	277	322	342	340	320	315	191	186	1962	415	364	251
Total	3355	224	224	335	336	447	447	447	447	224	224	2758	299	166	133
In full time employment	1685	103	92	153	155	221	215	250	246	131	120	1374	153	86	72
	50%	46%	41%	45%	46%	49%	48%	56% abcdf	55% bcd	59% abcdef	53% b	50%	51%	52%	54%
In part time employment	819	54	60	90	83	114	115	99	109	44	51	684	72	36	27
	24%	24%	27%	27%	25%	25%	26%	22%	24%	20%	23%	25%	24%	22%	20%
Unemployed	167	12	14	14	31	18	22	12	22	10	12	134	20	10	4
	5%	6%	6%	4%	9% cefghi	4%	5%	3%	5%	4%	5%	5%	7% d	6%	3%
A student	48	4	2	8	5	6	4	7	4	2	6	39	6	2	*
	1%	2%	1%	2%	2%	1%	1%	2%	1%	1%	3%	1%	2%	1%	*%
Full-time responsibility for home/ family	554	46	49	67	56	79	79	65	52	29	32	460	40	28	26
	17%	21% h	22% ghi	20% hi	17%	18% h	18% h	15%	12%	13%	14%	17%	13%	17%	20% b
Retired	13	-	*	-	-	1	1	5	5	1	-	7	4	1	1
	*%	-%	*%	-%	-%	*%	*%	1%	1%	*%	-%	*%	1% a	1%	1%
Other	56	4	5	2	4	7	10	7	9	5	3	50	3	1	2
	2%	2%	2%	1%	1%	2%	2%	2%	2%	2%	1%	2%	1%	1%	1%
Prefer not to say	13	*	2	1	2	1	2	1	1	2	-	9	1	2	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.

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	3355	2927	426	968	915	641	815	1883	1456	631	2597	1016	1410	583
Effective Weighted Sample	2657	2329	329	798	714	506	646	1511	1151	506	2047	801	1126	466
Total	3355	2919	436	939	824	705	872	1764	1577	653	2561	1033	1410	574
In full time employment	1685	1508	177	693	508	328	152	1201	480	285	1335	318	804	445
	50%	52%	41%	74%	62%	47%	17%	68%	30%	44%	52%	31%	57%	78%
		b		bcdef	cdf	df		bcdf	d		a		a	ab
In part time employment	819	688	131	150	213	219	235	363	454	168	627	279	376	86
	24%	24%	30%	16%	26%	31%	27%	21%	29%	26%	24%	27%	27%	15%
			a		ae	abe	ae	a	ae			c	c	
Unemployed	167	146	22	12	9	12	129	22	142	28	120	98	27	4
	5%	5%	5%	1%	1%	2%	15%	1%	9%	4%	5%	10%	2%	1%
							abcef		abce			bc		
A student	48	45	3	9	20	10	9	30	18	13	32	25	17	2
	1%	2%	1%	1%	2%	1%	1%	2%	1%	2%	1%	2%	1%	*%
					adf							bc		
Full-time responsibility for home/ family	554	457	98	69	60	121	303	129	424	133	399	273	165	30
	17%	16%	22%	7%	7%	17%	35%	7%	27%	20%	16%	26%	12%	5%
			a			abe	abcef		abce	b		bc	c	
Retired	13	12	1	3	5	2	4	7	6	4	9	3	5	2
	*%	*%	*%	*%	1%	*%	*%	*%	*%	1%	*%	*%	*%	*%
Other	56	53	3	2	9	9	35	11	43	20	31	32	15	4
	2%	2%	1%	*%	1%	1%	4%	1%	3%	3%	1%	3%	1%	1%
					a	a	abce		abe	b		bc		
Prefer not to say	13	11	2	2	*	4	5	2	10	2	7	5	2	-
	*%	*%	*%	*%	*%	1%	1%	*%	1%	*%	*%	1%	*%	-%
						e	e		e					

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	2523	428	562	613	601	317	1247	1274	270	1221	967
Effective Weighted Sample	2003	275	439	515	499	295	983	1022	170	960	830
Total	2504	309	480	665	704	346	1259	1245	194	1136	1113
Yes	125	10	30	34	36	16	73	53	9	63	50
	5%	3%	6%	5%	5%	5%	6%	4%	4%	6%	5%
No	2345	292	441	625	660	327	1164	1181	183	1056	1053
	94%	94%	92%	94%	94%	95%	92%	95%	95%	93%	95%
								a			
Don't know	21	7	4	6	3	1	15	6	2	15	5
	1%	2%	1%	1%	*%	*%	1%	1%	1%	1%	*%
		d									
Prefer not to say	12	*	5	-	5	1	8	4	*	2	5
	*%	*%	1%	-%	1%	*%	1%	*%	*%	*%	*%
			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.

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	2523	207	221	269	293	313	300	297	304	161	156	1601	353	329	238
Effective Weighted Sample	2003	125	153	206	235	262	254	245	254	150	144	1482	314	262	178
Total	2504	157	152	243	237	335	330	349	355	175	171	2058	225	122	99
Yes	125	7	3	16	14	20	14	19	16	10	6	107	10	6	2
	5%	5%	2%	6% b	6%	6% b	4%	6%	5%	6%	4%	5% d	5%	5%	2%
No	2345	143	149	222	219	312	313	325	335	162	165	1923	212	116	95
	94%	91%	98% acdegi	92%	92%	93%	95%	93%	94%	93%	96%	93%	94%	95%	96%
Don't know	21	7	-	2	2	3	3	1	2	1	-	19	1	-	1
	1%	5% bcdefghj	-%	1%	1%	1%	1%	*%	1%	1%	-%	1%	1%	-%	1%
Prefer not to say	12	-	*	3	3	-	-	3	2	1	-	9	1	*	2
	*%	-%	*%	1%	1%	-%	-%	1%	*%	1%	-%	*%	1%	*%	2% 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.

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	2523	2213	308	871	804	491	350	1675	841	448	1993	590	1193	542
Effective Weighted Sample	2003	1765	239	718	622	391	282	1340	673	359	1577	464	950	433
Total	2504	2195	308	843	721	547	387	1564	934	454	1962	597	1180	531
Yes	125	124	1	72	25	19	10	97	29	79	36	36	59	28
	5%	6%	*%	9%	3%	3%	2%	6%	3%	18%	2%	6%	5%	5%
		b		bcdef				bcdf		b				
No	2345	2039	306	759	686	521	374	1445	895	369	1906	547	1116	502
	94%	93%	99%	90%	95%	95%	97%	92%	96%	81%	97%	92%	95%	95%
			a		ae	a	ae		ae		a		a	
Don't know	21	21	-	6	8	4	3	14	7	1	15	12	5	-
	1%	1%	-%	1%	1%	1%	1%	1%	1%	*%	1%	2%	*%	-%
												bc		
Prefer not to say	12	10	2	5	2	2	1	8	3	4	5	3	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 2 - SEPTEMBER-OCTOBER 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	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	3355	609	759	812	769	404	1662	1691	371	1650	1231
Effective Weighted Sample	2657	389	595	682	635	377	1302	1356	231	1297	1055
Total	3355	447	671	895	895	447	1678	1678	265	1565	1425
Income Support	235	26	45	72	57	36	124	111	14	117	96
	7%	6%	7%	8%	6%	8%	7%	7%	5%	7%	7%
Income-based Jobseeker's Allowance	98	16	17	30	20	15	47	50	10	48	32
	3%	4%	3%	3%	2%	3%	3%	3%	4%	3%	2%
Pensions Credit (Guaranteed Credit)	74	8	12	22	20	12	45	29	7	33	34
	2%	2%	2%	2%	2%	3%	3%	2%	3%	2%	2%
Pensions Credit (no Guaranteed Credit)	45	1	12	11	8	12	23	21	1	24	20
	1%	*%	2%	1%	1%	3%	1%	1%	*%	2%	1%
			a			ad					
Employment and Support Allowance (ESA)	179	17	28	55	48	31	90	89	11	84	81
	5%	4%	4%	6%	5%	7%	5%	5%	4%	5%	6%
						a					
Universal Credit (and household has other earnings)	504	86	121	136	109	52	257	246	51	272	170
	15%	19%	18%	15%	12%	12%	15%	15%	19%	17%	12%
		de	de						c	c	
Universal Credit (and household has no other earnings)	227	46	54	48	55	25	106	121	27	104	84
	7%	10%	8%	5%	6%	6%	6%	7%	10%	7%	6%
		cde							bc		
Personal Independence Payment (PIP)	251	13	49	68	75	46	118	133	8	106	127
	7%	3%	7%	8%	8%	10%	7%	8%	3%	7%	9%
			a	a	a	a				a	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.

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	3355	609	759	812	769	404	1662	1691	371	1650	1231
Effective Weighted Sample	2657	389	595	682	635	377	1302	1356	231	1297	1055
Total	3355	447	671	895	895	447	1678	1678	265	1565	1425
Carer's allowance	197	19	44	46	65	23	84	113	11	89	89
	6%	4%	7%	5%	7%	5%	5%	7%	4%	6%	6%
Other	74	16	14	19	16	9	34	40	13	32	27
	2%	4%	2%	2%	2%	2%	2%	2%	5%	2%	2%
									bc		
None of these - Do not receive any of these benefits	1925	237	370	513	538	267	967	959	135	876	869
	57%	53%	55%	57%	60%	60%	58%	57%	51%	56%	61%
					a						ab
Don't know	35	3	6	10	12	4	14	21	3	17	14
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Prefer not to say	110	14	24	28	34	10	59	51	11	43	42
	3%	3%	4%	3%	4%	2%	4%	3%	4%	3%	3%
SUMMARY											
ANY BENEFITS	1284	193	270	343	311	168	638	647	116	629	499
	38%	43%	40%	38%	35%	37%	38%	39%	44%	40%	35%
		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.

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	3355	295	314	360	399	410	402	393	376	204	200	2109	469	450	325
Effective Weighted Sample	2657	177	215	277	322	342	340	320	315	191	186	1962	415	364	251
Total	3355	224	224	335	336	447	447	447	447	224	224	2758	299	166	133
Income Support	235	12	14	21	24	40	32	24	33	28	8	203	15	7	9
	7%	5%	6%	6%	7%	9%	7%	5%	7%	12%	3%	7%	5%	4%	7%
						j				abcfgj		c			
Income-based Jobseeker's Allowance	98	9	7	8	10	10	20	10	10	11	4	82	7	4	4
	3%	4%	3%	2%	3%	2%	4%	2%	2%	5%	2%	3%	2%	3%	3%
Pensions Credit (Guaranteed Credit)	74	6	3	7	5	14	8	10	10	9	4	64	4	3	3
	2%	2%	1%	2%	1%	3%	2%	2%	2%	4%	2%	2%	1%	2%	2%
Pensions Credit (no Guaranteed Credit)	45	1	-	7	5	6	5	-	8	10	3	36	3	2	3
	1%	*%	-%	2%	2%	1%	1%	-%	2%	4%	1%	1%	1%	1%	2%
				bg	g	g			bg	abefg	g				
Employment and Support Allowance (ESA)	179	11	6	16	12	25	30	16	32	22	9	140	19	9	11
	5%	5%	3%	5%	4%	6%	7%	4%	7%	10%	4%	5%	6%	5%	8%
							b		bdg	bcdgj					
Universal Credit (and household has other earnings)	504	38	48	61	59	75	61	57	52	25	27	420	41	27	16
	15%	17%	21%	18%	18%	17%	14%	13%	12%	11%	12%	15%	14%	16%	12%
			fghij	hi	h										
Universal Credit (and household has no other earnings)	227	23	23	23	31	18	30	29	26	14	11	193	16	12	7
	7%	10%	10%	7%	9%	4%	7%	6%	6%	6%	5%	7%	5%	7%	5%
		e	e		e										
Personal Independence Payment (PIP)	251	9	4	27	21	30	39	36	40	16	29	210	21	11	8
	7%	4%	2%	8%	6%	7%	9%	8%	9%	7%	13%	8%	7%	7%	6%
				b	b	b	ab	b	ab	b	abde				

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					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	3355	295	314	360	399	410	402	393	376	204	200	2109	469	450	325
Effective Weighted Sample	2657	177	215	277	322	342	340	320	315	191	186	1962	415	364	251
Total	3355	224	224	335	336	447	447	447	447	224	224	2758	299	166	133
Carer's allowance	197	4	15	25	19	21	25	24	40	11	12	160	15	9	13
	6%	2%	7%	7%	6%	5%	6%	5%	9%	5%	5%	6%	5%	6%	10%
			a	a	a		a	a	ae		a				ab
Other	74	6	10	6	9	12	7	5	11	4	4	57	8	6	3
	2%	3%	4%	2%	3%	3%	1%	1%	2%	2%	2%	2%	3%	3%	3%
			fg												
None of these - Do not receive any of these benefits	1925	119	118	181	189	265	248	275	262	126	141	1577	180	87	81
	57%	53%	53%	54%	56%	59%	55%	62%	59%	56%	63%	57%	60%	53%	61%
								b			b		c		c
Don't know	35	2	1	3	3	2	8	4	8	2	1	29	5	1	*
	1%	1%	*%	1%	1%	1%	2%	1%	2%	1%	1%	1%	2%	1%	*%
Prefer not to say	110	9	6	13	11	14	14	20	13	3	7	84	10	11	5
	3%	4%	3%	4%	3%	3%	3%	5%	3%	1%	3%	3%	3%	6%	4%
														ab	
SUMMARY															
ANY BENEFITS	1284	94	99	138	132	166	177	148	164	93	75	1069	104	66	46
	38%	42%	44%	41%	39%	37%	40%	33%	37%	41%	34%	39%	35%	40%	34%
			gj	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.

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	3355	2927	426	968	915	641	815	1883	1456	631	2597	1016	1410	583
Effective Weighted Sample	2657	2329	329	798	714	506	646	1511	1151	506	2047	801	1126	466
Total	3355	2919	436	939	824	705	872	1764	1577	653	2561	1033	1410	574
Income Support	235	218	16	99	26	32	78	125	109	88	133	86	99	34
	7%	7%	4%	11%	3%	5%	9%	7%	7%	14%	5%	8%	7%	6%
		b		bcef			bc	bc	b	b				
Income-based Jobseeker's Allowance	98	93	5	42	20	14	20	62	34	46	47	35	46	12
	3%	3%	1%	4%	2%	2%	2%	4%	2%	7%	2%	3%	3%	2%
		b		bcdf				f		b				
Pensions Credit (Guaranteed Credit)	74	70	4	48	5	10	10	53	20	36	31	25	36	12
	2%	2%	1%	5%	1%	1%	1%	3%	1%	5%	1%	2%	3%	2%
				bcdef				bdf		b				
Pensions Credit (no Guaranteed Credit)	45	44	1	29	3	10	2	32	12	23	17	14	24	7
	1%	1%	*%	3%	*%	1%	*%	2%	1%	4%	1%	1%	2%	1%
				bdf			d	bdf		b				
Employment and Support Allowance (ESA)	179	164	15	56	24	26	72	80	98	76	98	79	70	23
	5%	6%	4%	6%	3%	4%	8%	5%	6%	12%	4%	8%	5%	4%
				b			bce		bc	b		bc		
Universal Credit (and household has other earnings)	504	424	80	84	102	106	211	186	317	145	343	254	190	13
	15%	15%	18%	9%	12%	15%	24%	11%	20%	22%	13%	25%	13%	2%
					a	ae	abcef		abce	b		bc	c	
Universal Credit (and household has no other earnings)	227	209	19	31	22	26	145	52	171	79	126	133	55	8
	7%	7%	4%	3%	3%	4%	17%	3%	11%	12%	5%	13%	4%	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	3355	2927	426	968	915	641	815	1883	1456	631	2597	1016	1410	583
Effective Weighted Sample	2657	2329	329	798	714	506	646	1511	1151	506	2047	801	1126	466
Total	3355	2919	436	939	824	705	872	1764	1577	653	2561	1033	1410	574
Personal Independence Payment (PIP)	251	215	36	60	33	45	110	93	155	102	140	106	100	27
	7%	7%	8%	6%	4%	6%	13%	5%	10%	16%	5%	10%	7%	5%
				b			abce		abce	b		bc		
Carer's allowance	197	174	23	45	17	32	102	61	134	99	91	92	71	14
	6%	6%	5%	5%	2%	5%	12%	3%	9%	15%	4%	9%	5%	2%
				b		b	abcef		abce	b		bc	c	
Other	74	67	7	6	24	18	26	30	44	29	45	34	33	4
	2%	2%	2%	1%	3%	3%	3%	2%	3%	4%	2%	3%	2%	1%
					a	a	a	a	a	b		c	c	
None of these - Do not receive any of these benefits	1925	1651	274	639	571	445	267	1210	712	198	1683	376	920	478
	57%	57%	63%	68%	69%	63%	31%	69%	45%	30%	66%	36%	65%	83%
			a	df	cdf	df		cdf	d		a		a	ab
Don't know	35	35	-	10	11	7	7	21	14	9	18	13	12	3
	1%	1%	-%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%
		b												
Prefer not to say	110	99	11	18	21	23	46	39	69	18	65	22	17	5
	3%	3%	3%	2%	3%	3%	5%	2%	4%	3%	3%	2%	1%	1%
							abe		abe					
SUMMARY														
ANY BENEFITS	1284	1134	151	273	221	230	552	494	782	429	795	622	462	89
	38%	39%	35%	29%	27%	33%	63%	28%	50%	66%	31%	60%	33%	15%
						be	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	3355	609	759	812	769	404	1662	1691	371	1650	1231
Effective Weighted Sample	2657	389	595	682	635	377	1302	1356	231	1297	1055
Total	3355	447	671	895	895	447	1678	1678	265	1565	1425
Up to £199 per week/ Up to £10,399 per year	263	40	52	68	64	39	119	144	22	120	110
	8%	9%	8%	8%	7%	9%	7%	9%	8%	8%	8%
From £200 to £299 per week/ From £10,400 to £15,599 per year	369	51	71	112	96	39	168	200	26	185	143
	11%	11%	11%	13%	11%	9%	10%	12%	10%	12%	10%
From £300 to £499 per week/ From £15,600 to £25,999 per year	608	70	119	181	152	86	321	288	44	297	254
	18%	16%	18%	20%	17%	19%	19%	17%	16%	19%	18%
From £500 to £699 per week/ From £26,000 to £36,399 per year	625	89	126	156	170	85	320	304	52	289	266
	19%	20%	19%	17%	19%	19%	19%	18%	20%	18%	19%
From £700 to £999 per week/ From £36,400 to £51,999 per year	604	80	120	156	160	88	304	300	44	289	263
	18%	18%	18%	17%	18%	20%	18%	18%	17%	18%	18%
£1,000 and above per week/ £52,000 and above per year	552	55	113	149	155	81	278	274	35	244	262
	16%	12%	17%	17%	17%	18%	17%	16%	13%	16%	18%
					a	a					
Don't know	134	35	30	27	31	11	53	80	25	59	40
	4%	8%	4%	3%	3%	2%	3%	5%	9%	4%	3%
		bcde						a	bc		
Prefer not to say	201	28	42	46	67	18	115	86	17	81	87
	6%	6%	6%	5%	8%	4%	7%	5%	6%	5%	6%
					e						

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

PARENTS' AND CHILDREN'S ONLINE BEHAVIOURS AND ATTITUDES SURVEY 2021 - WAVE 2 - SEPTEMBER-OCTOBER 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	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	3355	295	314	360	399	410	402	393	376	204	200	2109	469	450	325
Effective Weighted Sample	2657	177	215	277	322	342	340	320	315	191	186	1962	415	364	251
Total	3355	224	224	335	336	447	447	447	447	224	224	2758	299	166	133
Up to £199 per week/ Up to £10,399 per year	263	21	19	26	26	28	40	27	37	16	23	214	25	14	10
	8%	10%	8%	8%	8%	6%	9%	6%	8%	7%	10%	8%	8%	9%	8%
From £200 to £299 per week/ From £10,400 to £15,599 per year	369	23	28	33	38	56	56	38	58	18	21	292	38	20	19
	11%	10%	12%	10%	11%	13%	12%	9%	13%	8%	10%	11%	13%	12%	14%
From £300 to £499 per week/ From £15,600 to £25,999 per year	608	39	32	60	59	93	87	81	71	48	39	506	49	30	22
	18%	17%	14%	18%	18%	21%	20%	18%	16%	21%	17%	18%	17%	18%	17%
						b									
From £500 to £699 per week/ From £26,000 to £36,399 per year	625	49	40	63	63	76	80	97	73	36	49	526	45	32	21
	19%	22%	18%	19%	19%	17%	18%	22%	16%	16%	22%	19%	15%	19%	16%
From £700 to £999 per week/ From £36,400 to £51,999 per year	604	40	39	62	58	72	85	86	73	43	45	497	57	25	26
	18%	18%	17%	18%	17%	16%	19%	19%	16%	19%	20%	18%	19%	15%	19%
£1,000 and above per week/ £52,000 and above per year	552	22	34	53	60	81	68	74	81	49	32	453	55	21	23
	16%	10%	15%	16%	18%	18%	15%	16%	18%	22%	14%	16%	18%	13%	17%
					a	a		a	a	a			c		
Don't know	134	14	21	12	17	12	15	12	19	4	8	112	12	7	3
	4%	6%	9%	4%	5%	3%	3%	3%	4%	2%	3%	4%	4%	4%	2%
		ei	cefghij		i										
Prefer not to say	201	16	12	27	15	29	17	33	34	10	8	158	17	17	8
	6%	7%	6%	8%	4%	6%	4%	7%	8%	5%	3%	6%	6%	10%	6%
				f				f	f					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.

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	3355	2927	426	968	915	641	815	1883	1456	631	2597	1016	1410	583
Effective Weighted Sample	2657	2329	329	798	714	506	646	1511	1151	506	2047	801	1126	466
Total	3355	2919	436	939	824	705	872	1764	1577	653	2561	1033	1410	574
Up to £199 per week/ Up to £10,399 per year	263	225	38	23	31	46	163	54	208	77	180	263	-	-
	8%	8%	9%	2%	4%	6% abe	19% abcef	3%	13% abce	12% b	7%	25% bc	-%	-%
From £200 to £299 per week/ From £10,400 to £15,599 per year	369	329	40	38	72	65	192	109	257	104	241	230	139	-
	11%	11%	9%	4%	9% ae	9% ae	22% abcef	6% a	16% abce	16% b	9%	22% bc	10% c	-%
From £300 to £499 per week/ From £15,600 to £25,999 per year	608	521	87	73	159	144	231	231	376	146	445	367	241	-
	18%	18%	20%	8%	19% ae	20% ae	26% abce	13% a	24% abe	22% b	17%	36% bc	17% c	-%
From £500 to £699 per week/ From £26,000 to £36,399 per year	625	547	78	147	188	187	101	335	288	116	490	146	479	-
	19%	19%	18%	16% d	23% adef	27% adef	12%	19% ad	18% d	18%	19%	14% c	34% ac	-%
From £700 to £999 per week/ From £36,400 to £51,999 per year	604	529	76	230	185	141	48	415	189	86	510	28	551	22
	18%	18%	17%	24% df	22% df	20% df	5%	24% df	12% d	13%	20% a	3%	39% ac	4%
£1,000 and above per week/ £52,000 and above per year	552	481	71	355	134	55	7	489	62	61	480	-	-	552
	16%	16%	16%	38% bcdef	16% cdf	8% df	1%	28% bcdf	4% d	9%	19% a	-%	-%	96% 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	3355	2927	426	968	915	641	815	1883	1456	631	2597	1016	1410	583
Effective Weighted Sample	2657	2329	329	798	714	506	646	1511	1151	506	2047	801	1126	466
Total	3355	2919	436	939	824	705	872	1764	1577	653	2561	1033	1410	574
Don't know	134	111	23	25	12	28	64	38	92	26	95	-	-	-
	4%	4%	5%	3%	1%	4%	7%	2%	6%	4%	4%	-%	-%	-%
						be	abce		abe					
Prefer not to say	201	177	24	48	44	38	66	93	105	37	120	-	-	-
	6%	6%	6%	5%	5%	5%	8%	5%	7%	6%	5%	-%	-%	-%
							e							

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	1985	-	-	812	769	404	1007	978	-	688	1231
Effective Weighted Sample	1687	-	-	682	635	377	850	838	-	576	1055
Total	2237	-	-	895	895	447	1118	1118	-	743	1425
A lot	263	**	**	119	96	47	151	112	**	97	152
	12%	**	**	13%	11%	11%	13% b	10%	**	13%	11%
A little	683	**	**	422	199	62	350	334	**	365	304
	31%	**	**	47% de	22% e	14%	31%	30%	**	49% c	21%
None	1290	**	**	353	599	338	618	672	**	281	969
	58%	**	**	40% c	67% cd	76% cd	55%	60% a	**	38%	68% 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

	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	1985	-	-	-	-	410	402	393	376	204	200	1361	242	222	160
Effective Weighted Sample	1687	-	-	-	-	342	340	320	315	191	186	1277	230	189	131
Total	2237	-	-	-	-	447	447	447	447	224	224	1853	193	105	86
A lot	263	**	**	**	**	65	54	48	48	37	10	227	16	11	9
	12%	**	**	**	**	15%	12%	11%	11%	16%	5%	12%	8%	10%	11%
						j	j	j	j	j					
A little	683	**	**	**	**	211	211	106	94	33	29	568	57	36	23
	31%	**	**	**	**	47%	47%	24%	21%	15%	13%	31%	29%	34%	27%
						ghij	ghij	ij	j						
None	1290	**	**	**	**	171	182	293	306	154	184	1059	120	59	53
	58%	**	**	**	**	38%	41%	66%	68%	69%	82%	57%	62%	56%	62%
								ef	ef	ef	efghi				

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.

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	1985	1748	237	629	514	371	465	1143	836	427	1491	583	855	363
Effective Weighted Sample	1687	1487	201	541	435	316	399	976	715	364	1265	495	735	308
Total	2237	1956	281	671	536	456	566	1207	1022	485	1668	668	963	403
A lot	263	241	22	120	34	57	50	154	107	98	149	80	111	54
	12%	12%	8%	18%	6%	13%	9%	13%	10%	20%	9%	12%	12%	13%
				bcdef		b		bd	b	b				
A little	683	587	96	184	194	129	176	378	305	173	487	191	317	108
	31%	30%	34%	27%	36%	28%	31%	31%	30%	36%	29%	29%	33%	27%
					acf					b			c	
None	1290	1128	163	366	309	270	340	675	611	214	1032	398	535	241
	58%	58%	58%	55%	58%	59%	60%	56%	60%	44%	62%	59%	56%	60%
											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	3009	521	687	750	673	378	1486	1523	312	1510	1112
Effective Weighted Sample	2392	332	536	631	560	354	1170	1223	193	1188	959
Total	3017	384	599	822	794	418	1506	1511	222	1425	1297
Most Financially Vulnerable	1033	160	205	280	248	140	482	551	85	503	409
	34%	42%	34%	34%	31%	33%	32%	37%	38%	35%	32%
		bcde						a			
Potentially Financially Vulnerable	1410	168	279	386	384	193	729	681	102	668	613
	47%	44%	46%	47%	48%	46%	48%	45%	46%	47%	47%
Least Financially Vulnerable	574	55	116	155	162	85	295	279	35	254	274
	19%	14%	19%	19%	20%	20%	20%	18%	16%	18%	21%
					a	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.

FINANCIAL VULNERABILITY

Base : Those where it is possible to calculate the Financial Vulnerability Index

	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	3009	251	270	322	365	375	375	347	326	191	187	1906	422	388	293
Effective Weighted Sample	2392	152	184	245	294	312	318	286	274	180	174	1773	373	314	225
Total	3017	193	191	296	303	407	415	401	394	210	208	2484	270	142	121
Most Financially Vulnerable	1033	77	83	92	113	128	152	115	133	70	70	850	83	55	46
	34%	40%	44%	31%	37%	31%	37%	29%	34%	33%	34%	34%	31%	39%	38%
		g	ceghij		g		g							b	
Potentially Financially Vulnerable	1410	95	74	147	131	195	191	205	179	88	105	1163	131	65	52
	47%	49%	39%	50%	43%	48%	46%	51%	46%	42%	51%	47%	48%	46%	43%
				b		b		b			b				
Least Financially Vulnerable	574	22	34	56	60	84	71	81	81	52	33	471	56	22	24
	19%	11%	18%	19%	20%	21%	17%	20%	21%	25%	16%	19%	21%	16%	20%
				a	a	a			a	afj					

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	3009	2632	377	890	851	568	693	1741	1261	566	2364	1016	1410	583
Effective Weighted Sample	2392	2101	292	732	664	455	552	1395	1006	456	1870	801	1126	466
Total	3017	2629	388	863	767	638	741	1630	1380	590	2343	1033	1410	574
Most Financially Vulnerable	1033	894	140	142	189	231	467	331	697	243	745	1033	-	-
	34%	34%	36%	16%	25%	36%	63%	20%	51%	41%	32%	100%	-%	-%
					ae	abe	abcef	a	abce	b		bc		
Potentially Financially Vulnerable	1410	1233	177	356	436	349	268	792	617	283	1099	-	1410	-
	47%	47%	46%	41%	57%	55%	36%	49%	45%	48%	47%	-%	100%	-%
					adef	adef		ad	d				ac	
Least Financially Vulnerable	574	502	72	365	142	58	7	507	65	64	499	-	-	574
	19%	19%	18%	42%	19%	9%	1%	31%	5%	11%	21%	-%	-%	100%
				bcdef	cdf	df		bcdf	d		a			ab

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